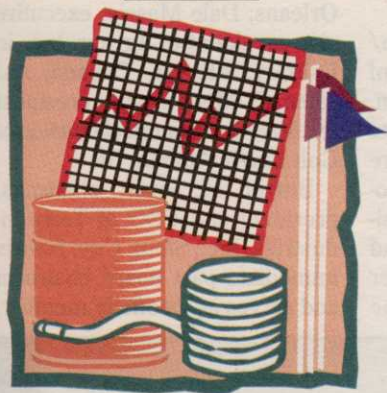


BRIEFS



CZERNIK MANAGING LASCO CENTER

WOOD DALE, Ill. — Lasco Fluid Distribution Products has opened a new 24,500-square-foot distribution center here. The new facility will serve plumbing, irrigation and industrial distributors in the Chicago area. Stan Czernik, formerly of Great Lakes Business Forms, has been named service center manager. Lyn Mojonier has been named customer service coordinator. In other Lasco news, the firm has named a new Southern California sales rep, Todd Chilton, who joins Lasco after nearly 14 years with L.R. Nelson Corp.



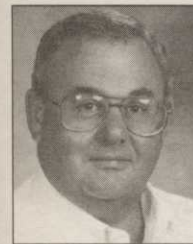
Stan Czernik

YUCHS JOINS CETCO

ARLINGTON HEIGHTS, Ill. — Colloid Environmental Technologies Co. (CETCO) has announced that Dr. Steven E. Yuchs has joined the company as manager of research and development for CETCO's laboratory facility here. Yuchs holds a bachelor's degree in chemistry from Northeast Missouri State University, Kirksville, and a doctorate in organic/organometallic chemistry from the University of Southern Mississippi, Hattiesburg.

UHS HIRES FRANCOIS, EXPANDS MARKET

HOUSTON — Ernie Francois has joined the staff of United Horticultural Supply (UHS) as a sales representative, servicing the Professional Turf and Ornamental Industry here and the Southeast Texas market. Francois will be an integral part in the development of the newly formed Southern Division of UHS, which will now encompass New Mexico, Texas, Louisiana, Arkansas, Mississippi, Kentucky and Tennessee.



Ernie Francois

U.S. BATTERY NAMES V-P

CORONA, Calif. — U.S. Battery Manufacturing Co. has announced the addition of Nawaz Qureshi to its engineering department staff. Qureshi has been appointed to the position of vice president of engineering. He brings 29 years of experience in the battery industry to U.S. Battery.

Yamaha jumps into Tour sponsorship spotlight

By HAL PHILLIPS

MYRTLE BEACH, S.C. — Sometimes it's easy to spot a trend in the making. Witness the increasing number of golf industry firms which have secured national television exposure by sponsoring PGA and Senior tour events.

The latest is Yamaha Golf Cars, which has agreed to become the "sponsored by" sponsor of the Energizer Senior Tour Championship; Energizer batteries will retain its title sponsorship.

The move follows last month's announcement that John Deere would assume title sponsorship of the PGA Tour's Quad City Classic, heretofore known as the John Deere Classic. For the past three years, The Scotts Company has served in various sponsorship capacities with the Senior Tour's Tradition tourney.

While similar, Yamaha's decision sets it apart from Deere and Scotts, both of which have allied consumer divisions that will certainly profit from national television exposure. On the surface, the Senior

Tour Championship would appear to offer fewer synergies between Yamaha Golf Car Division and its parent company, Yamaha Motor Manufacturing Corp. of America.

The season-ending Senior Tour Championship, sponsored in part by Energizer batteries and Myrtle Beach Golf Holidays, features the top 31 Senior PGA Tour players and the top 16 MasterCard Champions (formerly the Super Seniors), many of whom use golf cars during competitive

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TFI elects IMC's Bueche chair

NEW ORLEANS, La. — Wendell F. Bueche, chairman of IMC Global Inc., has been elected to a 1-year term as chairman of The Fertilizer Institute (TFI). The election, which also included the selection of TFI's 1997 vice chairman and executive committee, was conducted during the association's annual meeting, an event which drew close to 1,000 industry representatives here.

