

## *PPI Announces Steve Couch as Information Management Specialist*

Steve Couch has joined the staff of PPI in the new responsibility of Information Management Specialist. He is a 1995 graduate of the Georgia Institute of Technology and holds the degree of Bachelor of Industrial and Systems Engineering. He is located at PPI headquarters in Norcross, Georgia.



*Steve Couch*

“With his educational background and focus on new technology in information transfer, Steve brings new strength to our efforts in serving the needs of our member companies and other audiences,” said Dr. David W. Dibb, President of PPI. “His familiarity with existing programs of

the Institute is also an asset.” Mr. Couch has a strong background in database design and maintenance, including coursework in computer programming while at Georgia Tech. His degree was focused on systems analysis.

In his new role, primary responsibilities will include development of a searchable database containing informa-

tion on phosphorus (P), potassium (K), and other nutrients. He will be the key liaison with PPI’s web server provider and will work closely with PPI staff and others in preparation of presentations and projects involving information technology.

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## *Dr. B.C. Darst Receives Soil Science Award*

Dr. B.C. Darst received the Soil Science Professional Service Award at the 1997 annual meeting of the Soil Science Society of America (SSSA) in Anaheim, California. Dr. Darst is Executive Vice President of PPI and President of the Foundation for Agronomic Research (FAR). He earned his B.S. degree from Oklahoma State University and his M.S. and Ph.D. degrees from Auburn University.



*B.C. Darst*

Dr. Darst is currently Chair of the American Society of Agronomy (ASA)

Agronomic Industry Committee (A835), has served on several committees for ASA and SSSA, and is a Fellow of both Societies. He has also served in leadership roles in several other organizations, including the Council for Agricultural Science and Technology (CAST) and the American Forage and Grassland Council (AFGC).

Dr. Darst received the AFGC’s Merit Certificate and Medallion Award. He has served on the boards of more than a dozen other industry and educational organizations.

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