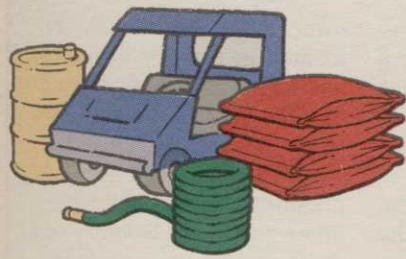


BRIEFS



INNOVA FILES CHAPTER 11

DENVER — Innova Corp., the North American distributor for Isolite water-retention products, has filed for protection under Chapter 11 of the Federal Bankruptcy Code. The case was filed in Denver on Jan. 21, 1992. Innova distributed Isolite on behalf of the Japanese firm, Sumitomo. Isolite is a porous, ceramic granule used on golf courses as a water-retention agent in soil. In addition, Innova had recently begun to explore the areas of horticultural landscaping and environmental clean-up via bioremediation.

HIGGINS JOINS PENNINGTON

MADISON, Ga. — Dr. Jeff Higgins has joined the management team at Pennington Seed, Inc. Higgins will head up Pennington's new product development department and will serve as director for lawn and garden chemicals, fertilizers, and soil products. Higgins received M.S. in agronomy and soils from Auburn University. He earned his PhD in agronomy from Clemson University.

SCHLABACH MOVES UP AT FMC

PHOENIX, Ariz. — Retha Schlabach has been named director of advertising and retail development at Farmers Marketing Corp. Schlabach has been with FMC since 1989, when she represented its advertising agency. Later the Ohio native was hired to form FMC's in-house advertising department. Her first project in her new position is placing Global Green Brand Primavera Bermudagrass in the retail market.



Retha Schlabach

GRISWOLD PROMOTES CHARLET

IRVINE, Calif. — Mark Charlet has been appointed Griswold Controls' sales & marketing manager for the irrigation division. Charlet has been with Griswold Controls for six years and has been associated with the development of many new products. Prior to joining Griswold, Charlet owned and operated a landscape construction and maintenance company for seven years.

THREE NEW REPS FOR AQUA MASTER

Aqua Master Fountains and Aerators of Kiel, Wis., has added three sales representatives. Sandpiper Sales of Winter Haven, Fla., will handle the southeastern states of Florida, Georgia, Alabama, North Carolina and South Carolina. Prinson Sales, Inc. of Tigard, Ore., will handle Oregon, Washington, Idaho and Alaska, plus British Columbia and Alberta, Canada. The states of Texas, Oklahoma, Arkansas and Louisiana will be covered by Cliff Brown and Associates of Garland, Texas.

Irrigation Association settles on San Diego

SAN DIEGO, Calif. — The Irrigation Association has decided when and where the world's largest irrigation show will be held this year. The IA will conduct the 1993 International Irrigation Exposition and Technical Conference from Oct. 31-Nov. 3, at the San Diego Convention Center in San Diego, Calif.

Of the 450 booths available for the 1993 Expo, more than 300 have been sold to irrigation companies around the country based on a priority point system which the association instituted years ago.

The association is also implementing a number of new marketing plans which are expected to increase show attendance. Among other things, the association has lowered registration rates by 30 percent and will be kicking off an expanded advertising campaign this month. The IA will be promoting the show at allied shows throughout the year and will shortly launch a direct mail campaign with distributors, contractors, dealers, specifiers, users and governmental agencies. Promotional material has been sent to U.S. embassies around the world and advertisements will be placed in a variety of international trade publications.

The IA Expo is the largest exposition in the world that is devoted exclusively to irrigation products and services. For more information about exhibiting or for more information about the program, call the Irrigation Association at 703-524-1200.

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Because there is no national association or society which represent the interests of the drainage industry, the IA is forming a drainage division.

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Trencher inventor gains Hall of Fame

LAS VEGAS — Ed Malzahn, president of the Charles Machine Works Inc., was among the first 12 inductees to the new Construction Equipment Hall of Fame. The induction ceremony was held here March 19, in conjunction with the industry trade show, ConExpo.

Malzahn and his father designed and developed the first service-line trencher in the late 1940s. Today, the Charles Machine Works, manufacturer of Ditch Witch equipment, produces more than half the world's service-line trenchers, as well as other underground construction products.

The Hall of Fame is a non-profit institution dedicated to recognizing the most significant contributions to the construction industry. Announcement of inductees was made by Michael J. Porcaro, vice president and publisher of *Construction Equipment* and *Construction Products* magazines, sponsors of the Hall of Fame.

NEW PRODUCT OF THE MONTH



The 4th green at Palos Verdes Country Club, now equipped with the TurfTemp system.

Man-made warmth for turf deprived of natural sunlight

By HAL PHILLIPS

PALOS VERDES, Calif. — Tucked in and around the rolling hills south of Los Angeles, Palos Verdes Country Club constitutes one of those hidden gems, a product of noted designer George Thomas who's also responsible for a couple of tracks called Riviera and L.A. Country Club.

There was only one problem at PV: The 4th green. Situated at the lowest point on the course and surrounded by towering Monterey pines, the putting surface received virtually no sunlight during the winter months and limited air movement all year around.

Reduced to what the members called "quick dirt," the green had to be rebuilt in 1988 and again in 1992. However, last year the powers that be at Palos Verdes decided to equip the green with TurfTemp, a soil temperature-control system from BioTherm

Hydronic Inc., of Petaluma, Calif.

The results?

"Anytime you can control the growing temperature on a green, it's going to help," said Scott Young, head superintendent at PV. "We've seen our soil temperatures go from 39 degrees to the mid-50s; color has improved; and our clipping count is up compared to our other greens because of the increased leaf growth."

In Palos Verdes' case, TurfTemp worked this way: Tubing was placed in an even array across the green and connected to special manifolds hidden below the skirt. The choker layer of sand was added, followed by 12 inches of root-zone mixture. The supply and return lines were then connected to the heat module discreetly located away from the green. A water mixture circulates through the system and multiple soil

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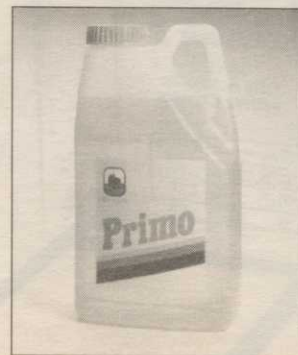
EPA signs off on Ciba-Geigy's Primo

GREENSBORO, N.C. — The Environmental Protection Agency (EPA) has registered Primo, a turfgrass growth management tool for use on golf courses.

The Ciba-Geigy Corp. product, which has been tested by golf course superintendents under and Experimental Use Permit (EUP) for the past two years, will now be available nationwide.

Primo may be used on all major warm- and cool-season turf species, including bahiagrass, common and hybrid Bermudagrass, centipedegrass, St. Augustinegrass, zoysiagrass, creeping bentgrass, Kentucky bluegrass, red/tall fescues, and annual/perennial ryegrass.

Primo is designed to temporarily inhibit turf plants'



More new products, page 58

production of gibberellic acid, which determines cell elongations and internode length. This makes each plant thicker and denser, which enhances the appearance, health and playability of the entire stand.

"Several hundred superintendents participated in our 1992 EUP program," explained Bernd Druebbisch, Primo product manager. "Their results were instrumental in helping us refine our EPA label."

Based on 1992 EUP results, Ciba-Geigy lowered application rates for golf course fairways, while maintaining the standard of 50 percent growth reduction for four weeks.