



## BRIEFS

### FEARIS JOINS PBI/GORDON

KANSAS CITY, Mo. — David Fearis, CGCS, and past president of the GCSAA has joined PBI/Gordon Corp. as a consultant. He will provide golf market education, consultation and project coordination for the company's professional turf and ornamental product line. Fearis recently retired from his superintendent post at Blue Hills Country Club in Kansas City.



David Fearis

### KEN EDWARDS RETIRES FROM DEERE

MOLINE, Ill. — Following a 30-year career with John Deere, Kenneth J. Edwards has announced his retirement. Edwards has been the director of marketing and sales for John Deere Golf & Turf since its inception in 1986. During his tenure, Edwards guided the division through a period of rapid expansion and developed it into a worldwide market leader. He also created the John Deere Golf & Turf Feedback program that allows superintendents from around the world to test and evaluate the company's equipment. Edwards will be replaced by Gregg Brenningmeyer.

### N. AMERICAN GREEN APPOINTS MARTIN

EVANSVILLE, Ind. — Shannon Martin has joined North American Green as southeast sales manager. In his new position, Martin will work directly with the company's wholesale distributors in the southeastern United States. His responsibilities will include customer service, technical sales and field assistance. Martin will be based in Franklin, N.C.



Shannon Martin

### PROFILE PARTNERS WITH IECA

BUFFALO GROVE, Ill. — Profile Products LLC has been named the premier partner of the International Erosion Control Association's (IECA) 33rd annual Conference and Expo. The event will be held Feb. 25-March 1 in Orlando, Fla.

## DiMino charged with improving Lesco's operations and profits

By ANDREW OVERBECK

CLEVELAND — In a move to streamline operations and improve profits, Lesco has reshuffled upper management by naming Michael DiMino president and COO. The company said the move would allow CEO William Foley, who previously held the additional post of president, to focus more on long range strategic planning for the company.



Michael DiMino

DiMino, the former president and COO of Uniforms To You, a Chicago-based division of Cintas Corp., will be responsible for day-to-day operations including sales, marketing, product supply and information services. He will also supervise the company's new independent marketer program (GCN, December 2001).

At Uniforms To You, DiMino turned a family-run business into a professional organization, growing profits from \$50 million to \$215 million and eventually selling to Cintas in 1998. While DiMino admitted that he has much to learn about the professional turf care market, he said there are many similarities between the two companies.

"We had the same approach as Lesco," he said. "We were very customer focused. We had a very diverse product line. The same is true here."

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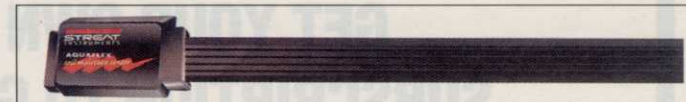
## Adcon's new sensor line targets irrigation efficiency

By ANDREW OVERBECK

BOCA RATON, Fla. — Aiming to take the guesswork out of golf course irrigation, Adcon Telemetry has unveiled Aquaflex, a new line of wireless soil moisture sensors.

The company, which already makes the "Lite" Station, a wireless weather station for golf courses, claims that courses using Aquaflex are saving up to 20 percent on irrigation costs. Product trials are underway at four courses in Europe and two courses in the United States, and Adcon plans to initially market the products to courses in California and Florida.

"Superintendents irrigate each day without knowing whether the turf is getting the proper amount of water," said Hans



The Aquaflex soil moisture sensor uses wireless communication.

Reinisch, alternative industries business development manager. "Conditions change all the time. Right now a superintendent has to go around the course each day to monitor what is needed. This system allows him to monitor the course from his computer and irrigate where it is needed."

### HOW IT WORKS

Aquaflex sensors read conditions up to two feet deep in the soil and ten feet in diameter. The wireless sensor sends data back via the weather station and updates a software program on the superintendent's computer every fifteen minutes. The unit works with all irrigation control systems and can also be set up to control individual irrigation valves to automatically shut them off when

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## BASF's Insignia to offer broad control

RESEARCH TRIANGLE PARK, N.C. — New research covering field trials of Insignia fungicide, which will be introduced by BASF this year, indicates that it offers broad-spectrum control of a wide range of turf diseases, in addition to significant suppression of dollar spot. Registration of Insignia (pyraclostrobin) by the Environmental Protection Agency is expected in early 2002.

According to Wakar Uddin, Ph.D., assistant professor of plant pathology at Penn State University, research trials in several U.S. sites have shown that pyraclostrobin is highly effective in controlling gray leaf spot, anthracnose basal rot, Pythium foliar blight, brown patch, gray and pink

snow mold, take-all patch, leaf spot and summer patch.

The new compound is a strobilurin, a class of systemic fungicide that has gained wide acceptance in the turf industry.

Strobilurins feature low use rates and relatively longer application intervals. However, the class of fungicide has not previously been effective at controlling dollar spot.

Pyraclostrobin inhibits fungal pathogens at virtually all major stages of the life cycle.

With most target diseases where the compound was effective, preventive applications provided high levels of control, and curative applications significantly suppressed the diseases over periods of 14 days or longer.



## Golf Course News Stock Report (1/14)

Company(Symbol)	Price	Change(%) 12/14/01	52-wk range
Aventis (AVE)	67.44	-.2	64.05 - 84.50
BASF (BF)	37.25	-.3	27.15 - 47.22
Century Garden and Pet (CENT)	7.40	8	5.94 - 10.25
Deere & Co. (DE)	43.00	3	33.50 - 45.96
Dow Chemical Co.(DOW)	27.05	-22	25.06 - 39.67
Golf Trust of America (GTA)	5.39	29	4.01 - 9.25
Ingersoll-Rand (IR)	41.58	-4	30.40 - 50.28
Lesco, Inc. (LSCO)	7.00	5	6.10 - 14.68
National Golf Properties (TEE)	10.68	20	7.96 - 27.70
Monsanto Co. (MON)	32.66	-6	28.10 - 38.80
Syngenta AG (SYT)	10.33	3	8.50 - 12.67
Toro Co. (TTC)	46.00	2	35.62 - 50.00
Textron, Inc. (TXT)	40.63	7	31.29 - 60.47

## Nu-Gro improves Organiform

GRAND RAPIDS, Mich. — Nu-Gro Technologies, Inc. has reformulated its Organiform controlled release nitrogen to reduce heavy metals content.

"The new formulation is based on ureaform technology but uses peanut shells as an organic base component," explained Bill Walrath, manager of technical services at the company's Gloversville, N.Y. facility. "The formulation change further reduces any concerns about metal content and provides improved economics for the end-user."

Organiform 30-0-0 is a reacted nitrogen product that offers an intermediate release up to 24 weeks, which is between Nu-Gro's other proprietary products, Nutriform (ureaform) and Nutralene (methylene urea). Organiform also offers dual release mechanisms, low salt index and other environmentally responsible attributes.

Production of Organiform will increase as the company's methylene urea facility in Gloversville comes on stream.

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Nu-Gro has also revamped its Web site, [www.nugrotech.com](http://www.nugrotech.com). The more user-friendly site now offers information about Nu-Gro products, application advice, and a direct line to the company's resident fertilizer expert Bob Staib.