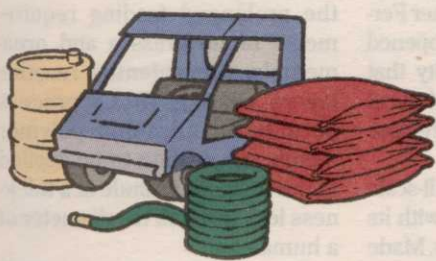


## Briefs



## LENIE PROMOTED AT RAIN BIRD

GLENDORA, Calif. — Dirk Lenie has been appointed managing director of sales and marketing for the Golf Division of Rain Bird Sales Inc., a manufacturer of irrigation products based here.

Lenie has been with Rain Bird for 11 years. He will be responsible for leading the marketing sales specification and service effort of the Golf Division.



Dirk Lenie

In addition, Bob Finkenbiner has been appointed product manager at the Rain Bird Golf Division and June Kubota has joined the Golf Division as a marketing assistant.

## BLUEGRASS GRANTED PROTECTION

TANGENT, Ore. — Pickseed West Inc. announced that Bronco Kentucky bluegrass has been granted Plant Variety Protection number 8900001 by the U.S. Department of Agriculture.

According to Pickseed's director of research, Dr. Jerry Pepin, Bronco is a unique bluegrass variety developed with the improved heat and drought tolerance, disease resistance, and rapid establishment necessary to perform well under the warmer conditions of the Transition Zone.

Bronco is also very cold tolerant and well-adapted to the traditional northern bluegrass areas, where it demonstrates early spring green-up characteristics, Pepin said.

## KALO TEAMS UP WITH M&amp;R

KANSAS CITY, Mo. — Kalo Inc. of Overland Park, Kan., has appointed M&R Specialty Sales Co. of Atlanta as a sales representative.

Included in the product line will be Hydro-Wet Turf Wetting Agent and Specialty Products sold to the turf and horticultural markets.

Chuck Champion, sales manager for Kalo, said Mike Jones and his organization will cover the states of Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee.

## MILES ADDS TWO

KANSAS CITY, Mo. — Stephanie Gotberg has joined the Agricultural Division of Miles Inc., as the Chicago-area sales representative for the division's line of specialty chemicals used in the commercial lawn and pest-control industries.

Humberto Lopez has joined Miles' AG Division as the southern California and Arizona-area sales representative.

The AG Division of Miles manufactures and sells four product lines: specialty chemicals, crop-protection chemicals, animal health products and consumer household products.

## HydroJect gets high marks from supers

## Water injection device aerates greens without interrupting play

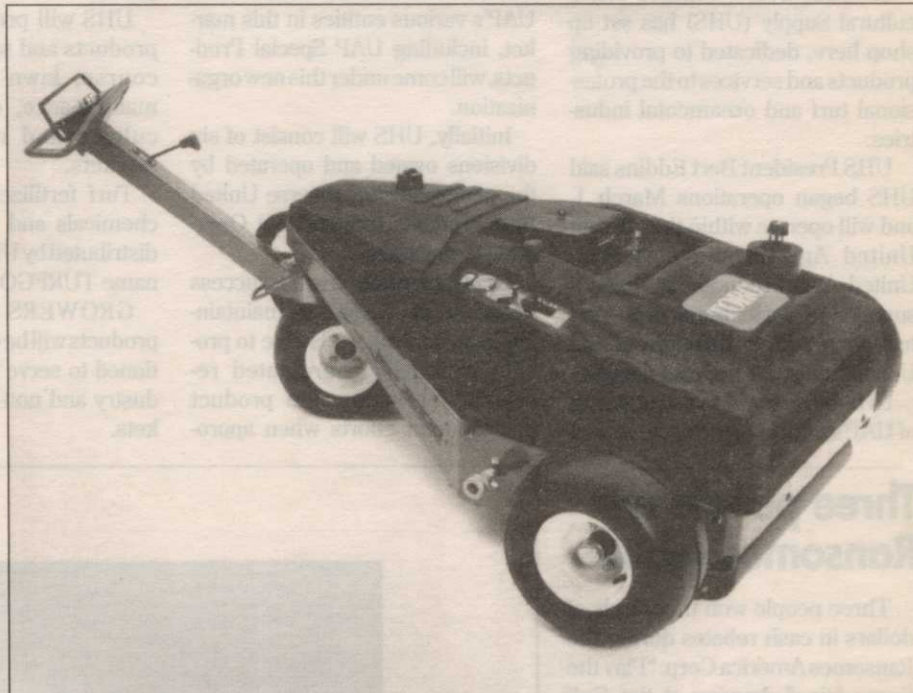
After a year of testing at golf courses the country over, superintendents give high marks for the breakthrough technology of the Toro HydroJect 3000.

The machine aerates by high-pressure streams of water, leaving no cores to clean up and preventing the need to shut down the course.

Superintendents have reported that while they once aerated nine holes every week.

