

## Deere consolidating lawn, grounds outfits

Deere & Company of Moline, Ill., announced that a portion of the company's lawn and grounds equipment operations will be consolidated at a new location in Raleigh, N. C.

The Raleigh operations will serve as the sales and administrative center for the company's independent lawn and grounds care equipment dealers.

Administrative responsibility for Deere's lawn and grounds care equipment operation in the U. S. has been spread among five sales branch offices.

Under the new plan, the Raleigh office will assume responsibility for the company's independent consumer products dealers, while the five branch offices will continue to support the company's combination agriculture and lawn and grounds care equipment dealers.

"Deere & Company's record of success and growth in the consumer products business has been most encouraging," according to Mark C. Rostvold, Deere's vice president, consumer products. "Now, the centralization in Raleigh of our independent consumer products dealer organization will allow us to

### Lofts Seed shows research sites, shares expertise

In response to increased interest in ornamental grasses, Lofts Seed Inc. recently held a field day seminar to display its ornamental research and growing areas in Martinsville, N.J.

Lofts' Research Director and Vice President Dr. Richard Hurley and horticulturist Chris Rauch described the characteristics of the numerous varieties. In addition, agronomist Marie Pompei discussed the use of wildflowers to complement ornamental grasses.

There are good reasons for the renewed interest in ornamental grasses, say Lofts experts. Many varieties offer varied texture, form, color and flowers from spring to fall. There are ornamental grass varieties for sun, drought and wet conditions.

They can be used along ponds or pools, as hedges, in meadows, on golf courses and other formal or informal landscapes. Ornamental grasses complement perennials and evergreens, and are especially dramatic when planted in mass, Lofts officials said.

The ecological value of ornamental grasses lies in their minimal need for maintenance. And, unlike many other plants, they're not palatable to deer, they said.

### Elsewhere...

**Honda Power Equipment** has moved its headquarters cross-country to a new 40,000-square-foot facility in Duluth, Ga. Sales operations spokesman Steve Bailey said the new location is nearer the firm's manufacturing plant in North Carolina and research and development operations in Ohio than were the Gardena, Calif., offices.

**David Jensen Associates**, a land use planning and market analysis firm in Denver, Colo., has relocated its Cherry Creek office to South Parker Road in Denver. DJA's new address is 1451 South Parker Road, Denver, Colo. 80231; 303-369-7369.

**Seed Research of Oregon** has obtained for SR 4100 perennial ryegrass, SR 3000 hard fescue, and SR 1020 creeping bentgrass. SR 4100 is an improved perennial ryegrass that has performed well in the 1989 National Turfgrass Evaluation Program. SR 4100 is an endophyte containing ryegrass that will produce a dark green, fine textured, dense turf that can tolerate cutting heights as low as one half-inch.

capitalize even more effectively on the opportunities we see in the 1990's for this business."

The office is expected to begin operations in the spring of 1991, and should be in full operation by October. The Raleigh office will eventually employ about 100 persons, some transfers from current Deere sales branch locations. About 100 field sales personnel also will report to the Raleigh office.

John Deere produces and markets North America's broadest line of mowers and other equipment for homeowners and commercial users, including tractors, turf care equipment and a wide variety of other outdoor power products.

## BUSINESS NEWS

### Clubmaster Software merges with Mini Business Systems

Clubmaster Software System of Ft. Lauderdale, Fla., publisher of Clubmaster Golf Course and Country Club Software, has merged with Mini Business Systems, Inc.

Timothy J. Thomas, president of MBS headquartered in Southbury, Conn., and John F. Mervis and Fred R. Register of Clubmaster Software Systems of North Lauderdale joined forces to create MBS Clubmaster.

This merger will provide Clubmaster Software with the international distribution and support through the other three Mini Business System offices and the over 50 MBS dealers of MBS's Profi'C Business Series throughout North America and Europe.

Mervis said, "This will give the users ... of the Clubmaster Software both local and national support."

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