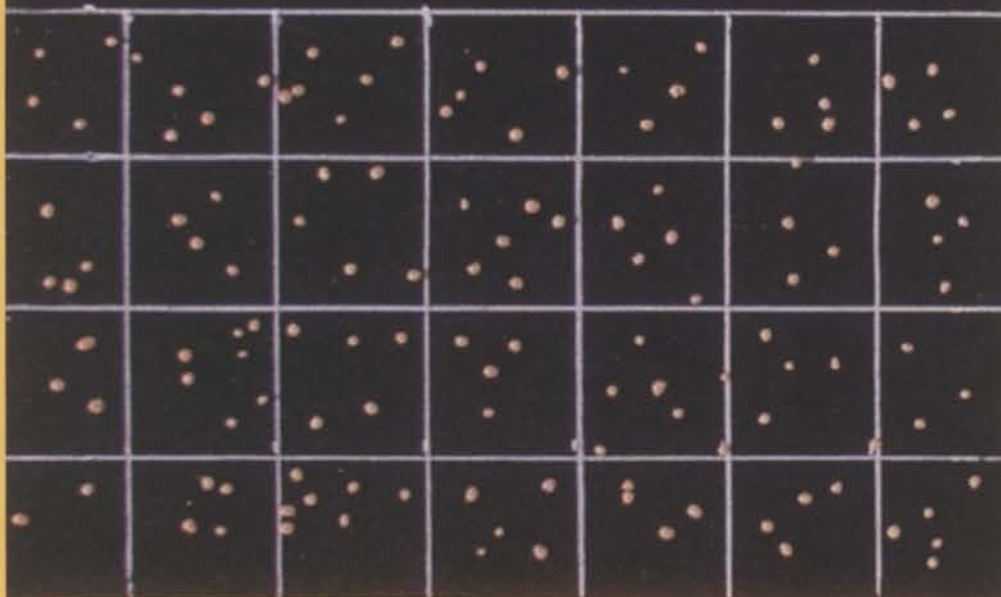
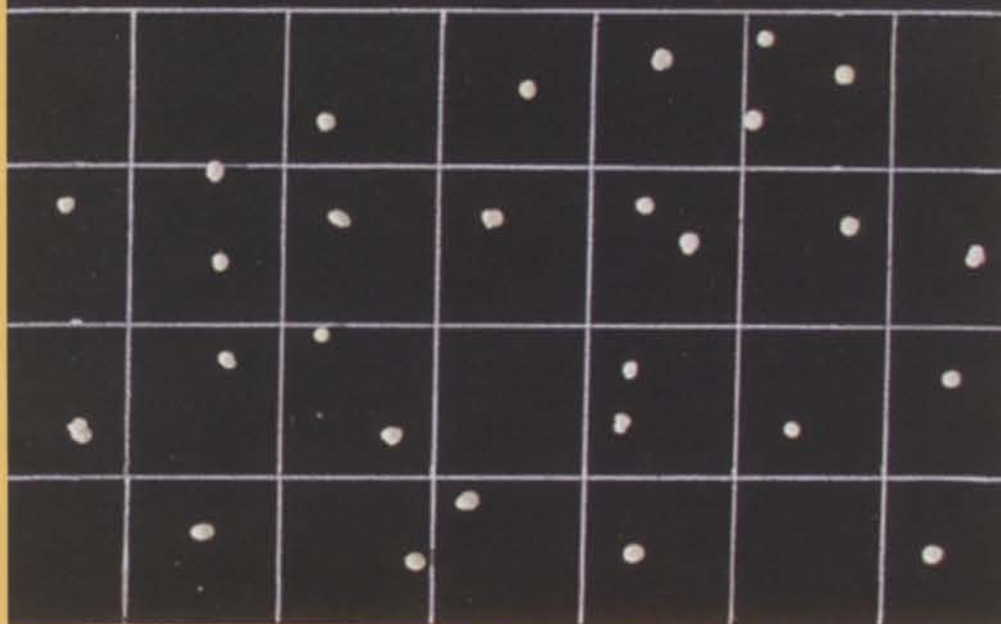


