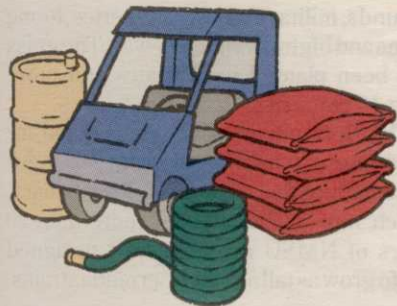


BRIEFS



HYNES JOINS KING TECHNOLOGY

ST. LOUIS — Mick Hynes has joined the marketing department at King Technology, Inc. With 12 years in the irrigation industry, Hynes will be responsible primarily for marketing King's irrigation products worldwide. Prior to coming on board at King, Hynes served as Canadian sales manager for Hardie Irrigation. He also served on the Urban Water Task Force at Texas A&M.

FOUNTAIN THE NEW SEACOAST REP

DAYTON, N.J. — Seacoast Laboratories, Inc., a provider of fertilizers and turfgrass seed, has announced the addition of Gerald B. Fountain as its representative to the golf course industry. A superintendent at Trenton Country Club since 1983, Fountain will be responsible for the sales and marketing of Seed Research Grass Seed and Twin Light "On Course" professional turf products. Fountain can be reached at 1-800-522-4769.

PROMOTIONS AT GARICK CORP.

The Garick Corporation, a Garfield Heights, Ohio-based landscape supply firm, has announced four promotions. Bob Kristoff, formerly customer response manager, has been named Midwest sales manager, while Joe Traudt has been appointed Southwestern sales manager. Steve Lendvay has been promoted to sales manager for northeastern Ohio, and Mike Gozelanczyk has been named general manager of the Horticultural Distribution Centers in Garfield Heights and Avon, Ohio.

SEED RESEARCH HONORS DISTRIBUTOR

CORVALLIS, Ore. — Seed Research of Oregon, Inc. recently presented its annual "International Marketing Excellence" award to Wright Stephenson & Co., N.S.W., Australia. Recipients are chosen from the Seed Research worldwide network of distributors. Paul Rea of Wright Stephenson accepted the award for his company's excellent job of marketing turfgrass varieties and supplying customers with valuable, technical information.

RUTKOWSKI TO HEAD TTIA

Jeff Rutkowski, special services supervisor at Environmental Care, Inc., was named President of the Texas Turf Irrigation Association, the primary educational resource for irrigation in the state. Certified in backflow prevention device testing, he focuses on water conservation, system uniformity and education. As an employee of ECI since 1982, Rutkowski supervises irrigation-related repair, installation, upgrading, estimating, design and consulting.

Lawn Institute to reestablish seal of approval

By MARK LESLIE

Indications are the Lawn Institute will resurrect its seal of approval for turfgrass seed.

Before the annual meeting Oct. 31, in Kansas City, Lawn Institute Executive Director Jim Brooks said: "I'm confident we will move ahead on the seal."

Once the seal of approval is given the go-ahead, the institute will write a new set of minimum standards for turfgrass seed. Brooks will try to get the seal on this season's crop, which will be packaged from November through January.

"We still have to massage the standards,"

'Basically, we're saying at least half a mixture has to be an improved variety... The Lawn Institute role would be one of a standards guarantor.'

— Jim Brooks, executive director of the Lawn Institute

he said. "They will ensure good quality seed. The seal, which has been used on and off by lawn-care companies, previously mandated 100 percent of one variety, but the industry is going more and more to blends. Basically, we're saying at least half a mixture has to be an improved variety. Then we have germination and purity figures, inert, other grasses — all standards that vary by grass.

"The Lawn Institute role would be one of a standards guarantor."

Brooks said the Lawn Institute wants to ensure consumers they are buying im-

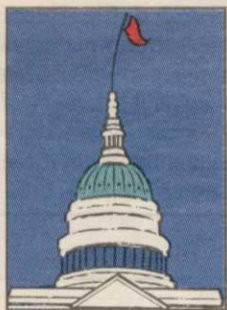
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Ohio voters tackle warning label issues

By MARTHA LAYNE

An initiative on the Ohio ballot this November was considered by many small businesses to be more important than the presidential election.

