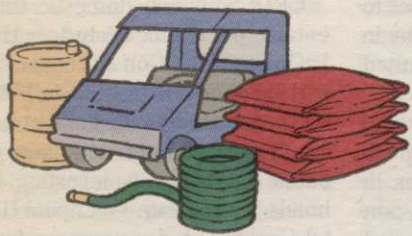


## Briefs



## WILLIAMS &amp; MACDONALD PROMOTED

NEW HAVEN, Conn. — ROOTSinc has named Wayne E. Williams vice president for the Southern region and Randall J. MacDonald regional sales manager for the Mid-Atlantic and East Central states.

Working out of a new regional sales office in Hilton Head, S.C., Williams will be in charge of a region covering the Carolinas, Georgia and Florida west to Texas.

Williams had been in charge of sales at the New Haven office since July 1988.

Williams is a graduate of Boston University and brings extensive experience. He was with Thompson-Hayward Chemical Co. for 18 years, the last eight as national accounts manager. He also spent 14 years with Hubbard-Hall Chemical Co., seven as regional sales manager.

MacDonald is responsible for distributor relations, sales and sales training from New York, New Jersey, Maryland and Virginia west to Indiana and Michigan.

He has been the technical representative of ROOTSinc in the Mid-Atlantic states since March 1989. Before that he was a district manager with the Davey Tree Co. He holds a degree in forestry from Paul Smith College.



Wayne Williams

## BAREBO HONORS DISTRIBUTORS

LAS VEGAS, Nev. — Barebo, Inc. honored its top distributors on Feb. 10 and presented support materials for its new products — the Concept, line of floating surface spray aerators and the Triton, a horizontal aspirating mixer.

Chicago Turf & Irrigation was honored as Distributor of the Year, while Carlyle Co. was named International Distributor of the Year, AMS Pump & Irrigation Most Improved Distributor, Virginia Turf & Irrigation Rookie of the Year, and Reinders Brothers, Inc., Service Center of the Year.

Cited as outstanding distributors for each quarter of 1990 were Storr Tractor for the first quarter, Simpson Norton of Las Vegas for the second, Tieco for the third and Smith Turf & Irrigation for the fourth.

## MOBAY TO OFFER DYLOX 62 GRANULAR

KANSAS CITY, Mo. — Mobay Specialty Products Group has bought the federal registrations to the production and sale of trichlorifon from Kaw Valley, Inc., Leavenworth, Kan.

Prior to the acquisition, Mobay offered an 80-percent soluble powder, DYLOX. Mobay now can offer to the turf care professional under the Mobay label both the 80-percent soluble powder and DYLOX 6.2 granular.



Exhibitors Daniel Beck, center, and Roger Parson, right, at the CMAA Annual Conference in Dallas

## CMAA exhibitors generally optimistic about golf's future

By Peter Blais

General optimism regarding the private club industry's economic future describes the mood of exhibitors at March's Club Managers Association of America Conference and Exhibition in Dallas.

Many suppliers said business was continuing to grow at a record clip, despite the recession gripping much of the country. Others said business was at least as good as in the past. A few, while happy with the present, expressed doubts about the future.

"The recession hasn't affected us at all," said Daniel Beck, president of Spirited Tastings Inc. which conducts formal tastings of quality liquors for members of private clubs. "We've been doing this for eight years and we're as busy as we want to be."

"It's very important for us to be at this show. Most of our business is with private clubs. This is the best way for us to meet managers from across the country and let them know what we do."

A pair of golf car manufacturers were simi-

larly upbeat.

"Our business is running 20 to 25 percent ahead of last year," said Ben Sherwood, director of sales and marketing with Columbia ParCar. "The golf course business seems to be reasonably recession-proof."

Added Club Car National Sales Manager Larry Sundberg: "Interest has been excellent. We haven't noticed the recession affecting our business anywhere in the country. This has been our best year ever."

Computer software companies are being attracted to the private club market in record numbers as the industry moves into the high-tech arena.

"I'm surprised at the number of computer houses here," said Larry O'Connor, a partner with Fastech Software. "There were five listed here last year. There must be at least 20 (22 actually) this time."