Andersons 150 SGN 37-0-0 Poly-S @ 200 Lbs. Per Acre



(Gridlines are marked in one inch increments)

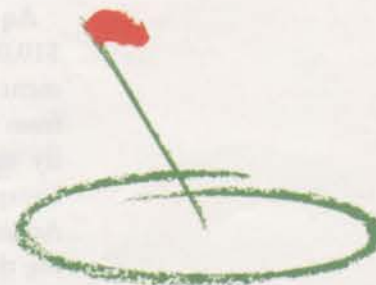
Competitor's 240 SGN Product @ 200 Lbs. Per Acre



When Every Square Inch Counts™

To maintain top quality greens, tees and fairways, it is crucial that every square inch of fine turf gets the resources it needs. Small particle, consistently sized granular products give the consistency and particle count needed to effectively deliver nutrients and plant protection. Andersons Golf Products offers many small particle, high quality products with a wide variety of nutrient levels and plant protection

active ingredients. With Andersons, there's no need to worry about improper coverage. You can count on us: our nationwide network of territory managers, distributors, seasoned customer service team, and expert R&D staff. To order, call your local Andersons distributor. For more information, call us at 1-800-225-2639. Or you can visit our web site at www.andersonsgolfproducts.com.



Andersons
GOLF PRODUCTS®



The weeklong schedule of activities had 19,317 attendees overall, up from last year's total of 18,164. Approximately 6,200 attendees were qualified buyers or individuals who make purchasing decisions at a golf course, and 6,780 people attended the conference's educational seminars. Attendees also visited the 675 exhibitors on the trade show floor.

At the GCSAA annual meeting, members named their 2004 board of directors with the election of three officers and two directors from a field of seven candidates. Officers are: Mark Woodward, president; Timothy O'Neill, vice president; and Sean Hoolehan, secretary/treasurer. Directors are: Cary Carls and David Downing.

Next year, the International Golf Course Conference & Show will take on a new form, appearing as the Golf Industry Show. This will combine the trade shows hosted by GCSAA and the National Golf Course Owners Association (NGCOA). However, the associations will operate separate education seminars that will run concurrently with the trade show. The 2005 Golf Industry Show is scheduled Feb. 10 to 12 in Orlando, Fla. The GCSAA education conference will be held Feb. 7 to 12, and the NGCOA education conference will be held Feb. 8 to 12.

EIFG receives two industry donations

The Environmental Institute for Golf (EIFG) received two \$10,000 donations from industry suppliers during the Golf Course Superintendents Association of America (GCSAA) International Golf Course Conference & Show in February.

Aquatrols formally presented a \$10,000 check to the EIFG. The endowment fund was established with money from the corporation and various family members in 2000 to honor the company's founder Robert Moore. Aquatrols has committed to maintaining the contributions from sales of the company's turf management products.

"Establishment of a research endowment fund is a fitting way to give back to the industry and recognize the con-



Michael Jurdzan, Ph.D., vice chairman/treasurer for the Environmental Institute of Golf (center), accepts a check from Aquatrols. Making the presentation for Aquatrols are (left to right): Demie Moore, corporate director; Robert Moore, Sr., founder and president emeritus; Tracy Jarman, president; and Andy Moore, director of marketing and business development.

tributions made by Bob Moore and Aquatrols," says Tracy Jarman, president and chief executive officer of Aquatrols. "This is a way to contribute to the golf industry on a long-term basis." Grants will be made from the endowment fund by its board of trustees.

Also, Hunter Industries donated \$10,000 to the EIFG in support of the group's environmental stewardship and water management on the golf course. "The institute is a vital part of our industry's efforts to strengthen the compatibility of golf with the natural environment," says chief executive officer Richard Hunter. "We are privileged to be a partner with the Institute in this initiative."

"We are very appreciative of these companies' support of the Institute," says GCSAA Chief Executive Officer Steve Mona. "The advancements in course conditioning are made possible in part by the support and contributions we receive from our industry partners."

ITODA announces 2004 board

The Independent Turf & Ornamental Distributors Association (ITODA) named Chris Petersen president of the organization for 2004. Through ITODA, Petersen said he plans to continue to foster a trusted environment in which colleagues and vendors can share business concerns and viewpoints. "I want to help develop stronger business strategies through networking and education," he says. "I have found my membership in ITODA to be a most rewarding experience."