Ohioans considered State Issue Five, a law which would require warning labels on consumer products sold in Ohio that contain chemicals known to put people at risk of cancer or birth defects. Products would need to be labeled if they contain one of 458 chemical substances which, in very high doses, have been shown to cause cancer or reproductive harm in rats. A substance is included on this list if it has caused *one* case of cancer or reproductive risk in an exposed population of *one million*.



At press time, polls showed the measure held a fifty-two percent approval rate, down from earlier estimates. A late advertising blitz by the measure's opponents is likely to

decrease voter support even further, leaving the issue too close to call.

If passed, the regulation would seriously affect golf courses, not to mention consumers, farmers, food producers, manufacturers and retailers.

Golf courses using substances which contain any amount of the listed pollutants would need to post notifications listing the pollutants and warning those on the premises. If exposures were likely to occur beyond the business premises, leaflets or letters would need to be sent — by direct mail — to all who reside or work within a two-mile radius of the exposed area. Notifications and leaflets would be required to read, *Warning: This area contains one or more toxic chemical substances known to cause cancer (or birth defects or other reproductive harm).*

Businesses not in compliance would be subject to fines and criminal penalties, and a reward would be offered to citizens who report them.

The measure exempts state and local governments.

Opponents of the measure include Ohio Governor George Voinovich, who calls it

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BIODEGRADABLE POLYMER TECHNOLOGY

These sod stakes, made from Novon specialty polymers, never need be removed because they're fully biodegradable. For details, call 1-800-35-NOVON. For more new products, see page 32.

Supers reveal buying habits

By HAL PHILLIPS

OAKBROOK, Ill. — More than 50 marketing and advertising executives took part in the "Marketing to Golf Courses" conference sponsored by *Golf Course News*.

In a pair of revealing sessions, attendees had the chance to discuss buying habits and attitudes directly with panels of superintendents and architects.

The superintendents—Tim Hiers of the John's Island Club in Vero Beach, Dave Fearis of Blue Hills CC in Kansas City, Roger Stewart of Stonebridge CC in Aurora, Ill., and Steve Schroeder of Eagle Creek Golf Club in Indianapolis—spoke frankly about sales techniques that work and those that don't. Panelists agreed that direct mail was not an effective advertising medium — especially compared to personal contact, they said.

"I want a knowledgeable sales person, not an order-taker — you

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Turf Diagnostics makes TV debut

The "outside world" recently got a close look at Turf Diagnostics & Design, the respected golf and sports turf laboratory. During the ABC College Football Game of the Week on Oct. 3, TD&D was featured in a segment showing how proper consulting and lab testing can enhance turf safety and performance.

"We look forward to telling sports fans about the tremendous impact that the turf's condition has on the performance and safety of football, baseball and soccer fields," said Steve McWilliams, president of the Olathe, Kan. firm.

The feature, which aired at the start of the Miami-Florida St. game, will air later this year — probably later this month — during an ABC Monday Night Football Game.

McWilliams, whose firm is bringing the advancements pioneered on golf turf to other sports, said he believes the movement back to natural turf, from the extensive use of artificial turf, will benefit everyone in the industry.

"A key reason for the movement back to natural turf is the performance of layered sand-based turf systems, which are used extensively in the golf industry. Layered sand-based systems are safer and more cost efficient than artificial fields."

C-G promotes Towne, Watson

GREENSBORO, N.C. — Owen Towne has been named manager of international Turf and Ornamental Products at Ciba-Geigy.

Formerly product manager for fungicides in the U.S. Turf and Ornamental Products group, Towne will be responsible for establishing worldwide markets for Ciba-Geigy Turf and Ornamental Products. Towne, who will be based in Paris, assumed his new duties in mid-September.

Towne joined Ciba-Geigy in 1985 as a market researcher with

the Agricultural Division. He has been product manager for fungicides in Turf and Ornamental Products since 1988.

Dr. Eileen Watson has been named Towne's replacement in the U.S. Turf and Ornamental Products group.