Dale Kuehner, superintendent at Colony West Country Club in Florida, said the biggest advantage of using the HydroJect was savings. He said with traditional aeration play would drop off. The lost revenues was about \$10,000 a week. Last year he used the machine once a month throughout the year, then needed only one core aeration during the summer. So the HydroJect saved \$40,000 last year — "the biggest reason we bought the machine."

The machine's advantages were said to be playability at Dr. Harold F. (Chip) Howard's Sun City West, Ariz.; prevention of stress on the poa annua greens at Mike Heacock's American Golf Corp. courses in the Northeast and West Coast; cure for hydrophobic greens at Richard Eichner's Discovery Bay Country Club in California; doubled infiltration rates in one summer at Fred Biggers' Greenville (S.C.) Country Club; speed at Ray Avery's Quail Hollow Country Club in North Carolina; greater root depth at Lee McLemore's The Country Club of Birmingham (Ala.), Tom Werner's Colonial Country Club in Texas and John Katterheinrich's Interlachen Country Club in Minnesota.



Toro HydroJect 3000 aerator

## Toro takes its show on the road

The Toro Co. Commercial Products Division is taking its show on the road this year, showcasing its new turf vehicles line in what the company is calling a Rodeo.

Rick Cairns, Commercial Products Division marketing manager, said two semi-trailer trucks will tour the country from July through December, exhibiting the vehicles.

The trucks will start in the North and work south and west as the season progresses.

"Our main function is targeted at the (Cushman) Turf-Truckster market," Cairns said. "One strategy is to use both Cushman and Toro attachments. The only way superintendents will believe it's possible is to use it."

Cairns said the multi-purpose utility vehicles, with their three variations of engines, will tour with the classic attachments such as sprayer, top dresser and spreader — and "other special attachments we'll announce later."

## Seaton named chairman of Fertilizer Institute

ORLANDO, Fla. — Charles E. Seaton, senior vice president of Chicago-based Vigoro Corp., has been elected to a one-year term as chairman of The Fertilizer Institute. The election was conducted during the Institute's recent annual meeting, an event which drew more than 1,000 industry representatives to Orlando.

TFI members also tapped a vice chairman, Charles E. Childers, chairman/president and chief executive officer of the Potash Corp. in Saskatoon, Saskatchewan. Gary D. Myers of Washington, D.C., was re-elected president and chief staff officer for the Institute.

"Charlie Seaton's extensive business experience in the fertilizer industry will be a real asset to TFI during 1992," said Myers. "We will benefit from Charlie's knowledge and expertise."

Others elected to the executive committee were: Richard H. Block, president of Agrico Chemical Co. in New Orleans, La.; Fritz Corrigan, president of the fertilizer division at Minneapolis-based Cargill, Inc.; Robert W. Honse, executive vice president of agricultural operations for Farmland Industries, Inc. in Kansas City; William M. Imhoff, crops division manager for GROWMARK, Inc. of Bloomington, Ill.; Charles F. Merrill, group

vice president of agricultural products for Unocal Corp. in Los Angeles; and Allen C. Merritt, vice president of the fertilizer and chemical division for Gold Kist, Inc. in Atlanta.

Immediate past board chairman Charles R. Gibson, president of FirstMiss Fertilizer Inc. in Jackson, Miss., will serve as *ex-officio* member.

Other Washington staff officers who were re-elected: Ron Phillips, vice president, public affairs; Ford B. West, vice president, government relations; and P. Whitney Yelverton, vice president, administration and secretary/treasurer.

## GCN marketing seminar on tap

The seminar "Marketing to Golf Course Facilities," sponsored by *Golf Course News*, will be held Oct. 4-6 at Oak Brook Hills Hotel and Resort in Oak Brook, Ill.

The three-day program is targeted at golf facility product and service suppliers.

"The repeat of this successful program is due to the positive response from last year's attendees," said GCN Publisher and seminar Chairman Charles von Brecht. "This year's program will provide attendees with critical information to help them market their products and services."

The seminar will focus on market needs of golf facilities and development of market strategies to meet those needs. Topics will include trend data on growth and changes in golf facilities; buying habits of golf course decision makers; and a look at com-

prehensive marketing and results-oriented sales.

The program is designed for chief executive officers, sales/marketing vice presidents and directors, sales managers and marketing communication managers in companies offering products and services for 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 to golf course facilities are also urged to attend.

For more information on the conference call conference group manager Rebecca Quinlan at 207-846-0600.

## ProSelect honors representative

Jeff Bernfeld of Washingtonville, N.Y., recently received Pro Select's 1991 Outstanding Performance award.

During his first year as a Pro Select representative, Bernfeld greatly increased the sales and distribution of Pro Select's high performance Prism line in the greater New York metropolitan area.

Bernfeld was presented the award by Pro Select's national sales manager, Steve Miller, at the PGA show in Orlando.

"In a short period of time," Miller commented, "Jeff has distinguished himself as an outstanding representative for Pro Select. His commitment to product knowledge and developing customer loyalty will definitely pay dividends over time."