Other officers include Brian Feury, vice president; Chad Will, secretary/treasurer; and Don Naumann, past president. ITODA directors will be Wally Boilek,

Michael Fisher, Gary Grigg, Dan Henderson and Ned Herod.

Thomas Cousins will receive ASGCA Donald Ross Award

The 58th annual meeting of the American Society of Golf Course Architects (ASGCA) will take place April 23 to 28 at Hilton Head Island, S.C., where Thomas Cousins will receive the 2004 Donald Ross Award.

The society's most prestigious honor, the Donald Ross Award is presented annually to an individual who has made significant contributions to the game of golf and the profession of golf course architecture. Cousins, who spearheaded the renovation of East Lake Golf Club, Atlanta, Ga., and the rehabilitation of the surrounding neighborhood, is receiving the honor for both saving the historic club and for rebuilding the neighborhood, which was notorious for its crime and drug traffic.



Cousins

Since it reopened in 1995, the renovated golf course has attracted three PGA Tour Championships and the U.S. Amateur Championship. East Lake also recently was selected as the long-term site of the PGA Tour Championship. These tournaments generate hundreds of thousands of dollars annually for further neighborhood improvement, the East Lake Community Foundation founded by Cousins and his family, and efforts to encourage similar programs across the country.

NGCOA links up with weather insurance firm

The National Golf Course Owners Association (NGCOA) teamed up with Adverse Weather Insurance Group (AWIG) to provide a solution to the negative impact that severe weather has on a golf course's bottom line. AWIG has joined the NGCOA purchasing program as a preferred supplier and will provide NGCOA members with reduced premiums on its adverse weather insurance and income stabilization programs.

Microbial Fertilizer That Maximizes Nutrient Uptake



TurfVigor® 9-3-6 PATENTED MICROBIAL FERTILIZER

GUARANTEED ANALYSIS

Total Nitrogen (N)	0.50%
0.50% Urea Nitrogen (N)	0.50%
Average Phosphate (P ₂ O ₅)	0.50%
Soluble Phosphorus (P ₂ O ₅)	0.50%
Total Iron (Fe)	0.50%
0.50% Chelated Iron (Fe)	0.50%
Total Manganese (Mn)	0.50%
0.50% Chelated Manganese (Mn)	0.50%
Total Zinc (Zn)	0.50%
0.50% Chelated Zinc (Zn)	0.50%

ALSO CONTAINS NON-PLANT FOOD INGREDIENTS

Active Ingredients:

Bacillus subtilis	2.1 x 10 ¹⁰ CFU/L
Bacillus amyloliquefaciens	2.1 x 10 ¹⁰ CFU/L
Bacillus pasteurii	1.8 x 10 ¹⁰ CFU/L
Bacillus cereus	2.0 x 10 ¹⁰ CFU/L
Bacillus thuringiensis	2.2 x 10 ¹⁰ CFU/L
Pseudomonas aeruginosa	0.5 x 10 ¹⁰ CFU/L

Derived from Urea, Phosphate, Phosphorus, Potassium Hydroxide, Key Elements Iron EDTA, Manganese EDTA, Zinc EDTA, EDTA + Citric Acid, Citric Acid, Succinic Acid.

Information regarding the contents and levels of metals in this product is available on the internet at <http://www.novozymes.com>.

Contains beneficial soil microbes which aid plants in efficient utilization of nutrients, promoting increased resistance to plant stress or physical injury. TurfVigor® is exclusively formulated with Novozymes' proprietary blend of patented bacterial cultures including *Bacillus subtilis* DA-13, *Bacillus amyloliquefaciens* SB3002, *Bacillus pasteurii* SB3003, *Bacillus cereus* SB3124, *Bacillus thuringiensis* SB3000 and *Pseudomonas aeruginosa* SB3104.

roots

ACCEPTED APPLICATION METHODS:

- Commercial spray systems (shar spray)
- Irrigation injection systems
- Hand watering

NET CONTENTS 2.5 GAL (9.5 l)
NET WT 24.9 LB (11.3 kg)

