

# Off The Fringe

## Business briefs

### BASF Taps Lish



Brian Lish is the new business manager for BASF Professional Turf & Ornamentals. Lish joined BASF in 2006, initially serving as district business manager

for BASF Crop Protection and most recently as business manager for BASF Professional Vegetation Management. Lish will lead all turf and ornamentals business and marketing initiatives for BASF. He replaces Toni Bucci, Ph.D., who took on a role within BASF at its North American corporate headquarters in Florham Park, N.J.

BASF also appointed Derek Miller to strategic account manager for national golf, lawn and landscape, and named Chris Key and Jonathan Smith as senior sales specialists.

### Syngenta Promotes Cole

Syngenta Professional Products veteran Scott was promoted to marketing manager for the golf market. Cole was previously turf market manager for herbicides, insecticides and plant growth regulators. He has been with Syngenta for nearly 13 years.

In his new role, Cole focuses on all areas of the golf industry, including superintendents, general managers and golf course owners. Cole realizes he'll face challenges in his new role, such as regulatory pressures coming out of Washington.



"We're watching the administration closely," he says. "We're prepared as we always have been. The key is being a good environmental steward." ■

## Get Real ... As In Virtual



By Larry Aylward, Editor in Chief

## GOLFDOM PARTNERS WITH IGCEMA TO STAGE VIRTUAL TRADE SHOW. SEVERAL COMPANIES ALSO ON BOARD

**I**'ve heard people say trade shows — like the ones you attend in vast convention centers in cities like San Diego and Orlando — are dinosaurs. While I don't think trade shows are becoming extinct, I do think there's a place for a virtual trade show.

That's why *Golfdom* is partnering with the International Golf Course Equipment Managers Association

(IGCEMA) to stage the IGCEMA's Virtual Trade Show, a three-day live event where suppliers, dealers and customers can gather online for meaningful business development and relationship building. The event is set for May 11-13 and targets golf course superintendents, technicians and other industry personnel as attendees.

It doesn't cost anything to attend this trade show, which should be an attractive proposition to the people

whose golf courses and clubs can't afford to send them anywhere during these difficult economic times. In fact, we're betting superintendents who couldn't attend the Golf Industry Show in San Diego will be interested in this.

"The draw for attendees is they can enter a trade show-like experience in the comfort of their offices or homes free of charge," says *Golfdom* Publisher Pat Roberts. "This is an especially appealing opportunity for those who can't physically attend an industry show or conference due to budget cuts."

IGCEMA's Virtual Trade Show is the brainchild of Stephen Tucker, the CEO of the IGCEMA, an organization dedicated to expanding the education, enhancing the professionalism and improving the image of the golf course equipment manager and turf equipment technician worldwide.

So far, Tucker has landed The Toro Co., John Deere Golf, Jacobsen, Turfco and Bernhard and Co. as event partners. Getting these companies involved in this event verifies that it's not some pie-in-the sky effort.

"We expect other industry leaders to join them, not only because we aim to deliver them a global audience of buyers, but because we've made the process of getting booth set-up easy and seamless," Tucker says.

Kudos to Tucker for getting this going. It has taken a lot of planning and hard work. It has become a passion for him.

Ten years ago, a few companies (remember Golsat Inc.?) tried to bring e-commerce to the golf course maintenance industry. They bombed. The industry wasn't ready for it then, but this is a different twist. Back then, superintendents weren't interested in e-commerce partly because they valued the relationships they had with their suppliers' sales people. With his virtual trade show, Tucker isn't taking that out of the equation.

We think he's on to something.

Who knows? Maybe in 50 years they'll beam us up to trade shows. But for now, attending a virtual trade show could be pretty cool. ■

**Editor's note:** For more information about IGCEMA's Virtual Trade Show or to sponsor a booth, contact Pat Roberts at [proberts@questex.com](mailto:proberts@questex.com).



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— PAT ROBERTS

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