

GOLF INDUSTRY NEWS

Dr. Kenneth Diesburg, an honors graduate of the Iowa State University horticultural department, has joined the research staff of International Seeds, Inc., Halsey, Oregon, according to Research Director Craig Edminster.

He will manage breeding and agronomic service programs in turf and forage grass seeds.

Dr. Diesburg earned a B.S. in botany, a M.S. in plant breeding and cytogenetics as well as a Ph.D. in horticulture turf science.

He was a research agronomist and assistant turfgrass breeder for Northrup King Co. at Stanton and Eden Prairie, Minnesota from 1978 - 1982.

International Seeds, Inc. breeds and markets forage and turfgrass seeds, cereal crops and protein legumes. ♣

TYPOS

The typographical error is a slippery thing and sly; you can hunt it till you're dizzy. But it somehow will get by.

Till the forms are off the presses, it is strange how still it keeps;

It shrinks down into the corner, and it never stirs or peeps.

The typographical error is too small for human eyes

Till the ink is on the paper, when it grows to mountain size.

The boss just stares with horror, then he grabs his hair and groans;

And the copy reader drops her head upon her hands and moans.

The remainder of the issue may be clean as clean can be,

But the typographical error is the only thing you sea! ♣

LOFTS PAYS \$176,000 IN ROYALTIES — ALL FOR BETTER TURFGRASS

"Royalties are the lifeblood of continuing turf programs." That statement was made recently by Rutgers University's Dr. Henry Indyk. And that's what one leading seed company, Lofts, has committed itself to support.

For many years Lofts Seed Inc. has contributed hefty royalties to Rutgers University. Each year the increased sales of Lofts' proprietary turfgrass seed varieties allow the company to give proportionally more generous royalty checks to Rutgers. This year's payment of \$176,000 represents a good share of the 3/4 million Rutgers hopes to receive during 1988.

Royalties, in turn, help to perpetuate turf research. Much of the money paid by Lofts directly funds programs conducted by Dr. C. Reed Funk; the balance goes to other Rutgers research projects. Ultimately, this process results in the sale of new and improved turfgrass varieties, beginning the cycle again. Lofts conducts some of its research programs jointly with Rutgers University. During the many years of their association, Lofts and Rutgers have together introduced many turfgrass varieties. Three of Lofts' current proprietary varieties, Palmer and Prelude Turf-Type Perennial Ryegrasses and Rebel II Turf-Type Tall Fescue, have offered significant benefits to professional grounds people. These varieties have been so successful that they made up the largest share of this year's sales and royalties.

This year's ample royalties result not only from increased domestic sales, but also from expanded foreign markets. Lofts has developed as the world's largest marketer of turfgrass varieties. The global network includes Canada, Japan, Europe, South Africa, New Zealand and Australia.

Domestic markets include golf course overseeding, sod, parks, retail and unused areas such as roadsides. When turf professionals in these markets buy certified seed, more funding is available to further academic research of better turfgrass varieties for the future. ♣

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