Guaranteed by
Novozymes Biologicals, Inc.
5400 Corporate Circle • Salem, VA 24153 • 1-800-342-6173 • www.novozymes.com

The Most Advanced Liquid Nutrition
12 - 15 oz. per 1000 sq. ft. every 14 Days
is the Best Liquid Fertilizer Program Available

roots
Plant Care Group

Novozymes Biologicals, Inc. www.novozymes.com
5400 Corporate Circle, Salem, VA 24153 1-800-342-6173

"We are very pleased to partner with Adverse Weather Insurance Group to offer our members access to a program created specifically for the golf course industry to meet the needs of golf course owners and operators," says Mike Hughes, NGCOA executive director. "AWIG offers our members access to affordable adverse weather insurance, which is tailor-made to meet their specific operating requirements and to protect their profits."

The AWIG program provides a supplemental rain and/or snow insurance policy for golf course owners. In rainy or snowy conditions, insured courses receive reimbursement revenue based on parameters and coverage amounts defined by the course. Annually, severe weather costs businesses \$7 billion in revenue and a recent Golf 20/20 Industry Report found that weather is the No. 1 reason why courses experience an increase or decrease in rounds.

"We look forward to working closely

with the NGCOA and providing an affordable and effective solution to their membership and the golf industry," says John Peterson, managing partner for AWIG. "Our company's goal is simple: work as a partner with the golf course owners/operators to develop a comprehensive plan that is specific to their golf course, eliminate weather as a budgeting and operational concern, restore profitability to the operator and provide an affordable solution."

PTC establishes permanent research fund

The Pennsylvania Turfgrass Council (PTC) announced the establishment of an endowment fund to ensure a permanent source of funding for critical ongoing research.

The Pennsylvania Turfgrass Research Fund will yield annual income for Penn State University's Turfgrass Project, and will allow those who benefit most from top-

Pennsylvania Turfgrass Council

quality golf courses to contribute to continued improvement of golf courses everywhere.

To raise money for the fund, PTC initiated the "Growing the Game" campaign, creating awareness of the fund and the research it will support, and offering suggestions of ways to support the fund.

"We believe this endowment is a major step in ensuring that the world-class research being conducted at Penn State will not be interrupted because of lack of funds," says PTC President Jerred Golden. "The Growing the Game campaign will provide an important avenue to reach out to golf club superintendents and to individual golfers to help them understand the value of the research being done."

One Tough Turf.

A synthetic T-Line from Golf Greens "Fore" U looks, feels, and reacts just like natural grass... without the maintenance!



Your golfers can practice and warm-up on a consistent surface throughout the golf season. You'll be saving both time and money with a synthetic T-Line from Golf Greens "Fore" U.



Golf Greens "Fore" U™

www.golfgreensforeu.com

1-800-350-6650

"Call a Mouse to your House," be the "Home Town Exterminator," become a Truly Nolen Franchisee and say; "Nite, Nite Termite!"® and "Adios Cucaracha!"®



Offer Tru-Guard®, Truly Care®, Monitored Defense System®; Join the friendliest system and say, "We get the bugs out."™

New and established protected franchise territories **800-458-3664**
Usa.franchise@trulymail.net

Employment 800-282-4062
National Accounts 877-568-3868

3636 E. Speedway • Tucson, AZ 85716

In the past, PTC has contributed \$200,000 annually to the project from membership and educational activities fees. In 2003 alone, funding was available for Penn State to conduct 55 field research studies covering 623 weed control treatments, including more than 120 for broadleaf weed control.

Supplier News

Becker Underwood acquires Bio-Care Technology

Becker Underwood recently announced the acquisition of Bio-Care Technology Pty Limited of Australia. Bio-Care is a leading Australian biotechnology business with products including seed inoculants and bio-pesticides for use in agricultural and horticultural applications.

"The focus of our global and technological expansion is to provide customers with the latest in biotech products offering long-term environmentally beneficial solutions for crops," says Roger Underwood, CEO, Becker Underwood. "This acquisition is another step in our plan to lead with a global presence in each of our markets and provide local support to our customers worldwide."

