

Crop Society elects officers

ANAHEIM, Cal. — William L. Colville, professor and head of the Division of Agronomy, University of Georgia, Athens, became president of the Crop Science Society of America last month at the annual CSSA luncheon and awards program. He succeeds W. L. Brown, chairman and chief executive officer, Pioneer Hi-Bred International, Inc., Des Moines, Iowa, as head of the 5,500-member scientific, educational organization.

Colville's area of specialization centers around crop ecology, production research and teaching. His research activities focus on production management, ecology, growth regulation, defoliation and microclimatology of forage and row crops. His research has led to a reconsideration of the role of plant population, row spacing and related factors in high productivity crop ecosystems.

A Fellow of the American Society of Agronomy (1968), Colville has served on numerous ASA and CSSA committees, including chairing the CSSA budget and finance committee and serving on the CSSA and ASA boards of directors. A recipient of the ASA Agronomic Education Award (1969), he holds his bachelor's degree from Iowa State University, Ames, and his master's and doctoral degrees from the University of Wisconsin, Madison.

Wayne F. Keim, professor and head of the Department of Agronomy, Colorado State University, Fort Collins, is ASA's president-elect.

He will become president of the organization at the 1983 annual meeting in Washington, D.C.

Keim has conducted research in the areas of genetics, breeding, physiology, cytology and seed production in perennial forage legumes with emphasis on the genera *Lotus* and *Trifolium*. He has taught introductory genetics to more than 7,000 students over a 20-year period; 125 of these students subsequently earned master's or doctoral degrees in plant or animal breeding.

Among his innovative teaching techniques, he developed a genetics laboratory course to provide "hands on" experience for undergraduates as well as programs and visual aids to motivate young people into agronomic careers.

He holds degrees from the University of Nebraska, Lincoln, and Cornell University, Ithaca.

Other newly-elected CSSA officers for 1982-83 include: Ronald L. Phillips, University of Minnesota, St. Paul,

chairman-elect, Crop Breeding, Genetics and Cytology; Curtis J. Nelson, University of Missouri, Columbia, chairman-elect, Crop Physiology and Metabolism; Lowell E. Moser, University of Nebraska, Lincoln, chairman-elect, Crop

Ecology, Production and Management; and Henry A. Fribourg, University of Tennessee, Knoxville, board representative, Crop Ecology, Production and Management.

Also, Miller B. McDonald, Jr., Ohio State,

Columbus, chairman-elect, Seed Production and Technology; David P. Martin, Chemlawn Corp., Columbus, Ohio, chairman-elect, Turfgrass; David A. Sleper, University of Missouri, Columbus, chairman-elect, Crop Quality and Utilization; and Arthur G. Matches, Texas Tech University, Lubbock, board representative, Crop Quality and Utilization.

Elanco reduces cost of Treflan

INDIANAPOLIS — Elanco Products Company, manufacturer of Treflan, today announced its second move to reduce the cost of the product — a refund of about eight percent direct to farmers. Earlier, Elanco had reduced the price of Treflan to its distributor customers by an even greater

percentage.

Robert M. Book, Group Vice President of Agricultural Marketing for Elanco, says "the company is pleased to announce this significant cost reduction in these difficult economic times. It means that the true value of Treflan will be even greater than in the past."

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