

## BRIEFS

**AGREVO JOINS PLATINUM TEE CLUB**

MONTVALE, N.J.—AgrEvo has announced its recent membership in the Platinum Tee Club, the premier support organization of The Golf Course Superintendents Association of America (GCSAA) Foundation. AgrEvo became a member of the Platinum Tee Club to demonstrate its support of the GCSAA Foundation, a primary source of funding for advancements in the field of golf course management.

**JOHNSON NAMED****CONTRACT SALES MANAGER**

WILMINGTON, Del.—Zeneca Professional Products has named Glen Johnson as contract sales market lead. In his new position, Johnson will be responsible for the sale of all technical active ingredients to customers in the non-ag and agricultural markets in North America. Johnson has worked with Zeneca for 15 years in the Ag Products Group and previously held the positions of technical services manager, western regional market development manager and product acquisition & licensing manager.

**WEBB ON BOARD AT PRECISION**

NORTHBROOK, Ill.—Precision Laboratories has announced that Lynn Webb has joined the turf, ornamental, and aquatics team as the western district manager covering Oregon, Washington, Idaho, Nevada, Utah, Arkansas and California. Webb brings 10 years of experience in the turf and ornamental market to Precision. Most recently, she was an area manager of professional fertilizer products for the golf course and landscape customers at J.R. Simplot in Southern California.

**HYDRO-SCAPE'S HUMPHRYS RETIRES**

SAN DIEGO—Archie Humphrys has retired as president of Hydro-Scape Products after 28 years with the company. Humphrys leaves a legacy of over three decades of work and support for the landscape and irrigation industry and has helped direct many industry associations and political coalitions such as the California Landscape Contractors Association, the Southern California Turf Grass Council, and The Council for a Green Environment. He is succeeded by Dale Tiglio, a 20-year veteran of Hydro-Scape Products, who will assume the position of president.

GOLF COURSE NEWS

# John Deere donates equipment to Colbert Hills

By MICHAEL LEVANS

MANHATTAN, Kan. — John Deere recently inked a commitment to provide the Colbert Hills Golf Course, the prototype Tournament Players Club (TPC) university course at Kansas State University (see GCN, June, page 17), with a full complement of new Deere turf equipment.

"When John Deere signed with the PGA Tour to be the exclusive supplier of mowing equipment to all TPC owned courses last year, we built a very good relationship with them," said Jim Porter, administrator, John Deere golf & turfsales. "Kansas State was able to get together with PGA Tour properties and hire

them to be the management and operational group of Colbert Hills."

It was that initial relationship with the PGA that got Deere involved. According

to Porter, this equipment will play a critical role in the development and maintenance of the course, a course that opens management avenues to future golf

course superintendents through a "living laboratory" approach to learning.

"Superintendents can grow grass," said Porter. "But they don't seem to be prepared for many of today's challenges, in that they didn't have the business classes or the communications classes. This new program will help alleviate those deficiencies, and we think that our involvement will help move that process along."

John Deere also stands to learn from the course's unique function as classroom. Accord-

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Seated: Jim Porter, administrator, John Deere Golf & Turf Sales. Standing (left to right): Robert Krouse, vice president of institutional advancement, KSU; Richard Bowers, vice president of community affairs, PGA Tour; Jim Colbert, senior PGA pro; Steve Mona, CEO, GCSAA; and George Renault III, president of the GCSAA

## New European market player: Flowtronex Europe

By MICHAEL LEVANS

DALLAS/PORTSMOUTH, England — With a goal of becoming more competitive in the European pump station market, Rosewood Equipment, the parent company of pump system manufacturer Flowtronex PSI, has purchased Portsmouth-based Action Pumping Services Ltd., the company's first international acquisition.



With Action under its wing, Rosewood has launched Flowtronex Europe Ltd., a brand new entity headed by Steve Hockley, Action's managing director.

Flowtronex PSI has had European representation in Hamburg, Germany for the past two years, however, according to Rosewood Vice President Dave Brockway, Action offers a 'local' manufacturing presence and an entrée into European markets that, to this point for the company, have remained untapped.

"We've sold some pump stations into the market," said Brockway, "but we were getting the high-end, high-profile, typical American designed courses."

"The problem is that for every one of those high-end courses there are 10 other, more typical European courses with smaller irrigation system needs. We have a very good product but it's an American product and it's a high-end product. Now we can manufacture locally; and from a cost standpoint, we can now make a more competitive product."

