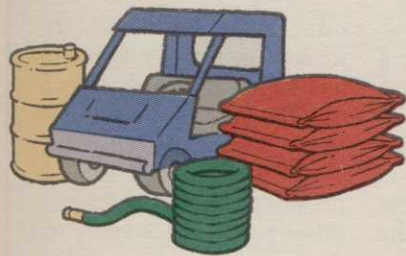


BRIEFS



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.

...

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

Continued on page 52

## 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

Continued on page 57

# 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.



## Valent USA forms professional products group

WALNUT CREEK, Calif. — Valent U.S.A. Corp. has established a new group to focus entirely on sales of the company's professional products. These products — Orthene Turf, Tree and Ornamental spray, Orthene PCO and Dibrom Concentrate insecticides, Tame 2.4 EC insecticide and miticide, Sumagic plant growth regulator, Triforine EC fungicide, Deadline bait and X-77 spreader — are used on golf courses, in nurseries and greenhouses.

"Building an experienced marketing and sales team to focus solely on Valent's professional products will enable us to best meet the needs of this specialized group of customers," explained Valent's Business Manager for professional products, David Whitehead. "We will be devoting 100 percent of our attention to this business."

Whitehead said Valent will continue research efforts both to improve its current line of products and to develop new ones.

The professional products group will be managed by Whitehead, while Allen Smith serves as product manager.

Both men will work out of Valent's Walnut Creek, Calif. headquarters. Sales representatives include James Barr, Dover, Del.; Peter Blum, Boca Raton, Fla.; Clarke Hudson, Orlando, Fla.; Pamela Knoepfli, Sparks, Nev.; and Tom McCarter Jr., Irving, Texas.

Whitehead, Smith, Barr, Blum

and Hudson have been with Valent in previous sales positions. Knoepfli previously was a distribution sales representative for horticultural products with Western Farm Service Inc. For nine years, McCarter worked for Las Calinas Landscaping in Irving, most recently as internal operations coordinator.

Valent headquarters can be reached by calling 510-256-2700; or writing P.O. Box 8025, Walnut Creek, Calif. 94596-8025.

## DowElanco enhances safety campaign

Turf and ornamental businesses can receive spill response materials, personal safety equipment and issues management guides free of charge through the DowElanco "Responsibility Comes First" product stewardship program.

By purchasing DowElanco products, businesses earn points they redeem for safety items available in the program.

Nearly 250 safety products

were ordered during 1992, including spill response kits, spill response stations, personal safety kits, decontamination kits and *Right-to-Know* Books along with "When a Crisis Strikes" videos. This year, in addition to the above items, participants can make donations to research and trade associations with the points they earn. For more info, contact your local DowElanco sales rep or distributor.

# NO MORE HEAVY BACKPACKS.

**How The Nomix™ System Works.** This revolutionary weed control system covers a lot of ground — nearly every municipality in the U.K., the grounds of Windsor Castle and championship golf courses the world over to be exact. And now, its complete line of unique applicators and herbicides are being made available in the U.S. The Expedite now features an upgraded head and spiral disc for greater flexibility. With the addition of the Compact and a full-range of four new herbicide formulations, over 90% of the U.S. markets' needs will be met. The unique features of the Nomix system include:

## NO MIXING.

Our unique oil-based formulations require NO MIXING. These formulations are pre-mixed herbicides ready for use in a snap. That's right — just snap in a cartridge and you're ready to go.

## NO CHEMICAL CONTACT.

The re-sealable packaging eliminates chemical contact and venting.

The Nomix system is safer for you and the environment.

## NO DIFFICULT CALIBRATION.

Correct calibration saves you both time and money.

The Nomix system uses pace tones, charts and formulas that make calibration easy.

## NO HEAVY BACKPACKS.

The weight of conventional backpacks can be unbearable.

Just one Nomix cartridge covers the same area as this exaggerated backpack!

## NO DRIFT.

Studies show the Nomix System produces up to 40X LESS DRIFT than conventional methods.

Less drift equals less exposure — again, the Nomix system is safer for you and the environment.

## NO RUNOFF.

Our unique oil-based formulations actually adhere to the leaf's surface longer and provides faster absorption of the chemical into the weeds. NO RUNOFF means a more accurate and faster method of eliminating weeds.

## NO WEEDS!

That's what you ultimately get with the new Nomix System — NO WEEDS!

Call 1-800-48NOMIX for a Nomix distributor near you.



The Nomix Compact is the most versatile lance in the Nomix product line. Remember...Just one Nomix cartridge (shown here) covers the same area as the backpack to the left!



## TurfTemp System

Continued from page 51

sensors — located below the green surface — send information to the electronic soil thermostat located at the heat module.

Young is new to Palos Verdes. In fact, he wasn't on board until after TurfTemp had been installed. Nonetheless, he appreciates the technology he inherited from his forerunner, Reed Carpenter.

"I came on in August [1992], so I wasn't here for the actual laying of the project," Young explained. "But I just fired up the boiler in November and we've had great responses. The green looks great."

"It was a constant problem for Reed. It got so cold and thin in the winter months, it was just bare. If they have to rebuild the green every three years, this thing [TurfTemp] pays for itself."

According to BioTherm president Jim Rearden, TurfTemp varies in cost, depending on the harshness of climate. However, Rearden said the system runs between \$3 and \$5 per square foot.

With the Palos Verdes project up and performing, BioTherm has now installed two such systems, the other being the 5th green at Pebble Beach. Rearden noted that his company is "talking to Riviera" about installing a system there.

BioTherm offers a free engineering service to help golf courses and/or architects determine the best way to apply the TurfTemp system.

BioTherm can be reached by calling 1-800-GET-HEAT.



The weed control system for all your needs.

CIRCLE #151

NOW AVAILABLE:

A full range of Nomix products to meet all your needs — including 3-Way Broadleaf and Grass & Weed Plus, the Glyphosate Oryzalin product you've been waiting for!