Toro to help supers hunt the ideal "green"

By MICHAEL LEVANS

BLOOMINGTON, Minn. — In an effort to supplement its existing Near Infrared Reflectance Spectroscopy (NIRS) service, Toro has added its Universal Green Turf Scale that incorporates proprietary turf analysis equations designed to monitor the "greenness" of grass.

Toro said the new service, which is available to Toro's major accounts and key partners using its NIRS, offers superintendents a more accurate way to predict and maintain nutritional levels that result in "green" grass.

The ultimate goal, said Toro, is to arrive at a "universal green."

Since Toro launched its NIRS service three years ago, Dr. Syed Dara, Toro's leading researcher on turf tissue, has accumulated thousands of turf samples that he said enabled him to formulate these color comparison equations.

"Those samples allowed us to characterize a lot of color changes and the color variability in the turf compositions," said Dara. "That allowed me to write equations which relate growing turf color to dry and brown turf color, which NIRS sees. The more samples that Dara can collect, the more accurate the reading will be.

In turn, superintendents are given an additional color number on their NIRS tissue analysis report that is based on the current composition detailed in the NIRS report.

Color N% P% K% Mg% Ca%

A sample of Toro's NIRS report for participating superintendents. The turf scale figure is on the far left.

AUGUSTA, GA — Club Car Inc. announced the promotion of Thomas Wright to vice president, golf car sales/North America. Wright has held a variety of management positions, primarily in the company's golf car sales division. Club Car has also promoted Fred Palmer to vice president, national accounts. Palmer, a 12-year veteran of Club Car, most recently held the position of director of sales, Eastern United States region.

MARYSVILLE, Ohio — The Scotts Co. has announced that Phillip Knight has joined the company as golf sales manager. Knight has lived and worked in a number of Pacific Rim countries. In this role, he will be responsible for growing Scott's golf business in Japan and throughout Southeast Asia.

YUMA, Ariz. — Gowan Co. announced that Dave Heegard of Dave Heegard, Inc. will represent Gowan in the western United States regions.

CORVALLIS, Ore. — Kelley Shuck will handle the company's professional turf sales in Arizona and the Southwestern states. During his tenure with the company, he has also held sales management positions overseeing the Southeast and Central United States regions.

HEEGARD TO JOIN GOWAN TEAM

[Dec. 22]—The industry has been buzzing since the word of Providence, R.I.-based Textron Inc.'s probable purchase of Ransomes PLC hit the streets (see GCW December, pg. 3). Now the golf course industry is waiting to see just how the $144 million deal could affect the dynamics of the "iron" marketplace if Ransomes' shareholder's should accept.

According to Peter Wilson, president and chief executive officer of Ransomes, the deal is currently out of his hands.

"The first possible closing date, the first date when our shareholders could respond, could be Dec. 23," said Wilson. "But there are certainly conditions to the bid... and everything may not be in place by that time for everybody to make a decision."

There are a number of factors, said Wilson, including British regulatory issues, that could postpone the timing of the deal.

Meanwhile, Ransomes and Jacobsen distributors are among those most anxious to receive word. Although no formal structure or alignment of Ransomes and Jacobsen equipment has been announced, U.S. distributors are busy crunching the myriad factors and possibilities.

"We're pretty excited about it," said Don DeLaney, vice president of LakeLand, Fla.-based Golf Ventures, an exclusive Ransomes house. "It gives us a leasing source above and beyond what we had in the past. It may also make more funds available to do a lot more marketing. As far as we're concerned, it can do nothing but make us stronger."

"It's pretty good news for us," said Gale Fitzgerald, president of Krigger & Company in Gibsonia, Pa., a distributor for both Jacobsen and Ransomes. "I think it would certainly help us cut costs, since we might be doing accounting for one major manufacturer instead of two."

"It's going to be good for Ransomes," said Paul Stovall, president of Atlanta-based Stovall Turf, an exclusive Ransomes distributor. "Textron will give them [Ransomes] some avenues that they haven't had available to them before."

MMSD to privatize

MILWAUKEE — The Milwaukee Metropolitan Sewerage District (MMSD), the governmental agency that oversees the production of Milorganite fertilizer, is on the verge of privatizing two waste-water production plants and a Milorganite production facility.

United Water Resources announced that its affiliate, United Water Services, has been selected to negotiate a final agreement for a 10-year contract with the MMSD.

Once negotiations are completed, United Water will manage MMSD's two large wastewater treatment plants, a Milorganite bio-solids fertilizer plant, the sewer interceptor system and deep-tunnel storage networks in addition to its 30-megawatt power plant.

"As far as Milorganite, this won't have any impact at all," said Larry...
Jacklin shuffles the deck, names new roles

POST FALLS, Idaho — Jacklin Seed, announced the promotion of Hiromi Yanagisawa, Tom Stoerse, Myron Lightbody, Glenn Jacklin and Doug Brede, Ph.D.

Jacklin Seed continues to expand its departments to meet the needs of the growing market.

Formerly vice president and managing director of marketing, Hiromi Yanagisawa is now senior vice president of marketing.

Tom Stoerse is now senior vice president finance, administration and acquisitions. Myron Lightbody is now senior vice president plant operation and Glenn Jacklin is now senior vice president production and grower services.

Dr. Brede is now senior vice president of research. Yanagisawa now overall managing responsibilities for domestic and international marketing as well as medalist America and Jacklin Golf divisions.

Stoerse will manage all financial functions for Jacklin Seed and all related entities.

Toro's green scale

Continued from page 67

Dakota Peat and Blenders has been supplying peat for root zone mix and topdressing of golf courses across the United States and around the world for many years. Dakota Peat is the highest quality organic material available on the market according to testing done by laboratories and universities around the world. We take great pride in the work we have done to help construct and maintain some of the most popular golf courses on the planet. Our reputation is very important to us.

It has come to my attention that there are companies operating in the United States claiming to sell Dakota Peat that are not authorized representatives of Dakota Peat. We do have authorized dealers located around the country and would be happy to provide the name of the authorized dealer in your area. However, traveling blending companies headquartered in places like Wisconsin, North and South Carolina, Texas, Georgia, New Jersey, Maryland and Florida, and their affiliated sand companies, are not authorized dealers. Anyone who is not an authorized dealer and claims to be able to sell you Dakota Peat is making a fraudulent statement. You are welcome to use any organic material you wish. But, if you don’t actually use Dakota Peat, Dakota Peat and Blenders cannot guarantee or be held responsible for any damage to your golf course by another organic material or blending company. We would be happy to answer your questions about Dakota Peat and its distributors. Please call us at (701) 746-4300 during regular business hours.

Dakota Peat and Blenders and its distributors have served the golf and sports turf industries of the United States for more than a decade. Dakota Peat set the standard for golf course and sports turf root zones. We will continue to supply the products to take care of all your root zone mix and topdressing needs in the future. At Dakota Peat and Blenders we have worked hard to build a reputation of World Class Excellence and will continue to work to exceed your expectations. We appreciate the support you have given us through the years and look forward to servicing the needs of the golf courses of the United States and the world for many more years.

Michael Pierce
President

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IPM puts GPS on Web

MONCURE, N.C. — IPM Systems, Inc. has launched its Web site at http://www.ipmsystems.com. The new site guides viewers graphically and through the variety of services offered in IPM's comprehensive approach to pest management. Covered on the Web site are: global positioning satellite mapping, soil fumigation, and contract applications. IPM is a developer of products, systems, and services for domestic and international golf course and specialty markets.

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Attention Golf Course Superintendents and Owners

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