

TRIMS, Rain Bird Golf Div. align

PHOENIX, Ariz. — TRIMS Software International Inc., the developer of *TRIMS '97* Grounds Management Software System, has entered into a long term marketing agreement with the Golf Division of Rain Bird Sales, Inc.

Under the terms of this agreement, Rain Bird gains the world wide rights to market and distribute *TRIMS '97* under the name *Rain Bird MAXI-Course Manager*.

Through this industry alliance, TRIMS gains 40 new distributors and 200 outside sales representatives from Rain Bird sales organization. Rain Bird has also agreed to include the *MAXI-Course Manager* as a standard feature of their MAXI-Stratus Irrigation System. The software will also be available as a complement to Rain Bird's MAXI-Nimbus Irrigation System.

TRIMS said that this new relationship with Rain Bird insures the company of continued growth.

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In other TRIMS news, the company has been chosen to be the provider of grounds management software by

L-93 creeping bent tops NTEP

WINSTON-SALEM, N.C. — Lofts Seeds reports that it has won the top spot among creeping bentgrasses based on the National Turf Evaluation Program trials. The company said that Lofts' L-93 creeping bentgrass has finished first during the putting green trials for the past two years.

"L-93 has certainly gained recognition and acceptance from golf course architects and superintendents across the country," said Dr. Richard Hurley, executive vice president, Lofts Seed. "The density and upright growth along with its exceptional disease resistance makes it a favorite with courses."

Aftermarket

Continued from page 39

ing through catalogs to find the right replacement part — either a "factory original" or quality "knock off" — Kelly said that's now Mid-Atlantic's job.

"Instead of the purchasing person at the club spending time browsing through catalogs, we're doing all that for them," said Kelly.

Mid-Atlantic has hired Steve Peddrick as a full-time purchasing manger to handle the research. Peddrick will oversee and replenish the distributor's \$1.5 million parts inventory that includes more than 150 proprietary parts made to spec — including a selection of non-OEM parts.

With more courses brings more golf cars, with more leasing deals brings more maintained cars that will be available for renovation and customization for special usage. According to Kelly, Mid-Atlantic plans to develop that customization business nationwide, and aftermarket parts is key in that development.

"Parts in the golf car industry used to be an afterthought," said Kelly. "There wasn't a whole lot of creativity that went into trying to do business in aftermarket."

GOLF COURSE NEWS

Cobblestone Golf Group for their courses nationwide. *TRIMS '97* will help Cobblestone Golf Group to standardize their record keeping capabilities for staffing, equipment maintenance, chemical inventory, and budgeting. Cobblestone management and superintendents will have more immediate access to information to help improve efficiency and profitability.

Cobblestone Golf Group manages courses throughout Arizona, California, Texas and Virginia. Properties include

Red Mountain Ranch, Hills of Lakeway, Carmel Mt. Ranch, Morgan Run and Stonebridge Country Club.

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TRIMS has hired Mara Weber as their new sales manager. Weber will oversee domestic and international sales and marketing strategies, advertising, public relations, market expansion and growth, new products, tradeshow participation, and sales promotions.

Mara was most recently an account manager for business development for Murro Consulting Inc., a management consulting firm in Phoenix, Ariz.

TURFGRASS PRODUCERS DATES SET

ROLLING MEADOWS, Ill. — Turfgrass sod producers from around the world will attend the Midwinter Conference of Turfgrass Producers International (TPI) to be held in Maui, Hawaii, Feb. 11-13.

Registration and exhibitor contract materials for the Maui meeting are now available from the TPI office by calling 847/705-9898 or 800/405-TURF or by faxing requests to 847/705-8347.

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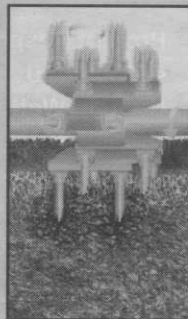


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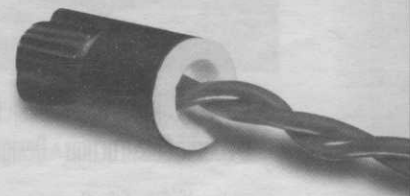


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