

## BUSINESS NEWS

### Sauey honored

Columbia ParCar's chairman, W.R. Sauey, has been chosen "Master Entrepreneur" by Ernst and Young — an accounting, tax and consulting firm in Milwaukee, Wis.

Chosen by a panel of 10 Wisconsin business people, Sauey was one of four entrepreneur award winners who were honored.

Sauey was selected as a Master Entrepreneur (an award not given before) because, the panel said: "After 44 years of entrepreneurial activity, William Sauey could easily hang up his entrepreneurial hat and admire his track record but, because this isn't his style, we honor him with the master entrepreneur award."

Sauey is chairman of the Nordic Group of Companies, Ltd., a holding group of eight companies that have combined annual sales in excess of \$120 million and employ 1,300 people.

Columbia ParCar Corp. is part of the Nordic Group.

Sauey started his first company, Flambeau Plastic and Machine Co., in 1948 with a loan of \$1,500.

His award places him as a nominee for national recognition in Inc. Magazine's 1990 national entrepreneurial awards program. Winners will be announced in the January 1991 issue.

### Teledyne sells N. American sales rights

Teledyne Total Power will sell to Ruggerini Motori S.P.A. and Deutz Corp., the North American distribution rights for those Ruggerini models that Teledyne has marketed since 1986 as its Wisconsin "R" Series of air-cooled diesels.

According to Teledyne and Ruggerini executives, the purchase agreement is part of a general restructuring of Ruggerini Motori S.P.A.'s worldwide marketing and distribution programs.

Distribution of the engines and support services will be transferred to Ruggerini during a transition period that was scheduled to be completed by Sept. 1.

Officials have already begun efforts to contact all affected parties, and have expressed confidence that both Teledyne and OEMS currently using the Ruggerini models will continue to have full service and warranty support and protection. Teledyne will continue to be involved in certain government procurements now in process beyond that point.

Jay Peck, Teledyne vice president of sales and marketing, said, "This agreement in no way indicates that Teledyne does not fully intend to maintain a position of strength in the air-cooled diesel engine market."



W.R. Sauey

## Grace-Sierra opens fertilizer plant in South Carolina

Grace-Sierra Horticultural Products Co. has opened a manufacturing and distribution plant in North Charleston, S.C.

Operations will be dedicated to coating controlled-release fertilizers with an organic-based resin.

Both the fertilizer and the resin will be manufactured at other facilities.

Situated on a 6.3-acre site, the facility is the company's first plant on the East Coast dedicated to controlled-release fertilizers. Grace-Sierra has other controlled-

release fertilizer manufacturing and distribution centers in Milpitas, Calif., and Heerlen, The Netherlands.