Gary Bullard, founder and managing director of Bio-Care says, "Combining Bio-Care with Becker Underwood's global presence and vast research capabilities will benefit our new and existing customers with a much broader product line." Bullard will continue as managing director of Bio-Care.

LESCO launches new Web site

Golf course superintendents can now access LESCO product and technical information through the company's newly launched Web site: www.lesco.com.

"Revamping our Web site was long overdue and we're very excited about our new online presence, what it means for our customer and what it means for our business," says Michael DiMino, LESCO's president and chief executive officer. "This Web site, which we're calling LESCO Direct, greatly extends the level of service that

we can provide our customers by creating an information-packed online presence that gives our customers the information they need when they need it."

Key content areas in the new site include:

- Special LESCO sales promotions
- A full LESCO product catalog
- Agronomic information
- Product labels and MSDS sheets
- A locator for LESCO Service Centers and Stores-on-Wheels
- Investor information
- Career opportunities within LESCO

"With our new LESCO.com, we are able to provide nearly all of the information our customers regularly request from us," adds Brett Barthel, LESCO's vice president of marketing. "By enabling our customers to monitor their account, gather product information and seek technical assistance through this user-friendly Web site, we are giving them more opportunities to focus on creative solutions that will help them build their businesses."

DiMino adds that LESCO is currently developing additional features that will be added to the Web site in the future.

Bayer announces Merit sweepstakes

To celebrate the 10-year anniversary of Merit insecticide's EPA registration, Bayer Environmental Science launched a sweepstakes for golf course superintendents, lawn care operators and arborists. The contest, which began in February 2004, allows Merit customers to enter to win prizes including professional equipment, gift certificates, electronics and more. The three grand prizes are a \$10,000 Lowe's gift card, a four-year lease on a Ford F-150 and a trip for four to the Richard Petty Driving Experience in Las Vegas.

"Since its registration on March 18, 1994, Merit has helped industry professionals control white grubs, which are one of the most damaging and pervasive turf pests," says Dr. Mike Ruizzo, business manager, CNIs, Bayer Environmental Science. "This sweepstakes is one way we are celebrating this important milestone and saying thank you to our customers for their continued support."

Industry professionals are automatically entered in the sweepstakes drawing via Merit purchases or mail-in entries. "Instant winner" prize cards can be found on all Merit packages and must be redeemed online at www.merit-10-year.com. Entries will be accepted through June 2004. Win-

ners will be announced in the fall.

TifEagle to hold discussion group

An informal discussion group regarding TifEagle Bermudagrass will be held after the Southeastern Turfgrass Conference at the Rural Development Center, Tifton, Ga., on May 4 from 3 to 6 p.m. Golf course superintendents who work with TifEagle Bermudagrass are invited to attend the discussion, which will focus on managing TifEagle greens. More information about the southeast Turfgrass Conference is available on the Internet at www.ugatiftonconference.org.

Deere One Source exclusive supplier of BlueYellow

John Deere Golf & Turf One Source and its distributor network will be the exclusive distributor of BlueYellow, a new engineered turf system from Georgia-Pacific, to the golf market in the United States and Canada.

"Our One Source program represents strategic partnerships with many of the industry's most respected suppliers in the seed, fertilizer, irrigation and drainage fields," says Gregg Breningmeyer, director of sales and marketing for John Deere Golf & Turf One Source. "We are pleased to add BlueYellow engineered turf system to the One Source partnership. We believe BlueYellow is an important new technology for golf course construction and renovation."

Marsha Seekins, vice president of sales for BlueYellow, says, "We are excited about being named as a certified supplier to John Deere's new One Source program. Our engineered turf system complements the existing One Source offerings to the golf and turf industry and, together, we will provide outstanding quality and value to a very discriminating market."

BlueYellow combines a cellulose-based substrate with a calibrated distribution of high-quality grass seed and fertilizer in the form of a lightweight, 100-percent biodegradable roll. This can be custom manufactured with any variety of commercially available seed and fertilizer for a prescription turf for new construction and renovation projects.

Precision Laboratories forms PlantScience

Richard Wohlner, president, Precision Laboratories, Waukegan, Ill., announced the formation of Plant Science, a company that is offering new plant nutrition technology for the golf course, specialty turf, sports field and lawn and landscape markets.

