

## HELP WANTED

**Product Marketing Manager –  
Turf and Ornamental\***  
Product & Market focus =  
Organic and Bio-stimulants

Lebanon Seaboard Corporation, a leader in the landscape and golf course industry, is requesting qualified applicants for Product Marketing Manager. LebanonTurf, the professional division of LSC is poised for growth in the organic and bio-stimulant markets after several recent acquisitions of organic/bio-stimulant companies. LebanonTurf seeks an astute team player to join the energetic and supportive Marketing Team. The position is based in Lebanon, Pennsylvania, headquarters of Lebanon Seaboard Corporation.

**Position Objective:**

Responsible to develop and implement product strategies for current and new products within an assigned organic/bio-stimulant product portfolio. Responsibilities include product positioning, product development, product specification, competitive intelligence, packaging design, labeling, and development of product marketing and training materials.

**Reports to:** Director of Marketing  
**Job Dimensions and Responsibilities**

- Develop and implement "Go to Market" strategies for new and current products
- Provide annual volume forecasts for all products
- Lead product development in assigned product and market segments
- Develop and implement price strategies and positioning of all assigned products to compete in the market, achieving corporate volume and profit objectives
- Design and implement Market Research insuring full understanding of end user behaviors, requirements and product needs
- Develop and implement training programs and training delivery to insure leading performance of distribution and field sales personnel
- Manage product research for current and future products working with internal research personnel and university/industry resources
- Develop product offering annually including rationalization of the offering and enhancing the offering to lead the market
- Develop and implement sales programs to achieve sales volume objectives and profit performance
- Lead annual and quarterly market plan activity
- Maintain excellent interdepartmental communication
- Develop and maintain detail reporting of sales, profit and competitive market position
- Development of the content in brand/product marketing materials, trade show materials, advertising strategy materials and web promotion

**Position Qualifications**

- Superior interpersonal skills required
- 4 year degree in Agronomy, Horticulture, Turf Management Ag Sciences or Ag Business required
- Minimum 5-8 years Product Management and/or Product Development experience desired
- Prefer 2-4 years experience with Organic/bio-stimulant products
- Minimum 2 years of B2B sales experience required
- Strong analytical, computer, web skills required: Fully capable in Word, Power Point, Excel, Access needed along with capability to learn in house systems quickly
- Periodic travel required (Approx. 20% of the work time)

\*Position is based at corporate headquarters in Lebanon, PA

All qualified applicants, please forward your resume and cover letter to: David Dell, Director of Marketing, ddell@lebsea.com

LebanonTurf

www.lebanonturf.com

COMPANY	WEBSITE	PAGE
Aqua Aid	www.aquaaid.com	11
Aquatrols	www.aquatrols.com	12, 21, 68
Aspire Golf Consulting	www.aspire-golf.com	70
Bayer Environmental Science	www.backedbybayer.com	5, 19
Becker Underwood	www.beckerunderwood.com	55
Bruce Williams Golf Consulting	www.williamsgolfconsulting.com	71
Executive Golf Search	www.egsinc.com	70
FMC	www.fmc.com	24, 25
Horizon	www.horizononline.com	31
Irrigation Consulting	www.irrigationconsulting.com	71
Jacobsen	www.jacobsengolf.com	84
John Deere Golf	www.johndeere.com	13
JRM	www.jrmonline.com	79
Lebanon Turf Products	www.lebanonturf.com	57

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OHP	www.ohp.com	27
PBI/Gordon	www.pbigordon.com	54
Petro Canada	www.civitasturf.com	59
Plant Food Systems	www.plantfoodsystems.com	16
Rain Bird	www.rainbird.com	17
Range Cart	www.rangecart.com	18
Sipcam/Advan	www.sipcamadvan.com	83
Superthrive, LP	www.superthrive.com	26
Syngenta Professional Products	www.syngentaprofessionalproducts.com	56, 63
Toro	www.toro.com	29
Turf Diagnostics and Design	www.turfdiag.com	32
Turfco	www.turfco.com	2, 32
TurfMax	www.turfscreen.com	33
Underhill International	www.underhill.us	32
Wiedemann North America	www.terraspikeusa.com	26

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to have so many additional irrigation options for daily resort play and especially for tournament preparation. The ability to isolate water distribution uniformity to site-specific areas means Chris and his staff can provide consistent playing conditions for resort guest as well as U.S. Open contestants.

Chris explains how Pebble Beach is more water friendly than ever:

- Courses use less water by irrigating an area with only one sprinkler head rather than a group of heads. That means less overlap and less water.
- Playing conditions are more consistent thanks to eliminating overly wet or dry spots.
- He's better able to manage kikuyugrass removal and control. Isolating water distribution allows him to establish a turf grass foundation to compete with the encroaching kikuyu along coastal areas.
- Additional irrigation heads operated on a specific schedule mean fewer under-watered areas.
- Specific playing features – such as bunker banks, fairway perimeters, and putting greens – get extra water only where required. As an example, south-facing bunker slopes can now be irrigated on a limited area without soaking the entire sand feature.
- They can be sure of a more controlled

dry down for tournament play with fewer man-hours of labor and an even distribution of water. This would have greatly enhanced the USGA's "brown is the new green" philosophy during the 2010 U.S. Open Championship.

It's true, PBC is better able than many facilities to have the financial resources to implement this kind of program. But that doesn't mean other courses, clubs, and resorts can't find new ways to improve their water systems while improving the game and their relationship with their local environment and their neighbors. Every superintendent should be devoting time and resources to water. Both individually and as an industry, we must keep doing this and conducting turf grass research on all levels.

Water issues are only going to get more serious, and very soon, in many parts of the country – as well as around the world – water could become more precious than oil. It is a precious resource that has to be shared with every other living thing on the planet. The example of Pebble Beach shows that we all have to work hard and intelligently – and not wait until the last minute – to address these issues. Because if we don't find new ways to use less water, we soon won't have any water at all. **GCI**