

## Agricultural engineers give award to Irrrometer

RIVERSIDE, Calif. — The Irrrometer Co., Inc. has received the American Society of Agricultural Engineers' "AE50" award for its new Watermark Four-Zone Moisture Control Panel, introduced in late 1989. A panel of nationwide engineering experts made the choice.

The "AE50" award is given to honor "outstanding innovations in product or systems technology." The Four-Zone Moisture Control Panel is based on the company's soil moisture sensor, and is used to interface this non-maintenance sensor with any standard 24-Volt AC automatic irrigation system

control.

It provides for precise irrigation scheduling based on actual soil moisture readings in the irrigated area. Benefits include reductions in water use, labor and maintenance as well as healthier turf and plants due to automatic control of soil moisture.

## Jacklin Seed initiates Green Seal of Quality program

POST FALLS, Idaho — Turf grass varieties with superior genetic characteristics and which diminish the impact on environment will bear Jacklin Seed Co.'s Green Seal of Quality.

New elevated seed analysis standards must be higher than certified, said Gayle Jacklin, company director of marketing.

Jacklin pointed out that superior genetic characteristics, higher seed

purity, germination and better disease resistance translate into fewer chemicals and less maintenance.

Jacklin Seed has facilities in five states and exports to 42 countries.

## Hydro-Scape tabs Robles for turf division award

Juan Robles, who normally works in golf sales "and was just helping out in the turf division" of Hydro-Scape Products Inc., was honored for exceptional sales effort.

Also recognized were Kevin Trefl and Doug Chilton.

Hydro-Scape is a single source distributor for major brands of irrigation and landscape supplies and has 12 branches in Southern California.

Robles, a 15-year employee, registered top sales in the turf irrigation division while covering San

Bernardino and parts of Orange County.

A recent staff addition, Trefl also was feted in the turf irrigation division. He formerly worked in the wholesale plumbing industry.

Chilton, whose territory covers south Orange County, worked out of the San Diego store while completing his college education. Upon graduation, he was promoted to full time outside sales.

## Companies report hirings, promotions

### Pickseed agronomist

TANGENT, Ore. — Donald J. Floyd, has been appointed research agronomist by Pickseed West, Inc.

Floyd, 32, who holds a master's degree from Oregon State University, brings extensive turfgrass breeding and research management experience to the Pickseed research program.

He will work with research director Dr. Jerry Pepin in developing cool-season turfgrass varieties, and will assume supervision of Pickseed West's Oak Knoll Research Farm, where an extensive collection of promising breeding material is available.

### National sales manager

LIONVILLE, Pa. — British American Marketing Services has appointed Vicki Perrin national sales manager for its line of teakwood outside and inside garden furniture.

Perrin is a graduate of Philadelphia College of Textile and Science with a bachelor of science degree.

### Melex field sales reps

RALEIGH, N.C. — Melex USA, Inc., a golf car manufacturer, has hired two new field sales representatives.

William "Carter" Gresham Jr., former general manager of a golf car and turf vehicle distributorship in Hurst, Texas, has been hired to cover Melex sales in Texas. Gresham will work out of Arlington.

Ray Wiezycki will work out of Tampa, Fla. He brings three years experience as a PGA Tour player and 24 years as a class A-1 PGA member. Recently he was with a Melex dealer in sales.

### Moyer sales rep

SODERTON, Pa. — Moyer & Son, Inc. has promoted Richard Shearman of Allentown to sales representative for the Specialty Fertilizer Division. He will cover southeastern New York, Long Island, southern Connecticut, New Jersey and north-eastern Pennsylvania.

Shearman has been in the lawn-care industry nine years. Prior to his promotion, he served as a commercial account representative in the Moyer & Son Lawn Care Division. He was also involved with management of his family's lawn and tree care company in south-eastern New York.

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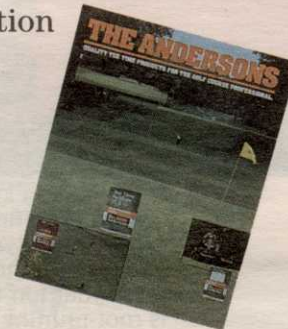
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