

## Irrrometer names exclusive distributor

Irrrometer Co., Inc. of Riverside, Calif., has named Hydro-Scape Products, Inc. its exclusive distributor for the Watermark Soil Moisture Control System in Southern California.

Hydro-Scape Products operates 12 branch locations throughout Southern California, and serves landscape contracting, irrigation specification and the institutional landscape industry trades throughout this geographic area.

Irrrometer recently introduced the newest generation of its patented Watermark Soil Moisture

Control System.

According to Mark Williams, national sales manager of Irrrometer, "With the alliance between our company and the professionals at Hydro-Scape, we have positioned ourselves to provide the highest level of service to irrigation professionals in Southern California interested in using modern technology to manage irrigation precisely".

For more information, contact any branch of Hydro-Scape Products, or the Irrrometer Co., Inc. at 909-689-1701.

## Kees reorganization complete

BEATRICE, Neb. — F.D. Kees Manufacturing Co. has completed the reorganization and restructuring of its operations and the "New Kees" is now in production of its 1993 turf care equipment product line. Kees has combined 119 years of tradition and know-how with new financing and an intensified management team. The restructured management team includes the addition of a director of sales and market-

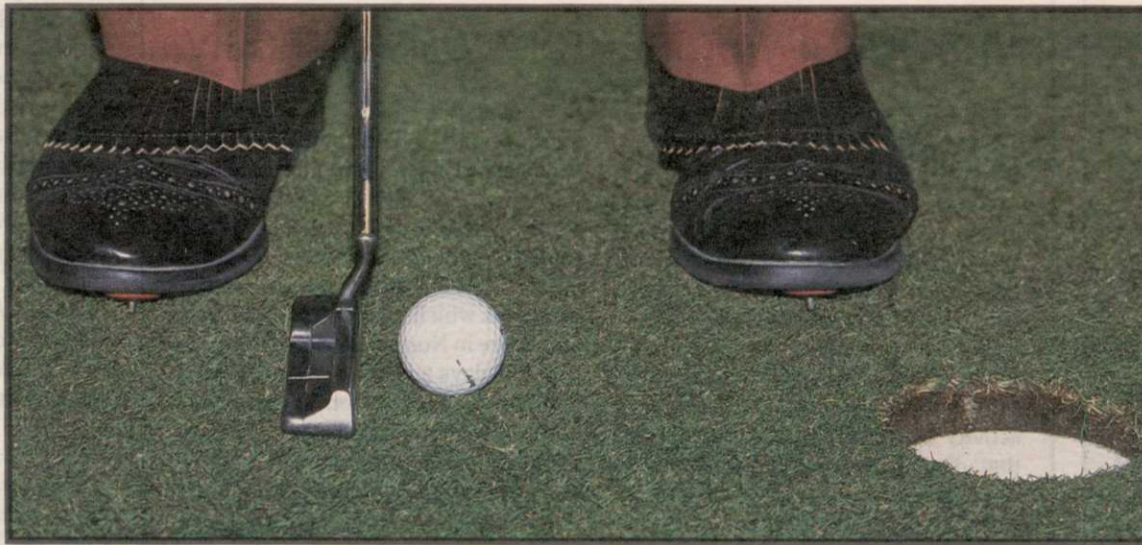
ing. This reflects the company's long-term commitment and emphasis on support for its distributors and dealers.

The new management team consists of Mike Schaefer, president; George Schaefer Jr., senior vice president; and Donald Kanter, director of sales and marketing. Kees' 130,000-square-foot factory here in Beatrice will continue to produce products under the Kees label.

## Otterbine/Barebo hands out 1992 Distributor Awards

ANAHEIM, Calif. — Otterbine/Barebo Inc. handed out its 1992 Distributor Performance Awards here during the 64th Golf Course Superintendents Association of America International Conference and Show. The recipients included: **Storr Tractor Co.** — Distributor of the Year. **Sullivan Electric** — Rookie of the Year. **Tieco, Inc.** — Most Improved. **Wilkie Turf** — Service Center of the Year. **MTI Distributing Co.** — 1st Quarter Outstanding Performance. **Grassland Equipment & Irrigation** — 2nd Quarter Outstanding Performance. **Greenscape Pump Service** — 3rd Quarter Outstanding Performance. **Smith Turf & Irrigation** — 4th Quarter Outstanding Performance. **United Machinery & Hardware** — Asian Distributor of the Year. **Golf Course Services** — European Distributor of the Year.

