

Flowtronex PSI opens office in Middle East

DUBAI, United Arab Emirates — Capitalizing on a worldwide thirst for golf, Flowtronex has opened a new sales and service office here to cover the expanding golf markets in the Middle East and India.

The company has chosen 9-year Flowtronex veteran Rusty Hassell to head the office, which will open in January 1998. It will be Hassell's task to expand sales, build service capabilities and oversee existing pump station installations in the region. The company said the office will be able to service Saudi Arabia, Kuwait, Egypt, Oman, Pakistan, Israel and India.

"Whether an installation is in Kansas or Kuwait, local service decreases customer costs and increases responsiveness," said Dave Brockway, president of Flowtronex. "For us, 'local' now spans the globe, so we are training service providers from Germany to South Africa to Hong Kong to the Philippines to the Middle East," he said.

In other Flowtronex news, the company recently installed South Africa's first variable speed pumping installation at a golf course. The course, Peaconwood Golf and Country Club, was designed by Jack Nicklaus and is located near Johannesburg. Pumping began in mid-July.

The course features a high capacity variable speed pumping system that runs PumpLog, the company's Windows-based monitoring software. PumpLog enabled the station operator to monitor and diagnose pumping functions via a computer modem from anywhere in the world.

The Peaconwood project was designed with the help of local experts, including Andy Blake, an irrigation consultant with Golf Data, and Kevi Levin of Amanzi Engineering.



Rusty Hassell

Toro adds Jamieson to European team

BLOOMINGTON, Minn. — The Toro Co. has teamed up with golf agronomy consultant Bruce Jamieson in an effort to push forward the company's plan to support educational establishments of the training of greenkeepers.

Jamieson has over 20 years

of experience in the golf industry and was the director of agronomy for the PGA European Tour for six years. He will continue to operate his own consultancy, B. Jamieson Golf Advisors, in Hook, England, and will act as an independent consultant to Toro in the UK. and

throughout Europe.

"The appointment of Bruce Jamieson as our agronomy consultant is an indication of our commitment to supply 'total solutions' support to our customers," said Bob Buckingham, Toro's European director of sales. "Toro has an in-depth knowledge of how to grow and maintain grass and is able to of-

fer this expertise as an integral part of our service to our customers," he said.

Initially, Jamieson will provide specialized training for Toro's European distribution network. On new golf course construction projects, Jamieson will provide agronomic advice throughout all stages of the development process.



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COLD SPRING, Ky. — Nature Safe Natural & Organic Fertilizers has developed an educational video tape for golf course superintendents on natural and organic fertilizers. The video was produced by Epic of Wisconsin and incorporated the experiences and testimonials from superintendents from around the country.