GALLO TO REP OLSON IN NORTHEAST

SANTÉE, Calif. — Olson Irrigation has appointed Phil Gallo to represent its landscape and agricultural products in New England, New Jersey, Maryland, Delaware and parts of Pennsylvania and New York. The Olson line had previously not been available in the Northeast. Gallo can be reached at 203-350-5111.

BROOKS TO HANDLE SCOTTS FIELD SALES

MARYSVILLE, Ohio — Ken Brook has been promoted to field sales manager for the Consumer Business Group (CBG) of The Scotts Company. Brook, who has been with Scotts for 23 years in a variety of positions, had been field manager for the Southeast region. In his new role, he will assume responsibility for the CBG field sales organization and sales administration functions. He will move from Atlanta to central Ohio.

MILLWARD JOINS HUNTER IN EAST

CARY, N.C. — Hunter Industries has appointed Bill Millward the new district manager for the Mid-Atlantic region. Millward’s territory covers Delaware, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia and West Virginia. Millward will be based at the Hunter East Coast manufacturing facility here and can be reached at 919-467-7100.

STONEMAN TO PROMOTE ENVIROMATE

Char. Hansen’s Biosystems has named Bill Stoneman to promote its natural microbials and enzymes for environmental applications. Stoneman now manages and directs the Envirnorate product line, which includes Envirnorate Compost Inoculant and Organic Fertilizer Inoculant — concentrated sources of naturally occurring microorganisms for the manufacture of compost activators and natural organic fertilizers.

SMITH JOINS JAKE IN N’WEST

RACINE, Wis. — Jordy Smith has been named regional sales manager for the Jacobsen Division of Textron in the northwest portion of the U.S. and western Canada. A member of the Golf Course Superintendents Association of America, Smith has previously held sales positions with Boyd/Martin Co. in Salt Lake City. He lives in Bountiful, Utah.

GOLF COURSE NEWS

PROPOSED PESTICIDE REFORMS NOT EXPECTED TO IMPACT APPLICATION

BY BARNABY WICKHAM

WASHINGTON, D.C. — The government has unveiled sweeping proposed legislation to reform the country’s pesticide laws, though changes are not expected to directly affect the golf course industry.

“There is nothing in the new law... that would address any change in [pesticide] application techniques, equipment or worker protection,” said Mike Scott, golf liaison for the Environmental Protection Agency (EPA). “However, there will be a general implication to any users of pesticides. The [Clinton] administration’s proposed bill is very significantly asking for integrated pest management (IPM) techniques which would apply to golf course superintendents.”

NEW PRODUCT OF THE MONTH

Mechanized creature emerges from depths ... with golf balls!

By STEVE BENNETT

White gold. That’s what Bill Serafin of Canton, Mich., calls the booty he raises from golf course water holes.

But unlike sunken-treasure divers who may spend a lifetime searching for a single payoff, Serafin and his crew have raised some 20,000 lost golf balls a week from water hazards for resale to courses and driving ranges. Also unlike the sunken treasure chests that dreams are made of, Serafin knows he can go back to a pond or lake and retrieve new white gold in a few weeks — an endless, renewable supply of sought-after commodity.

A former machinist at a Michigan auto plant, the 52-year-old Serafin finished golf balls out of ponds for many years using Scuba tanks or hip boots. Frustrated with the hazards and limited results, Serafin used his machinist skills to copy the design of a 500-pound slotted roller-retriever that is dragged with two winches across the bottoms of ponds. Using two golf cars with a motorized pulley system, the roller enters the water empty on one side of the pond, and emerges from the muck and mud on the others with side up to 900 balls caught in its slotted fins. The cars move the roller up and down the pond until it has covered each area twice. When the roller is full, crowbar-like pickers are used to pull the trapped balls from between the roller’s fins.

“We did a golf course in the fall of 1992 that Scuba divers had been retrieving balls from for about 10 years,” Serafin said. “The course management said divers just pulled 4,000 balls out a couple of weeks earlier. We went in and with our roller collected 18,000.”

Serafin sells back to the course balls suitable for resale in pro shops — Continued on page 49

GCSAA RENEWS COMMITMENT TO ASIAN TRADE SHOW

BY HAL PHILLIPS

WASHINGTON, D.C. — Citing its mission to further the profession and its confirmed belief the venture would cost domestic members a dime, the Golf Course Superintendents Association of America (GCSAA) has decided to continue its relationship with Golf Asia.

The superintendents association will again sell booth space to "industry" exhibitors, while Singapore-based Connex Private Ltd. will cater to the "commercial" or playing-side exhibitors. GCSAA will also run the education conference that takes place during the trade show, while Connex will host the more development-oriented Asia-Pacific Golf Conference prior to the show. International Management Group (IMG), the sports marketing giant, is the third member of Golf Asia’s triumvirate.

A volatile portion of the GCSAA domestic membership has voiced its displeasure with the association’s overseas ventures. But at their spring meeting, the board confirmed their commitment to the 1995 show, which will be held in Malaysia next year. — Continued on page 48
Toro honors irrigation distributors

RIVERSIDE, Calif. — The Irrigation Division of The Toro Company has announced the winners of its 1993 distributor sales and service awards for the golf irrigation industry.

Steve Cram of Century Equipment Inc. in Toledo, Ohio, received the National Master Distributor Award for his sales of irrigation products in excess of $3 million per year over the last three years.

Dwayne Merrilat of Kenney Machinery in Indianapolis, Ind., was named Golf Rookie of the Year. During his first year, Merrilat nearly tripled his sales goals for golf irrigation products.

Paul Granger of Storr Tractor Co. in Somerville, N.J., was the winner of the National Support Network (NSN) Blazer Award, given by the Toro NSN for selling the highest number of extended NSN contracts in the country. Six individuals received NSN 5-in-1 Sales Awards for individual performance on sales of extended service agreements: Jim Long, Smith Turf & Irrigation, Charlotte, N.C.; Patrick Duggins, Duke Equipment, Rancho Cordova, Calif.; Len Hoehn, Pacific Equipment & Irrigation, City of Industry, Calif.; Chuck Watson, Hector Turf & Garden Inc., Deerfield Beach, Fla.; Kevin Haines, San Diego Turf, San Diego, Calif.; and Jim Reed, Chicago Turf & Irrigation, Itasca, Ill.

The NSN also named Jesse Creencia of Torrey Pines Golf Course in La Jolla, Calif., winner of the Best Managed Turf Award.

Vicksburg names K-Power sales managers

MEMPHIS, Tenn. — Vicksburg Chemical Co., the subsidiary of Trans-Resources, has appointed sales managers for its K-Power line of nitrate-based turf products and announced several management positions.

Paul Kalb is the new midwest sales manager and can be reached at 614-454-1144; Jack Magnus, northeast sales manager, 609-953-8713; Stanley Morse, southwest sales manager, 409-693-6794; Irven B. Stacey, southeast sales manager, 813-325-9995; Mark Zick, west coast sales manager, 209-431-5819; and Tom Skinner, midwest sales manager, 319-524-8912.

Each new sales manager will report to Michael Larissey, the market development manager. In addition, VCC named Joseph P. O’Connor director of agronomic services and Mark Zick product development manager.

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