Plant Science will be offering Nature's Time and Tru-prill fertilizer products in various formulations. The company is based in Barrie, Ontario, Canada, and is led by President Robert Field, a turf industry veteran who most recently served as the director of sales and marketing for NuGro Corp. Vice President Steven Hewgill has more than 15 years of experience in turf and was formerly the national sales manager for NuGro Corp.

Precision Laboratories is the exclusive marketer of the Plant Science fertilizer product line in the United States. More information on Plant Science can be obtained at www.precisionlab.com.

Riverdale becomes Nufarm Turf & Specialty

The Riverdale Chemical Co., officially changed its name to Nufarm Turf & Specialty, a division of Nufarm Americas. The name change was introduced first at the 2004 Golf Course Superintendents Association International Golf Course Conference & Show in February.

Riverdale was purchased by Australia-based Nufarm Limited in 1999 and, coupled with the creation of a highly successful agriculture division, Nufarm Americas was born. The recent evolution from Riverdale to Nufarm Turf & Specialty was one of many steps toward streamlining Nufarm's North American business. The aim is to unify the company and increase efficiency while providing customers with the personalized service they have come to expect from Riverdale. The Riverdale name will continue to serve as a brand strategy on existing product lines.

With a number of new product launches expected in the coming months, Nufarm Turf & Specialty is poised to continue Nufarm Americas' growing presence in the U.S. market. The company will continue to serve the golf course, lawn and land-

scape and various industrial vegetation management segments with an array of post and pre-emergent herbicides, fungicides and specialty chemicals.

Wilson Golf donates to The First Tee

In celebration of its 90th anniversary, Wilson Golf announced a partnership with The First Tee. The company will donate \$90 for every birdie made by Wilson staff member Jesper Parnevik on the 2004 PGA Tour. Additionally, Wilson will donate a set of equipment as used by Parnevik, a signed Jesper Parnevik bag, hat, glove and balls, as well as a round of golf with Parnevik at one of the country's premiere courses, to be auctioned on eBay at The First Tee Charity Auction Store.

Also, Wilson will offer an internship for this summer and next to a qualified participant from one of The First Tee's Chicago-area chapters, where Wilson is located.

"The First Tee has made great strides bringing golf to youngsters across America, ultimately improving the strength of the sport," says Angus Moir, Wilson Golf's global business director. "There are so many children today that do not even have the chance to learn to play golf, and The First Tee is all about giving kids that opportunity. We are proud to help them in any way we can."

Club Car named NGCOA Canada supplier

Club Car has been named the exclusive golf car supplier and a Platinum Partner of the National Golf Course Owners Association (NGCOA) Canada. Club Car has been the Exclusive Premier Partner of the NGCOA in the United States for the past three years.

"Club Car is delighted to join the NGCOA Canada in its support of golf course owners and operators and the growth of the game throughout Canada," says David Hamilton, vice president of golf Americas for Club Car.

In addition to golf cars, utility and hospitality vehicles, Club Car also offers mobile merchandising, GPS-based distance measurement, communications and course management systems and equipment fi-

nancing solutions through its association with allied companies that are part of the Club Car Solutions Network.

"The National Golf Course Owners Association Canada is very excited to be partnered with Club Car," says Jeff Calderwood, executive director, NGCOA Canada. "Not only is Club Car a market leader, which will benefit our member golf course operators, but its commitment to the overall goal of the NGCOA Canada provides a total solutions relationship for years to come."

Course News

Top junior golfers compete at Longbow

The nation's top junior golfers will compete in the Heather Farr Classic April 9 to 11 at Longbow Golf Club, Mesa, Ariz. This will be the first of four prestigious locally held junior golf tournaments hosted by the American Junior Golf Association (AJGA) this season. The 36-hole event features 120 boys and girls between the ages of 12 and 18 who will make up one of the strongest fields on the AJGA slate.

The completely redesigned par-71, 7,300-yard Longbow Golf Club will be a solid test for participants, though AJGA members have shown great potential in the past. Some former members include Cristie Kerr, Davis Love III, Phil Mickelson, Dottie Pepper and Tiger Woods.

