Kelley to head Turfline marketing

ST. CHARLES, Mo. — Rick Kelley, a veteran newspaper journalist, has been hired by Turfline, Inc. President John Humphrey to develop and implement a strategic marketing and sales campaign for the company's patented True-Surface Vibratory Greens Rolling System.

Prior to joining Turfline, Inc., Kelley was president of the K.K. Co., a marketing and consulting firm. A graduate of the University of Missouri-Columbia, he compiled 20 years in the newspaper industry as news editor and publisher. Kelley also worked the 102nd session of the U.S. Congress as press secretary to a United States congressman.

While at Turfline, Inc., Kelley has spearheaded the company's major commitment to promoting the vibratory roller to golf courses worldwide. He has assisted in developing a major network of international distributors and conducts a direct sales campaign from the company's St. Charles, Mo., office.

You've had to change the way you maintain your fairways to reflect new, higher standards of quality. We know your equipment needs to be up to the challenge.

Today's fairways demand a level of quality that was formerly reserved for greens. To meet these higher standards, superintendents have found a reliable, productive ally in the Ransomes® family of fairway mowers. The T-Plex 185 is perfect for highly visible tees and collars. The 250, 305 and 7-plex 405 are the industry's only "right" weight mowers. The 405 features a wide 156" cutting swath while the new 3500 is a production powerhouse. Ransomes mowers have been designed to maintain the same cutting quality as greens mowers throughout the country.

COLUMBIA, Md. — AgriDyne Technologies Inc. of Salt Lake City, Utah, has become the latest acquisition of biosys, Inc., a biological pest control company here.

The AgriDyne acquisition brings azadirachtin chemistry to the biosys family of biological products that includes baculoviruses, beneficial nematodes, and a line of pheromone products. In addition, the AgriDyne team is utilizing recombinant DNA technology to develop a synthetic pyrethrin insecticide that will have applications in turf, ornamental, and nursery crops. Azadirachtin is the active ingredient in neem oil, a plant-derived material. It is formulated and sold as OHP Azatin EC and OHP Azatin XL for control of a broad range of insect pests in greenhouses, outdoor nurseries, and interi orsccapes.

University and company-sponsored research has shown that Azatin is effective against dozens of insect species, including several species of cutworms, army worms and other lepidoptera, plus leafminers, whiteflies, aphids, Colorado potato beetles, black vine weevil, beetles, fungus gnats, thrips, and fruit flies. OHP Azatin is distributed in the United States by Olympic Horticultural Products.

Lofts purchase

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company enhances the capabilities and services for our existing customers and opens new market opportunities, while maintaining the philosophies upon which both businesses were founded."

John Loft, president and chief executive officer of Lofts Seed, said the Lofts name, its product line and commitment to service will not be affected by the sale. "We are pleased to become associated with Budd Seed," said Loft. "The philosophies and evolution of both companies have been based on similar fundamental values — exceptional customer service that is based on partnership, professionalism, integrity and complete dedication to every phase of the turf industry."

Ken Budd, president and chief operating officer of Budd Seed, will become president of Lofts Seed. Richard Budd and Gerald Chrisco, chief financial officer of Budd Services, will become senior executives of the company. Mike Beauchamp, controller for Budd Seed, will become the manager of the Winston-Salem operations for Budd Seed Co.

Loft Seed boasts domestic branches and subsidiaries in Massachusetts, Pennsylvania, Maryland, Ohio, Oregon and Georgia. The 73-year old company has more than 100 employees. Budd Seed sells grass seed and fertilizer to businesses and municipalities in North and South Carolina, Tennessee, Kentucky, Virginia and West Virginia.

Budd Seed purchases its grass seed in the United States from Oregon and Missouri, and around the world from Australia, New Zealand and France, for distribution to the Southeast region.