

BRIEFS



KUYRKENDALL TO REP PAR EX LINE

WINTER HAVEN, Fla. — IMC Vigoro has appointed Steve Kuyrkendall as a territory manager, covering north-east Louisiana, northwest Florida, central Mississippi and southern Alabama. Kuyrkendall is responsible for selling the Par Ex line of fertilizers, including Par Ex With V-Cote. Prior to joining IMC Vigoro, Kuyrkendall was a sales representative with Bunch Wholesale, Inc., where he sold fertilizers, pesticides, seed and turf supplies to golf course superintendents.

RGF NAMES NEW SALES DIRECTOR

WEST PALM BEACH, Fla. — RGF Environmental Systems, Inc. has hired Ron Lye as vice president of sales. Prior to joining RGF, Lye was Water Cleaning Systems Division Manager for Landa Water Cleaning Systems. In his new position, Lye is responsible for all domestic sales, distributor sales training and coordination of the RGF line of water filtration/recycling systems and products.



Ron Lye

SOUTHERN IRRIGATION ADDS MANGUM

SAN ANTONIO, Texas — Southern Irrigation Consultants, Inc., has added Lee F. Mangum to its staff here. As project manager, Mangum will be directly involved in all aspects of the firm's irrigation projects, from client relations through planning, design, construction and system operations. Mangum's background in the irrigation industry includes positions as the irrigation manager of Goldthwaite's of Texas, Inc. and as vice president for sales and marketing with the Carroll Childers Co. of Houston.

SYNCRIFOLO OFFERS FACTORY DIRECT

NORCROSS, Ga. — Eddie Blanton has joined the SyncroFlo Irrigation Group in a newly created factory direct sales position. Blanton will be responsible for sales in North Carolina, South Carolina and Georgia. He will also be the customer's first point of contact for planned projects, projects under construction and existing installations. Blanton is based in North Carolina and can be reached by phone at 704-331-4884; by voice page at 800-487-7985; or by email at eblanton@syncroflo.com.

GOLF COURSE NEWS

SMPs offer glimpse of decentralized regulation

By HAL PHILLIPS

WASHINGTON, D.C. — As the two major political parties wrangle over just how much federal authority should be returned to the states, the Environmental Protection Agency (EPA) has already struck a blow for decentralization with State Management Plans, under which individual states are given the flexibility to govern the sale and application of five widely used pesticides — duties now handled centrally by EPA.

By the year 2000, the regulation of alachlor, cyanazine, metolachlor, atrazine and simazine will be handled by 50 different state agencies. More than halfway through the 120-day comment period, industry reactions to the creation of State Management Plans (SMP) remain guarded. Companies that manufacture the five chemicals in

question aren't sure how state-by-state regulation will impact sales (only two, simazine and atrazine, have golf course applications). However, the chemical industry is quite certain the list of chemicals regulated by State Management Plans will grow.

"In fact, in one comment at a recent EPA workshop, they mentioned that at least 24 active ingredients will trigger the SMP rule," said RISE (Responsible Industry for a Sound Environment) Manager of State Government Relations Fred Langley, who noted that SMPs were a major topic of strategic discussion at the organization's annual meeting last month in West Palm Beach, Fla. "Obviously it's up to the EPA to publish these as they see fit. We're also aware that new active ingredients will trigger the SMP rule. We've seen two compounds — they happen to be agricul-

Continued on page 47



NEW PRODUCT OF THE MONTH

Gro-Tech's multi-purpose MPS-125 mounts on any utility vehicle, front mower, tractor or truck. It can also be pulled behind a golf cart with a simple trailer attachment, all the time providing an even spread regardless of throttle rpm or terrain. The spinner height adjusts 24 inches vertically on a three-point hitch mount. The spreading pattern adjusts from four to 40 feet. The MPS 125 — which has a 9 cu. feet per 600-pound capacity — also includes a single-lever joystick allowing the operator to control the spread pattern from his or her seat. For more information, contact Gro-Tech at 800-725-8377.

Big changes at Big Red

BLOOMINGTON, Minn. — The Toro Co. has reorganized its office of the president to "better meet the marketplace complexities of the 21st century," according to current Toro Chairman and Chief Executive Officer Kendrick B. Melrose.

A new "office of the president" will be a three-person team with each individual having joint accountability for the business. This team will comprise two newly created "group vice president" positions and Melrose.

"These two group vice presidents and I," Melrose elaborated, "will be responsible for overseeing the development and implementation of Toro's business strategies and plans. Aligning our business and operations together will improve customer responsiveness and productivity."

J. David McIntosh, vice president and general manager of Toro's consumer division, becomes one group vice president and Charles B. Lounsbury, vice president, distribution, parts, recycling equipment and corporate strategic planning, becomes the other group vice president.