The tournament is named for Heather Farr, an outstanding All-American golfer at Arizona State University, who lost her four-and-a-half-year battle with breast cancer in 1993. "Heather Farr is an ideal role model for our juniors," says Peter Ripa, AJGA chief operations officer. "Her ability as a golfer, coupled with the integrity and perseverance that she displayed under the most difficult of circumstances is a great inspiration."

Columbia Edgewater goes high-tech

The Columbia Edgewater Country Club, Portland, Ore., added to its list of amenities with the installation of the Guest Wireless Internet Service by Matrix Networks. Visited since 1974 by the

LPGA, the Columbia Edgewater Country Club is the first club in Oregon to offer complimentary Wi-Fi services to its members and guests.

The new service provides the ability for club members and guests to conduct online research, check e-mail, log onto corporate LANs or surf the Web with their laptops or PDAs while dining at either of the country club's two restaurants, sitting at the bar or gathering in a meeting space. The service is currently available to members and guests at no cost.

Plantation Course upgrades irrigation controls

The Plantation Course at Kapalua in Maui, Hawaii, successfully implemented the replacement of an existing irrigation system to a new, all digital irrigation control system from Signature Control Systems just eight weeks prior to the start of the PGA Tour Mercedes Championship.

When asked about installing an upgrade this close to the event, superintendent Craig Trenholme says, "We wanted to be able to increase our level of water control for the tournament. This system offered advanced communication technology that helped us achieve just that."

Trenholme and his crew took two weeks to replace 21 control satellites with the new system, which has true two-way communication, no FCC licensing requirement, split-second run time capability and simple upgradability. "The ability for the satellites to communicate to each other, not just from the central out to the field, was very important to me, particularly for daily maintenance," Trenholme says. "There's an instant response from the handheld radio due to the digital nature of the system."

Sweetwater in phase two of renovation

Sweetwater Country Club, Houston, Texas, is moving forward with phase two of the course's \$2-million renovation. The first phase, which cost \$1.25 million, was largely completed by December 2003 and included:

- A greens renovation on the Cypress course, former home of the LPGA. The greens were updated to an ultra-dwarf Champion Bermudagrass to provide more consistency for year-round putting speed and quality.

- The addition of new tee amenity packages on the Cypress and Pecan courses, including new hole markers, shoe cleaners and water coolers

- A complete update of golf course restrooms, tunnels and cart paths



21 YEARS IN AMERICA AND STILL GROWING

For the past two decades, Redexim Charterhouse Seeders have been the choice of superintendents who demand quality. Whether you want to seed nine fairways in a day or have the ability to seed and topdress at the same time, Redexim Charterhouse has the right model for the job. Contact your dealer today for a demonstration.

Redexim
Charterhouse

21 YEARS IN AMERICA AND STILL GROWING

1-800-597-5664 • Fax: 570-602-3060 • www.redexim.com

- New landscaping to enhance the front entrance to the club
- A complete lobby renovation
- A facelift of the ladies' locker room
- The addition of new golf course maintenance equipment

A complete renovation of the men's locker room and men's card room also will be completed with phase one. Renovations planned for 2004 will include a greens renovation of the Pecan course and transformation of the formal dining room into a trendier, contemporary atmosphere. These renovations will be completed by the end of 2004 and will cost approximately \$800,000.

Personnel News

Edward Hodnett was named vice president of business development for Advanced Aer Systems. Hodnett joined Advanced Aer in October 2003 as director of agronomy – West and was previously a consulting agronomist with Golfturf/Nicklaus Design.

"Ed's deep knowledge of turf agronomy, his extensive golf course management experience and his understanding of the golf industry makes him the perfect person for this position," comments Walter Norley, president of Advanced Aer Systems. In his new position, Hodnett will expand the golf course industry's awareness and understanding of Advanced Aer's product and service offerings and will forge strategic partnerships with golf course development, design, construction and management companies.

To better serve the differing needs of green industry customers, Bayer Environmental Science announced an expansion and repositioning of existing sales and marketing resources within Chipco Professional Products.

