

## GCN marketing seminar scheduled for Sept.

YARMOUTH, Maine—Suppliers of products and services to the golf industry should plan to attend "Marketing to Golf Course Facilities."

The seminar, sponsored by *Golf Course News*, will be held Sept. 16-17 at Oak Brook Hills Hotel and Resort in Oak Brook, Ill.

The program will focus on the market needs of golf facilities and the development of market strategies to meet those needs.

Seminar topics will include trend data on the growth and changes in golf facilities; buying habits of golf course market segments, includ-

ing superintendents, developers, builders and management company decision-makers; international marketing; successful green marketing; and results-oriented sales.

According to *GCN* Publisher and Conference Chairman Charles von Brecht: "We at *Golf Course News* are uniquely positioned to develop this seminar for suppliers to the industry. Each month we're devoted to providing the latest information and coverage of golf course facilities."

The program is designed for CEOs, sales/marketing vice presidents and directors, sales manag-

ers, and marketing communication managers in companies offering products and services at golf course facilities.

The program is also aimed at advertising media directors or account representatives for producers of chemicals, commercial mowing equipment, golf course accessories, golf cars, utility vehicles, irrigation equipment, seed and sod. Distributors and other suppliers are also urged to attend.

For more information or to register call conference group manager Rebecca Quinlan at 207-846-0600.

## Kesterton named to Australian post

Philip Kesterton, an irrigation industry professional with more than 20 years' experience in international sales and service, has been appointed the Hunter Industries managing director for Australia and New Zealand.

He is based in Sydney, Australia.

Widely-acquainted with the expanding irrigation markets of Australia, Southeast Asia and the Pacific Rim, Kesterton will be responsible for the sales and technical support of all Hunter product lines, including residential and commercial

sprinklers and golf irrigation systems.

His association with Hunter Industries founder Ed Hunter goes back more than 30 years. In the 1960s, Hunter headed the Hoist-O-Matic sprinkler company, and Kesterton distributed Hoist-O-Matic products in Australia. Kesterton also was managing director for Toro Australia from 1974 to 1987.

Before joining Hunter, Kesterton completed a three-year sailing voyage of the South Pacific with wife Wendy.

## Southern Turf promotes Tew

NORCROSS, Ga.—Dr. Thomas L. Tew has been named general manager at Southern Turf Nurseries' Oahu, Hawaii, production farm.

Prior to joining Southern Turf, Tew was head of the plant pathology department experiment station for the Hawaiian Sugar Planters' Association. He has more than 20 years experience in various disciplines of agronomy and plant breeding and brings to Southern Turf extensive knowledge of agricultural production techniques in the Hawaiian region.

Tew received a bachelor's degree in agronomy from Brigham Young University, a master's degree in plant breeding, and a Ph.D. in plant breeding from the University of Minnesota.

Southern Turf Nurseries' Hawaii farm will offer a full line of products and services including the Tifway 419, Tifgreen 328 and Tifdwarf Bermudagrasses and Zoysiagrasses. All turf produced on the Hawaii farm will be Hawaii Certified Quality.

