

Business briefs

Briefs continued from page 12

and saline water and the first to landscape with indigenous plants that are 100 percent salt-tolerant.

"The plan was to design a golf course that would co-exist harmoniously with the environment," said Tim Hiers, certified superintendent of the course. "We are particularly proud of this award because our use of paspalum grass has proven to produce a remarkable playing surface for our members while, at the same time, providing a vital tool for managing water, one of southwest Florida's most valuable natural resources."

Daniel Island receives "Building with Trees" Award

The Daniel Island Co., developer of the 4,000-acre island town and Tom Fazio course in Charleston, S.C., received one of 10 national "Building with Trees" awards from the National Arbor Day Foundation. Live oaks, sycamores, red maples and elm trees play a huge role on the course.

"Saving the magnificent trees on this island has been a priority from Day One," said Matt Sloan, Daniel Island's chief operating officer.

According to its original routing, many of the trees were subject to removal. But the developer and designer Tom Fazio worked together to revise the design and saved 80 percent of the trees originally marked for removal. Many of those trees now form the natural corridors of the parkland course.

RISE to the Occasion

GROUP HAS GROWN AND EVOLVED TO MEET THE NEEDS OF THE PROFESSIONAL PRODUCTS INDUSTRY

By Keelan Pulliam

As a volunteer, active participant and a member of the board of directors for the Responsible Industry for a Sound Environment (RISE) for nearly nine years, I've watched the organization grow and evolve to meet the changing needs of the professional products industry.

Created in response to the need for chemical manufacturers and other interested groups to collaborate on regulatory and legislative issues specific to the business, RISE has grown to become a resource for manufacturers, formulators, distributors, end-users of our products and various classifications of associated members.

RISE was established as a volunteer organization, relying on the hard work and support of individuals and member companies, and the success of RISE today still depends on this. I believe any company serving the needs of the specialty marketplace has a responsibility to give back — not only financially but also personally by committing time — through industry associations and organizations.

For instance, I encourage everyone on the Syngenta Professional Products team to participate actively in national, local and state associations and organizations. Stewardship is an important initiative at Syngenta, and nearly every Syngenta Professional Products employee is engaged in stewardship activities.

Although we are competitors, individuals from all different companies have come together through RISE to defend the issues that are key to our industry's success. This is a small industry, so working together on significant issues across the business is critical. RISE doesn't have a large association staff, so it depends on volunteers. RISE has been pleased with the commitment from so many companies who supply top-quality, skilled individuals to work on committees and serve on the board. Volunteers are the core to the success of RISE, but the decreasing availability of volunteers due to tight economic conditions, consolidation of companies



Keelan Pulliam

He Missed the Dirty Work

About five months after taking over the head superintendent position at The Course at Yale, Mike Moran returned to the first assistant position in early May.

Moran had been the acting head superintendent since he was tapped for the top slot last December.

The 20-year Yale veteran said his decision to once again hold the "Master Gardner" position — the title given

to the assistant superintendent by the union that represents the school's golf course workers — was a simple one.

"I just found I missed the golf course too much. I missed being out there," Moran said. "I had good support from above and below."

The Yale union contract forbids the superintendent from performing any tasks on the golf course, including

operating machinery, other than for instructional purposes. Yale has already begun interviewing for the superintendent position. Moran was chosen from a pool of more than 60 others who applied for the job.

According to Peter Pulaski, Yale director of golf operations, the school supported Moran's decision. "As we got into the golf season, Mike didn't like the idea of not being able to keep his hands in the dirt," Pulaski said.

— Tony Pioppi

and other pressures is a concern. RISE remains optimistic, however, that volunteers will continue to get the job done.

RISE has changed its approach over the years as the issues and needs have changed. For instance, there is more activity at the local level than ever before, and this has been increasing for the past three to four years. The advent of the Internet has aided this evolution, giving antipesticide activists more effect at the local level.

Legislatively, RISE has stopped or positively affected many proposed bills at the federal and state levels that would have negatively affected the industry over the years. For example, RISE has saved industry product registrants about \$4 million in state registrations fee increases this year in conjunction with other industry associations.

Taking a longer-term view, the industry will have to look at the duplication of associations and organizations serving our specialty markets. In the short term, more cooperation is needed to avoid these duplications and to ensure a common voice on the key issues. But with the consolidation, which will continue to occur at all levels, there is continuing pressure to cut expenses or volunteer outlays.

Our industry has to work closer together for efficiency. RISE is trying to provide an atmosphere whereby industry groups can do that. At the same time, it must keep in mind

that the industry, which includes manufacturers, distributors, formulators and users, has specific needs to be addressed. So it is key that we work together to maximize the financial and human resources available.

What I have found in the professional products business is there is a passion about the industry. We all want to support the industry and leave it better than we found it. We want to contribute to the success and growth of the overall business.

RISE will continue to meet the needs of its membership and will use its members' resources and energy to focus on critical issues in the industry. But one problem we've had year after year is we've seen many of the same individuals step forward, so RISE will need to find a way to reach out to all members to ensure the best talent and knowledge is available.

The past seven years as a RISE board member have been rewarding and fulfilling. I look forward to continuing my personal involvement with the organization. I have the utmost confidence in and respect for Allen James, RISE president, and his staff, as well as the board of directors and committee members. Most importantly, I'm excited to be a part of the organization and this industry during this time of evolution and growth.

Pulliam, group head of Syngenta Professional Products, is leaving the RISE board of directors this month.

every master
has his tools



dynaBLADE

the tool for the
turf professional

**TUNGSTEN
CARBIDE TIPS**

long lasting tips
that remove more
thatch, producing
a smoother, faster
putting surface

**FINS VACUUM
THATCH**

fins vacuum
thatch into the
catchers, reducing
cleanup time and
equipment wear

1 800 661 4942

www.greensiron.com

woodbay@greensiron.com

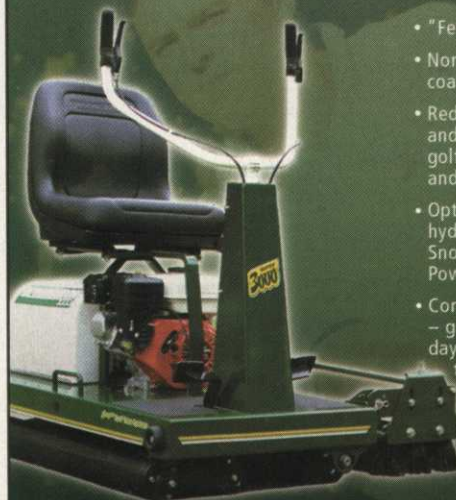


Drive for show
putt for dough

greensIRON
3000

For a smooth and consistent
path to the cup

- "Feather Touch" operation
- Non-slip rubber coated drive roller
- Reduces recovery time and inconvenience to golfers after aerifying and top dressing greens
- Optional Eaton hydrostatic or Snow-Nabstedt Power Transmissions
- Consistent green speed - green to green and day to day ... just like the tour events!
- Turf ventilator and broom attachments



Toll Free 1 800 661 4942

Email: woodbay@greensiron.com
www.greensiron.com

