

## ON THE MOVE

### Club Car appoints Rivers v-p

Cary H. Rivers has been promoted from national sales manager of direct sales to vice president of sales and marketing with Club Car Inc. of Augusta, Ga.

Club Car President George Inman, announcing the promotion, cited Rivers' work with the company since 1978 and described him as a "confident leader."

Rivers, who joined Club Car as a sales representative in 1978 in the East Florida Branch, moved to Orlando, Fla., to open a branch there in 1982. In 1984 he moved to Augusta in his national sales manager post.

Rivers attended Seminole Junior College and graduated from Florida State University. He was head golf professional for clubs in Florida and North Carolina for six years before joining Club Car.

### Bergen heads PGM team

Paul Bergen of Atlanta has been named president of Professional Golf Management of Destin, Fla., a consulting and management firm also involved in buying and operating golf course properties.

Among Professional Golf Management's clients are developments in Georgia and Florida, as well as Osborn Properties of Birmingham, Ala.

Bergen was formerly vice president of operations at Reynolds Plantation in Greensboro, Ga., a 4,000-acre residential resort community with more than 26 miles of shoreline on Lake Oconee.

Reynolds has retained the services of Professional Golf Management and Bergen will remain involved in its ongoing operation and future development.

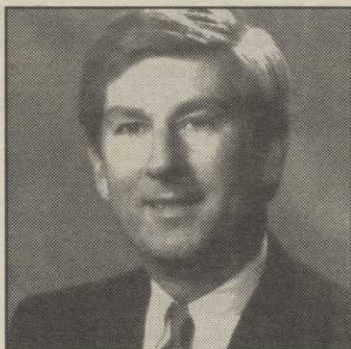
Bergen worked 13 years with Sandestin Beach Resort in Destin as director of golf, director of sports and resort manager. His experience in the golf management field also includes work with Chase Manhattan Real Estate Investment Trust, and Paul Underhill and Associates of New York.

### Wolf from moves to new resort

Bruce Wolf from, who was course superintendent at Barton Hills in Ann Arbor, Mich., for 20 years, has been hired as superintendent at a resort course being constructed outside Gaylord, Mich.

Wolf from will begin Jan. 1 at the facility which is being built by Sylvan Resort owner Harry Melling and is expected to open in 1992.

Wolf from left Barton Hills to build a course near Ann Arbor, but he said investors dropped the project because of wetlands problems.



Cary H. Rivers

## Ciba-Geigy expands staff with line

Ciba-Geigy has added 10 new positions in the turf and ornamental products division in an effort to increase customer service with an expanded product line.

"We entered the turf and ornamental market three years ago with the promise of strong support and a dedicated staff," said Bill Liles, director of the division. "The people we've added to our group provide us with a leadership position for the future."

Two former turf and ornamental sales representatives — Dave Warman and Jose Milan — have

moved to headquarters in Greensboro, N.C., Warman as area sales manager for the southern region and Milan as a member of the marketing staff.

Nick Angelucci, Rick Grant, Chip Houmes and Steve Rezac have moved from the crop chemicals group to turf and ornamental as sales representatives. Don Spier, formerly with Turf Products Ltd., and Don Wilson, from ChemLawn Services Corp., have joined Ciba-Geigy's sales staff as well.

The additions have meant realigning regions for the eight exist-

ing sales representatives.

In addition, Liles said Dr. Don Taylor has been named a senior technical support specialist in the Southeast and Dr. Lisa Lemke has been appointed a technical support representative for the Northeast — both reporting to Dr. Doug Houseworth, technical support manager.

Taylor has been with Ciba-Geigy for 21 years, 13 as a senior scientist in field research in the crop chemicals group. Lemke joins the group from American Cyanamid, where she was a research entomologist.



## Jacobsen promotes Whitehead, Pettifer

Jacobsen Division of Textron has named Ron Pettifer its regional sales manager for turf products in the Midwest sales zone and Wayne Whitehead its national sales manager in commercial products.

Pettifer is responsible for servicing Jacobsen turf distributors in Illinois, Indiana, Michigan, Missouri, Ohio and Wisconsin. He joined the

company in 1985, serving as a dealer sales manager for commercial products and later as national sales manager in commercial products.

