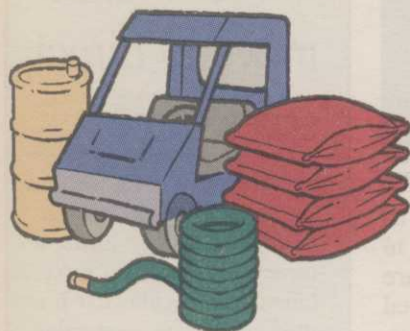


BRIEFS



CEDAR CHEMICAL CHANGES NAME TO VICKSBURG

MEMPHIS, Tenn. — Cedar Chemical Corp. has officially changed its name to Vicksburg Chemical Company. According to company spokesperson Allison Swain, Vicksburg remains the same Memphis-based company specializing in potassium nitrate fertilizers. Ownership has not changed, she added. Questions should be directed to Swain at 910-458-2529.

DICKEY JOINS INTERNATIONAL SEED

HALSEY, Ore. — Lance Dickey of Lacombe, Ore., has joined the sales and marketing staff at International, Seeds, Inc. according to company President Rich Underwood. "Dickey brings with him more than a decade of experience in the seed industry and will be responsible for turf and forage seed sales in the continental United States," Underwood added. Founded in 1972, International Seeds, Inc. was one of the premier entrants in the proprietary turf seed industry and now actively markets its products around the world.



Lance Dickey

NEXT-DAY GUARANTEE FROM BERKELEY

Berkeley Pumps has introduced a new program — Sub-Mania — which guarantees next-day delivery on all its submersible turbines anywhere in the continental United States. Orders received before 10 a.m. (caller's time) will be delivered by the next day-guaranteed. As a companion offer, if you give Berkeley 10 days for delivery, the company will pay the freight. In addition, substantial price reductions are currently available on several key models. For details and further information on Berkeley's Sub-Mania program and Berkeley pumps, contact your distributor or call the Berkeley customer service line toll-free, 1-800-241-4144.

ON THE MOVE...

Regardless of what you may have read in the August edition of *Golf Course News*, this is the new address for E.P. Aeration: 2615 Meadow Street, San Luis Obispo, Calif. 93401. The new telephone number is 805-541-6140, while the fax is 805-541-6149.

Meanwhile, Tensar Earth Technologies, Inc. has moved its corporate offices to Atlanta. The new address is: Tensar Earth Technologies, Inc., 5775-B, Glenridge Drive, Lakeside Center, Suite 450, Atlanta, Ga. 30328-5363. The phone number is 404-250-1290, and the fax number is 404-250-9185.

Ciba, Jake and Rain Bird back Environmental Steward II

MINNEAPOLIS — Ciba Turf & Ornamental Products, Rain Bird and new sponsor Jacobsen Division of Textron announce the second annual Environmental Steward Award competition.

Superintendents from the United States and Canada will be recognized for overall excellence in golf course management, as well as for innovative ideas such as wildlife habitat enhancement. Entries are reviewed by an independent panel of judges.

Also, merit winners may be named based on the quality of entries, competition within regions and other criteria.

Awards will be given in three categories: Public, private and resort. One national winner will be selected in each category. In addition, there may be as many as 24 regional winners: one public, private and resort winner in all seven U.S. Golf Association Green Section regions, plus a Canadian region.

Donations will be made jointly by Ciba, Rain Bird and Jacobsen to GCSAA S&R in the names of all national and regional winners: \$500 each for national winners and \$50 each for regional winners. In addition, all three sponsoring companies will donate \$5,000 to GCSAA S&R.

For more information write to the Environmental Steward Award, c/o Mona Meyer McGrath & Gavin, 8400 Normandale Lake Blvd., #500, Minneapolis, MN 55437; or call 612-832-5000; or fax 612-831-7751.

Bio Grounds Keeper and Sustane merge

BLOOMINGTON, Minn. — Bio Grounds Keeper Inc. of Bloomington and Sustane Corp. of Cannon Falls have signed a definitive letter of intent to merge. Implementation of the merger is anticipated within 90 days, pending completion of financial details.