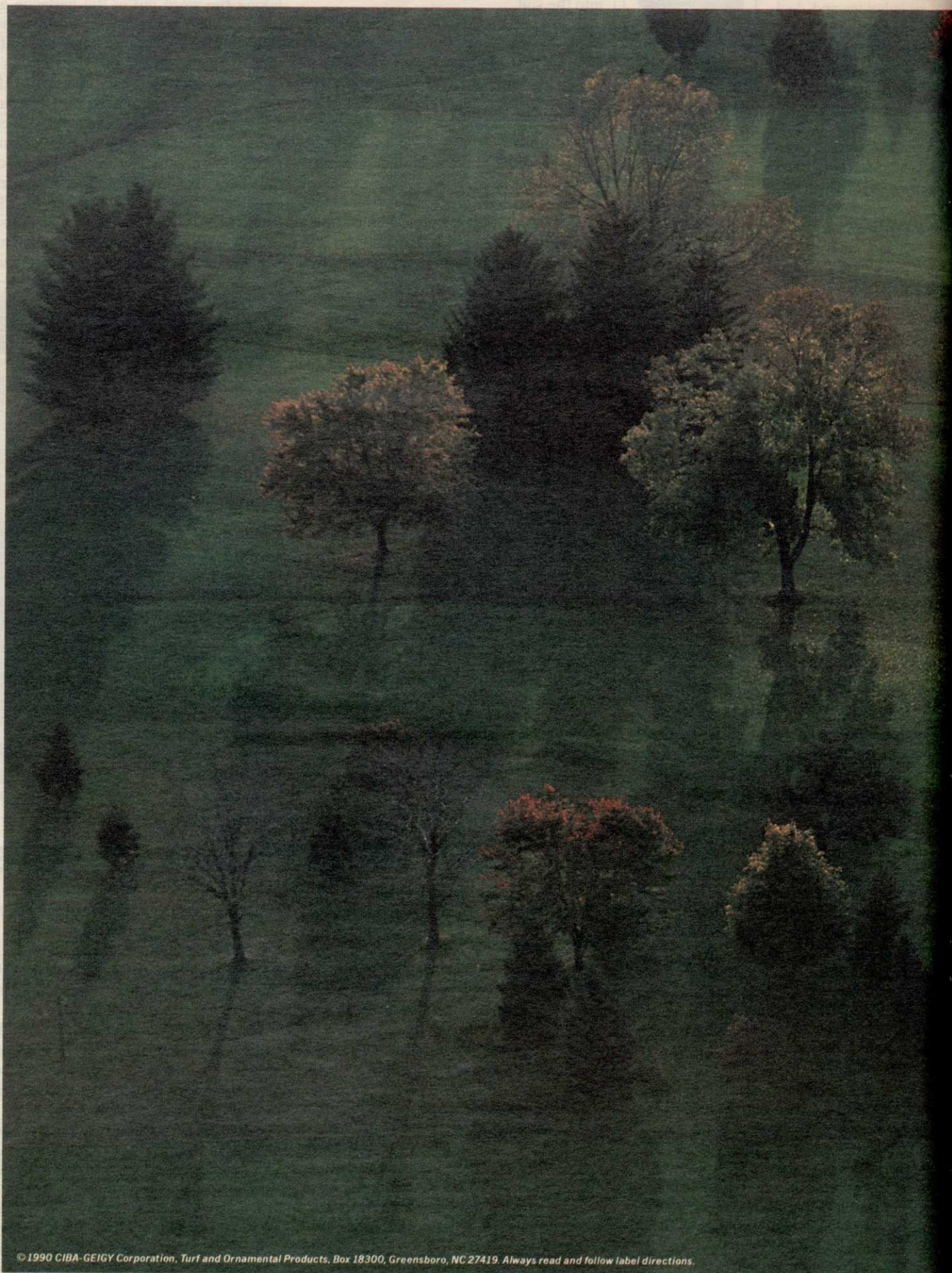
## Skorepa named new Mobay rep

Mobay Specialty Products Group has announced that Richard Skorepa is the new sales representative in Ohio, Kentucky and southern Michigan.

Skorepa worked in the Peace Corps in South America in agriculture and tropical cropping systems from 1974 through 1976 and received a bachelor's degree in agronomy from the University of Missouri in 1977. He went on to achieve his master's degree in plant pathology at MU in 1983.

Skorepa served at the University of Missouri Extension Office in Columbia, Mo., in the area of integrated pest management from 1980 to 1985. He was production manager for evergreen lawns in St. Louis from 1985 through 1986, and was an ornamental and turf pathologist for Horticultural Consultants in St. Louis from 1986 through 1987.

Skorepa went on to serve at The Brickman Group in the capacities of turf supervisor, chemical purchaser and estimator from 1988 to 1991.



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