

**HOWARD JOHNSON'S PROMOTES ERNST**

MILWAUKEE — Howard Johnson's Enterprises, Inc. has announced the promotion of Joe Ernst to director of commercial sales and technical services. Ernst will be responsible for the management of all commercial sales and marketing for the company. Ernst, who brings 18 years of experience to the job, has been named employee of the year. Jerry Schroeder, previously with the Van Diest Supply Company, has been named territory manager Western region. Schroeder will be headquarter in Kearney, Neb.

AMERICAN EXCELSIOR'S CABALKA REAPPOINTED TO ASTM

ARLINGTON, Texas — American Excelsior Company, a manufacturer and distributor of erosion control products, including Curlex excelsior blankets, reports that Dwight Cabalka has



Dwight Cabalka

been reappointed as chairman of the ASTM subcommittee on Erosion Control Systems, D18.25, Sediment and Erosion Control Technology.

Created in 1996 with Cabalka serving as its first chairman, subcommittee D18.25 is contained within Committee D-18 on Soil and Rock. According to the International Erosion Control Association (IECA), subcommittee D18.25 is responsible for developing standards for erosion control materials and systems based on the ASTM process.

CARNEY BRINGS EXPERIENCE TO GROWTH PRODUCTS

WHITE PLAINS, N.Y. — Growth Products Ltd. has added Patrick Carney to its staff of technical sales representatives. Carney's territory will encompass the states of Kentucky, Indiana, Illinois, Iowa, Wisconsin and Minnesota. Prior to his hiring at Growth Products, Carney was a Certified Golf Course Superintendent at Owl Creek Country Club in Anchorage, Ky. The Indiana University Southeast graduate has held similar positions at various courses throughout Indiana and Kentucky.

NATURE SAFE NAMES GARCIA AS NEW REGIONAL MANAGER

COLD SPRING, Ky. — Nature Safe Natural & Organic Fertilizers has named Vic Garcia as its new regional sales manager. Garcia will be in charge of the Midwest and Northwest Regions. He has over ten years experience in the turf industry. Garcia resides in Fishers, Indiana.

Scotts reshuffles the deck, turns to distributors for golf market

MARYSVILLE, Ohio — Scotts Company has reorganized its North American Professional Business Group, a move the company said will strengthen distribution and technical sales support, integrate brand management across market segments, and reduce annual operating expenses by approximately \$2.1 million.

According to Scotts, the savings will be equally split between reduced head count and lower shipping costs.

In mid-December, Scotts' ProTurf division head count was winnowed from approximately 100 to 40 employees, a reduction of 60 percent.

In turn, Scotts will now sell into the golf market via four independent distributors: Turf Partners, Inc., a subsidiary of Eco Soil, in the Midwest and Northeast; BWI Companies, Inc. in the Southwest and Southeast; Wilbur Ellis Company in the Pacific Northwest, and Western Farm Services, Inc. in California.

"We've maintained some of those

people for the Tech Rep. group to work with the distributors," said Kristen Bibby, Scotts' manager of its investor relations office. "So there will still be tech reps, but it will be a Scotts' tech rep. working with a sales person from the distributor."

Scotts is retaining a field sales force and field-based technical group to provide distributor training, address questions from customers, and maintain involvement in university trial work.

The reorganization consolidates several prior divisional marketing, sales management and customer service, into a single group staff. In addition to cutting costs, the consolidation integrates brand management across all customer segments in the Professional Business Group for the first time.

Scott Todd will lead the new Turf and Ornamental Organization. Most recently Todd was vice president of the horticulture division within Scotts' Professional Business Group.

JAMES HAGEDORN NAMED TO NEW POSITION AT SCOTTS

MARYSVILLE, Ohio — The Scotts Co. has named James Hagedorn to the newly created position, President, Scotts North America.

Hagedorn, 43, will be responsible for directing the sales, marketing and operations of Scotts' North American Consumer Lawns, Consumer Gardens, Consumer Growing Media and Professional business groups; the newly formed Consumer Pesticides Business Group; and the Business Process Development unit.

In addition, Hagedorn continues as a member of the board of directors. Hagedorn most recently served as executive vice president, Scotts' U.S. business groups, having joined the company in 1995 following its merger with Miracle-Gro.



John Deere opens \$38 million skid steer operation

LOUDON, Tenn. — John Deere's Worldwide Commercial & Consumer Equipment Division has opened a new, \$38-million business operation incorporating engineering and assembly 30 miles southwest of Knoxville, Tenn.

The 300,000-square-foot Commercial Worksite Products (CWP) facility will house production of the company's new line of skid steers, the first designed and delivered by John Deere.

Deere plans to market the new line of skid steers into the golf market, as well as the landscape, rental, nursery and seed and sod markets.

"With our long experience in the skid steer business and our engineering and manufacturing expertise, we felt it was time for us to design and build the product ourselves," said Chuck Mogged, general manager of the CWP business.

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Toro teams with ProShot

Adds GPS to its stable

By MICHAEL LEVANS

MINNEAPOLIS, Minn. — Toro has added a critical piece in its effort to solve the technology puzzle with the inking of its alliance with ProShot Golf, a provider of GPS-based information and communication products to the golf industry.

According to the agreement, Toro becomes an equity partner in ProShot and will share engineering expertise and gain access to its distribution network. ProShot will assist in the integration of GPS technology into Toro equipment and provide support to the golf course owners, managers, and superintendents.

The goal, said Toro, is the development of a modular, desk-top-based, course-wide decision-support system for turf and irrigation.

"ProShot has taken a practical application within our market, tracking golf carts, and they've made that work," said Debra Bly, new technologies marketing manager for Toro's Center for Advanced Turf Technology, an internal think tank consisting of agronomists,

'GPS is just one of the many enabling technologies that go into a semi-autonomous vehicle.'

—Toro's Debra Bly

engineers, plant nutritionists and marketing people designed to cross the boundaries of Toro's professional business group. "We can take that and build on it instead of trying to build on other applications we've looked at in other industries."

"GPS just happens to be one of the technologies you might use to help solve customer problems," said Dana Lonn, director of the Center.

A first step, said Lonn, could be the integration of ProShot's GPS technology with Toro's GIS-based T-Map, the electronic map utilized in Toro's irrigation control.

"With T-Map we can tell the superintendent where the sprinkler heads are because they don't move around," said Lonn. "Now the ProShot component will allow us to track things that are moving around the course. You can bring that information back via radio, real-time, with bi-directional radio link to all those machines. You can now move data out from the central computer onto the golf course then move it from the course back to the central."

Today that technology is used primarily for cart location and player interaction with the clubhouse. Lonn suggests that the information could

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