

Goldsmith selected new Cushman sales administration manager

Norm Goldsmith has been appointed sales administration manager at Cushman, according to an announcement by Doug McCormick, vice president of marketing for Ransomes America Corp.

Goldsmith will be responsible for administration of dealer sales order processing at Cushman, which will include expediting requests for factory customized vehicles.

He will also be involved in sales forecasting.

A Kansas native, Goldsmith earned a degree in business administration at Marymount College in Salina, Kan.

Goldsmith was a field manager for Deere and Co. for eight years and spent three years as the general manager of a Deere dealership.

Cushman is a subsidiary of Ransomes America Corp.



Norm Goldsmith

White named Lesco director

CLEVELAND — Charles B. "Bud" White has joined Lesco, Inc., as director of golf development, it was announced by Philip R. Gardiner, executive vice president of sales.

White will work with golf course owners, developers, builders, designers and architects in representing Lesco's product and equipment lines and technical services.

Prior to joining Lesco, White operated Total Turf Services, Inc., specializing in professional turfgrass consultation. He is a

long-time agronomist with the United States Golf Association's Green Section and, prior to founding his own company, was director of golf and landscape operations at the Harbor Club in Greensboro, Ga.

He previously served with Lesco as sales manager of fertilizer seed specialists.

Lesco's new director of golf development has a bachelor's degree in plant and soil science from Tennessee Technological University and a master's degree in horticulture from Clemson University.

Jacklin Seed Co. adds a Picasso

POST FALLS, Idaho — Gustavo Picasso has joined Jacklin Seed Co.'s International Marketing Department at company headquarters here.

A graduate of the University of Buenos Aires in Argentina, Picasso completed a six-year program as an agronomy engineer. In 1989, he spent five months training with Jacklin's, gaining experience in warehouse operations, research, production and marketing.

Prior to joining Jacklin, Picasso spent more than six years with Jose R. Picasso, S.A., a turf and forage grass production and marketing company in Argentina. He concentrated on warehouse management, computer programming, production and marketing.

Picasso will work with the international market, specializing in export sales of turf and forage grass to Central and South American countries, southern Europe, the Mediterranean and Middle Eastern countries.

Jacobsen chooses marketing head

RACINE, Wis. — Jacobsen Division of Textron has appointed F.H. Smitsdorff vice president of marketing. He is responsible for the company's product management, market planning, advertising, distribution and after market activities.

Smitsdorff joins Jacobsen after holding senior marketing positions with the Oldenburg Group, Inc., of Milwaukee, Wis. Previously, he served as vice president of international marketing for Garden Way, Inc. in Troy, N.Y., and vice president of marketing services for Bolens Corp. in Port Washington, Wis.

A graduate of the University of Wisconsin-Madison, Smitsdorff served as an officer in the U.S. Navy.

SISIS opens new West Coast office

SISIS, Inc., of Jacksonville, Fla., has opened a new office in Solvang, Calif.

Scott and Nancy Buley will assist with sales and inquiries regarding the SISIS range of golf and sports turf maintenance machinery. They can be contacted on 805-686-2730.

GOLF COURSE NEWS



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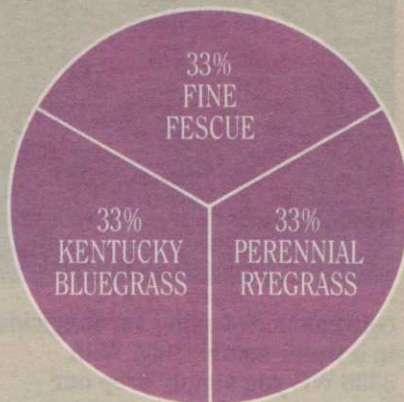
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