

BRIEFS



WOERNER NAMES ROBERTS VP

WEST PALM BEACH, Fla. — Woerner Turf has announced the appointment of Don Roberts as the company's vice president and managing director of Woerner Sports Turf International, Southern Turf Nurseries, and STN Sports. Prior to his new responsibilities, Roberts was general manager and consulting agronomist for the Georgia Branch of Southern Turf Nurseries/Warren's Turf Group Inc., as well as director of marketing for golf course sales and service [USA] and for STN Sports Athletic Field Construction Division.



Don Roberts

MCGINNIS NEW MESA CFO

TEMPE, Ariz. — Mesa Sprinkler, a distributor of turf-care and irrigation supplies, has named Karen McGinnis as its chief financial officer. In her new role, McGinnis will supervise the financial reporting for all of Mesa Sprinkler's 15 branches in Arizona, Nevada, Mexico and the Pacific Northwest. Additional responsibilities include maintaining the company's relationships with banking institutions, overseeing financial analyses and assisting in strategic business planning.



Karen McGinnis

TORO CREATES POSITION IN INDIA

BLOOMINGTON, Minn. — The Toro Co. has named Sunil Khanna as sales manager for India. In this newly created role based in Delhi, Khanna will oversee sales, training and technical support of turf maintenance and irrigation equipment for distributors and end users including golf course superintendents and municipal turf managers.

LOFTS PRESENTS CHECK TO URI

KINGSTON, R.I. — Loft Seed Inc. presented a check for \$77,035.33 to the University of Rhode Island at the recent URI Annual Turfgrass Field Day. The check was based on the marketing efforts and royalty agreements of Jamestown II Chewings fescue and Georgetown Kentucky bluegrass.

DowElanco to become Dow AgroSciences

INDIANAPOLIS — Effective January 1, 1998, DowElanco will be known as Dow AgroSciences, a move the company said reflects the venture's new status as a wholly-owned subsidiary of The Dow Chemical Company.

The name change follows a June announcement by The Dow Chemical Co. that it would acquire Eli Lilly and Co.'s 40 percent interest in the joint venture — the two companies joined their plant science businesses to form DowElanco in 1989.

"This is an industry that is rapidly reinventing itself," said John Hagaman, DowElanco president and chief executive officer. "Our new name reflects a broad sense of our mission that has been inherent in our strategic planning for a number of years. As a result, our company's investment in technologies of the future is funded and supported by traditional pest control products, so that both our older and newer businesses provide a platform for growth."

The company said it will stick to its goal of commercializing one significant new product a year. The latest for the turf industry was Conserve SC, a turf and ornamental insect control.

IMC, UHS firm deal in Fla.

WINTER HAVEN, Fla. — IMC Vigoro announced a new business alliance with UHS of Tampa, Fla., to represent IMC Vigoro's turf fertilizer products throughout the state of Florida.

The alliance calls for UHS to market and sell Par ex fertilizers, containing IBDU slow release nitrogen and V-Cote controlled release nitrogen and potash to golf course superintendents and lawn care/landscape companies.