During this meeting, TFI also elected Fritz Corrigan, president of Agriculture Group of Cargill Inc., to serve as TFI's vice chairman. Gary Myers was re-elected president and chief staff officer for the Institute.

Others elected to the executive committee were: Wendell F. Bueche, chairman and CEO of IMC Global in Northbrook, Ill.;

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NEW PRODUCT OF THE MONTH

John Deere's RZ 700 Tractor Mounted Injection System features 16 nozzles spaced 3 inches apart and ensures total coverage of 48 inches. This self-contained unit injects chemicals directly into the soil, penetrating the root system and eliminating drift and surface disruption. The unit can cover up to 64,700 square feet per hour, depending on ground speed, nozzle size and pulse frequency. The RZ 700 is compatible with John Deere compact utility tractor models 955, 970 and 1070.

Tractor makers push protection

In an unprecedented joint effort, North America's five leading tractor companies are working together to encourage tractor owners to have their older machines equipped with rollover protective structures (ROPS) and seat belts, in an effort to help reduce deaths and injuries associated with rollovers and runovers.

As an incentive to owners, AGCO Corp., Case Corp., Deere & Company, Kubota Tractor Corp., and New Holland North America, Inc. are making it possible to purchase ROPS and seat belts at the companies' cost.

This joint effort is aimed at reducing the two leading causes of death and injury to tractor operators. Statis-

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Toro Co. moves ahead with Hardie integration



BLOOMINGTON, Minn. — The Toro Co. has announced it has aligned its irrigation and international businesses, completing the first phase of the integration of the James Hardie Irrigation Group.

Rick Parod was named vice president and general manager of the irrigation business. In this role, Parod will oversee all U.S. irrigation sales, marketing, technical operations and after-market service for Toro and Hardie branded products.

TORO RELEASES 1ST-QUARTER FIGURES

BLOOMINGTON, Ind. — The Toro Co. has announced that earnings per share for the first quarter ended Jan. 31, 1997, met revised expectations on slightly lower sales. Toro posted earnings per share of 20 cents for the first quarter compared to 67 cents for the same period last year. Net earnings for the quarter were \$2.5 million compared to \$8.5 million during first quarter 1996. Revenues for the period were

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The Toro agricultural irrigation business, acquired as part of the Hardie deal, will remain separate from the combined irrigation business under the direction of Jim Shearer, agricultural irrigation business managing director.

Internationally, Toro is now organized around three regions of the world: Europe/South Africa/Middle East; Canada/Latin America; and Asia/Pacific. The international irrigation business will be integrated into this structure.

Richard Pollick will continue as vice president and general manager of the international business. Don Masini has been named managing director of sales, responsible for two world regions. Richard Walne is area director and head of the Asia/Pacific region. Phil Burkart was named worldwide marketing director and will manage marketing efforts of all world regions for commercial and irrigation products.

In other Toro news, the company has

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Lesco manufacturing moving to Ohio site

STREETSBORO, Ohio — Lesco, Inc. has announced it will relocate its equipment manufacturing operations from Sebring, Fla., to a new, 177,000-square-foot facility here. The plant will be operated by Commercial Turf Products, Ltd., the company's new joint venture with MTD Products Inc.

The new plant, purchased from Aquatech, Inc., will be available for occupancy in late Spring 1997. Production is scheduled to begin in mid-summer and it is anticipated Commercial Turf Products will employ up to 225 people within the next two years. Lesco has announced plans to close the Sebring manufacturing plant in October 1997.

The proximity of the Streetsboro site to several existing MTD facilities will enable the joint venture to minimize start-up expenses and to utilize manufacturing resources already in place. "We are excited about this development because it will enable us to begin manufacturing operations al-

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Barenbrug opens offices in Pittsburgh and Beijing, moves Oregon HQ

PITTSBURGH, Pa. — Barenbrug Northeast's Vice President and General Manager, William (Bill) Lind, has announced the opening of the Barenbrug Northeast Pittsburgh Division.