# THE BEST EXAMPLE OF OUR PRODUCT HAS HOLES IN IT!



Why, because golf courses around the world are choosing TMI varieties for their most challenging turf grass needs.

TMI offers the turf professional a complete selection of turf grass varieties. But more important, TMI offers varieties that have been developed specifically for the golf course market.

### OVERSEEDING

Many grass seed companies have top rated varieties that perform well in overall turf quality. But when spring transition time comes they just keep on growing. Our customers wanted varieties that offered a smooth spring transition...this is why TMI developed perennial ryegrass varieties with less heat tolerance, and of unusually high quality, especially for Southern overseeding.

That's not all, Turf Merchants also offers the turf professional overseeding choices other than perennial ryegrass. If you are looking for a POA TRIVIALIS, TMI has one of the darkest green varieties available - CYPRESS. And, if you want an alternative to overseeding annual ryegrass in areas where the ultimate in quality is not the issue, TMI has a new intermediate ryegrass variety that offers improved performance over annual ryegrass, but costs less than perennial ryegrass.

### PERMANENT TURF

From top rated Ryegrasses, Tall Fescues and Bluegrasses to seeded Zoysia and seeded Bermuda-grasses, TMI has a grass seed variety to fit your application.

TMI has endophyte enhanced varieties, low growing, fine

textured, dark green, drought resistant varieties; all with improved resistance to turf diseases. TMI was first to introduce a true dwarf turf type tall fescue - BONSAI. This unique turf grass has a shorter stature and finer leaves than other turf type tall fescues, while maintaining the drought tolerance of the species.

Why does TMI offer so many alternatives? Because over the years we have listened to what our customers wanted. Turf Merchants has made every effort to provide the kind of grass seed varieties, services and marketing aids that help golf course superintendents be the best turf professionals!



33390 Tangent Loop, Tangent, OR 97389  
(503) 926-8649, Fax: 503-926-4435  
Outside Oregon: 800-421-1735

## Barebo steps down

Continued from page 53

particularly research and development, according to Vice President of Marketing Carla Barebo.

As the new company president, Charlie (who currently holds the title vice president of sales) will remain the primary contact with distributors and continue developing an overseas market he said is becoming a major portion of Otterbine's business.

Carla stays as head of marketing and brother Chris as vice president of manufacturing.

Chuck was a plant manager with Corning Glass Works Inc. for 20 years when Rodale Press approached him about managing its Otterbine facility in the late 1970s.

Otterbine manufactured surface aerators, primarily for the backyard fish-raising market. Barebo redesigned the aerators for the recreation industry.

Barebo bought the Otterbine business, located in a former silk manufacturing mill, from Rodale 14 years ago. Sales grew 25 to 30 percent annually through the early 1980s and have stood at 7 to 8 percent the past few years, according to Carla Barebo.

Chuck's wife, Terry, was a non-paid bookkeeper the first eight years and very involved in marketing. She is now senior vice president of administration.

The company grew from nine full-time employees in the early 1980s to 30 today. The 25 distributors have sextupled to about 150.

"Chuck and Terry will remain actively involved in the business," Carla said of her parents. "They have a second home in Tucson (Ariz.) and will probably spend more time there. They deserve it after working 60-plus-hour weeks for so long."

## T M I T U R F G R A S S V A R I E T I E S

PERENNIAL RYEGRASSES		TALL FESCUES		BLUEGRASSES		SPECIALTY GRASSES	
PATRIOT II	NOMAD	BONSAI	BONSAI PLUS	COBALT	ALLURE	CYPRESS POA TRIVIALIS	
ALLAIRE II	PENNFINE	TAURUS	TWILIGHT	CHELSEA	ABLE 1	ATTILA HARD FESCUE	
RODEO II	MANHATTAN II (E)	AZTEC	SUNDANCE	GNOME	VIVA	ZMW- 7 ZEN ZOYSIA	
AQUARIUS	STALLION	ANTHEM	BRAHMA	GNOME II	BLEND	ZMW-11 ZEN ZOYSIA	
AQUARIUS II	BLEND	EARTHSAVE	BLEND	A-34	TRUE BLUE	CD-68 BERMUDA	
EVENING SHADE	VIP II e	MICRO	TURF GEM II			CD-68-1 BERMUDA	
	SPECTRUM	ADVENTURE	TURF GEM JR			FROGHAIR INTERMEDIATE RYEGRASS	
		AVANTI					