From Action's standpoint, Flowtronex offers a wealth of resources. "It's not only financial," said Hockley. "They bring personnel, marketing and technological expertise that a small firm just can't afford. That's going to be a big improvement for us, certainly as far as getting deeper into the markets in Europe."

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**NEW PRODUCT OF THE MONTH: SMITHCO'S STAR SHIELD**

WAYNE, Penn.—The new Star Shield spray boom is now available with Smithco Spray Star dedicated turf sprayers. The boom is known for its precise application control and its minimum hazard to operators, golfers and the environment. A special feature of the Star Shield is its aerodynamic tear-drop design, which redirects the flow of air coming over the shield and minimizes wind-drift, especially in windy conditions, permitting better management of spraying schedules. Another special feature of the Star Shield is its particularly light weight. The entire unit weighs in at only 250 lbs., half the weight of the types of spray booms. For more information, contact 610-688-4009.

## International picks up half of Twin City

HALSEY, Ore.—International Seeds, Inc., a Cebeco Agricultural Seeds Group member, reached a final agreement to purchase 50 percent of the issued and outstanding share of stock of Twin City Seed Co. of Minneapolis, Minn.

Twin City Seed Co. was founded five years ago by John Glattly and several other investors to distribute turf and forage grass seeds and erosion control products in the states of Minnesota, Wisconsin, North and South Dakota. International Seeds is a leading breeder, producer and marketer of improved turf and forage grasses.

The joint agreement will provide for greater distribution and long term growth in the Midwestern market and represents a consistent source of supply and access to new varieties developed by ISI/Cebeco research.

According to Glattly, "This agreement means another step forward in our rapid growth to become a major supplier of turf and forage grass products in the upper Midwest."

John Glattly will remain as President and General Manager of Twin City Seed Co., and Rich Underwood, President and General Manager of International Seeds, will become Chairman of the Board for Twin City Seed Co.





## NEW PRODUCTS

### Mister Par keeps golfers cool

**M**ister Par, a new golf cart misting system that can cool golfers up to 30 degrees, will increase summer traffic on golf courses while helping to protect golfers from dehydration and heat stroke.

Mister Par provides 7-15 hours of continuous misting, uses less than one percent of

the golf cart's battery charge, and mounts quickly and easily on virtually all brands of golf carts. It's available for golf courses, golf cart distributors and for those with private carts. Golf courses have the option of renting the units. For more information, contact 800-278-3263.

CIRCLE #202

### Rhone-Poulenc ready with Ronstar 1.5

**R**hone-Poulenc is pleased to announce the availability of Chipco Ronstar brand oxadiazon herbicide in 1.5-ounce water soluble packets. The new packet size provides a convenient way to handle small weed control jobs such as spraying around tree wells and fence posts and controlling weeds in ornamental beds or other planted areas in landscapes and along golf courses.

Chipco Ronstar 1.5-ounce water soluble packets are specially suited for back-to-back applications. The applicator can just drop one packet into one gallon of water and begin spraying. Packets begin dissolving upon contact with water. For more information, contact 800-334-9745.

