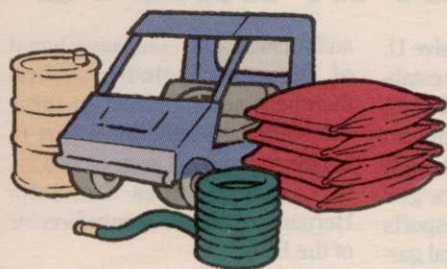


Briefs



COLUMBIA PARCAR APPOINTS TWO

DEERFIELD, Wis. — Appointment of two regional managers and a factory sales representative were announced by Columbia ParCar Corp.

Terry Dooley will be responsible for field management of golf car and industrial vehicle sales in the Midwest region, Frank Miscavage in a similar capacity in the Atlantic Coast region.

Chuck Pohlman has joined the company as factory sales representative.

Dooley worked in construction equipment sales management for such companies as International Harvester and Komatsu Inc. He resides in Chicago.

Miscavage, a resident of Turnersville, N.J., said he likes the challenge to continue in the area of dealer development, which has been his focus the past 15 years in the construction equipment business.

Pohlman has worked as territory and operations manager for Tiziani Golf Cars and Jordan Golf Cars in Madison. He resides in Sauk City.

TOCA CREATES NEW SCHOLARSHIP

MINNEAPOLIS — The Turf and Ornamental Communicators Association has created a scholarship program for students interested in green industry communications. College students entering either their junior or senior year by the fall of 1992 are eligible to apply for the \$1,000 scholarship.

Funding for the scholarship was provided by GIE Publishing and Edgell Communications Inc., publishers of green industry magazines.

TOCA, in its second year, will make the scholarship an annual award.

To qualify, students must have an overall grade point average of 2.5, with a 3.0 in their major field. More information is available by writing Den Gardner, executive director, 8500 Normandale Lake Blvd., Suite 1200, Bloomington, Minn. 55437.

ASPA CONVENTION SET

LAS VEGAS, Nev. — Special presentations on marketing, media relations and agronomic and business-related speakers will highlight the American Sod Producers Association's annual convention here, Feb. 5-7.

Conference events will be housed in Bally's Casino and Resort.

The enlarged exhibit will accommodate firms offering specialized products and services to turfgrass sod producers.

A session on water ordinances has been added with Harry Fahnestock of Western Turf speaking.

HARDY APPOINTED AT GREENSMIX

WAUPACA, Wis. — Greensmix President Christine Faulks has announced the appointment of Frank Hardy as Southeast regional sales manager.

Hardy brings 15 years of experience in the industrial sand, soil and turf industry.

Service school in session at Cushman

A new series of Factory Service School sessions are underway for mechanics who work on Cushman and Ryan equipment.

Sixteen five-day schools are being held at Cushman, beginning in mid-October and continuing through mid-March. Each class covers either turf, industrial, Ryan, or Front Line products. The sessions cover the entire Cushman/Ryan product lines, with weekly choices of either electric vehicles, air-cooled or liquid-cooled gas engine vehicles, mowers, or the full range of turf maintenance equipment.

The Cushman Service Schools are open to all maintenance personnel who work on Cushman and/or Ryan equipment, including dealer personnel and customer mechanics. Tuition for the five-day school is \$55. Students are responsible for their own meals and lodging as well as transportation to Lincoln, Neb. Lunches are furnished by Cushman during the school.

The training sessions are primarily hands-on instruction. All course materials, including manuals and service bulletins, are included in the tuition fee.

Customer maintenance personnel must register through their local Cushman/Ryan



Cushman factory service school session.

dealer. Class size is limited to 12 students for each session, so early registration is advised.

Cushman has conducted Service School training since 1964.

Details are available from Cushman and Ryan dealers, or prospective students may write: Service information Coordinator, Cushman Inc., P.O. Box 82409, Lincoln, Neb. 68501-9971; 402-475-9581.

RISE announces new board members

WASHINGTON, D.C. — Allen James, executive director of Responsible Industry for a Sound Environment, has announced new governing board members for 1991-1992.

