

Randy Lusher Joins BASF Turf & Ornamentals as Sales Specialist



RESEARCH TRIANGLE PARK, NC, September 23, 2008 – BASF Turf & Ornamentals announced it has appointed Randy Lusher as Sales Specialist for Illinois and Wisconsin. Lusher will help distributors, golf course superintendents, nursery and greenhouse growers, and lawn care operators select science-based solutions to grow healthy plants and turf.

Prior to joining the Turf & Ornamentals team, Lusher held a Sales Specialist position with BASF Professional Vegetation Management (ProVM). During the 24 years he worked with ProVM, Lusher used his wealth of practical experience to build strong relationships with his customers in the roadside, aquatic and utility markets.

“Randy’s years of exceptional service to BASF customers will be a great asset for us,” said Dr. Toni Bucci, BASF Turf & Ornamentals Business Manager. “We’re happy to add an experienced leader to the sales team for support in the Midwest.”

Lusher’s work with the Missouri Department of Transportation to develop a plant growth regulator program was awarded the National Roadside Vegetation Management Association’s (NRVMA) 2005 National Roadside Excellence Award.

Lusher holds a bachelor’s degree in Business Administration and Management from Marshall University. He resides in Downers Grove, Illinois, with his wife and three daughters. For more information about BASF Turf & Ornamentals visit betterturf.basf.us and betterplants.basf.us or blog about turf at www.basfturftalk.com.