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Paul Holliday assumes the position of director of marketing, sales and operations for North America. He now leads a consolidated U.S. business including inoculants, seed enhancements, and horticultural and specialty products, and he will continue to head all Canadian operations. Other new assignments, who now report to Holliday, include: Cozette Hadley, who assumes the newly created position of horticulture and specialty products sales manager for the United States, and Bill Romp, who fills the new position of strategic accounts lead.

Newly merged inoculants and seed enhancements sales teams now operate under the direction of Steve Bergschneider (Northern regional sales manager) and Glen Wiggins (Eastern and Southern regional sales manager). Charlie Hale now leads a newly formed marketing team including product managers and customer service personnel as well as communication and package design functions. Chris Feiden, head of operations for the company's St. Joseph, Mo., production facility, now also heads operations at the company's Seedbiotics facility in Caldwell, Idaho.

Target Event Raises \$52,000

One hundred and forty-four golfers turned out for Target Specialty Products' 10th annual Charity Golf Tournament in July at Tustin Ranch Golf Club in Tustin, Calif. The event raised more than \$52,000 for the American Cancer Society.

The tournament was dedicated to the memory of Curtis Orrben, former national sales manager for DuPont, who lost his battle to cancer in November 2008. The event also celebrated the lives of cancer survivors Julie Hooper of Speckoz; Buzz Rasmussen of H.R. Packaging; and Pastor Tom Brashears, of Red Hill Lutheran Church in Santa Ana, Calif.

The tournament's Malcolm Stack Award went to Bryan Houtchens, Chad Powell, Steve Sellers and Matt Bellsmith. The award, named in honor of the late Malcolm Stack, former president and founder of Bell Laboratories Inc., goes to the foursome with the low gross. Since it began in 2000, the tournament has raised more than \$397,000 for the American Cancer Society. ■



DEEP THOUGHTS

WITH Rick Slattery

A Time for Superintendents and Others to be **Resourceful**, **Visionary** and **Creative**

Editor's note: *Rick Slattery, longtime superintendent of Locust Hill Country Club in Rochester, N.Y., is an astute person who not only keeps up with the latest in golf course maintenance agronomics, but is well-versed in what's going on in his world, from politics to the economy to world events. *Goldfdom* asked Slattery, who is on the magazine's editorial advisory board, to share some of his thoughts with readers. Slattery's column will run randomly in *Goldfdom*.*

The definition of an environmentalist is vague, and includes anyone who might donate to an environmental fund or drive a fuel-efficient car. Then you have those who theorize that environmentalists will strangle our freedom and claim their doctrine is at odds with the basic economics of wealth and value creation. Nonetheless, environmentalism is largely influenced by political trends, societal awareness, favorable science and long-term global consequences.

So the question to ask ourselves as golf course superintendents is: How are we doing on these fronts, and are we doing enough?

The tipping point for us is our image to society. We have come a long way from the days of "Silent Spring" in the 1960s, when all educators labeled all chemical use as bad. There will always be people on the extremes of any opinion — we can't prevent that — but I think we can agree there has been significant progress in regards to the image of chemical use through the years. We must continue to support organizations like the Golf Course Superintendents Association of America's Environmental Institute for Golf and the Audubon Cooperative Sanctuary Program for Golf Courses, which have had measurable success with gathering and disseminating information to media outlets and educators. Communication and education will continue to be the cornerstone to our future success, and like a drumbeat will remain a constant theme forever.

The challenges ahead will require us to look beyond the next generation. We live in a different world than we did just a few years ago, and it's going to be a different world in the future. The economy will recover, but for now it's on reset and will not be returning to what we had before. This is about our future and future generations. We must react by being resourceful, creative and visionary. ■

Goldfdom would like to hear your deep thoughts on Slattery's view. Just send an e-mail to info@golfdom.com.