Nominees elected to three-year terms are Ken Bakshi, general manager of vegetation/pest control ventures for American Cyanamid Co., Agricultural Division; Marvin Moore, national sales manager for Riverdale Chemical Co.; and Duane Hagert, specialty markets manager for Wilbur-Ellis Co., Brayton Division.

William H. Culpepper, commercial director of specialty products for DowElanco Co., will serve as board chairman.

Reviewing his challenge as chairman, Culpepper said, "RISE is now well established as the unifying voice of the non-agricultural

specialty pesticides industry. We will continue to educate the public and policymakers on the benefits of our products and will work diligently to overcome misleading information often disseminated by those opposed to the continued use of pesticides".

Peter Machin, general manager of The Andersons, Lawn Products Division, will be vice chairman and Ken Bakshi will serve as treasurer.

Other members continuing their service include:

- Dr. David Duncan, director of government affairs for Monsanto Agricultural Co.
- Allen Haws, manager of the specialty products group at Mobay Corp.
- Charles Nash, business manager of professional products for ICI Americas, Inc.

• Richard Stahl, vice president and general manager of The Scotts Co., Professional Business Group.

Bills Liles, director of the Turf and Ornamental Department at Ciba-Geigy Corp., served as chairman of the board last year and will continue to serve as an ex-officio, non-voting member of the governing board for one year.

RISE is the trade association created to address key issues affecting the specialty pesticides industry. Its membership consists of manufacturers, formulators, distributors and other industry leaders involved with specialty pesticides used in turf, ornamental, pest management, vegetation control and other non-agricultural applications.

Aquatrols names new president

PENNSAUKEN, N.J. — With founder and president Robert A. Moore retiring, the Aquatrols board of directors has named Tracy D. Moore as the new president.

Mr. Moore will continue serving as a part-time consultant to the R&D and Technical Service departments.

Ms. Moore has been with Aquatrols 10 years.

She started as bookkeeper, and was promoted to financial and human resources manager.

She has been responsible for implementing many of the administrative changes during the last decade.

Her previous responsibilities will be assumed by Patrick Holroyd, who has been with the company for eight years.

Ms. Moore has a bachelor's degree in economics. She also administers the business of the family farm and is treasurer and on the board of directors for the U.S. Pony Club Organization.

Meanwhile, Aquatrols has hired three technical sales representatives.

They are Ken Manser, Jim Turner and Chuck Doll.

Manser brings to Aquatrols more than 15 years of technical and practical sales experi-

ence in the turf, horticulture and agriculture industries.

Manser will represent Aquatrols' products from the Rocky Mountains westward. He is a graduate of Fresno State University. He resides in Bakersfield, Calif.

Turner has 15 years of sales, marketing, product management and technical service experience in the South-east.

He is a graduate of the University of Florida. He resides in Sarasota, Fla., and will cover the Southeastern United States for Aquatrols.

Doll comes to Aquatrols from one of the nation's largest producers of lawn and garden products bringing with him more than 20 years of experience in the turf and horticulture industries.

The new technical sales representative will represent Aquatrol's products in the Midwest.

Doll holds a master's degree from Central Michigan University and resides in Pittsburgh.



Tracy Moore

Marketing report offered by CGCM

Information about the growing golf course management industry is available in a marketing research report compiled by the Center for Golf Course Management.

The 1991 Buying Habits of Golf Course Superintendents Report features summarized information from CGCM's three previously released 1991 research reports and looks at maintenance trends in the golf course management industry.

Statistics on annual maintenance budgets, capital and maintenance expenditures, inventory analysis and average replacement intervals are included. The information is categorized by facility type and USGA region.

The report also features a section devoted to maintenance trends in the industry. Among the trends looked at are wetting agents, chemical packaging, water usage and single-task vs. multi-task equipment.

The Buying Habits of Golf Course Superintendents Report is available for \$185. Previously released reports are also available.

For more information on CGCM's 1991 marketing research reports, contact Robert Shively, director of marketing for CGCM and GCSAA, at 913-841-2240.