

Turf Industry Roundup

Marketing to Golf Course Facilities" is the title and topic of a seminar sponsored by *Golf Course News* Sept. 16-17 at Oak Brook Hills Hotel and Resort near Chicago.

The program will focus on the market needs of golf facilities and the development of market strategies to meet those needs.

Seminar topics will include trend data on the growth and changes in golf facilities; buying habits of golf course market segments including superintendents, developers and builders, and management company decision-makers; international marketing; successful green marketing; and result-oriented sales.

The program is designed for CEOs, sales/marketing vice presidents and directors, sales managers, and marketing communication managers in companies that offer products and services for golf course facilities.

Contact United Publications, 207-846-0600 for more information.

The Travelers has added protection against environmental damage caused by pesticide application to its PGA Edge customized coverage for golf courses and country clubs. The program is available to any

facility employing at least one member of the PGA of America.

The coverage, available in all states, protects against bodily injury and property damage claims resulting from pesticide application.

The PGA Edge program also covers building building ordinances, computers, bridges, sprinkler systems, signs, greens and golf cars.

The Toro Co. has filed a lawsuit against Fuqua Industries, Inc., doing business as Snapper Power Equipment. The lawsuit charges that Fuqua's use of the word "Recycling" and other variations of the word "recycle" in advertising infringes on Toro's Recycler trademark.

"Toro's action... is not an attempt to prevent traditional uses of the terms recycle(s), recycling, etc., in connection with the reprocessing of glass, plastic, aluminum, etc.," says a company news release.

Lesco, Inc. announced earnings of \$1.7 million on record sales of \$41.6 million in the second quarter ended May 31. The sales were up nearly 20 percent from the same period last year but the earnings were down slightly from the record \$1.9 million earned last year during the same quarter.

Lesco Chairman James I. FitzGibbon attributed the lower profit margins to competitive pressures.

The company announced an annual dividend of 8 cents per common share payable July 9, up a penny from last year.

Sales increased in each of the company's product lines—fertilizers, turf protection products, seed, and turfcare equipment — and in all four sales groups: golf course sales representatives, stores serving commercial lawncare operators, lawn service sales representatives and telemarketing.

F. Leon Herron, Jr., retired chairman and president of O.M. Scott & Sons, Inc. has been elected to the board of directors of Lesco.

Herron joined Scott in 1965, was elected president the following year and chairman in 1971. He held both offices until he retired in 1983.

Hertz Equipment Rental Corp. is now offering a rental purchase program that requires no down payment and enables the customer to build up to 90 percent equity.

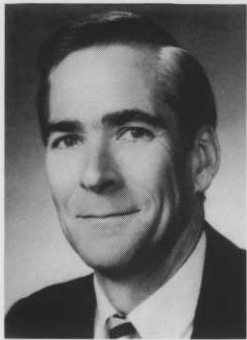
Dean Wagoner of Orlando has been appointed Rain Bird Sales contractor sales specialist for Florida. A Florida native,

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Companies doing business with golf course superintendents in Florida are invited to submit their news releases to *The Florida Green*, c/o Janlark Communications, P.O. Box 336, Auburndale, FL 33823.



Ornamental grasses and wildflowers were in abundance at Lofts Seed Inc.'s 15th annual Field Day at the company's research facility in Bound Brook, N.J.



Busam



Wagoner



Dauterive



Freudenthaler

Wagoner joined Rain Bird in 1987 and most recently served as the company's South Florida district manager.

Other personnel changes at Rain Bird include the promotions of Frank Busam to vice president for quality, Kris Freudenthaler to director of human resources, and Pamela Kratzer to advertising assistant.

Drew Lillie has been named regional marketing supervisor

for Monsanto's residential products division. A graduate of the University of Florida, Lillie will manage distributor relationships in Arkansas, Louisiana, New Mexico, Oklahoma and Texas. Patrick Quinn is a new marketing specialist for the residential products division. He will work out of the company's world headquarters in St. Louis.

Donald F. Myers has joined

Nor-Am Chemical Co. as project manager for developing products for use on field crops, turf and ornamentals. He comes to Nor-Am from Maag Agrochemicals in Vero Beach, where he was manager of wood protection research.