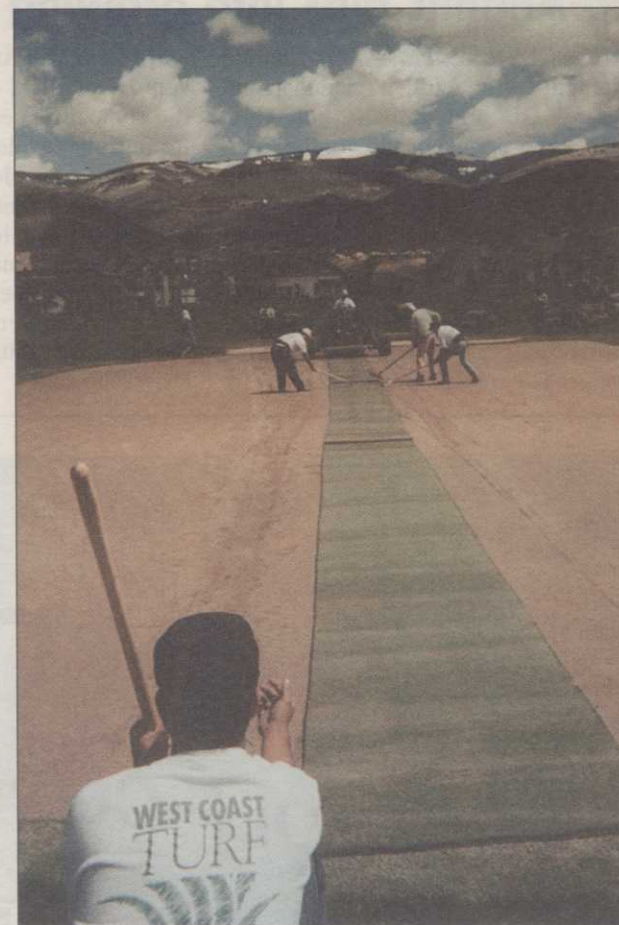


Steve Jackson, Gulf states division manager for UHS, will head up the UHS sales team.

"We are very excited about distributing for IMC Vigoro. The Par ex brand has already established an excellent reputation and we intend to grow the business," said Jackson.

UHS, which has six sales offices in Florida (Delray Beach, Ft. Pierce, Hastings, Immokalee, Parrish, and Waverly), markets to the golf course and lawn care/landscape turf care industries.

"UHS brings over 5 1/2 years of industry experience to our sales force," said Bill Foster, director of the professional business unit at IMC Vigoro. "The alliance will strengthen our distribution capabilities in Florida."



A-4 GOES ROCKY MOUNTAIN HIGH

VAIL, Colo. — West Coast Turf installers lay West Coast Turf's A-4, an offspring of Pennncross, at the Country Club of the Rockies. Superintendent Kevin Ross chose to go with A-4 due to the unique location of the course. "We had two problems we wanted to solve, annual bluegrass and drought," said Ross. "Even though the course sits 7,500 feet up in the mountains, the sun is extremely hot, we don't have many trees and the course gets an inch of rain per month during the summer. A-4 seems to prefer the 1/8-inch cut and needs less water and nitrogen [than Pennncross]."

RohMid's Mach 2 granted registration in 35 states

PARSIPPANY, N.J. — RohMid L.L., the joint venture of Rohm and Haas Co. and American Cyanamid Co., have announced that Mach 2, the venture's product that controls grubs and caterpillars on golf courses, has been granted registration by state regulatory agencies in 35 states.

A liquid formulation of Mach 2 will be available for use on golf courses and sod farms during the 1998 use season.

The states that granted registration include: Alabama, Arizona, Arkansas, Delaware, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Minnesota, Mississippi, Missouri, Montana, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Virginia, West Virginia, Wisconsin, and Wyoming.

NOVARTIS GRANTS EXCLUSIVE RIGHTS

GREENSBORO, N.C. — Novartis has recently granted Ames, Iowa-based Becker Underwood Inc. exclusive product and marketing rights for Sprint 330 and Sprint 138. Both products are iron chelates used to correct soil or foliar iron deficiencies. Sprint is used worldwide in the turf & ornamental, specialty, golf and horticulture markets. "We're extremely proud that Novartis has the confidence in our company to turn Sprint over to us," said Roger Underwood, president of Becker Underwood.



MAKE WAY FOR THE SWIVEL DUMPER

RACINE, Wisc. — Machinery Depot America Inc., the Racine-Wisconsin-based distributor of quality construction equipment, has announced the introduction of a complete line of medium-sized dumpers manufactured by Thwaites Ltd., the world's largest producer of this type of equipment. Machinery Depot America is the exclusive distributor for Thwaites in North America. The line, which includes four basic four-wheel drive models, covers a range of capacities up to seven tons. It also includes three models with Powerswivel design. This design has swivel-mounted bucket which can be power-rotated through 180 degrees so materials can be dumped to the front or to either side. For more information, contact Machinery Depot America at 414-637-8111.