

## BRIEFS



## TURF-SEED NAMES NEW NATIONAL SALES REPRESENTATIVE

HUBBARD, OR — Turf-Seed has added John Rector to its staff as national sales representative/agronomist. Rector brings 20 years of Southern California sod production experience to this position, including management of cool- and warm-season turfgrasses, agronomy, pest control, research and development, marketing and sales. John Rector is a native of San Francisco and received his Bachelors Degree in Ornamental Horticulture from Cal Poly, San Luis Obispo, in 1978, and is a member of the Industry Advisory Council for the Cal Poly Environmental Horticulture Department.



John Rector

## BAYER MAKES FOUR KEY MOVES

KANSAS CITY, Mo. — Bayer Corporation Agriculture Division has announced transitions and promotions of four employees in the Garden and Professional Care (GPC) Unit. Trevor Thorley was appointed senior vice president, sales and marketing, in the Crop Protection Business Group. Rich Burns had been promoted to director, GPC professional sales and marketing. Michael Ruizzo, Ph.D., has been appointed central area sales manager GPC professional sales and marketing. Jorge Moreno has been promoted to marketing product specialist, and Byron Reid, Ph.D., has been hired as the research product manager for the Bayer GPC pest control market.



Trevor Thorley



Jorge Moreno

## GREENSMIX PROMOTES GREENSMIX

WAUPACA, WI — Greensmix International Soilblenders recently announced the promotion of Ellen Davis to executive vice president of the company. Davis, who has been employed by Greensmix for eight years, will be responsible for the management of the daily operations of the company.

## Flowtronex pumps up local service with Embry Co.

By MICHAEL LEVANS

DALLAS — In an effort to increase its aftermarket presence in the Southeast and Mid-Atlantic regions, pump system manufacturer Flowtronex PSI has acquired Statesville, N.C.-based Richard Embry Co., a pump services company covering North and South Carolina, Eastern Tennessee, Kentucky and parts of Virginia and Georgia.

"We have a dedication to good aftermarket presence," said Emil Gram, president of Flowtronex PSI. "In the Mid-Atlantic we have a lot of pump stations up and running and we've had this association [with Embry] for a dozen years. So it just made good business sense to form this alliance."

Embry Co. has been affiliated with Flowtronex since the early 1980s, serving as a certified FlowNet service provider since 1993.

As part of the deal, Richard Embry will stay on board as manager of day-to-day operations and maintain his current territories. All existing Embry Co. staff have been asked to stay on, and the company said that new service personnel will be added.

According to Embry, in order for Embry Co. to keep up with the expanding golf course market in the region, a new channel of resources had become necessary. "The Southeast is just exploding with new projects," said Embry. "We're trying to keep a good service reputation in an area but it got to a point with me where it was starting to strip away my resources. We do a lot of preventive maintenance work, running a regular schedule with our 600-700 service accounts."

Continued on page 48



Rain Bird's Steve Wingate, K-State alum Jim Colbert, Derek Moffitt, applications engineer for Rain Bird and Dennis Ness, sales representative for Outdoor Equipment on the site at Colbert Hills.

## Rain Bird next to donate to Colbert Hills

By MICHAEL LEVANS

MANHATTAN, Kan./AZUSA, Calif. — Rain Bird is the latest supplier to donate equipment to the Colbert Hills Golf Course Project at Kansas State University in Manhattan, a PGA Tour-managed course to be used as a working classroom for students seeking a degree in golf course management (see *GCN*, June, page 17).

In the deal, Rain Bird has contributed a package of equipment, including its Cirrus central irrigation control system, WS-PRO weather station and 732 TG-25 block-style rotors and more than 1,500 Eagle, gear-driven rotors.

"It's a total package of equipment," said Steve Wingate, North/Central sales for Rain Bird. "But we'll also be using this project to test our new equipment." The first piece to be tested will be Rain Bird's new TG 25, the company's latest sprinkler head.

The equipment package will be installed and maintained by Outdoor Equipment, a Rain Bird distributor covering the St.

Louis and Kansas City areas.

"We're going to have a lot of guys learning on this stuff and after they're done, they're going to be all over the country," added Wingate. "That's the best way to bring tomorrow's superintendent up to speed on all our equipment."

John Deere jumped on board the K-State project a few months ago. As part of the agreement, John Deere donated a full complement of turf maintenance equipment and also signed on to be the exclusive supplier to golf courses owned by Jim Colbert and a preferred equipment brand at golf course managed by Colbert.

Continued on page 48

## IRRIGATION SERVICES

## BoardTronics/AGC hook up national service deal

AUBURN, Calif. — BoardTronics Inc., a national service center for irrigation components, has inked a national account service agreement with American Golf Corp. (AGC) — a first for BoardTronics.

"American Golf had a need to get their components repaired and keep their costs down and keep their costs consistent throughout their entire portfolio of golf courses," said Jordy Smith, national sales manager at BoardTronics.

Under the agreement—which runs through the end of 1999 — AGC courses will pack and ship broken irrigation components to BoardTronics Auburn-based repair/manufacturing facility. BoardTronics, in turn, offers AGC priority scheduling, upgrades and same-day exchanges when necessary.

"American Golf had a need to get their components repaired while keeping costs down and consistent throughout their entire portfolio of golf courses, no matter the geographic location of the course" said Smith.

He added that although this marks the first national account services agreement with a management company, BoardTronics currently has several other similar irons in the fire.



## NEW PRODUCT OF THE MONTH: TORO'S REELMASTER 3100-D

BLOOMINGTON, Minn. — Toro's next generation trim mower, the Reelmaster 3100-D, is poised for full market introduction this fall. Its unique features include a Toro-patented Series/Parallel traction system, a rear engine design that places the operator in the front with better visibility and optional Sidewinder cutting units that shift up to 24 inches for improved trimming. The out-front operator design provides superior mowing visibility and operator comfort, while the rear engine location greatly improves service access to the engine compartment. The Series/Parallel traction system powers at least two wheels at all times, providing excellent traction and minimizing wheel slippage and turf damage. The Sidewinder cutting units allow the operator to shift the cutting units 24 inches from side-to-side, while on the move. For more information, contact 612-888-8801.