Joining Nor-Am as a group leader for method development is Lee Williams, a native of Immokalee; Brian N. Meyer, senior chemist for environmental sciences; Kent Rupprecht,

metabolism chemist for environmental sciences; Mark Christ, aquatic biologist, environmental sciences; and Christopher Leake, group leader, environmental sciences.

Tammy Dauterive has joined Sunbelt Marketing Services in Mount Dora as account executive. She formerly was marketing manager for the Florida Foliage Association. Sunbelt specializes marketing and advertising services for the horticultural and advertising industries.

Enviro-Gro Technologies, a wastewater residuals management firm based in Lancaster, Pa., has opened a product marketing division for a line of packaged commercial and re-

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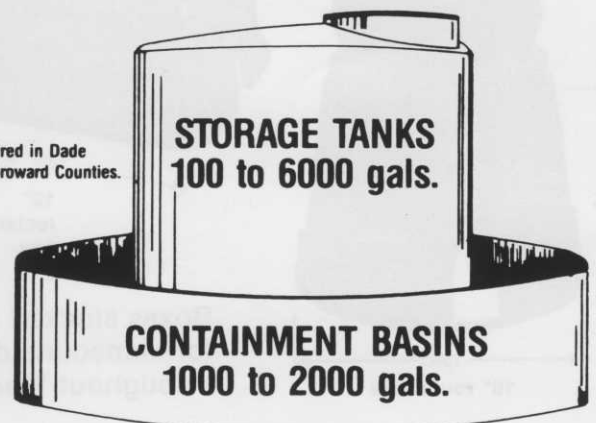
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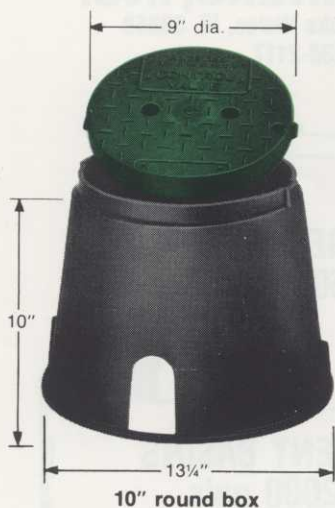


Control boxes for turf irrigation systems

Plymouth irrigation boxes are made of a strong, tough thermoplastic material especially suitable for underground use. They're lighter in weight, easier to handle and less brittle than cast iron or concrete boxes. And, the covers feature molded-in green color to blend-in-with rather than stick-out-of your turf. Rectangular boxes have snap locking covers; 10" round boxes have twist lock covers; and 6" round boxes have snap fitting covers. All boxes nest for simplified storage. AMETEK, Plymouth Products Division, 502 Indiana Avenue, Sheboygan, WI 53081, Phone: 414-457-9435, FAX: 414-457-6652.

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SUPPLY SIDE



Reference Library

Architect List — The American Society of Golf Course Architects membership list, including mailing address and telephone number, is available free with SASE from the ASGCA, 221 N. LaSalle St. Chicago, IL 60601.

Environmental Video — The GC-SAA has produced a 14-minute video, "Links With Nature: Golf Courses and the Environment." The video is designed to show the public that a well-managed golf course can be an ecological asset for a community. Price is \$20 for members, \$30 for nonmembers, including shipping and handling. Call GCSAA membership department, 913-832-4480 to order.

Tree Tips — A 32-page, four-color brochure describing the proper techniques for tree felling and limbing is available free from Husqvarna Forest & Garden Co., 907 W. Irving Park Rd., Itasca, IL 60143; phone 708-773-2777.

tail products that should be ready by fall. The company is best known for its patented ESP pelletization process for drying sewage sludge.

Ciba-Geigy has released its nematode-based larvacide, Exhibit.

The nematodes are third-stage infective juveniles (*Steinernema carpocapsae*, strain 25) that aggressively seek out and parasitize target pests. The juveniles carry a bacteria (*Xenorhabdus* spp.) that is lethal to undesirable insects.

The nematode's life cycle begins when it enters a target pest through a body opening and releases its bacteria directly into the blood system of the host, which dies within 48 hours.

The nematodes develop into adults and reproduce new juveniles which seek out a new host. If they cannot find one within 14 days, they die.

Exhibit controls fungus gnats black vine weevils, strawberry root weevils and surface feeders such as billbugs, cutworms and sod webworms.