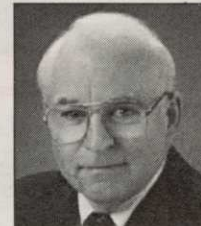
Continued on page 46



Kendrick Melrose



J. David McIntosh



Charles B. Lounsbury



EPIC LANDS USGA EDUCATIONAL VIDEO CONTRACT

Epic of Wisconsin, the West Bend-based video production and marketing services firm, has been retained to provide video production services to the U.S. Golf Association as part of the project to document the association's recommendations for putting green construction. Shot at Pinehurst Resort and Country Club and featuring architect Rees Jones (above), the educational video is tentatively titled, "How to Build a USGA Putting Green."

In other Epic news, the firm has added writer/producer Jeff Litrenta to its staff. Litrenta was recently with Johnson Controls, Inc. and Jacobsen-Texton in Racine. Epic provides a complete range of creative marketing services, specializing in corporate and industrial video productions including technical and educational videos for the golf course industry.

Merger prompts name change: IMC Vigoro

WINTER HAVEN, Fla. — Reflecting the new relationship between two giants in the fertilizer industry, Vigoro Consumer and Professional Products has changed its name to IMC Vigoro.

The IMC Vigoro name stems from the recently completed merger of IMC Global Inc. and the Vigoro Corp. IMC Vigoro Senior Vice President Kenneth Holbrook said the combined resources of the new organization will allow the company to expand more rapidly in the professional turf and horticulture markets, and in the consumer lawn and garden and ice melter markets.

"Through IMC Global, we now are affiliated with one of the world's largest producers and marketers of major plant nutrients," Holbrook said. "This improved access to raw materials, plus continued, significant upgrades at our eight production facilities, will allow us to serve our customers more efficiently and faster."

IMC Vigoro product lines include Par Ex professional turf fertilizers, Woodace horticultural fertilizers and Woodscape fertilizers for landscaping applications.

PHC acquires manufacturer of Terra-Sorb

PITTSBURGH, Pa. — Plant Health Care, Inc. (PHC) has finalized its acquisition of Industrial Services International, Inc. (ISI) of Bradenton, Fla., and its proprietary product line of time-release water polymer gels sold under the brand name of Terra-Sorb.

James J. Quinn, previously president of ISI, is now a vice president for PHC, a supplier of plant-health-care-related products and services to the horticulture,

forestry and land restoration industries.

Pittsburgh-based PHC will also warehouse and package the Terra-Sorb brand products at its Pittsburgh manufacturing facility. Distribution of the Terra-Sorb line of water management products will, in certain cases, be expanded to include the existing distributor/dealer network already established by PHC for its line of biological plant-care products.

PHC will continue to sell the time-release water polymer gel products under the Terra-Sorb name and already has incorporated Terra-Sorb gels into many of its Mycor brand mycorrhizal fungi inoculant products.

PHC was established in November 1994 to acquire, develop and market environmentally friendly products for the professional plant health care industry. The acquisition of ISI allows PHC, Inc. to broaden its product line to include water-management products.

Toro reports solid earnings

BLOOMINGTON, Minn. — The Toro Co. has reported that sales and earnings were better than expected for the third quarter ended Aug. 2, 1996. Sales and net earnings were a record for the May-through-July reporting period and for the nine-month reporting period of November through July.

Net revenues for the quarter were \$232.6 million, compared to \$202.6 million for the same period last year, a 14.8-percent increase. Year-to-date revenues were \$732.7 million, up from \$727.1 million for the same period last year. Net earnings for the nine-month period were \$31.8 million compared to \$28.4 million a year ago.

Commercial product sales increased by 3 percent over the same period last year. International sales were strong and the domestic landscape contractor market continued to grow.

Irrigation sales increased 3.7 percent compared to the same period last year. Toro's strategy of selling do-it-yourself products through mass merchants continued to be successful. Golf course sales were up as were sales to residential contractors. International sales increased by 15.5 percent due primarily to improving commercial sales to the European golf market. Sales of consumer products also increased.

Toro presidency

Continued from page 45

As part of the move the company will align its business units around a centralized operations group and a strategic business units group. This transition has begun with completion expected by Nov. 1. The move is not expected to affect employee staffing levels at the company.

McIntosh will have responsibility for all sales, marketing, service and product development activities for the consumer, commercial, irrigation and landscape contractor divisions, which will now report to him.

Lounsbury will have responsibility for the centralized operations function for all businesses, except the irrigation division and the new businesses group which will remain decentralized. Toro will combine all manufacturing, purchasing, quality, parts operations and order services under his group, with the exception of irrigation manufacturing in Riverside, Calif., which remains under Calvin Hendrix, vice president of Toro's irrigation division.

Toro had been searching for a president since former president David H. Morris left the company last November.

GOLF COURSE NEWS

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