

News Release



BASF Turf & Ornamentals Adds Four To Team

RESEARCH TRIANGLE PARK, NC, April 21, 2009 – BASF Turf & Ornamentals announced it has added four new employees to its team effective immediately. Appointed are Product Manager Missi Koenig, Sales Specialists David Schell and Brian McCaffrey, and Senior Sales Specialist David Maubach.

“The added benefit of the Whitmire Micro-Gen acquisition is the addition of impressive talent to an already strong team of professionals,” said Dr. Toni Bucci, BASF Turf & Ornamentals Business Manager. “We’re also excited to transition David Maubach from another business within BASF to provide even more experience to our sales team.”

Koenig joins BASF from the former Whitmire Micro-Gen organization where she was a Product Manager covering specialty markets which included T&O, International and Private Label. In her new role, she will serve as a Product Manager based in St. Louis, MO, to liaise with the Whitmire-line production group, communicate production demand and packaging, work on new development projects, and aid in product/positioning of the acquired Whitmire-line products within the BASF Turf & Ornamental portfolio.

McCaffrey and Schell also come to BASF from Whitmire Micro-Gen. At Whitmire Micro-Gen McCaffrey served as Horticulture National Sales Manager and had account sales responsibilities spanning the mid-south and West Coast. He will be covering South Florida in his new position as Sales Specialist.

Schell served as a Horticulture Regional Technical Specialist at Whitmire Micro-Gen covering the Northeastern and Mid-Atlantic U.S. His territory for BASF Turf & Ornamental will include Pennsylvania and northern New Jersey.

Maubach joins the T&O group from the BASF Pest Control business where he was a Sales Specialist in the Midwest for the past two years. He also spent more than 20 years with the crop protection business at BASF. His new territory for T&O includes Minnesota, Iowa, Missouri, Nebraska, Kansas, Wyoming, Colorado, and North and South Dakota.

As sales specialists McCaffrey, Schell and Maubach will help distributors, golf course superintendents, nursery and greenhouse growers, and lawn care operators select science-based, chemical solutions for growing healthy turf and plants.

For more information about BASF Turf & Ornamentals visit betterturf.basf.us and betterplants.basf.us or blog about turf at www.basfturftalk.com.

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