

Rain Bird's expansion means promotions

Golf Division on the move

With the golf boom extending into the 1990s, the Golf Division of Rain Bird Sales, Inc., has expanded to meet the growing needs of superintendents, irrigation consultants, contractors and architects.

Rain Bird has promoted Ed Shoemaker to the position of vice president/general manager in order to oversee the sales, marketing, engineering and manufacturing operations of the Golf Division.

The home office in Glendora, Calif., has also brought Steve Christie on board as director of sales and marketing.

Six new field sales and service positions have been established as well.

Rod McWhirter has been named national golf specification manager and has begun working directly with architects, designers and irrigation consultants across the country.

Four new golf sales managers are Alan Clark, Shawn Connors, Dave Ferron and Jim Schumacher, with sales responsibilities in the Northeast, Southwest, Northwest/Rocky Mountains, and Southeast, respectively.

The Golf Division has also created a golf service manager position to provide service support in the Northeast/Atlantic Seaboard area.

Shoemaker brings more than 30 years of irrigation and business experience to his post. He previously was Golf Division vice president responsible for the firm's domestic sales and marketing efforts.

Prior to joining the division in 1985, he served as the director of sales and marketing for Rain Bird's Turf Division.

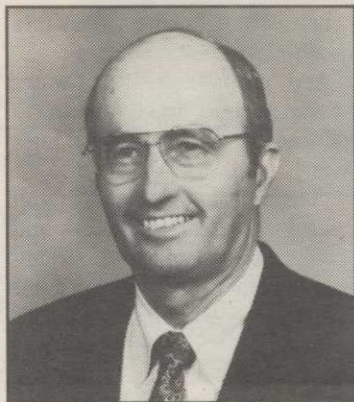
Christie has 15 years of golf course and turf irrigation experience.

He will direct the company's newly expanded field sales and service staff as well as direct the new product development activities and coordinate the maintenance and technical support of the current product line.

Christie was assistant superintendent at Broadmoor Country Club in Indiana before becoming a salesman for the local Rain Bird golf distributor.

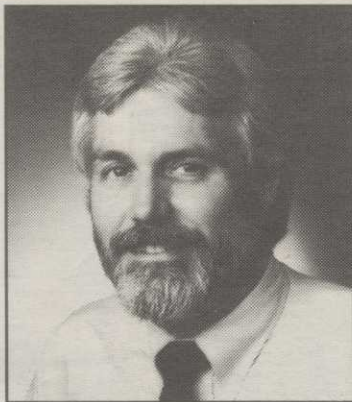
McWhirter, who has more than 20 years experience in the golf business, was an assistant superintendent and an irrigation contractor before joining the company. At Rain Bird he has been a golf irrigation designer, district manager for the agriculture and turf markets, regional sales manager for the Turf Division, and Western golf manager.

Connors worked as superintendent for Arrowhead Country Club in Glendale, Ariz., before moving on to Rain Bird and serving as product application engineer in the desert Southwest and Texas.



Ed Shoemaker

Ferron was product application engineer in the Pacific Northwest, Rocky Mountain region and Great



Steve Christie

Plains states prior to this appointment. He spent several years working

in the landscape and irrigation contracting business in the Northwest.

Before joining Rain Bird, Clark worked as superintendent at Medina (Ohio) Country Club and at Ridge Top Golf Club in Medina.

Schumacher served as the agronomist for the city of Huntsville, Ala., before becoming Huntsville deputy director of parks in 1984.

He is a certified golf course superintendent and has managed two courses in Alabama.

Rain Bird is one of the world's leading manufacturers of irrigation equipment.

Gilbert leaves PGA for post in marketing

Former Professional Golf Association marketing director Edward N. Gilbert was recently named senior vice president of account services for Robinson, Yesawich and Pepperdine, Inc., a full-service agency serving the hospitality, travel and leisure industries.

Gilbert, 38, will be responsible for supervising all marketing and advertising account services for the Maitland, Fla.-based firm.

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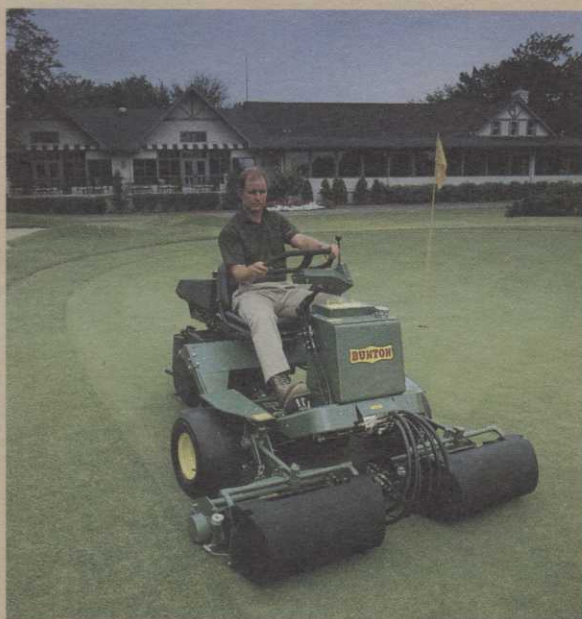
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