Goldsmith selected new Cushman sales administration manager

Norm Goldsmith has been appointed sales administration manager at Cushman, according to an announcement by Doug McCormick, vice president of marketing for Ransomes America Corp.

Goldsmith will be responsible for administration of dealer sales order processing at Cushman, which will include expediting requests for factory customized vehicles.

Jacklin Seed Co. adds a Picasso

POST FALLS, Idaho — Gustavo Picasso has joined Jacklin Seed Co.'s International Marketing Department at company headquarters here.

A graduate of the University of Buenos Aires in Argentina, Picasso completed a six-year program as an agronomy engineer. In 1989, he spent five months training with Jacklin's, gaining experience in warehouse operations, research, production and marketing.

Prior to joining Jacklin, Picasso spent more than six years with Jose R. Picasso, S.A., a turf and forage grass production and marketing company in Argentina. He concentrated on warehouse management, computer programming, production and marketing.

Picasso will work with the international market, specializing in export sales of turf and forage grass to Central and South American countries, southern Europe, the Mediterranean and Middle Eastern countries.

Jacobsen chooses marketing head

RACINE, Wis. — Jacobsen Division of Textron has appointed F.H. Smitsdorff vice president of marketing. He is responsible for the company's product management, market planning, advertising, distribution and after market activities.

Smitsdorff joins Jacobsen after holding senior marketing positions with the Oldenburg Group, Inc., of Milwaukee, Wis. Previously, he served as vice president of international marketing for Garden Way, Inc. in Troy, N.Y., and vice president of marketing services for Bolens Corp. in Port Washington, Wis.

A graduate of the University of Wisconsin-Madison, Smitsdorff served as an officer in the U.S. Navy.

SISIS opens new West Coast office

SISIS, Inc., of Jacksonville, Fla., has opened a new office in Solvang, Calif.

Scott and Nancy Bruce will assist with sales and inquiries regarding the SISIS range of golf and sports turf maintenance machinery. They can be contacted at 805-686-2730.

Oregon Fine Fescue.

If you give it a foot, it won't take a yard.

Sure, we'd like to see 100% fine fescue lawns, parks and golf course roughs, but some people still prefer to add the rapid establishment of perennial ryegrass and the dark, luxurious appearance of Kentucky bluegrass. If you are one of them, we encourage you to include shade and drought tolerant fine fescue in at least 1/3 of the mixture.

Fine Fescue Mixes Well

Fine fescue's color and texture is agreeable with rye and blue, and won't crowd out its companions. If you give it a foothold, it won't take over a yard, so to speak.

Fine Fescue is a Survivor

You'll find that fine fescue may be the only turfgrass to grow in hot, dry, undernourished or deeply shaded areas. It could have just the stuff to carry your turf through tough times.

Now, if you still wish to plant 100% fine fescue, it's O.K. with us. Just call your seed dealer today, and specify Oregon grown fine fescue, for sure!