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/public health business, and AgrEvo Mexico will be responsible for agricultural sales within its country.

“Scotts Company alters European distribution

MARYSVILLE, Ohio — The Scotts Company has announced that, as of Sept. 1, the marketing and sales of its lawn and garden fertilizers and control products in Europe will be handled through the distribution and marketing system of the former Grace-Sierra Horticultural Products Company (now Scotts-Sierra Horticultural Products Company), which was acquired by Scotts in December 1993. Previously, Scotts products were sold throughout most of Europe by a German company under that company's label.

“Scotts is leveraging Sierra's strong international presence to accelerate our growth in the global marketplace. We feel this move will strengthen our positions in the European turf and landscape market,” said Paul Putnam, president and CEO of Scotts.

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Kimmel takes reins of Irrigation Association

Former IA president replaces Putnam

By Hal Phillips

FAIRFAX, Va. — Former Irrigation Association (IA) President Tom Kimmel has replaced Pepper Putnam as executive director of the IA, and Putnam couldn't have endorsed his successor with any more enthusiasm.

"I think Tom Kimmel is quite easily the best choice the board of directors could have made," said Putnam. "He's a qualified, extremely capable person and I'm sure he'll do an excellent job.

"I'm so happy for Tom, I can hardly stand it."

Kimmel assumed his post in late June. He served as president of the Irrigation Association in 1992.

"So I'm not exactly a novice about what we've done in the past and plan to do in the future," Kimmel explained. "The major thing we're up to are the educational programs. Tied to that is our certification program. We want to make it bigger and better, and that takes a lot more marketing on our part — to get it accepted by those who supervise those things."

Kimmel started his career with micro irrigation in the field, later advancing to manage sales and marketing at Hardie and Olson. He brings to the IA a wide range of experience in irrigation, agriculture and turf/landscape — domestically and internationally.

Kimmel said he hopes to maintain the IA's momentum with regard to its annual trade show, scheduled this year for Nov. 5-8, at Atlanta's Merchandise Mart Inform. Continued on page 48

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By Hal Phillips

NEW PRODUCT OF THE MONTH

Club Car recently unveiled its latest innovation in golf cart 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.

PowerDrive System 48, 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 along with agricultural concerns, thus exempting sod sales from state tax. In this state, at least, there is no longer a question about turf producers, specifies that "the organization's increasingly international nature, members of the 27-year-old association voted unanimously to become Turfgrass Producers International (TPI), which now represents sod growers in 35 countries outside the U.S. accounting for 20 percent of the membership.

"Members also elected Lyle Brookings Jr. as TPI's first president. Brookings is CEO of Brookmade Sod Farms of Dowell, Va. The cast of new officers includes Vice President Doug Barberry of Aldino Sod Farms, Inc. of Churchville, Md. Barber will assume the TPI presidency next July, continued on next page

By Hal Phillips

NEWPORT, R.I. — There has been a true changing of the guard at the American Sod Producers Association, which has officially changed its name to Turfgrass Producers International.

The switch was instituted at the group's annual Summer Business Meeting, held here in late July. In order to reflect the organization's increasingly international nature, members of the 27-year-old association voted unanimously to become Turfgrass Producers International (TPI), which now represents sod growers in 35 countries outside the U.S. accounting for 20 percent of the membership.

"Members also elected Lyle Brookings Jr. as TPI's first president. Brookings is CEO of Brookmade Sod Farms of Dowell, Va. The cast of new officers includes Vice President Doug Barberry of Aldino Sod Farms, Inc. of Churchville, Md. Barber will assume the TPI presidency next July, continued on next page

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Continued on next page
Toro Co. to sponsor GCSAA Golf Championship

LAWRENCE, Kan. — The Golf Course Superintendents Association of America (GCSAA) and The Toro Co. have signed a long-term agreement enabling Toro to be the association’s exclusive partner for the annual GCSAA Golf Championship.

"GCSAA is very excited about this new partnership with Toro," said GCSAA President Joseph Baily. "Toro’s outstanding commitment to the industry and our association is very much appreciated by the GCSAA membership."

Toro’s involvement in the members-only tournament will be realized through complementary receptions, continental breakfasts, a Victory Banquet, new and different tee prizes, and a hole-in-one contest, explained John Szafirski, vice president and general manager of The Toro Co.’s commercial product division.

"We are committed to the golf course management industry and are pleased to show our support by co-hosting a first-class golf championship," he said.

In addition, remaining funds donated by Toro — i.e., those not applied to the expense of hosting the event — will be given as a contribution to the GCSAA’s Scholarship & Research Foundation.

Toro’s involvement will begin with the 1995 GCSAA Golf Championship, the association’s 45th, scheduled for Feb. 20-21, in Monterey, Calif. Five area courses will play host to the tourney: The Bayonet at Ford Ord Golf Course, The Golf Club at Quail Lodge, Old Del Monte Golf Course, Poppy Hills Golf Course, andSuncho Canada Golf Club, West Course.