

INDUSTRY ROUNDUP

Rain Bird honors Florida distributor, promotes three

Florida Irrigation Supply of Orlando was one of 10 Rain Bird distributors honored for outstanding performance at the firm's annual awards banquet in Anaheim, Calif., earlier this year.

In addition to the honors, Rain Bird also announced expansion plans to meet the growing golf market.

Ed Shoemaker has been promoted to vice president/general manager to oversee sales, marketing, engineering and manufacturing operations of the company's golf division. Steve Christie is the division's new director of sales and marketing.

Rod McWhirter, sales representative for Peninsular Florida, was given the additional responsibility as national golf specification manager to work directly with golf course architects, designers and irrigation consultants across the United States.

Finally, Jim Schumacher, CGCS, was



Shoemaker



Christie



Schumacher



Stuart

named golf division manager for the Southeast region, which includes the Florida Panhandle.

The company also announced that its two-year-old German subsidiary, Rain Bird Deutschland, has achieved 40 percent of the golf course market in that country.

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Lofts Seed Inc. has awarded \$1,000 scholarships to seven graduate students in turfgrass science at Rutgers University in New Brunswick, N.J.

Recipients are Jane Breen, Leslie Rickert Campbell, Melodee Kemp, Kathi Hoffman Knight, Karen Plumley, Suichang Sun, and Margaret Waters.

The awards, presented at the 1989 New Jersey Turfgrass Expo by Lofts chairman Jon Loft, mark the seventh consecutive year of a program honoring Peter Selmer Loft.

In December, Lofts announced a long-term contract with American Golf Corp., to be the management firm's exclusive turfgrass supplier. AGC owns or manages about 110 golf courses across the U.S.

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Ransomes Inc. has appointed Thomas Stuart as vice president of engineering. Stuart held a similar position with Blackhawk Automotive, a division of Applied Power in Milwaukee.

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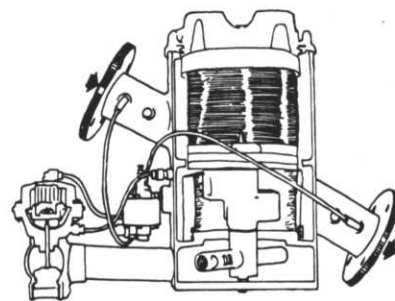
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