"The recession has actually helped our business. With the market squeezed, clubs want to know where their money is going

Continued on page 49

## Lebanon Turf promotes four product managers

LEBANON, Pa. — Paul Mengle, manager of marketing and sales for Lebanon Turf Products, a division of Lebanon Chemical Corp., announced the promotion of four product group managers.

"These four men bring nearly 50 years of combined product experience to our management team," Mengle said in announcing the promotions of Paul Grosh, Harry Mathis, Ed Price and Randy Rogers as product group managers.

Grosh and Rogers will concentrate on the Country Club brand of products for professional and golf course use.

Mathis will be responsible for marketing the Greenskeeper and Lebanon Pro line of

products to the lawn care and landscaping segments.

Price will coordinate development of the Green Gold, Turf Master, WonderGro and private label lines for the retail/consumer over-the-counter market.

Grosh joined Lebanon in October 1987 as a sales representative. He most recently served as sales manager of Lebanon's Middle and South Atlantic Sales Division. Grosh holds a bachelor's degree in botany from Ohio Wesleyan University.

Mathis joined the turf products division in July 1981 as a territory sales representative. He became manager of the Northeast Division in November 1983. Mathis earned a

degree in business administration and environmental studies from Ramapo College of New Jersey.

Price started with the company in 1976, serving as a sales coordinator. He was promoted to manager of the Middle and South Atlantic Division in 1981 and to manager of private label national accounts in 1988. Price has an associate's degree from Brandywine College.

Rogers joined Lebanon in 1978, serving as a territory sales manager in its mid-West Division. He was promoted to manager of the Western Division in 1981. Rogers earned a degree in turfgrass and business management from Michigan State University.

## Gardner named executive VP of sales for LESCO

CLEVELAND, Ohio — Philip R. Gardner has been named executive vice president of sales for LESCO, Inc.

The company markets primarily through golf course sales representatives, who operate tractor trailer "stores-on-wheels," service centers in 16 states, plus lawn care, equipment and fertilizer specialists, and telemarketing representatives. LESCO will expand its efforts in each of these areas this

year under Gardner's leadership.

Gardner said the firm will increase the number of golf course sales territories and expand its telemarketing operations.

"We have a new distribution center in Charlotte, N.C., that will improve our service in the mid-Southeast, and our equipment manufacturing and fertilizer blending facilities are operating at very high levels of efficiency and quality," the new vice president

said.

Gardner joined LESCO in 1975 as a golf course sales representative. He also served as a regional sales manager, fertilizer and plant warehouse manager, and, most recently, vice president of the lawn service sales division.

He is a member of the Ohio Turfgrass Association, Florida Turfgrass Association, and Professional Lawn Care Association of America.

## Smith receives Echo's Master Service Award

LAKE ZURICH, Ill. — Bob Smith of the C.J. Smith Co. in Jersey City, N.J., received the Master Service Award at Echo Inc.'s recent seventh annual service manager's conference and training session held in this Illinois city.

Smith won the company's top performance award for his overall commitment to service support for Echo products.

Echo recognized other service managers from among its North American distributors.

John Boehler of PMA Outdoor Equipment in St. Charles, Ill., received the 1989 Service Excellence Award for exceptional support of Echo's Technical Field Service Schools and training programs.

George Hassan of Rahr Sales, Inc., in Forest, Ohio, was named outstanding service manager of the year among the more than 25 Echo distributors in recognition of the exceptional product service support he and his organization provided.

Service is one of the areas where Echo, Inc., places a great deal of emphasis each year, according to Ken Andersen, vice president of product service, and the company takes pride in the records these individuals have achieved.

Echo annually honors a newcomer who has stepped forward and shown his leadership abilities. The 1989 Rookie of the Year honor went to Alan Tate of Outdoor Equipment Distributors, in Raleigh, N.C.

Along with developing an in-depth training program, Echo recognizes its distributor service managers who train in their territories.

Recipients of the 1989 product service trainer awards are Brian Chick of Golden Eagle Distributing in West Sacramento, Calif.; Dave Greineder of Lawn Equipment Parts Co. in Landisville, Pa.

John Boehler of PMA Outdoor Equipment; Quentin Gunther of Power Equipment Distributors in Baton Rouge, La.; George Hassan of Rahr Sales.

Sandy Minotti of RKB Enterprises in Elmira, N.Y.; and Kevin Fox of Sooner Distributors in Oklahoma City, Okla.