Watson, who holds a doctorate in plant pathology, has been with Ciba-Geigy for 10 years. She joined the company's Agricultural Division as a research specialist and has worked as a state registration specialist.

Hendrix and Dail enter turf services industry

GREENVILLE, N.C. — Hendrix and Dail, a member of the soil and fumigation business for 28 years, has expanded into the turf services industry. Hendrix and Dail turf services now include aeration, Yeager Twose, Verti-Drain, Verti-Cutting and Aerway. It also offers laser leveling of golf tees, complete golf course renovation and construction, and turf consulting services. Hendrix and Dail has five locations: Greenville, N.C.; Oxford, N.C.; Tifton, Ga.; Palmetto, Fla.; and Frankfort, Ken. For more information, call 1-800-662-4130.

ASPA conference Feb. 3-5 in the Crescent City

NEW ORLEANS — The American Sod Producers Association (ASPA) 1993 Midwinter Conference and Exposition will be held here Feb. 3-5, at The Fairmont Hotel, University Place.

With topics ranging from environmental issues to agronomics — with an emphasis on family business management — the program is sure to provide something of interest for everyone.

Further, the manufacturers and suppliers of the latest in machinery, products and technology will be featured in three days of open displays in the Fairmont.

For more details on the exposition, the ASPA or membership, call 708-705-9898.

Ohio Issue Five

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"badly flawed." Other opponents on record include the Ohio Environmental Protection Agency, The Director of the Department of Agriculture, and the Food Industries Center. The group Ohioans for Responsible Health Information also opposes the measure, saying that it is one thousand times more stringent than current measures, ten times more stringent than the California law, and that it is likely to scare consumers, produce unnecessary warnings, and seriously harm Ohio's business climate.

The initiative is sponsored by the Nader-affiliated group Ohio Citizen Action. Ed Hopkins, environmental policy director, said a similar California law has been successful in reducing exposures to toxic substances by encouraging manufacturers to replace toxic ingredients with those which do not require a label.

Buying habits

Continued from page 29

know, some guy who shows up once a year at budget time," said Fearis. "It behooves the sales rep to be more knowledgeable and it behooves the sales person to educate the superintendent. That develops trust. It'll pay off in the long run."

Said Hiers: "There are salesmen who can really help you — what's working and what's not working. Who's been using a product and where to find him. I'll buy from that guy."

On the advertising side, superintendents said they looked dimly on the testimonial genre. Ads should be short, attention-grabbing and to the point, said Stewart.

Other subjects of discussion during the two-day conference included:

- An golf course-centric look at Asian economic development from Tom Gorman, president of CCI-Asia Pacific Ltd.

- An in-depth portrait of new product development (Poly-S technology) from marketing executives at O.M. Scott.

- Advertising and direct mail "dos and don'ts" from telemarketing consultant Mac McIntosh.

The dawn of a new generation in fertilizer technology.

POLY-S TECHNOLOGY

Turf researchers have long known the benefits of polymer coatings on fertilizers. But, until now, that performance came at a premium price.

With its unprecedented Poly-S technology, SCOTTS can offer you the performance of advanced polymer coating technology at a price comparable to traditional sulfur coated urea (SCU) products.

Poly-S technology offers a superior alternative to SCU fertilizers, with extended release, excellent flexibility in release rates, and more predictable response. Each Poly-S fertilizer is a dry, dense, free-flowing, physically homogeneous product specially designed for use with a broadcast spreader.

With Poly-S technology, there's minimal potential for leaching, run-off and volatilization. And its "efficiency" of release results in a significant reduction in clippings.

Poly-S technology provides higher nutrient efficiency than SCU fertilizers with the capability for a consistent, programmed linear nutrient release and the flexibility of "dialing" the release rate appropriate to different applications. This efficiency also provides virtually no unreleased nitrogen or "lock-off." The result: more value from the fertilizer you apply, with an overall improvement in turf quality.

It is the most efficient — and cost-effective — turf fertilizer technology ever developed. And it's available now — only from Scott.

For more information about Poly-S fertilizers and their performance advantages, contact your Scott Tech rep. Or call 1-800-543-0006.

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