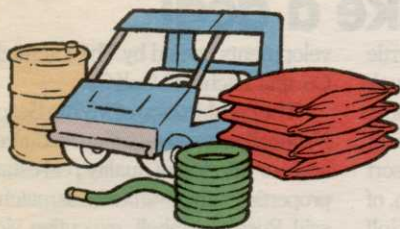


Briefs



ANDERSEN HEADS UP NASM

LAKE ZURICH, Ill. — Ken Andersen, vice president of product service for Echo, Inc., is the new president of the National Association of Service Management (NASM).



K. Andersen

NASM represents all aspects of the product service industry. It includes service professionals from the business equipment and appliance industries, as well as outdoor

power equipment.

Andersen has been president of NASM's Atlanta, Ga., and Chicago chapters, and also treasurer of the national organization.

AQUATROLS ADDS TECHNICAL REP

PENNSAUKEN, N.J. — Jim Ellis of Flint, Texas, has joined Aquatrols as technical sales representative.

A graduate of Tyler Junior College, Ellis has more than 15 years of experience in horticulture sales and customer service, representing a distributor and manufacturers.

Ellis will work with Aquatrols distributors and horticulture and turf professionals in a territory covering the South Central and Southwestern states and California.

FISCHER HEADS TURF SALES

MADISON, Ga. — Pennington Seed has promoted J. David Fischer to director of turfgrass and governmental sales and marketing, and named Russell Nicholson turfgrass agronomist.

Fischer has been with Pennington in several capacities of sales and marketing for five years. He will be responsible for marketing Pennington's growing line of specialty turfgrasses from the firm's new production and shipping facilities for cool-season turfgrasses in Lebanon, Ore., and the Cactus Seed Co. facility in Roll, Ariz., for Bermudagrass and other warm-season varieties.

Nicholson will be responsible for support and consultation to customers on the use of specialty turfgrasses. Nicholson has a degree in agronomy with more than 10 years of experience in the golf course and turfgrass industry.

KEARBY GETS REGIONAL POST

SAN MARCOS, Calif. — Mike Kearby has been named Hunter Industries regional golf sales manager.

Gard Crow, golf sales and marketing manager, said Kearby will coordinate the regional sales program of new Hunter golf course irrigation products, and will provide technical and educational support. He was formerly Hunter's district manager in Florida for three years.

Prior to his affiliation with Hunter, Kearby operated a landscape contracting business in Texas. He is a graduate of North Texas State University.

Cohen firm takes plunge into world golf course environmental obstacles

Late in 1983, Stuart Cohen, then with the Environmental Protection Agency, Washington, D. C., received a letter from Dr. Stuart Blauner of the Board of Health, Brewster, Mass.

"Our town is considering building a golf course," wrote Blauner. "We love golf and our drinking water. Can we have both?"

It was an intriguing inquiry.

Cohen since has become immersed in many golf course problems, has been prominent in many welcomed solutions featured by the widely-hailed Cape Cod Study, and recently with W. Kent Alkire II, Simi Valley, Calif., formed Environmental & Turf Services.

Alkire previously had been environmental consultant and Western regional agronomist for Jack Nicklaus Golf Service Co. Cohen is headquartered in Wheaton, Md.

Representatives of the four Massachusetts golf courses participating in the Cape Cod Study will be honored by the Golf Course Superintendents Association of America at Las Vegas, Nev.

Edwin Nash, superintendent at Bass River CC, South Yarmouth, one of the courses involved and a conference speaker, will make the presenta-

tions. Other courses to be cited are Falmouth CC, Hyannisport GC, and Eastward Ho!, Chatham.

GCSAA and Pat Jones, that organization's director of communications, also merit a bow.

"We of course realized the tremendous amount of time and study poured into this effort between late 1986 and 1989. EPA had come up a bit short in funding," explained Jones. "The study was complete. Writing the report remained. We paid Cohen to complete a very technical, thorough and comprehensive task. The study impacted upon the ecological system, and had brought extreme cooperation among the four golf courses. It was imperative we get out such knowledge and benefit all."

The Captain's Course, Brewster, is the end product of Cohen's link with golf. It's a very profitable operation at no risk to the environment.

Such result runs counter to Cohen's initial reaction to Blauner's contact. He was skeptical that high quality water and golf courses could co-exist without contamination danger in a vulnerable environment such as Cape Cod.

Cohen's new company will focus upon



Stuart Cohen

satisfying the needs of golf course superintendents and developers and imparting specialized knowledge. Cohen's background will be most helpful — 11 years with EPA, two in charge of its ground water section. He holds a Ph.D in

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Hunter Conservation Award presented to Cuyamaca prof

COLORADO SPRINGS, Colo. — Brad Monroe, Southern California college instructor and landscape designer, recently received the Edwin J. Hunter Conservation Award at the Hunter Industries' annual distributor meeting.

Monroe has directed the horticulture program at Cuyamaca College, El Cajon, Calif., for more than 10 years, and is an authority on landscape planning, irrigation system design and golf and sports turf management.

He introduced the first horticulture program at Cuyamaca and wrote the course curriculum. Under his tenure, the program has expanded to five majors and now offers a certificate and degree in landscape irrigation technology and golf and sports turf management.

Monroe belongs to the Golf Course Superintendents Association and the California Landscape Contractors Association, and is a member of the California Community College chancellor's advisory committee for agriculture and natural resources.



Cuyamaca College program coordinator and instructor Brad Monroe, left, receives the annual Edwin J. Hunter Conservation Award from Hunter Industry's founder, Ed Hunter.

Lesco opens new distribution center in North Carolina

Lesco Inc. has opened a regional distribution center/warehouse in Charlotte, N.C., to serve golf course and lawn care customers throughout the Mid-Atlantic states. The facility is 38,400 square feet with six loading docks, and is served by a rail spur.

Dave Alexovich, previously manager of purchasing in the Rocky River, Ohio, headquarters, is facility manager.

The center will stock fertilizers, turf and horticultural control products, seed, turfcare equipment, replacement parts and golf course accessories.

Irrigation Association president Emmerich foresees many changes

Robert Emmerich, National Golf Accounts Manager of The Toro Company, Riverside, Calif., is the new Irrigation Association president.

Emmerich, in a recent address to the membership, said: "We learned two years ago during the national drought that our industry is water, not just irrigation."

"We'll see more change in our industry the next 10 years from regulations and technology than it has seen since its inception. We'll have to be environmentally minded and externally oriented."



R. Emmerich

Emmerich's goals include increasing the organization's membership and revenue, and developing a strong water conservation program under the auspices of the IA Educational Foundation.

Emmerich first was elected to the IA board of directors in 1985. He was graduated from St. Norbert College, De Pere, Wis.