

**RHONE-POULENC, APPLIED
BIOCHEMISTS COOP ON AQUAKLEEN**

MILWAUKEE, Wis. — Applied Biochemists (AB) and Rhone-Poulenc Ag. Co. have entered into a marketing agreement for Aqua-Kleen, a granular aquatic herbicide. Under the terms of this agreement, AB assumes all sales and marketing responsibilities associated with this aquatic labeled butoxyethanol ester 2,4-D formulation. AB takes full possession of all 1994 inventory and 1995 production while Rhone-Poulenc maintains registration ownership, re-registration responsibilities plus production functions. For more information, call 1-800-558-5106.

Cyanamid beefs up to support Pendulum

WAYNE, N.J. — American Cyanamid Co. has created two new positions and expanded its sales force to support the growth in its Turf, Ornamental and Pest Control Products Group (PTO&PCP).

Brian Stidham has been promoted to national sales manager and Lendel Schutzman appointed key accounts manager to coordinate sales support for large national and regional marketers.

Gary Curl is the new senior market manager for PTO&PCP. Curtis Clark is now market manager for Consumer Lawn and Garden Products.

Kyle Miller is senior market development manager for the PTO&PCP. Dr. John Thomas has also joined Cyanamid as product development manager for Turf

and Ornamental Products at the company's research and development center in nearby Princeton, N.J.

New to the sales staff are Matt Bottone, based in Indianapolis, managing the Midwest; Elda Elizondo, handling the south central region from Arlington, Texas; and Dave Rowlands, serving the state of Florida from his Tallahassee base.

Paul Canavan continues to service the Southeast region from Marietta, Ga., while the Northeast region is managed by Rachelle Michelis from Baltimore, Md. John Slagor, and independent manufacturers rep., will help service California customers for Pendulum. For more information on the changes at American Cyanamid, call Robin Hanen at 201-831-3877.

RISE Notebook

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withdrew his support. The bill had been circulated in the Legislature by the state Department of Agriculture.

"In New York state, there has been a piece of legislation to provide communities the right to regulate use of pesticides," said James. "But it's far too early in the legislative process to gauge its potential... You must remember that 40 of the 41 states that have pre-emption would require an exemption for posting and notification of pesticides."

Pre-emption laws forbid states and municipalities from banning or restricting chemicals registered by the federal EPA.

"We still believe that posting and notification is not necessary for the homeowner, or the golf course superintendent, for that matter," added James. "We've also reaffirmed the position that, if any company or golf course organization should be required to post, we support that decision."

"When we conducted our public opinion survey (GCN Feb. '95, page 3), it reaffirmed our position on this. There is no public outcry for posting and notification. And posting and notification will do nothing to lower public concern about pesticides. Responsible use of pesticide products is the best way to quell concern."

RISE and the Golf Course Superintendents Association of America (GCSAA) have together completed an environmental public service announcement now airing during the GCSAA's "Par for the Course," a 30-minute magazine program on ESPN, the cable sports network.

A number of companies have already committed to the project, signing on as sponsors under the RISE banner. All RISE members are encouraged to consider similar sponsorship, said James.

"Most of the companies have chosen to give the publicity to RISE as an organization," said James. "I think this is an excellent opportunity for the industry to put its best foot forward."

With the proliferation of cable channels and shows to fill those channels, James said he anticipates more opportunities for RISE to spread its message via the television.

"A similar thing is happening with a show called Golf Tech Week," he said. "We anticipate additional opportunities as these cable stations pick up more and more programs produced by independent, regional production houses." For more information, contact James at 202-872-3860; or call the GCSAA's Bob Shively at 913-832-4436.

Plans for the RISE Annual Meeting are underway. After a one-year hiatus in the sun of Florida's West Coast, the event returns to the Beltway Region, Sept. 7-10, at The Ritz-Carlton, Pentagon City, Va.

James said members with ideas on formats and potential speakers are encouraged to call with suggestions.

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