Whitehead is responsible for the promotion and sale of Jacobsen commercial equipment throughout North America. He previously served as the company's dealer sales manager in New England and the Middle Atlantic states.

## Hope Plantation names Ritchie super

Michael F. Ritchie has been named superintendent at the new Hope Plantation country club community south of Charleston, S.C.

Ritchie, 27, joined Hope Plantation earlier this year to help oversee construction, planting and grow-in of the course, which opened in November.

"I think this is going to be a very challenging golf course," Ritchie said of the 6,843-yard, par-72 layout designed by Clyde Johnston.

"Every day, the course is going to be different, depending on the

wind and the way we set it up.

"We can set this course up to extremely difficult if we want to, or we can set it up to be playable and enjoyable. But either way, it's going to be challenging."

Ritchie, who holds a bachelor's degree in agronomy from Texas A&M University, served two years as assistant superintendent at Shady Oaks Country Club in Fort Worth, Texas, and was a sales representative for a major turf and irrigation equipment manufacturer and a real-estate salesperson specializing in coastal golf properties.

The Fayetteville, N.Y. native is a member of the Golf Course Superintendents Association of America and the Carolina Golf Course Superintendents Association.

## Video Magazines hires Morris

A pair of USGA employees have joined Video Magazines International, a new home cassette production company formed by ABC Sports and Jack Nicklaus Productions.

John Morris, the USGA's director of communications since 1981, has been named president of the new company. Michael Dann, manager of the USGA's Associates Program since 1983, will become vice president of advertising and marketing.

Headquartered in Liberty Corner, N.J., VMI will produce video magazines for home cassette use. The company's first magazine will be "Wide World of Golf," which will have its first issue in January.

A 1963 graduate of Penn State University, Morris began his career as golf writer for the Baltimore Sun. He also served as sports information director at the University of Delaware for six years and at Penn State for nine years.

Dann, a 1971 graduate of the University of Illinois, also received a masters degree and played on the Illini golf team. He worked for a variety of golf publications before joining the USGA staff. He was also director of public relations for Pinehurst, Inc. (1979-81) and served as executive director and tournament director for the World Golf Hall of Fame (1981-82).

## Dossey joins FMC in sales

Farmers Marketing Corp. of Phoenix, Ariz., has appointed Brenda Dossey to its sales and marketing staff.

Dossey holds a bachelor's degree in agronomy and plant genetics from the University of Arizona and has done graduate studies.

She has worked as owner/manager at Grand Canyon Seed Brokerage of Chandler, Ariz., and worked with Valley Seed Co. of Phoenix.

She will be responsible for special projects as well as sales and marketing at FMC.

## Barcelona joins Germain's

Tracy Barcelona, former area manager with Agricultural Pest Control, has joined Germain's, Inc.'s turf seed sales staff in charge of the Southern California region.

Barcelona will work with golf courses, landscape contractors and municipality industries.

He has served as turf specialist/sales with Target Specialty Products and as sales representative with B. Hayman Co.

Barcelona holds a bachelor's degree from California State Polytechnic University in Pomona.

## Here's what Dan Nordell hits the slopes with each winter

Steep slopes and winter rain used to make mowing tough for superintendent Dan Nordell. No more. Now, a John Deere 3325 Professional Turf Mower mows fairways at the Contra Costa Country Club outside Oakland, Calif. And Nordell and his members have all noticed the difference.

"The weight transfer system on the 3325 is a big help in the winter when the ground gets wet," says Nordell. "You just flip a switch and keep right on mowing. We demo'd the 3325 along with three other fairway mowers on some of our bigger hills before we bought one. Some of the other units couldn't even climb them.

"Since then, we've put over 700 hours on the 3325 and it's done a beautiful job. It's faster than other mowers, and I like the single lever lift of all five reels for cross-cutting. Our members have noticed, and commented, about the improvement in our fairways."

Talk to your John Deere distributor today for more information on all we have to offer. Or write John Deere, Dept. 956, Moline, IL for free literature. We know, like Dan Nordell, you're going to like what you see.



A John Deere 3325 Professional Turf Mower handles all the fairway mowing at the Contra Costa Country Club outside Oakland, Calif.



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