CALENDAR

AUGUST
21  71st Annual University of Rhode Island Turfgrass Field Day, Kingston, R.I. Contact: 401-874-4540.

SEPTEMBER
21-23  2002 Club Managers Association of Southern California's 11th Annual World Conference of Assistant Managers, Marina Del Rey, Calif.  Contact: 714-283-4470
21-24  University of California Riverside's Turfgrass and Landscape Management Field Day, Riverside, Calif.  Contact: 909-787-4430.

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ROBERTS SEED REBORN AS TURF ONE
Continued from page 16

as account sales executive.

With the team in place, Friesen said
Turf One will start to upgrade its image.

“We have a lot of great varieties like
Mach I ryegrass which has placed high in
the recent National Turfgrass Evaluation
Program tests,” he said. “We felt we needed
to get more aggressive in promoting our-

ercial and turf company.”

Turf One will continue to focus on cool
season turfgrass and work closely with
Pickseed West. The two companies have
adjoining warehouse facilities.

“We will have access to Pickseed West’s
product development and will share on that
card,” Friesen said. “But we will not co-
market varieties once they are commercially
available. There is a demand from custom-
ers to have distinctive product lines.”

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