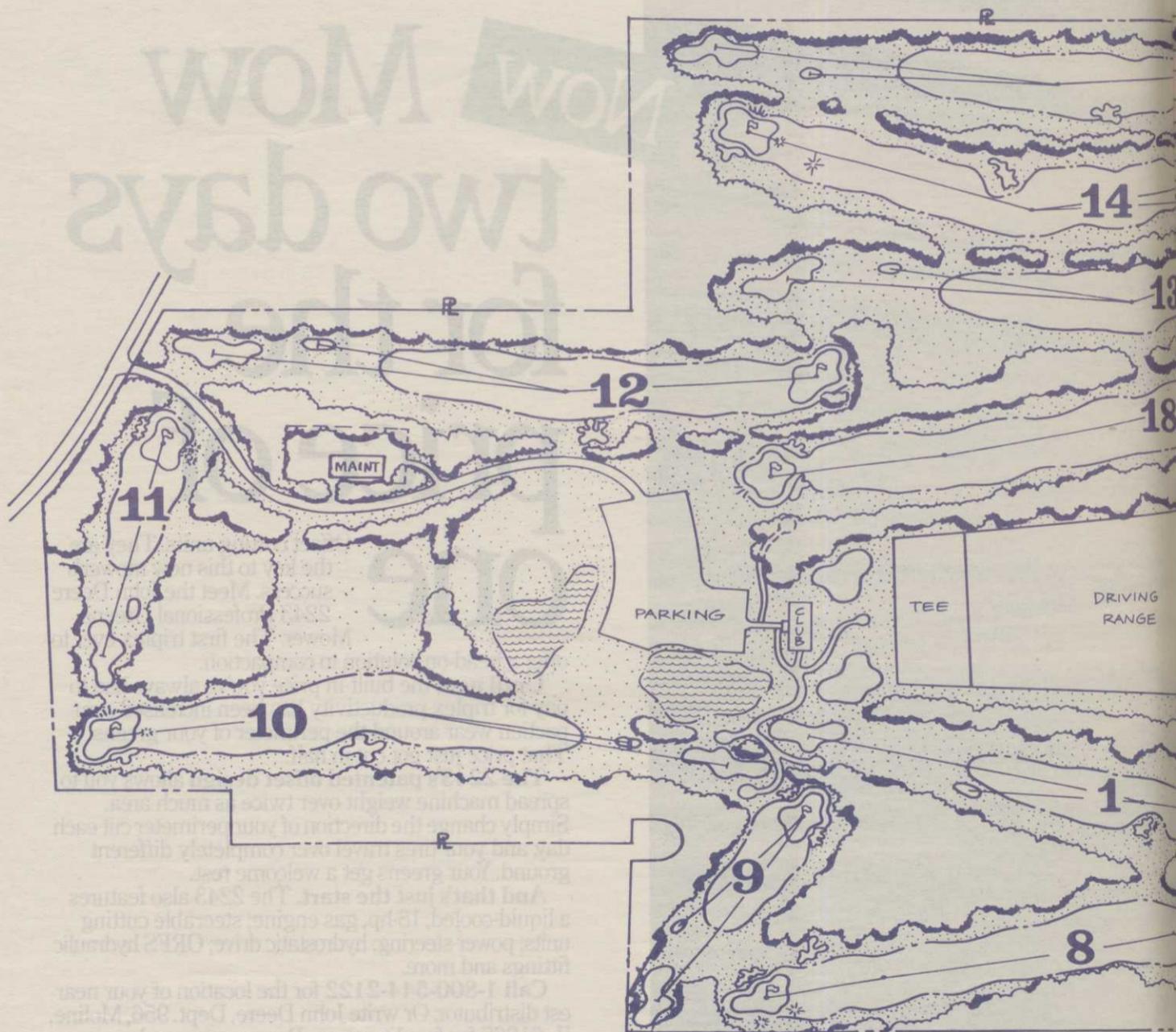
The company markets fertilizers to commercial growers, nurseries, garden centers and consumers throughout the United States, Europe and the Pacific Basin.

"We are delighted to announce the expansion of our controlled-release fertilizer operations to the East Coast," said President Jay Rossi. "This new facility signifi-

cantly expands Grace-Sierra's production capabilities to meet the growing demand for Osmocote by growers based on the East Coast."

North Charleston Mayor John E. Bourne Jr. welcomed the company, saying, "We are delighted that our community was selected as the site for this important Grace-Sierra facility."

Grace-Sierra Horticultural Products Co. was formed in 1989 by the merger of W.R. Grace & Co. and Sierra Chemical Co.



## You've designed the ultimate floor

Compared to all the work that goes into building a golf course these days, choosing the seed and fertilizer is simple.

You simply choose the proven, the failsafe, the best. Scotts® HD Starter® Fertilizer and PennPals\* bentgrass seed.

HD (for high density) Starter Fertilizer gives new seedlings everything they need, except sunshine and water. It provides controlled-release nitrogen in proper balance with readily-available phosphorus and potassium

to promote vigorous seedling growth and root development. And its homogenous, free flowing, high density particles provide even distribution of required nutrients.

You don't have to worry about it burning or quitting early, either. HD Starter uses a readily-available phosphorus source (monoammonium phosphate) to stimulate rapid response and safely transform newly seeded areas into thick, attractive turf. While controlled-release nitrogen assures sustained, vigorous top growth.