

BRIEFS



ZINNCO TO REP TESSENDERLO KERLEY

TOLEDO, Ohio — Zinnco Marketing Services is the new distributor for Tessenderlo Kerley's small package line of slow-release fertilizers. The product line includes N-Sure-Lite (30-0-0, 50 percent SRN), KTS (Potassium Thiosulfate), Trisert-KS (15-0-12-8 S, 60 percent SRN) and Trisert (13-3-4, 50 percent SRN). Zinnco, located here, brings more than 15 years experience selling specialty fertilizers to horticultural, turf and ornamental markets. For information, call 419-385-8513.

JACKLIN CREATES SALES POSITION

POST FALLS, Idaho — Medalist America has announced the establishment of a new sales coordinator position, to be filled by Wade P. Jacklin. The sales coordinator position entails working closely with Medalist's regional turf specialists to ensure customer satisfaction. Jacklin will be working directly with the general manager of Medalist America, Rick Myers. He will also work directly with Medalist's Albany, Ore. office to coordinate blending and shipping.



Wade Jacklin

STRAWBRIDGE JOINS ANCHOR WALL

MINNETONKA, Minn. — Doug Strawbridge has been named executive vice president and general counsel for Anchor Wall Systems, Inc. Strawbridge will oversee legal affairs, licensing activities and general business administration and management. He joins Anchor from Merchant & Gould, one of the country's most respected intellectual property firms, where he was a senior vice president and member of the executive committee. He has worked with Anchor Wall Systems since the firm's earliest days, providing invaluable counsel along the way.

BEAZLEY TO REP SANDOZ AGRO

DES PLAINES, Ill. — Sandoz Agro, Inc. has named Paul Beazley the Turf & Ornamental sales representative for the Midwest region. Beazley's territory includes Illinois, Wisconsin and Missouri. Previously, Beazley was an account representative for Sandoz. Beazley came to the company from Penagro, a division of Helena Chemical Co., where he was a sales/customer service rep. Beazley can be contacted at: 847-605-8180.



Paul Beazley

Belgian firm buys fertilizer foothold in U.S.

PHOENIX, Ariz. — Hickson Kerley, the manufacturer and marketer of specialty liquid fertilizer products such as N-Sure, Formolene-Plus, KTS and Trisert — all aimed at the golf course and lawn care markets — has been acquired by the Tessenderlo Group of Brussels, Belgium. The company's name has been changed to Tessenderlo Kerley, Inc.

Tessenderlo Kerley, based here, will become part of the Chloralkali and Inorganic Division of Tessenderlo Chemie, a leading producer of sulfate of potash and feed phosphates in Europe. The company also produces chlorine caustic soda, caustic potash and derivatives for industrial purposes.

Tessenderlo Kerley, a manufacturer and marketer of innovative liquid plant nutritional products and technologies for the agricultural and specialty markets, will continue to be based here in Phoenix. The company employs 250 people and has sales of \$80 million. The acquisition of Hickson Kerley from Hickson International represents Tessenderlo's first entry into the green industry market in the United States.

Jordan Burns, formerly the general manager of Jupiter Chemical Co., has been named chief operating officer of the company. Livio Lederer, president of Tessenderlo USA, represents

Continued on page 54



ACQUISITIONS

NFAI umbrella covers Sustane

CANNON FALLS, Minn. — Natural Fertilizer of America, Inc. (NFAI) has acquired the business operations of Sustane Corp. and Bio Grounds Keeper, according to NFAI President Craig Holden.

NFAI produces organic-based fertilizers and related products for the commercial turf, horticulture and specialty agriculture industries. The new structure for Sustane Corp. was recently formed and capitalized by Holden and a group of six Twin City-area businessmen who have committed up to \$5 million to finance the growth of the business.

Holden said key employees will remain with Sustane, including the company's experienced technical staff. "Our manufacturing plant is operating at nearly double its previous output capacity to meet our customers' product requirements," Holden said. "Our management focus is to provide well researched, quality products, excel-

Continued on page 54

EDUCATION

Ransomes will sponsor GCSAA seminar program

LAWRENCE, Kan. — The Golf Course Superintendents Association of America (GCSAA) has announced a partner for its seminar program. Ransomes America Corp., one of the largest global manufacturers of golf course maintenance equipment, has signed a multi-year agreement to support the association's educational seminars.

GCSAA's 1996-97 seminar season begins July 1. More than 150



seminars are planned, offering attendees the opportunity to learn course management skills from

turfgrass scientists, researchers and professors, as well as superintendents and industry representatives. Seminar topics range from writing Integrated Pest Management (IPM) programs to maximizing employee effectiveness and designed to enhance the skills, knowledge and professional image of the golf course superintendent.

Continued on page 53



NEW PRODUCT OF THE MONTH

The Agricultural Division of Nutramax Laboratories, Inc. has introduced Macro-Sorb, an amino acid-based plant biostimulant that helps maintain more uniform and lasting plant growth by minimizing the chance of turfgrass loss during periods of extreme adverse conditions. Macro-Sorb contains L-form amino acids whose presence greatly reduces the energy requirements a plant would normally have for their production (they also increase photosynthetic activity in addition to water and nutrient efficiency). The energy saved can then be used by the plant for other vital purposes, like dealing with heat and cold stress. For more information, contact Nutramax at 1-800-925-5187. For more new products, see page 58.

WILMINGTON, Del. — Reward Landscape and Aquatic Herbicide has received a supplemental label affecting water-use restrictions. Manufactured by Zeneca Professional Products, Reward is a non-selective, fast-action herbicide for weed management in aquatic and grounds maintenance areas.