The new company, to be known as Sustane Corp., will be one of the country's largest producers of organic and biological products for the lawn, garden, turf and agricultural industries. It will be headquartered here.

David Henderson, managing general partner of Founding Partners II, a Minneapolis venture capital fund participating in the financing arrangements, will become president and chief executive officer of the merged company. Craig Holden, president and founder of Sustane in 1987, will serve as executive vice president and chief operations officer. Thomas Duffey, president of Bio Grounds Keeper, will serve as executive vice president of sales, marketing and administration.

Bio Grounds Keeper Inc., founded in 1985, develops and markets organic, biologically based products for the lawn and turf in-

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Dakota institutes leasing program

By MARK LESLIE

GRAND FORKS, N.D. — Dakota Peat & Blenders President Michael Pierce has discovered a new formula to 1) make his Dakota Blender 2200 available to more people, cheaply, and 2) sell more peat at the same time.

Golf course superintendents, contractors and sand companies who can't afford to buy the \$50,000 Model 2200 can now rent one.

"There's no profit in the rental," Pierce said. "We're providing it as a service if they buy our peat."

The sale of the peat makes the deal worthwhile for Pierce. The mere cost of \$1.50 per mixed ton equals a savings for the renter.

"A lot of contractors can't afford them for one or two jobs a year. So we deliver the blender, show them how to operate it, and then pick them up when they're done," Pierce said.

Jim Hengel, part-owner/superintendent of the Links at Hiawatha Landing which is under construction in Binghamton, N.Y.,

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A DAY AT THE RACES

George Quinday (from left), Juan Quinday, Doug Henshaw, Andy English, Robert Krick, Kerry Ditchburn, Doreen Kuehl and Kathleen Ditchburn take a break from the racing at the recent ITT Automotive Detroit Grand Prix. All eight were weekend guests of Jacobsen as part of the firm's "Test Drive" contest.

ASPA honors Warren's memory with foundation

Ben Warren was ASPA's founding president 26 years ago. On July 14, he became the namesake of a not-for-profit research and scholarship foundation dedicated exclusively to the special needs and interests of the turfgrass sod production industry.

Formal announcement of the ASPA Ben Warren Memorial Foundation was made during the ASPA Annual Business Meeting in Nashville.

In announcing formation of the foundation, longtime friend and employee Walt Pemrick encouraged everyone involved in

the industry to support its growth through a personal or corporate contribution. A first-year endowment goal of \$100,000 was announced, with a three-year goal of at least \$300,000. A formal application has been filed with the IRS seeking not-for-profit status for the Foundation which will allow U.S. taxpayers a deduction for their donation. Contributions should be made payable to the "ASPA Ben Warren Memorial Foundation," and mailed to the ASPA Office at 1855-A Hicks Road, Rolling Meadows, IL 60008.

Deere earns acclaim for outstanding customer service

RALEIGH, N.C. — CIO, the magazine for information executives, has named the John Deere Lawn & Grounds Care Division to its 1993 CIO-100 list for outstanding customer service. The company was selected for this honor by a panel of consultants, academicians, editors and business and association officials who specialize or have expertise in the field of customer service.

To provide a vision of ever-changing business trends, the focus of the CIO-100 changes annually. This year's survey, called the "Customer Service 100," explores the link between information technology and an organization's ability to provide first-rate service.

"Our dealer Technical Assistance Center uses an imaging system called KEYFILE," explained Jerry Schelfaut, manager of the Information Services Department at Deere's Lawn & Grounds Care Division.

"We have all of four technical manuals, parts catalogs and other related service publications stored on hard disk, so they can be retrieved on-line by our technicians as they're working with dealers to resolve technical problems."

According to CIO Editor-in-Chief Marcia Blumenthal, "Customer service is the most pressing issue facing companies today. The CIO-100 presents innovative solutions on how organizations are keeping their customers happy and how information technology assists in this endeavor."