BRIEFS

NORTH AMERICAN GREEN PROMOTES LAWSON
EVANSVILLE, Ind. — Robert Lawson has been promoted to national specifications manager by North American Green. Lawson joined the erosion control blanket manufacturer in 1990 as a regional sales manager. In his new position, he will work with government agencies, national construction companies and multinational engineering firms in developing specifications and applications for the company's erosion control products.

DOW AGROSCIENCES NAMES WOOLEY
INDIANAPOLIS — Chris Wooley has been named marketing manager at Dow AgroSciences for its turf and ornamental insecticides at Dow AgroSciences. He will be responsible for overseeing all aspects of marketing products such as MACH 2 turf insecticide, Conserve SC insect control and Curfew soil fumigant. Wooley joined the company in 1998 and most recently was the communications manager for the Midwest crops business.

BASF APPOINTS LARSON
RESEARCH TRIANGLE PARK, N.C. — Steve Larson has been appointed to the position of senior sales specialist for BASF turf ornamental and pest control. In his new position, he will provide sales support and technical advice to golf course superintendents and regional distributors. Larson, who previously served as technical sales manager for the professional division of the Scotts Co., has more than 23 years of sales experience in the turf and ornamental industry.

2001 Newsmakers

Pursell's FarmLinks dream becoming a reality

By ANDREW OVERBECK
SYLACAUGA, Ala. — Construction at Pursell Technologies Inc.'s FarmLinks golf course at Pursell Farms is in full swing and is officially set to open in spring 2003. The course will serve as the centerpiece of the PTI Tour, a program devised by company president and CEO David Pursell to introduce superintendents to its high-tech line of polymer coated fertilizers.

The company's new headquarters and the lodge officially opened this year and attention has turned now to finishing the 18-hole course that will be a living laboratory and testing ground for PTI products.

"We are in full scale construction now and the Landscapes Unlimited folks are out there and the Hurdzan, Fry team is making frequent trips," said Pursell. "The course is completely routed and the dirt work is underway."

"The golf course is going to be more spectacular than I once thought," he continued. "We will have three par-3s that have over 50 feet of elevation change and some great par-5s that get up into elevation."

INDUSTRY PARTNERS
In addition to educating superintendents about PTI products, Pursell has teamed up with the Toro Co., Club Car, who have supplied equipment and other monetary support for the opportunity to showcase their products and services at the course. Other partners include Simplot Turf and Horticulture, Flowtronex, Chipco, Harrells and Honours Golf.

"We have been very choosy with the companies that we have gone after," Pursell said. "We have been working closely with Toro in the irrigation design for the course. Club Car is involved in the design of the golf car facility and Toro is also working with us in the design of the maintenance complex."

To date, the process has been very collaborative and dynamic, according to Pursell.

"We are trying to get with all of our partners and look at the plans with them," he said. "We want them to end up with a facility that they want to bring their customers to and showcase their products as well. They will be able to demonstrate their equipment and do research. This course will answer us, not to a membership."

When the course opens, Toro will have a staff person on site to demonstrate its turf and irrigation products and services evolving

By ANDREW OVERBECK
GREENSBORO, N.C. — While turf and ornamental market leader Syngenta Professional Products spent 2001 working on providing the golf industry with new chemistry, it also embarked on an ambitious online initiative to provide its customers with value-added information and technology services. The Web site, www.greencastonline.com, was announced at the GCSAA show in Dallas (GCN November 2001) and tweaked during the course of the year before formally being introduced this fall. (GCN April 2001)

The primary feature of the site is Pest Outlooks, an online insect and disease prediction service. The service was developed in partnership with Warrenton, Va. — based Pest Forecasting Group, Inc. and was field-tested throughout the year. While the Pest Outlooks service is largely seasonal, the site also features weekly Golf Notes that are available year-round.

TWEAKING THE SITE

After gauging user response from its initial launch, Syngenta is now in the process of tweaking the site, said golf market manager Joe DiPaola.

"There are a number of things that are being evaluated," he said. "The whole idea is to provide information that makes it easier to be more effective and environmentally friendly."