the new president of the National Association of Service Management (NASM). NASM represents all aspects of the product service industry. It includes service professionals from the business equipment and appliance industries, as well as outdoor power equipment.

Andersen has been president of NASM’s Atlanta, Ga., and Chicago chapters, and also treasurer of the national organization.

AQUATROLS ADDS TECHNICAL REP

ALASKA, N.J. — Jim Ellis of Flint, Texas, has joined Aquatrols as technical sales representative.

A graduate of Tyler Junior College, Ellis has more than 15 years of experience in horticulture sales and customer service, representing a distributor and manufacturers.

Ellis will work with Aquatrols distributors and horticulture and turf professionals in a territory covering the South Central and Southwestern states and California.

FISHER HEADS TURF SALES

MADISON, Ga. — Pennington Seed has promoted J. David Fischer to director of turfgrass and governmental sales and marketing, and named Russell Nicholson turfgrass agronomist.

Fischer has been with Pennington in several capacities of sales and marketing for five years. He will be responsible for marketing Pennington’s growing line of specialty turfgrasses from the firm’s new production and shipping facilities for cool-season turfgrasses in Lebanon, Ore., and the Cactus Seed Co. facility in Roll, Ariz., for Bermudagrass and other warm-season varieties.

Nicholson will be responsible for support and consultation to customers on the use of specialty turfgrasses. Nicholson has a degree in agronomy with more than 10 years of experience in the golf course and turfgrass industry.

KEARY GETS REGIONAL POST

SAN MARCOS, Calif. — Mike Kearby has been named Hunter Industries regional sales manager.

Gard Craw, golf sales and marketing manager, said Kearby will coordinate the regional sales program of new Hunter golf course irrigation products, and will provide technical and educational support. He was formerly Hunter’s district manager in Florida for three years.

Prior to his affiliation with Hunter, Kearby operated a landscape contracting business in Texas. He is a graduate of North Texas State University.

Lesco opens new distribution center in North Carolina

Lesco Inc. has opened a new regional distribution center/warehouse in Charlotte, N.C., to serve golf course and lawn care customers throughout the Mid-Atlantic states. The facility is 38,400 square feet with six loading docks, and is served by a rail spur.

Dave Alexovich, previously manager of purchasing in the Rocky River, Ohio, headquarters, is facility manager.

The center will stock fertilizers, turf and horticultural control products, seed, turf care equipment, replacement parts and golf course accessories.

Irrigation Association president

Emmerich foresees many changes

Robert Emmerich, National Golf Accounts Manager of The Toro Company, Riverside, Calif., is the new Irrigation Association president.

Emmerich, in a recent address to the membership, said: “We learned two years ago during the national drought that our industry is water, not just irrigation.

“We’ll see more change in our industry the next 10 years from regulations and technology than it has seen since its inception. We’ll have to be environmentally minded and externally oriented.”

Emmerich’s goals include increasing the organization’s membership and revenue, and developing a strong water conservation program under the auspices of the IA Educational Foundation.

Emmerich first was elected to the IA board of directors in 1985. He was graduated from St. Norbert College, De Pere, Wis.