## Seed Research honors Parrish

Seed Research of Oregon, Inc. has presented its annual International and a Domestic Marketing awards.

The Domestic Award was presented to John Parrish of Turf and Garden in Chesapeake, Va., a division of Todd Farm Equipment, Inc.

Kenko Commerce & Co., Ltd. in Tokyo, Japan, won the Excellence in International Marketing award.

## Exhibitors

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week by week rather than month by month. Computers help them do that. We've had record sales the past five months."

As in any recession, upscale markets seem to better weather economic downturns.

"We've gotten 20 bonafide leads here. That's very good. A single order could run \$30,000 to \$40,000—which would more than cover our costs in coming here," said Eric Lake, national account sales manager with Royal Doulton, manufacturers of high-end and customized tableware.

Some suppliers were more guarded about the show and the economic future.

"We're doing pretty well," said Bill Bartlett, a regional representative with Unisen, manufacturers of treadmills and other exercise equipment. "We have kind of mixed emotions about the show. Many clubs want to put in a fitness component, and treadmills are a hot item. A lot of people tell me they aren't doing anything immediately, but they're thinking about it. They want to check with their members first."

Paul Simmons, national account sales manager with Anheuser Busch Inc., said interest at the show was better than expected. "Our business has been pretty good," he added. "There's been a lot of interest in O'Douls (a no-alcohol beer). We've done the show for five years. There seem to be more exhibits and better attendance this year. The country clubs seem pretty optimistic."

While the number of exhibitors was up from the Orlando (Fla.) show a year ago, the number of conference attendees was off slightly, according to conference organizer G. Mead Grady.

"There seemed to be more interest a year ago at Orlando," said John E. Sirny of Sirny Architects, a clubhouse architectural firm located in Minneapolis. "Some areas have fallen off but they've generally been replaced by others. People have things they want to implement, but in a lot of cases it's one or two years from now."

While expecting a good 1991, Treeform Lockers President Bill Richardson was also somewhat pessimistic about the future. "The inertia of the past few years will carry us through this year," he said. "Next year we'll probably see some pressure because of the lack of new construction. Remodelings will probably slow down, too. I expect my industry to slow down some."

## Hunter Industries recognizes its top 20 national distributors

COLORADO SPRINGS, Colo. — Hunter Industries' Top 20 Distributors for 1990 were presented at a recent national sales conference here.

Hunter Director of Sales Chuck Huston introduced each of the 20 honorees during a general meeting that attracted more than 500 participants.

Awards that recognized the distributors' outstanding sales and marketing achievements were presented by partner Richard Hunter.

Among the award winners were

Dick Wheelock of Sprinkler World of Arizona in Phoenix and the California firms of William Hayes Sr. of Automatic Rain Co. in Menlo Park.

Mark Davidson of Coast Irrigation Supply in Westlake Village; Jim Head Sr. of Coast Turf & Utility Supply in Anaheim; Archie Humphries of Hydro-Scape Products in San Diego.

Campbell Wilson of Normac Inc. in North Highlands and Ray York of Ewing Irrigation Products in San Leandro.

Others were Dick Griebe of

Western Pipe and Supply in Boulder, Colo.; Larry Oliva of Atlantic Irrigation Specialties in Holly Hill, Fla.

Fred Tannler of Florida Irrigation Supply in Orlando; Ernie Hodas of Century Rain Aid in Madison Heights, Mich.; Tim O'Connor of P&H Warehouse in Plymouth, Minn.

Also, Bill Koonz Sr. of Koonz Irrigation Supply in Springfield, N.J.; Vinny Keaveny and Joe Santacroce of East Coast Sprinkler Supply in Baldwin, N.Y.

Taylor Ramsey and Cliff Thorne

of United Pipe and Supply Co. in Eugene, Ore.; David Trammel of Baron Supply Co. in Anthony, Texas.

Jim Wickham of Wickham Supply Inc. in Carrollton, Texas; Craig Berlin of Z Waterworks in Stafford, Texas.

Paul Woodman, Tom Glines and Jim Winterbourne of Evergreen Pacific Supply Inc. in Bellevue, Wash.; and Mike Rippe and Dick Hacker of United Pipe & Supply Co. in Spokane, Wash.

Hunter manufactures turf products for the golf industry.

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