EVANS JOINS PURE SEED TESTING

HUBBARD, Ore. — Andy Evans is the new seed lab manager at Pure Seed Testing, Inc. Evans attended Ohio State University and was a field inspector in Ohio for three years before becoming a full-time laboratory clerk, and then manager, for The Ohio Seed Improvement Association in 1985. Mr. Evans became a Registered Seed Technologist (RST) in 1990 and then manager of the Pure Seed Testing, Inc. laboratory in June of 1994. For more information on Pure Seed Testing laboratory services, call Evans at 503-651-9297.

PLAISTED TO DISTRIBUTE BEST SAND

CHARDON, Ohio — Best Sand Corp. has named Plaisted Companies, Inc. of Elk River, Minn., as a new distributor of its golf course bunker sand. Plaisted will distribute white sand throughout Minnesota and western Wisconsin, delivering directly from a stockpile at the company's terminal. Plaisted is a major supplier of bulk maintenance and construction materials such as green mix, topdressing materials, cart path aggregates, coarse gravel and drain tile rock.

BOILEK TO RIP BECKER-UNDERWOOD

Wally Boilek has joined Becker-Underwood as the Eastern U.S. sales manager. Boilek will manage Becker-Underwood's product sales East of the Mississippi River, bringing Becker-Underwood an outstanding background in the horticultural marketplace. Prior to Becker-Underwood, Boilek was the sales manager for TPI TurfTech. Boilek can be reached through Becker-Underwood's home office at 1-800-232-9507 or at his regional office at 219-023-1399.

NEW PRODUCT OF THE MONTH

Club Car recently unveiled its latest innovation in golf car technology, the 1995 DS Electric. Powered by the all-new PowerDrive System 48, the DS Electric delivers more power on hills, greater efficiency under all conditions and lower operating costs. The 48-volt system draws 27 percent less power than a 36-volt car, which prolongs battery life and reduces maintenance. The DS Electric can go 161 holes on a single charge. For more new products, see page 51.

Sod Growers now Turfgrass Producers Int'l

OKLAHOMA CITY, Okla. — Legislation passed here has placed sod production alongside agricultural concerns, thus exempting sod sales from state tax. In this state, at least, there is no longer a question about production alongside agricultural concerns, thus exempting sod sales from state tax. In this state, at least, there is no longer a question about sod exempt from sales tax. In this state, at least, there is no longer a question about sod exempt from sales tax. In this state, at least, there is no longer a question about sod exempt from sales tax. In this state, at least, there is no longer a question about sod exempt from sales tax.

Hoechst, Schering merger results in AgrEvo

WILMINGTON, Del. — A worldwide joint venture between Hoechst AG, Frankfurt and Schering AG, Berlin, has resulted in a new company in North America, based here. The joint venture, a new global company named AgrEvo, is the second-largest agricultural chemicals marketer in the world.

In North America the crop protection operations of AgrEvo will be comprised of the former North American operations of Hoechst-Roussel Agri-Vet, the Agricultural Division of Hoechst Canada Inc., and NOR-AM Chemical Co., a subsidiary of Schering Berlin Inc. Included within the North American Region are the operating companies of Roussel-Uclaf and AgrEvo Mexico. Roussel-Uclaf will conduct specialty/pet public health business, and AgrEvo Mexico will be responsible for agricultural sales within its country.

“...the joint venture will be run on a partnership basis with 60 percent of the shares of AgrEvo being held by Hoechst and 40 percent by Schering AG, Germany,” says Maurice Delage, president and chief executive officer of North American Operations. “The name AgrEvo symbolizes agricultural evolution in action. This name reflects the new company’s commitment to developing and marketing environmentally sound crop protection and specialty products.

“The increased global competition and consolidation within the crop protection industry requires a cost-optimized organizational structure...”
Rohm & Haas names Turf and Ornamental managers

PHILADELPHIA — Rohm and Haas Co. has named two new managers in its Turf and Ornamentals business.

Janet Haas Giesselman has been named turf and ornamental products manager. She will have responsibility for marketing programs and introductions to the marketplace for Rohm and Haas products. Giesselman has held positions of increasing responsibility since joining the firm in 1981. Most recently she was Western regional operations manager for the company's Polymers and Resins business.

Loughner has been with Rohm and Haas since 1978, beginning as a field research and development representative for products such as Blazer herbicide. In 1983 he moved to the company’s Spring House research laboratories to conduct anti-fungal research. In 1989 he became worldwide test coordinator for the Fungicides Exploratory Group. A graduate of Penn State with a master’s degree in plant pathology, he also holds a business management degree from The Wharton School at University of Pennsylvania.

Aquatrols joins forces with Stockhausen

Aquatrols has formed a strategic alliance with Stockhausen, a water absorbent polymer manufacturer.

This alliance has aided in lowering the cost to market SuperSorb.

SuperSorb, used in the greenhouse industry, is designed to save time and labor costs affiliated with watering plants. SuperSorb increases moisture retention, improves plant shelf life, optimizes plant growth, improves rooting and reduces nutrient leaching.

SuperSorb is available in two particle sizes, SuperSorb-C coarse for gardens, containers and hanging baskets, and SuperSorb-F fine for bare-root dipping transplants. Both forms are available in 3 lb., 9 lb., and 50 lb. containers, as well as 1 ounce packets.

Enter AgrEvo

Continued from page 45

SuperSorb proves rooting and reduces nutrient leaching.

Both companies have a full range of applications, from label expansions, state and federal registrations, grants-in-aid, and other activities in support of marketing for turf and ornamental products.

Loughner has been with Rohm and Haas since 1978, beginning as a field research and development representative for products such as Blazer herbicide. In 1983 he moved to the company’s Spring House research laboratories to conduct anti-fungal research. In 1989 he became worldwide test coordinator for the Fungicides Exploratory Group. A graduate of Penn State with a master’s degree in plant pathology, he also holds a business management degree from The Wharton School at University of Pennsylvania.

Change of scene for Horizon Marketing

Horizon Marketing has announced the expansion and relocation of its offices. In conjunction with this move, the company name will change to better reflect the exclusive nature of its products and services. Make note of the following: Horizon Golf, 901 Cedar Hill, Suite 100, P.O. Box 4499, Evansville, Indiana 47724; 812-867-9333 or 1-800-545-9210; fax — 812-867-9223.

An active member of the Golf Course Builders Association of America, the Golf Course Superintendents Association of America, and the National Golf Foundation, Horizon offers pond and lake liners, subsurface and fountain aeration systems, erosion control matting, turf revegetation and reinforcement blankets, drainage and filter fabrics, silt fence, bridges, timbers, sea walls, and other geosynthetic golf specialty products.

M I L O R G A N I T E

Since 1926...


Superintendents at top North American golf courses depend on Milorganite to deliver proven results.

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• Micronutrients
• Versatile

Contact your Milorganite distributor or our staff agronomists for further information.