

ENVIRONMENTAL AUDITING SERVICE TO GOLF COURSES

Coping with various regulatory obligations and managing environmental and safety risks are increasingly recognized as important professional responsibilities of today's golf course superintendent.

To help superintendents continue to meet these responsibilities, the Golf Course Superintendents Association of America (GCSAA) announced that it has contracted with an environmental consulting firm to develop the first comprehensive environmental management system for the golf course industry.

Hall-Kimbrell Environmental Services, Inc., will join GCSAA in presenting this new concept to attendees of the 60th International Golf Course Conference and Show on February 6-13 in Anaheim, CA.

The package under development will include an environmental self-audit questionnaire and notebook. In addition, there will be videotape training materials designed to provide management assistance in areas such as pesticide use, storage and disposal, underground storage-tank regulations, OSHA requirements and general-risk management.

Completed self-audit materials will be individually reviewed by the Hall-Kimbrell

staff to provide specific recommendations and analysis.

"The up-front cost of developing these materials is several hundred thousand dollars, which Hall-Kimbrell has decided to invest," noted GCSAA Executive Director John M. Schilling. "The result will be a very valuable new management tool with low-unit cost to individual superintendents."

Steve Wharton, product manager for the environmental service, has been collecting information from golf courses across the nation in a series of site visits. Technical advisor for the overall effort is Dr. Wynan Hock, plant pathologist and extension pesticide specialist at Pennsylvania State University.

DUNN APPOINTED SALES MANAGER

Lofts Seed, Inc., has announced the appointment of William E. Dunn to the newly created position of sales manager of the Professional Turf Division.

Working out of the firm's Bound Brook, NJ office, Dunn will be responsible for expanding the company's sales and service to independent garden centers, the lawn care industry, landscape contractors and suppliers, professional landscape and athletic field managers, and sod growers.

The Seton Hall graduate was previously in sales with Rockland Chemical.

LEBANON PROMOTES THREE MANAGERS

Lebanon Total Turf Care, Lebanon, PA, has announced the promotion of three marketing managers. Amelia Eisenhauer was promoted to manager of advertising and public relations, Edward Price to manager of private-label national accounts, and Fred Siebecker to pesticides product manager.

In her new position, Eisenhauer will be responsible for the conception and implementation of advertising and public-relations programs for the turf-care firm. She has served five years as a marketing assistant and two years as a computer programmer since joining the company in 1981. Eisenhauer holds a bachelor's degree in business administration from Shippensburg University.

Price's duties will include developing and managing major-account private-label business. He has been with Lebanon since 1976, serving as sales coordinator before becoming division manager in 1981. He has an associate's degree in criminology from Brandywine College.

Siebecker's responsibilities will include managing and promoting the sales of pesticides to professional lawn-care companies. Prior to his promotion, he was a sales-and-service coordinator. He graduated from Lebanon Valley College with a bachelor's degree in business administration.

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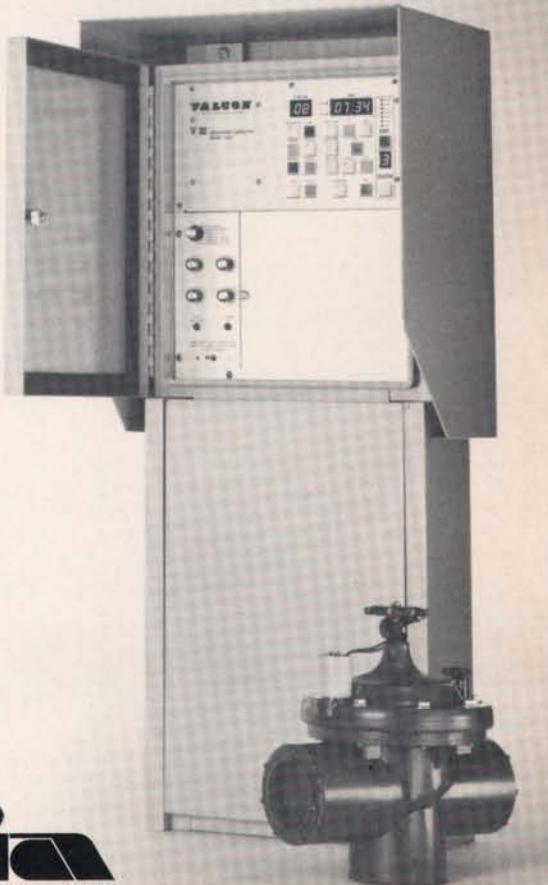


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