"Our new sales, production and shipping facility in Pittsburgh will enable us to establish

a presence in Central and Western Pennsylvania, West Virginia, Ohio and other parts of the Midwest," said Lind.

Al Suvak, formerly of Mock Seed Company, has been selected as general manager of the Pittsburgh Division. The Barenbrug Northeast Pittsburgh Division is located at 2246 Cali-

fornia Ave., Pittsburgh, PA 15212. For more information, call Suvak at 412-321-1272.

...

Barenbrug USA, headquartered in Tangent, Ore., will move into its new office/warehouse facility this month. Upon completion in 1998 the entire complex will encompass over 100,000

square feet and will be designed for maximum efficiency. Adjacent to the new building will be several acres of turf and forage trial plots which will be a highlight during the annual Oregon summer tour. An open house will be announced soon.

...

Meanwhile, in Beijing, Bar-

enbrug Holding BV of The Netherlands has opened an office and the appointment of Chen Gu as chief representative of Barenbrug China RO.

Chen is responsible for an office staff in Beijing, and will coordinate all trials, market development and sales activities for the Barenbrug Group in China.

Previously, Chen was managing director for a joint venture between the EU and PRC Governments, focusing on implementation of Western agricultural practices and input into farm and animal husbandry systems in various areas of China.

The Barenbrug Group Worldwide consists of three sub-holdings, each with numerous subsidiaries; Europe, North America and Southern Hemisphere (with offices in Australia and New Zealand).

These Are Not Your Run-of-the-mill Chelated Iron Sources.

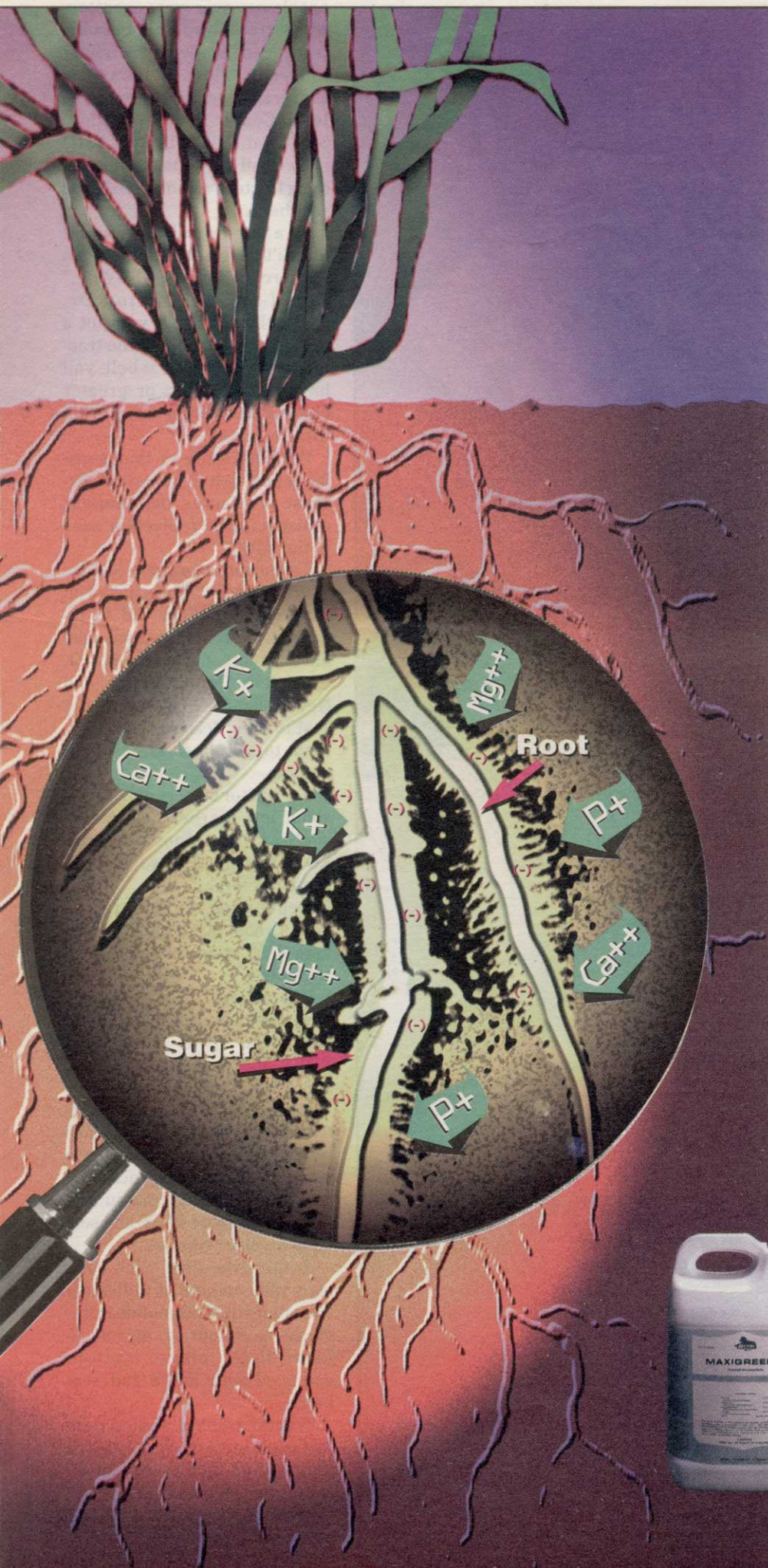
Glucosheptonates—natural organic chelates—set MultiGreen II® and MaxiGreen II® apart from all the less effective micro-nutrient sources.

