

## BRIEFS



### RAIN BIRD NAMES DONOGHUE DIRECTOR FOR GOLF

AZUSA, Calif.—Rain Bird has promoted Mike Donoghue to the position of division director for golf irrigation. Beginning his career with Rain Bird in 1990, Donoghue served as manager of quality assurance for Rain Bird consumer products SBU. From 1992 to 1996, he was responsible for plant management at Rain Bird's Proriego manufacturing facility in Tijuana, Baja California. Most recently, he was engineering manager for Rain Bird Golf.



Mike Donoghue

### AMERICAN CYANAMID AUGMENTS STAFF

PARSIPPANY, N.J.—American Cyanamid Company, manufacturers of specialty products for professional markets, announced that Blair Morgan has been promoted to territory representative in Florida for the company's turf and ornamental products group. The company has also announced that Roger Bechle has been named team leader for the company's turf and ornamental and pest control products groups. Bechle manages the sales team in the northern U.S. and oversees sales of the company's turf, ornamental and pest control products.

### BECKER-UNDERWOOD ANNOUNCES SEVERAL CHANGES

AMES, Iowa—Becker-Underwood Inc. developer, manufacturer and marketer of colorants, has promoted Cozette Hadley-Rosburg to vice president of sales & marketing. Hadley has been with the company for eight years and is a 1987 graduate of Iowa State University. The company has also announced several changes. Dan Foor has been appointed western sales territory manager, based in Chandler, Arizona. Mike Sherman has assumed responsibility for sales in 11 northeast states and Eastern Canada as northeast sales territory manager. Kurt Winkler has taken responsibility for the seven mid-south states as mid-south sales territory manager.

### LEEMCO PROMOTES SHOEMAKER

CORONA, Calif.—Leemco Inc. has announced the promotion of Ed Shoemaker to executive vice president. In this new position he will be in charge of all operations. Shoemaker joined Leemco in April 1998 as a part time consultant after a 41-year career with the Rain Bird Sprinkler Mfg. Corp.

## UK's SISIS takes it up a notch in US

By MICHAEL LEVANS

MACCLESFIELD, Cheshire, England — After more than eight years of testing the waters in the state of Florida, SISIS Equipment Ltd. has found that interest in the company's line of aerators does, in fact, exist in the southeast United States.

With that knowledge tucked under their belts, the company is ready to ratchet up its presence in the region by relocating its US operation to Clemson, S.C., in order to lay the groundwork for further US market expansion.

"The company was originally incorporated in Florida in 1991, but that was a paperwork company," said Ian Camp, general sales manager at SISIS. "We were working through one of our dealers there, using their offices and their sales team to promote the product. What we found is that yes, we can sell our product. Now we felt we needed to take control."

On April 5, SISIS will go live with a new operation at Clemson University's Madren

Conference Center and Walker Golf Course Complex. The location will house a distribution unit and administrative offices and will be headed up by Camp.

"The location makes sense because we want to concentrate on the six southeast states," said Camp. "We will, in short term, go into assembly, and then subject to the products acceptance in US we will go to full manufacturing plant. But that's the next step."

Products that will play a role in the company's US expansion include its Multislit deep-slicer aerator, used on greens and tees; the Maxislit aerator for fairways and soccer field; the Variseeder for tees and greens; and the Veemo, a hydraulically-driven dethatcher that works behind a tractor.

To get these products to market, Camp will be assembling a team of independent sales representatives to cover Tennessee, Kentucky, Georgia, North Carolina, South Carolina and Florida.



## Toro announces expanding, global reach

BLOOMINGTON, Minn. —The Toro Co. announced a few moves that will increase the company's product mix in the global market.

The company has inked a deal to acquire Multi-Core Aerators Ltd., a European distributor of large turf aeration equipment. Founded by Ian and Katharine Waddington in 1991, Multi-Core distributes aeration equipment to turf sites primarily in Europe with limited distribution in North America and Asia.

"We introduced our new line of Multi-Core aerators in 1997," said Katharine Waddington, business manager for Multi-Core. "Now is the right time to work with a world-class organization that has a strong global distribution network."

"This acquisition brings a high-quality

product into our full-line of turf equipment," said John Wright, Toro's director of marketing for golf equipment. "We'd been looking at updating our line of aerators. The Multi-Core aerators will have immediate appeal to our customer base."

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In related news, Hardi International and Toro have partnered to distribute Toro-branded sprayers to the worldwide turf market.

