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.

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 markets. 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.”

GRANT 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 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 910-543-9855.
Toro inks exclusive deal with ClubCorp

BLOOMINGTON, Minn. — ClubCorp and the Toro Company have signed a new six-year deal that makes Toro the preferred supplier of turf and landscape equipment, irrigation and precision turf management technology to all ClubCorp properties.


The first new ClubCorp golf course project to benefit from the Toro agreement will be the Nicklaus Golf Club at Birch River in Dahlonega, Ga.

AgriBioTech looks toward profits in 2000

HENDERSON, Nev. — Richard Budd, chairman of the board and chief executive officer for AgriBioTech, Inc. (ABT) announced July 1 that the company's restructuring plan associated with the integration of ABT's 34 acquired companies has been approved and that the company is on track to achieve profitability in fiscal year 2000.

While ABT also announced that the company will not break even on the pre-tax profit line for the second half of 1999, the approved restructuring plan will result in an estimated $14 million cost savings and allow ABT to recover costs associated with the integration process.

ABT is slated to close 33 facilities and eliminate over 300 positions in order to achieve profitability.

Seed Research

Continued from page 37

While SRO will benefit from Advanta's strong technological knowledge and research and development capabilities, Advanta will gain a powerful marketing arm.

Advanta found it tough going as a new entry in the North American market. "They decided that in order to be a player in this market they had to go through another company," said Robinson. "SRO offers them a large distributor base, a distinct market presence and it, in turn, will be easier to move both the existing and the new products that come out of our agreement into the marketplace."

SRO has taken over all of Advanta's varieties and customer base and has hired Advanta salesman Scott Harer to handle Advanta's Royal product line and the new products that emerge from the joint research efforts.

Griffin

Continued from page 37

formulations but also develop combination products that will broaden the spectrum of chlorothalonil and give it more modes of action."

In order to handle the expansion, Griffin will be beefing up its distribution capabilities, adding a dedicated technician support group for chlorothalonil products and ramping up its marketing efforts.

Griffin's initial chlorothalonil-based fungicide products are due to be available in the first quarter of 2000. Chlorothalonil products utilizing new formulation technology will follow soon thereafter.

"We expect to have two to three different new formulations on the market by the end of next summer," said Towne.