These natural sugars prevent the micro-nutrients such as iron, zinc, copper and manganese from reacting with the soil, and keep them available to the plant for maximum root uptake.

Additionally, these sugars affix to the feeder roots. Being negatively charged, they act as additional CEC (Cation Exchange Capacities) and attract the positively charged nutrient cations, including Potassium, Phosphate, Calcium and Magnesium. Then, these nutrients are held for root absorption.

At the same time, the glucosheptonates are consumed by soil microbes as feedstuffs, multiplying the microbe population with added benefits.

Some of our advantages are hidden, but the superior results aren't.



New Standards for Turfgrass Excellence

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CIRCLE #140

Yamaha

Continued from page 59

tournaments. When these 47 competitors tee it up Nov. 3-9, 1997, here at The Dunes Golf and Beach Club, they will be driving Yamaha golf cars.

"We are excited to become the exclusive 'sponsored by' sponsor of this prestigious championship," said Scott Wall, vice president-Golf Car Division of Yamaha. "This major sponsorship is further opportunity to achieve our golf car marketing objectives not only in Myrtle Beach, S.C. — the golf capital of the world — but also nationally and internationally. We view this partnership with Myrtle Beach Golf Holiday as a natural progression of our tremendous success with the National Golf Course Owners Association."

Yamaha is one of several firms that participate in the National Golf Course Owners Association's (NGCOA) Smart Buy Program, a package whereby NGCOA receives discounts on products purchased from participating companies. Although its membership is national, the NGCOA is based in Charleston, S.C., just south of the Myrtle Beach region.

Myrtle Beach Golf Holiday (MBGH) is a non-profit association of 96 accommodations and 87 golf courses in the Myrtle Beach area, which reaches from Georgetown, S.C. north to Southport, N.C. MBGH shares financial responsibility for the event with the PGA Senior Tour.

"Yamaha golf Cars are a great fit for Myrtle Beach with us being the seaside golf capital of the world," said Tom E. Baugh, Jr., president of Myrtle Beach Golf Holiday. "Yamaha is a first-class company with a very strong commitment to quality."

GOLF COURSE NEWS