CIRCLE #201

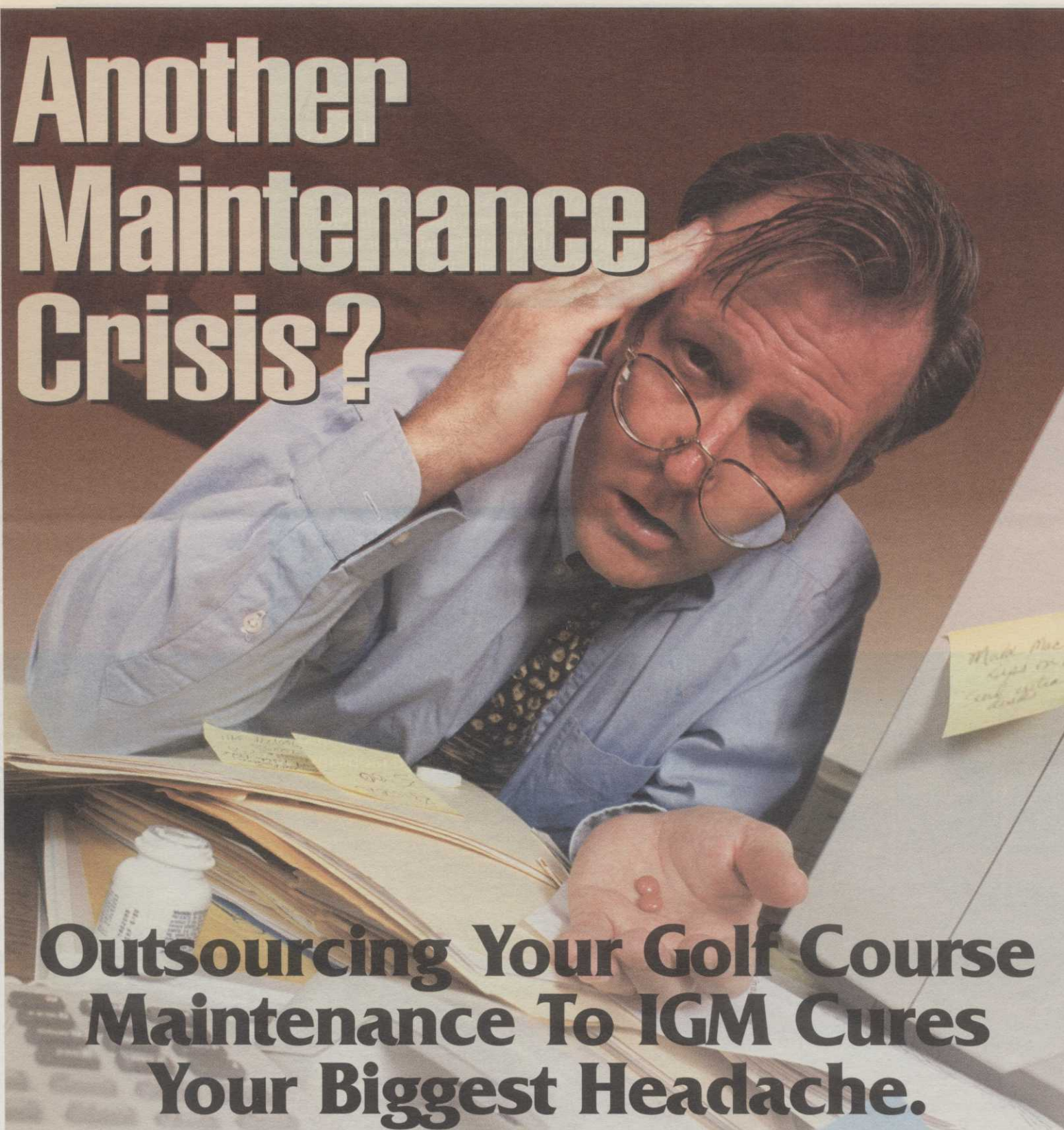
### Soil amendment improves moisture

**G**reenschoice soil amendment was specially developed to improve the overall health and durability of golf course greens. The naturally porous structure of this premium product dramatically increases moisture and nutrient retention through improved aeration, capillary rise and percolation rates. Kiln-fired to resist degradation caused by chemical or physical forces, Greenschoice allows for permanent improvement in moisture and nutrient retention.

For more information, contact Premier Environmental at 800-829-0215.

CIRCLE #203

# Another Maintenance Crisis?



## Outsourcing Your Golf Course Maintenance To IGM Cures Your Biggest Headache.

Golf course maintenance is the largest source of frustration for golf course owners/operators.

Control your costs and dedicate your time and energies to making the rest of your operation more profitable.

Outsource your golf course maintenance to IGM.

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CIRCLE #137

### Flowtronex/UK

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Action has made some headway in Germany, Austria, Finland, France and Spain, "but only one or two in each country. Again it's our resources that limit us more than anything," said Hockley.

The first step for Flotronex Europe will be a facility expansion. Action's 18 employees are currently working in 4,200 square feet. "It's amazing what they pack in," said Brockway. "We're going to triple the size of the facility."

"We've been pretty efficient," said Hockley.

Although Action has been a primarily U.K.-focused company, Brockway plans to meld Action's local manufacturing knowledge with the work that's been done by Martin Goulding, the

*"We've been pretty efficient."*

—Steve Hockley

company's representative in Germany, in an effort to 'Europeanize' the company.

"Martin probably has more contacts in Europe than we do," said Hockley. "He struggled to sell the American set due to the specifications. In the States you're used to 60 Hz electrical supply, it's all 50 Hz. over here. The 50 Hz. market is worldwide, so hopefully we'll be able to build sets for those markets as well."

"The next key will be to set up representatives and distributors in all the various regions of Europe," said Brockway. "Our vision is to be a truly global company in doing packaged pumping systems. For us to ignore Europe wouldn't really fit our plans."

Flowtronex Europe plans to pick up and continue Action's active distribution of various other pump lines as well.

GOLF COURSE NEWS