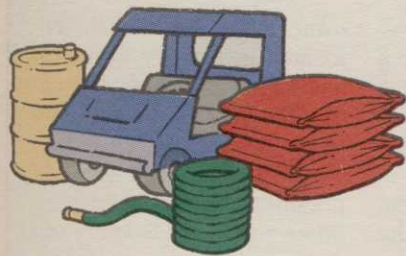


BRIEFS



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.

Jake has new distributor in Michigan: Valley Turf

GRANDVILLE, Mich. — Valley Turf Inc. of Grandville has announced it will distribute Jacobsen professional turf maintenance equipment in western and northern Michigan.

Valley Turf President Ron Brink and the officers of the company currently own a 27-hole golf course near Grandville, and that experience gives them first-hand knowledge of what it takes to be successful in the golf course business, said Brink.

"We're going to represent

Jacobsen in this area with a very reputable, grass-roots organization," Brink said. "Our business will always have an emphasis on service and parts.

"We're just very pleased to be involved with Jacobsen. It's the top of the line in turf maintenance equipment. And with the financial arm of Textron involved in the financing of equipment and courses, we feel we have all the tools customers demand."

John Wiersema is Valley Turf vice president and Scott Vroon is

director of parts and service. Ray Holloway is the head service technician.

According to Brink, one of Holloway's duties will be to conduct product service seminars on Jacobsen equipment for the benefit of golf course personnel.

Valley Turf is headquartered at 3721 28th St., Grandville, Mich., with a branch office at 237 S. Cedar St. in Kalkaska. For more information on Valley Turf services, call 616-532-2885.

Cartrol purchased from Invisible Fence

WEST CHESTER, Pa. — Cartrol Enterprises Inc., a newly formed company, has announced its purchase of The Cartrol Division from the Invisible Fence Company.

Cartrol Enterprises will continue to market Cartrol, the patented golf cart control system. It will also distribute the firm's line of flexible hazard markers, known as InBounds. Both are available nationwide.

John J. Purtell, principal

owner of the new company, co-founded Invisible Fence in 1979 and served as its president until 1992. Former Cartrol Company Managing Director, Gregg T. Gipp, will serve as president of Cartrol Enterprises and Karen Rakoczy will serve as marketing director.

Cartrol Enterprises can now be reached at 1-800-793-2278 or 215-430-7845. Its address is 602 Brandywine Parkway, West Chester, Penn., 19380.

Irrigation Association

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Mike Fallon, vice president of the Drainage Division for National Diversified Sales (NDS), agreed to help lead the group through the fledgling stages. The first official meeting will be held at the 1993 IA Expo and Conference in San Diego.

"Right now, there is no much in the way of education in drainage," Fallon explained. "There have been big developments in products and techniques. Everything is becoming more and more sophisticated. Contractors, distributors and even suppliers need to be kept up with all the changes."

Anyone interested in the new drainage wing of IA should call Fallon at NDS: 1-800-726-1994.

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PROVO, Utah — The IA, in conjunction with the U.S. Bureau of Reclamation, will hold a **Landscape Irrigation Auditor Training course, here on May 13.**

Co-sponsors of this one-day seminar include: the Utah State Division of Water Resources, Utah Association of Nurserymen and Landscape Contractors and Utah/Idaho Chapter of the American Society of Landscape Architects.

The seminar is designed to teach water auditors how to save their clients water and money through improved irrigation system management techniques. Attendees will learn how to measure the delivery capabilities of irrigation systems with special emphasis given to the calculation of turfgrass water requirements. Concepts such as sprinkler distribution uniformity, efficiency and precipitation rates and station flow rates will also be covered.

The fee for the one-day course is \$150 for members of the Irrigation Association, the Utah Association of Nurserymen and Landscape Contractors and the Utah/Idaho Chapter of the American Society of Landscape Architects and employees of the Utah State Division of Water Resources and the U.S. Bureau of Reclamation. The fee for non-members is \$195.

For more information about the course or registration information contact the Irrigation Association at 703-524-1200.

GOLF COURSE NEWS



To cut operating costs, take a look at your overhead.

Profit-oriented course managers keep one eye on the bottom line and one eye on their golf car battery chargers. That's why more and more of them are putting the Lestronic II in their car barns.

Lestronic II was designed for today's lighter, more efficient golf cars. It saves money regardless of fleet size by prolonging battery life, delivering more range per charge and reducing energy costs. The Lestronic II:

- ▶ Preserves battery life due to the patented electronic timer. Get the proper charge every time. There's no overcharging for longer battery life. No undercharging for more range per charge.
- ▶ Uses 10 percent less AC power to recharge a battery that is 75 percent discharged.
- ▶ Fully automatic, eliminating operator error—just plug it in.
- ▶ Runs cooler and quieter.
- ▶ Carries UL and CSA approval.

Plug into the many benefits for the Lestronic II and watch what happens to your overhead.



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