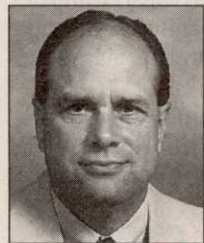


## BRIEFS



### MARK JOINS MEDALIST AMERICA AS TURF SPECIALIST

POST FALLS, Idaho—Alan Mark has joined Medalist America, a division of Simplot Turf & Horticulture, as a regional turf specialist. With 10 years experience in the seed industry, Mark will be responsible for sales of Medalist America seed varieties, distributor relations and technical agronomic support for customers in Ohio, Indiana, Michigan, western Pennsylvania, West Virginia and Kentucky. Prior to joining Medalist he was a sales representative for Lofts Seed.



Alan Mark

### TORO MOVES GUNTER TO CANADA

BLOOMINGTON, Minn.—The Toro Company has named Mark Gunter manager, irrigation specification sales for the company's irrigation products across Canada. Gunter will be involved in the sale of Toro irrigation products for residential and commercial markets, and will also be responsible for administering training programs. Prior to assuming his new role, Gunter was technical services and training manager for Northern Europe.

### AMERICAN CYANAMID PROMOTES KALIK

PARSIPPANY, N.J. — American Cyanamid has named Rich Kalik national accounts manager for the professional turf and ornamental products group. Kalik will manage and develop business with national accounts for Cyanamid's turf and ornamental products. He will also support the marketing efforts for MACH2 turf insecticide, marketed by RohMid LLC, a joint venture between American Cyanamid and Rohm and Haas Company. Kalik will continue to serve on the RohMid board of directors. Kalik previously served as market manager for the turf and ornamental group.

### ROBSON TAKES POST FOR E-Z-GO

AUGUSTA, Ga.—E-Z-GO Textron has appointed Bill Robson director of marketing and business development. Robson previously served as director of industrial/commercial sales for Cushman and director of North American sales for the Jacobsen division of Textron.

## New research, marketing partnerships take shape

### Seed Research, Advanta develop cooperative breeding projects

By ANDREW OVERBECK

CORVALLIS, Ore. — In an effort to improve and enhance its current cool-season turfgrass offerings, Seed Research of Oregon (SRO) has acquired the North American turfgrass marketing program of Netherlands-based Advanta Seeds Inc. In addition, SRO has assumed responsibility for Advanta's turf and forage seed production. Terms of the agreement were not disclosed.

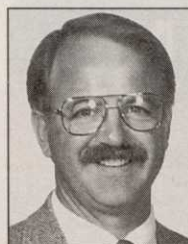
The two companies have also agreed to participate in a cooperative research program to develop new and improved turfgrass varieties through conventional breeding and biotechnology.

"We are entering into cooperative breeding projects, primarily in perennial ryegrass, tall fescue and Kentucky bluegrass, and we will also be getting into genetic engineering," said Mike Robinson, president of SRO.

The research agreement between SRO and Advanta will manifest itself in new products down the line, according to Robinson.

"There are 160 varieties of perennial ryegrass and they are relatively similar," said Robinson. "We would like to come up with something that is unique and there is a lot of work going on in Europe at the moment."

The agreement gives SRO an instant fix to what it saw as an inadequate cool-season grass program. "With all the species that we work with and the expansion of our warm-season grass program, it is hard to keep the intensity up," said Robinson. "We were toying with two new breeders before we talked with Advanta."



Mike Robinson

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### Griffin, Nation's Ag team up to enter chlorothalonil market

By ANDREW OVERBECK

VALDOSTA, Ga. — In order to fill gaps in its turf and ornamental fungicide product line, Griffin L.L.C. has teamed up with Knoxville, Tenn.-based Nation's Ag II L.L.C. to form a global business alliance to source, develop, register and market chlorothalonil-based fungicides.

"A year and a half ago Griffin made the decision to get more involved in the turf market," said Owen Towne, Griffin's global business director for specialty products. "We already have a number of products on the market, but none have the widespread appeal of chlorothalonil fungicides. This move provides us with an opportunity to compete head to head with other companies."

Common chlorothalonil-based fungicide products found on the market today include Daconil and Bravo.

By signing on with Nation's Ag, Griffin not only gains instant expertise with chlorothalonil-based products but also a partner who has the ability to cost-effectively provide quality registered products to the marketplace.

"Nation's Ag has some unique technology related to chlorothalonil that we will be taking advantage of, and they also have an excellent source and quality control," said Towne.

In turn, Griffin will serve as the marketing arm for Nation's Ag products worldwide.

According to Towne, Griffin will be working with Nation's Ag to develop new chlorothalonil formulations and product combinations that will delineate its product line from others in the industry.

"We will be working to bring value-added and superior formulation technology to the turf marketplace and to the superintendent," said Towne. "We will not only have our own

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## SportsGrass opens two new testing sites

GAITHERSBURG, Md. — SportsGrass Inc., developer of stabilized sports sod, is building two new testing fields at the Kidwell Organics Research and Development Center in Baskerville, Va.

The newly constructed fields on the four-acre research site are specifically designed to test turfgrasses growing on underlying soil and sand matrices, which replicate a variety of rootzone mediums ranging from well-drained USGA sand blends to heavy clay-loam materials. The 16 test plots will be compared with conventional sod.

"As a leader in the stabilized sod industry, SportsGrass has made a commitment

to find out what works best," said Jack Kidwell, president, Kidwell Farm Foundation. "We are looking to come up with long-term solutions."



SportsGrass athletic surfacing is a 100-percent natural grass playing surface that incorporates synthetic fibers tufted into a sand-filled backing. The resulting matrix of grass roots and synthetic fibers creates a stable and durable turf base and provides protection to the roots and crown of the grass plant. The sports sod is ideal for use on golf courses and for the stabilization of high-traffic areas.

## Metallic Power partners with Textron

SAN DIEGO — Metallic Power, developer of rapidly refuelable zinc/air fuel cells has partnered with Textron Turf Care and Specialty Products to develop a prototype zinc/air fuel cell to power non-road industrial utility vehicles.

The new cell will give operators the ability to have a dependable source of power and a battery that will recharge in five minutes.

"Zinc/air gives us the opportunity to meet the ever-changing customer needs for improved product performance," said Peter Whurr, vice president of product management for Textron. "Metallic Power's system will allow our equipment to be more fuel efficient between battery charges and provide a power source in our vehicles that delivers the performance our customers expect tomorrow."

Metallic Power is using Cushman products as its mobile test bed for developing the new battery.

In other news, Metallic has launched its web site, [www.metallicpower.com](http://www.metallicpower.com). The site contains information concerning uses, applications, developmental challenges and upcoming field tests for zinc/air fuel cells.

### NEW PRODUCT OF THE MONTH



#### THE WEED WAND

The Beckley Group introduces the Weed Wand, a patented hand-held herbicide applicator that allows superintendents to kill weeds with a touch. The Weed Wand is designed for accurate spot applications and eliminates costly and time consuming hand spraying. The Weed Wand consists of a 31-inch-long section of clear tubing that holds a pre-measured amount of herbicide. By pushing down on the Weed Wand, herbicide is transferred from the tube to the weed via a spring-loaded sponge that applies the desired amount of herbicide. For more information, contact 915-543-9855.