

Turf Industry Roundup

McLaughlin named general manager of NuCrane Machinery

After a two-year foray into the plant nutrition field, former FTGA President **M.J. McLaughlin** has returned to the turf machinery industry as general manager for NuCrane Machinery, based in Coral Gables.

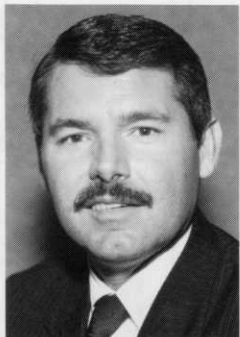
McLaughlin, who brings 18 years of turf machinery experience to NuCrane, hopes to develop long-term relationships with his clients, "valuing customer input in the areas of management practices and development decisions," according to a company news release.

McLaughlin's team of sales and service professionals includes **Kent Busser**, controller of product support; **Gerry Millholen**, **Dick Bessire**, **Jon Gowen** and **Drew Hager**.

"The primary focus for NuCrane will be to change the perception clients have of dealing with machinery companies," McLaughlin said. "Working with a company, no matter what field they represent, should be a pleasant experience — even a fun experience — not a dreaded one.

"Our philosophy is to make sure that clients feel comfortable with our service and find dealing with NuCrane a positive experience."

NuCrane recently was named exclusive John Deere Golf and Turf distributor for South Florida and Palm Springs, Calif. In addition to its Coral Gables headquarters, NuCrane has three Florida locations: Riviera Beach, Sanford and Fort Myers.



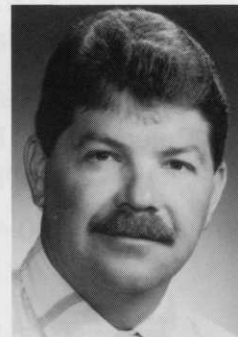
McLaughlin



Shook



Picasso



Harvey

Vigoro Industries has named two territory managers for its Winter Haven-based Specialty Products Division. **Matthew D. Shook** will manage Central Florida and **Gary McElvaney** will expand the company's customer base in the Southwest and Southeast. Shook joins Vigoro from Chain of Lakes Groves, where he was production manager. He will work out of the Division office. McElvaney, previously sales manager for Chemical & Turf Specialty Co. and a past president of the Texas Turfgrass Association, will serve his territory from Austin, Tex.

Jacklin Seed Co. has tapped **Gustavo Picasso** to help the firm expand its international market. A native of Argentina and a graduate of the University of Buenos Aires as an agronomy engineer, Picasso will specialize in export sales of turf and forage grass to Central and South American countries, southern Europe, the Mediterranean and the Middle East.

Excel Industries has named **Pifer, Inc.** in Jupiter as an authorized factory-direct dealer for southeast Florida. The Kansas manufacturer of commercial mowers also announced a new corporate logo.

The **Golf Course Superintendents Association of America** has named former HBO account executive **Patricia McCarthy** as director of administration for the 10,800-member organization.

The GCSAA also has named **Pat Jones**, formerly director of communications, to head a new department to support development efforts for its scholarship and research fund. "GCSAA has been providing funds for turfgrass research grants and student scholarships for more than 35 years, but the demands are growing and our board has made development one of its top priorities," said John M. Schilling, GCSAA executive director. "Dedicating full-time staff to this effort is evidence of GCSAA's commitment to providing the scientific knowledge and educational resources the professional superintendents of the future will need." Among the projects under consideration is the

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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.

establishment of research centers on new or existing golf courses.

Monsanto has appointed **Jim R. Neal** as brands director to oversee marketing and brand development activities for the residential Roundup product line.

Rain Bird Sales has named three national managers and two in Florida. **Mike Catalano** returns as product manager for the Golf Division and **Tony Matlock** is the new quality manager in that division; **Rick Davis** is national specifications sales manager. **Clayton Harvey** is Golf Division product applications engineer in Tampa and **Sharon L. Carothers** is the new Contractor Division district manager for Florida Lawn Line accounts, based in Orlando.

James Beard of Texas A&M University will keynote the annual **FTGA Conference and Show** Oct. 13-16 at the Prime F. Osborn Convention Center in Jacksonville.

More than 200 exhibitors from the U.S., Canada and England will take part in the trade show Oct. 14-15. Admission will be free the second day.

On Monday, the association's annual meeting and election of officers will be combined with the traditional awards luncheon, always highlighted with the presentation of the association's highest award, the Wreath of Grass.

Presentation of research reports and hands-on workshops will fill the education schedule on Monday and Wednesday while concurrent education sessions will run all day Tuesday.

Pre-conference social events on Sunday include the annual Research Golf Tournament, this time conducted over two courses, and the barbecue.

Contact the FTGA at 800-882-6721 for more information.

The FGCSA will sponsor a **GCSAA Seminar** on negotiating at the Bay Hill Club in Orlando Nov. 8. The GCSAA will award 0.7 CEUs for successful completion of the session, the only official GCSAA seminar in Florida this year.

"How to get what you want from the people who have it," is the operating theme of the one-day seminar conducted by Charles F. "Chuck" Palmer.

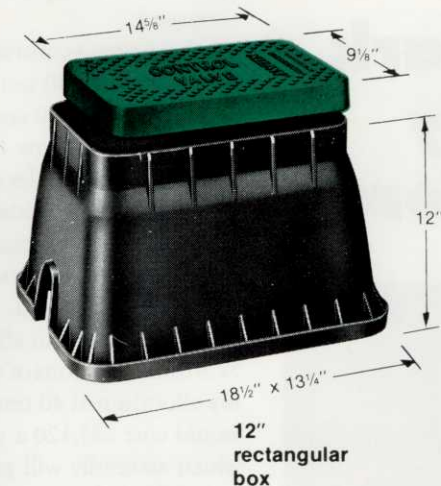
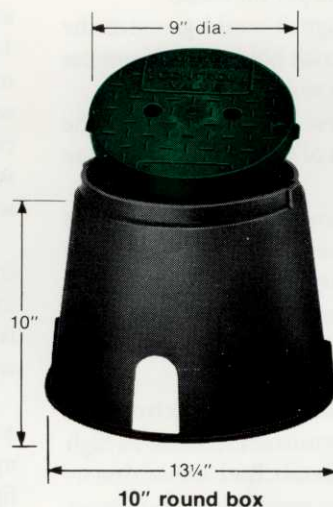
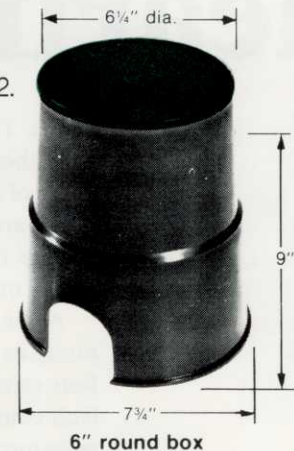
Control boxes for turf irrigation systems

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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