Under the agreement, Hardi, a global manufacturer of sprayers and spraying equipment, will manufacture sprayers to

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## Eco Soil gets EPA nod

RANCHO BERNARDO, Calif. — Eco Soil Systems Inc. announced that the Environmental Protection Agency (EPA) has approved the use and distribution of the company's proprietary biopesticide, Spot-Less, though the its patented BioJect biological distribution.

In addition, Eco Soil has reorganized into two divisions, Turf Partners and Ag Supply. The company undertook the reorganization, which will result in a special charge of between \$4.0 million and \$5.0 million in the forth quarter of 1998, to consolidate its acquired businesses, strengthen its distribution and technical sales support and reduce operating expenses.

The EPA has registered its microbial product, Spot-Less (*Pseudomonas aureofaciens* TX-1) as a biopesticide for use against turfgrass diseases and its proprietary BioJect system as the distribution system for Spot-Less. Eco-Soil successfully completed all the toxicological tests required by the EPA.

Although the EPA has requested that the company perform certain additional routine ecotoxicology tests over the next two years, the EPA approval permits the Eco Soil to begin immediately using and distributing Spot-Less through the BioJect system.



## Watermation enters liquidation

By TREVOR LEDGER

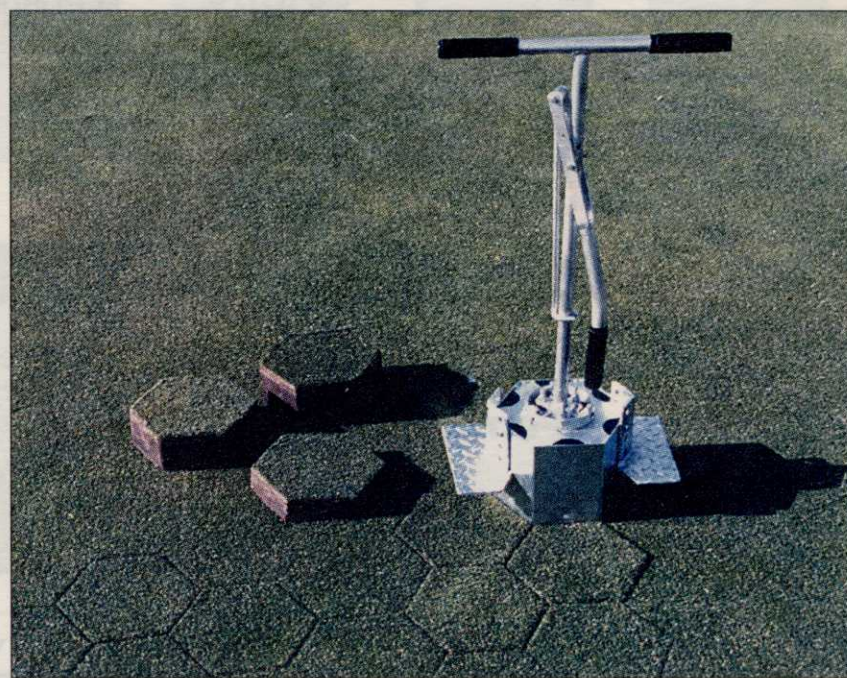
ALDERSHOT, England—Watermation, one of Europe's largest irrigation firms, went into voluntary liquidation on January 19.

Andy Burbage, sales director of the Hampshire-based firm, suggested that there may be the possibility of a "small management buyout by 10 [as yet unnamed] individuals, but this would be subject to the agreement of the creditors who are met in February."

Watermation has been trading for over thirty years yet, despite this experience, could not avoid liquidation.

Burbage explains the market situation faced by the company recently: "The irrigation industry is really cut-throat now. We believe

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### NEW PRODUCT OF THE MONTH: MILTONA HEXAGON TURF PLUGGER

MILTONA, Minn. — The Hexagon Turf Plugger from Miltona repairs damaged areas by forming a solid honeycomb pattern without gaps or overlap. The hexagon shaped plugs mesh together instantly restoring an area's natural appearance. This pattern also promotes rapid turf recovery. The Hex Plugger is adjustable, varying the depth of the soil plugs from 2 to 6 inches. The cutting head attaches to a lever ejection handle. The ejection system removes soil plugs from the cutting head. Stand on the plugger's footpads to force the cutting head into the soil. Activate the ejection handle to remove soil plug from plugger. Extract plugs of damaged turf and replace with plugs from a nursery area. This process will instantly restore an area's natural beauty. Use on golf courses, athletic fields or any grounds area. For more information, contact 800-456-4351.