The new supplemental label allows for a shorter waiting period following the application of Reward in all water-use situations. The use restriction for irrigation in turf and nonfood crops has been reduced to one to three days, depending on the application rate. According to the supplemental label, there is no waiting period following the application of Reward for swimming and fishing. In addition, the Reward label now includes a five-day restric-

Zeneca's Reward expands water-use



tion for spray tank applications. Refer to the product use label for complete directions, restrictions and application rates.

...

WILMINGTON, Del. — Finale herbicide has received approval from the New York State Department of Environmental Conservation for use by turf and landscape professionals. Finale is a non-selective water-soluble herbicide which provides broad spectrum control of emerged annual and

perennial grass and broadleaf weeds.

The New York state registration covers all counties with the exception of Nassau and Suffolk.

The active ingredient in Finale, glufosinate-ammonium, closely resembles the naturally occurring amino acid, glutamic acid. Glufosinate-ammonium degrades into natural compounds such as carbon dioxide, nitrogen and water. Under normal conditions, its half life in soil and water is between seven and 20 days.

...

MIDDLEBURY, Conn. — The EPA has approved a revision of the label by Bonzi to include containerized ornamentals.

The revised label also includes modified rate recommendations and application instructions.

St. Andrews, Gleneagles sign with Ransomes

Ransomes continues to forge exclusive purchasing relationships with some of the world's most high-profile golf courses.

St. Andrews Links Trust has appointed Ransomes as the exclusive supplier of turf maintenance equipment and light utility vehicles for St. Andrews Links of Fife, Scotland. Under a rolling 3-year agreement, the Trust will purchase only Ransomes, Cushman and Ryan equipment to maintain the six public golf courses which form Europe's largest golf complex. The Old Course at St. Andrews has played host to 25 Open Championships.

A similar 3-year rolling agreement has been forged between Ransomes and The Gleneagles Hotel for the exclusive supply of turf maintenance equipment and utility vehicles. Located in Perthshire, Scotland, Gleneagles was from 1987 to 1994 the venue for the Scottish Open, an event which traditionally precedes the British Open.

The exclusive agreement states that only Ransomes, Cushman and Ryan equipment will be purchased to maintain the hotel's grounds and three championship golf courses. Additionally, Gleneagles Golf Developments, a sister company which oversees golf operations at Gleneagles, will be endorsing and recommending Ransomes products on all of the other courses they manage worldwide.

The announcement follows hard on the heels of a similar exclusive agreement made between Ransomes and the Pebble Beach Co. late in 1995. Signed for an initial three years, the two agreements include the option for the partnerships to be extended into the next century.

"The forging of an exclusive partnership with a second world-renowned golfing center such as Gleneagles highlights the

Marketing strategy adds Scottish resorts to list, which includes Pebble Beach

continuing confidence being placed in Ransomes and further strengthens our leadership in the turf maintenance industry," said Peter Wilson, group chief executive for Ransomes plc.

"The extensive product developments of recent years, and the

fact that Cushman and Ryan are part of the Ransomes stable, means that the company is able to supply virtually all of our turf machinery needs," says Jimmy Kidd, director of turfgrass management at The Gleneagles Hotel. "Add to that the solid commitment being shown by Ransomes to the golf industry and the environment, we believe that this agreement will be a major and continuing benefit to Gleneagles and its many visitors from around the world."

Bonetti on board with Golf Ventures

Mike Bonetti has joined Golf Ventures, Inc. (GV) as product manager in the Liquid Fertilizer Division. In his new position, Bonetti's chief responsibilities are to work with Lykes Fertilizer in the formulation, production and delivery of liquid fertilizers to GV customers throughout the state of Florida. Bonetti will assist Lykes in the selection and dry formulations, for optimum plant nutrition.

Bonetti has more than 20 years experience in the industry. Prior to joining GV, for the last 17 years, he was sales manager for Liquid Ag, specializing in liquid fertilizers and fertigation.

In addition to his product management responsibilities, Bonetti also has direct sales responsibilities in the south-east Florida counties of Broward and Dade for GV's Turf Products line.

PREVENT SUMMER PROBLEMS CAUSED BY WATER REPELLENCY!

UNTREATED

Summer stress conditions can prompt a rapid reduction in turf quality in tees, greens and fairways. By mid-summer, effects of extensive wilt, Localized Dry Spot (LDS) and turf decline are evident on this untreated tee (ladies tee box). Soil cores from symptomatic areas (inset) were powder dry, even after irrigation.



TREATED

Monthly applications of Primer 604 (started in late spring) on the men's tee box (of the same hole), showed superior turf quality. Even under conditions of severe summer stress, no afternoon wilt or LDS was observed. Soil cores from treated tee (inset) were uniformly moist, indicating improved penetration, infiltration and distribution of applied water (rainfall or irrigation).

Ransomes/GCSAA

Continued from page 51

"We know that Ransomes is committed to education as evidenced by their support of our Golf Asia '96 seminar program," GCSAA President Bruce R. Williams said. "Our partnership with Ransomes will help GCSAA enhance these seminars for our members across the country."

Paul R. Pesci, vice president of sales and marketing for Ransomes, added: "Ransomes and GCSAA share a mutual dedication to professional development through continuing education. To that end, we are very proud to support the 1996-97 seminar program."

More than 75 educational seminars and sessions will be offered as part of GCSAA's 68th International Golf Course Conference and Show scheduled for Feb. 6-12, 1997, in Las Vegas.



NO WATERING IN REQUIRED • WILL NOT BURN



A STEP BEYOND

Call 1-800-257-7797

for information about Primer, a unique new chemistry that puts an end to summer stress concerns.

AQUATROLS
Making Water Work Efficiently

5 North Olney Avenue
Cherry Hill, NJ 08003 USA
1-609-751-0309 • 1-800-257-7797
FAX: 1-609-751-3859