"Our greatest asset is our people," said Dan Carrothers, vice president, Chipco Professional Products. "By concentrating on specific markets, our sales representatives will magnify their ability to listen to our customers and address turf and ornamental opportunities and issues."

The recent creation of a national lawn care/landscape and grounds maintenance region with a dedicated sales manager and sales representatives will allow current sales regions to specialize on golf course customers in their areas. Additionally, business managers in the Bayer home office were assigned as market leads for either the golf or lawn and landscape industries.

As a result of the changes, **Brian Tepper**, former manager of Bayer's Global Termite Portfolio, was recently named western regional sales manager. **Jim Davis** migrated to northern sales manager for the golf division from his previous position as southern region sales manager, which now belongs to **Dave Ravel**. Also, **Eric Kalasz** took on the responsibilities of golf market lead for Bayer and will direct all marketing activities for the golf industry, in addition to his role as business manager – fungicides.

Bryan Gooch was recently named business manager – insecticides for Bayer Environmental Science. His responsibilities include product and project management and business team leadership for many Bayer turf and ornamental insecticide products.

Also, Gooch takes on the role of marketing lead for the lawn and landscape industry. In this position, he supports the recently announced customer focus initiative and the dedicated lawn and landscape region.

"Bryan brings solid experience in sales and marketing to his new position," says Jim Fetter, director of marketing for Chipco Professional Products. "His experience in the southern market gives him an excellent familiarity with the fire ant problem, which is a major opportunity for Chipco TopChoice."

Personnel changes at LESCO have strengthened the company's marketing department. In addition to hiring **Bob West** as director of marketing, several other additions were made to the marketing team. **Chris Paczak** is category director, combination and control products; **Dave Woznicki** became product manager, combination and control products; **Tom Newbould** is merchandising manager; **Adam Shaw** is product analyst, equipment; and **Jeanne Hui** became product analyst, fertilizer and seed.

"The LESCO name is obviously one of the best-known names in the turf care industry and for good reason," notes Michael DiMino, LESCO president and chief executive officer. "These recent moves are indicative of the company's increasing commitment to communicating the value of the LESCO experience to our current and new customers alike."

Ken Gordon, former member of the United States Golf Association (USGA) Executive Committee passed away in February at age 87. Gordon spent nearly 20 years serving the boards of the Metropolitan Golf

Association and the USGA. From 1968 to 1975, he served on the USGA's Executive Committee, including two years as secretary. During that time, he chaired the Museum Committee and helped lay the groundwork for the association's move from New York City to Far Hills, N.J.

At Club Car, **David Rowles** was appointed to the newly-created position of vice president of worldwide sales. He will be responsible for golf and utility vehicle sales, national accounts, aftermarket sales and advertising and promotions.

Rowles was previously vice president of sales and marketing Asia Pacific/Latin America for Ingersoll-Rand's infrastructure sector and has more than 25 years of experience with Ingersoll-Rand, the parent company of Club Car.

Simplot Partners named two sales representatives for the southwestern United States. **Craig Hanson** will work in the South-Central California market and be responsible for the distribution of fertilizer, turfgrass seed and chemical products. Hanson is a Class A member of the Golf Course Superintendents Association of America and was the regional superintendent for Arnold Palmer Golf Management, based at Taquitz Creek Country Club in Palm Springs, Calif.

Brad Geisler will work in the Arizona market distributing fertilizer, turfgrass seed and chemical products to golf course superintendents, landscape contractors, nurseries, municipalities and athletic field managers. Geisler is one of the founders of Garden West, where he was the technical sales representative. Since 2000 he has been an independent representative focused on golf courses.

At Otterbine Barebo, **Rich Daly** became the new Midwest regional sales manager. With over 20 years of experience in sales, specification and design in the turf and water quality management industry, Daly will be responsible for the sales and support of Otterbine's distribution network in the newly defined Midwest region.

"As a member to Otterbine's manufacturing council and distributor advisory board for three years, Rich has been an integral part of Otterbine's growth even prior to joining us," says Carla Ott, vice president of sales and marketing. "Daly's vast experience and knowledge of Otterbine product specifications, customizations and troubleshooting along with his insightfulness into our target markets, makes him an invaluable addition to the Otterbine team." GCN



Gooch