

President honors Jacobsen for exports

Jacobsen Division of Textron was honored by President George Bush for its export success during a recent ceremony at the White House. The company received the U.S. Commerce Department's "E Star" Award for outstanding export sales.

In accepting the award, Jacobsen President Robert Reid credited increased emphasis on overseas markets, spearheaded by the company's international operations department, and a strong network of foreign of foreign distributors for making the award possible.

"We have been responsive to the needs of international markets, supplying our customers with quality turf products," Reid said. "We have a very competent group of distributors throughout the world, and we've been able to benefit from the growing worldwide interest in turf care in general and golf in particular. These factors are helping Jacobsen experience strong international sales growth."

The "E Star" is given to companies which already have received the Commerce

Jacobsen
Textron
President
Robert
Reid
receives
the E-Star
Award
from
President
Bush with
U.S. Trade
Representative
Carla Hills
looking on



Department's "E Award," which Jacobsen won in 1974 for export sales of consumer lawn and garden equipment.

Jacobsen now manufactures only professional turf equipment for golf courses, parks, sports fields and other large turf areas.

Mike Young Designs names first VP

Mike Young Designs/Turf Mark Golf Services of Watkinsville, Ga., has named Tracy Meeks, former superintendent at Berkeley Hills CC in Norcross, Ga., as the firm's first vice president.



Tracy Meeks

Meeks, who holds a B.A. in turfgrass maintenance from the University of Georgia, will oversee day-to-day operation of the company's

golf course construction projects.

Before moving to Berkeley Hills, Meeks had been assistant superintendent at Cherokee CC in Atlanta, where he was involved with the construction of a nine-hole addition to the club's 18-hole layout.

Lofts taps A&M grad to head new facility

The former assistant to Dr. Milton Engelke at Texas A&M University's turfgrass breeding research project in Dallas has been named to head the new Lofts Seed research facility near Albany, Ore.

Dr. Virginia Lehman, who completed her doctoral studies at Texas A&M earlier this year, earned her master's degree from the University of Idaho, specializing in turfgrass breeding and seed production.

Lofts also operates a re-

Turf Industry Roundup

Companies doing business with golf course superintendents in Florida are invited to submit their news releases to *The Florida Green*, c/o Janlark Communications, 1206 Kimberle Court, Auburndale, FL 33823. We cannot accept items for this section over the telephone.

search facility in New Jersey.

Ciba-Geigy picks turf manager

Bernd Druebbisch is the new product manager for herbicides with Ciba-Geigy's turf and ornamental products group. He will be responsible for the company's Pennant herbicide, a control for yellow nutsedge and other weeds.

Before joining the turf and ornamental division, Druebbisch was product manager for Ridomil, an agricultural fungicide. He managed the product in Africa and Asia.

Druebbisch moves from Ciba-Geigy's worldwide headquarters in Basel, Switzerland, to the the company's U.S. headquarters in Greensboro, N.C.



Fuller Tresca, Jr., right, and Jacobsen President Robert Reid

PGA Show moves to Friday-Monday

The PGA Merchandise Show will change to a Friday-Monday format next year, Jan. 25-28, at the Orange County Convention / Civic Center in Orlando.

The four-day, Friday-Monday pattern will be maintained through the year 2000 except in 1993, when a scheduling conflict forces a return to the Saturday-Tuesday format.

The format switch was made to reduce the time exhibitors must spend away from the office and to allow all attendees to take advantage of more cost-effective airline prices.

"Member-Only Day" has been reduced to the first four and a half hours of the show on Friday, from 8:30 a.m. to 1 p.m.



Turf students from all over the country at Jacobsen's annual seminar

Tresca named Top Performer

Tresca Industries of Jacksonville and Orlando was honored by the Jacobsen Division of Textron with the manufacturer's Top Performer Award for 1989 at the GCSAA Convention and Show in Orlando last February.

Florida supt. talks at Jake seminar

Tom Alex, superintendent at Grand Cypress Resort in Orlando, was one of the faculty members for the 23rd annual Jacobsen College Student Seminar at the company's headquarters in Racine, Wis.

The seminar brought together 36 students from turf programs throughout North America and two students from the United Kingdom.

Students heard lectures on subjects ranging from budget preparation to employee training to environmental management.

"I talked about a little bit of everything," said Alex, whose lecture was entitled, "The Daily Pressures of Maintaining a Golf Course."

"The neatest thing about the session was the final afternoon session when they put all the speakers on a panel and let the students fire questions for three hours.

"The whole seminar is kind of neat. I'd go back if they asked. Any superintendent should be delighted to be asked. Those kids were the cream of the crop—I came back with a couple of resumes.

"I'm surprised other manufacturers don't do the same thing."