

**HINTZE JOINS SANDOZ MARKETING**

DES PLAINES, Ill. — Sandoz Agro, Inc. announces that Gene D. Hintze has joined the company as marketing services manager for the Specialty Products Business Unit. Hintze's responsibilities include managing advertising, public relations, promotions, market research and trade shows for Sandoz in the turf, ornamental, industrial vegetation management, public health and professional pest control markets. Hintze joins Sandoz after six years at Bader Rutter & Associates, where he served as account supervisor on a variety of agricultural, turf, ornamental and professional pest management accounts.



Gene Hintze

**NEW PRESIDENT FOR SOLATROL**

SAN DIEGO — Dan Clawson has been appointed president and chief executive officer of Solatrol, Inc., manufacturer of the world's only ambient light-energized irrigation control system. Clawson has previously held top executive positions in sales, marketing and operations with Toro Irrigation, Johnston Pump, IIT Jabsco, Johns-Manville Buckner and Febco AG-Turf. He is also partner of Growth Marketing Associates, a management/marketing consulting group based in Fresno. Clawson has a BS degree in metallurgical engineering from the University of Arizona, Tucson.

**YOUNG TO LEAD EII HUMAN SERVICES**

CALABASAS, Calif. — Environmental Industries, Inc. (EII) has announced the appointment of human resources professional Phil Young as Director of Human Resources. Young will oversee the national human resources programs and policies of the construction, maintenance and nursery businesses that comprise Environmental Industries, Inc. Most recently he was Manager of Human Resources at ABEX/NWL Aerospace Division.



Phil Young

**ZOELLER, GREEN TEAM WITH OLSEN**

SALEM, Ore. — Fuzzy Zoeller and Hubert Green, who have an exclusive endorsement agreement with Olsen-Fennell Inc., were recent guests of the company as part of a three-day program here. The agenda included a pro-am golf tournament, a tour of Olsen-Fennell Offices, warehouses, and research facilities, and ended with a day of fishing on the Oregon Coast. Close to 100 Olsen-Fennell distributors from more than 20 states and four countries participated.

**RISE Annual Meeting goes south; set for Sept. 8-11**

By HAL PHILLIPS

NAPLES, Fla. — The last 12 months of legislative action and the 12 to come will dominate proceedings at the fourth Annual Meeting of RISE (Responsible Industry for a Sound Environment). After three years in the nation's capital, RISE will hold its yearly membership conference here at the Ritz-Carlton, Sept. 8-11. While RISE has routinely enjoyed solid attendance at past get-togethers, this year's venue on the Gulf of Mexico should be popular with members of the specialty chemical trade association.

"We certainly want to encourage a strong participation from our members," said RISE Executive Director Allen James, "and I anticipate this year's site won't keep anyone away."

The theme is, "Informed, Involved and Unified for Progress," and the three-day speaking program features Charles Cook, editor of *Cook's Political Report*, who will comment on "Current Washington Political Analysis."

Also scheduled to speak are Washington insider David Crow on "Federal Issues that Affect Us All"; Mark Foley, a state senator from Florida now running for Congress; and a panel on new worker protection standards.

For more information on the Annual Meeting and its weekend events, contact the RISE offices at 202-872-3860.

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James may have planned his association's annual meeting for sunny Naples, but his business remains in Washington, D.C., where the House and Senate are mulling controversial amendments to the Clinton Administration's FIFRA (Federal Insecti-

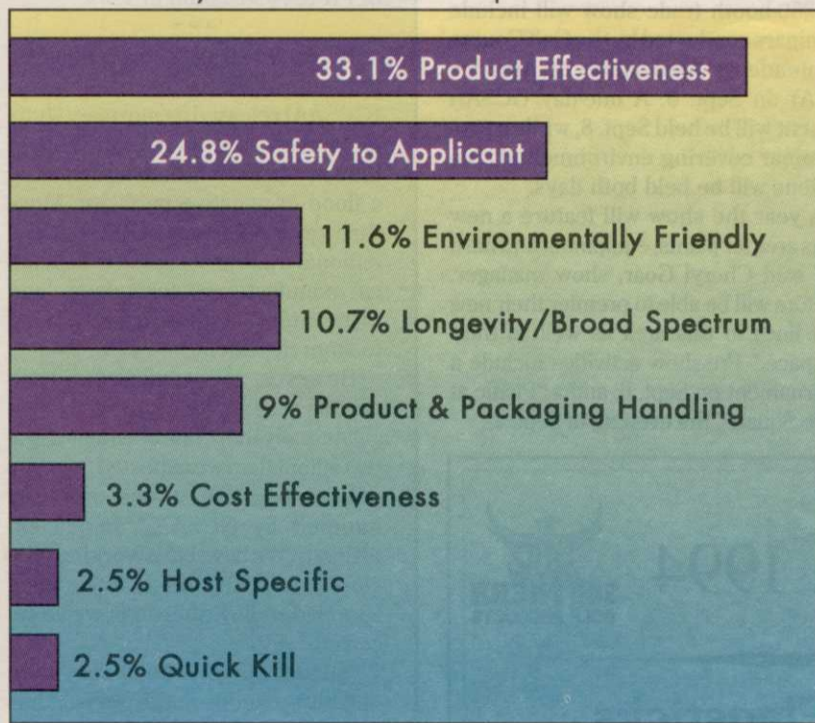
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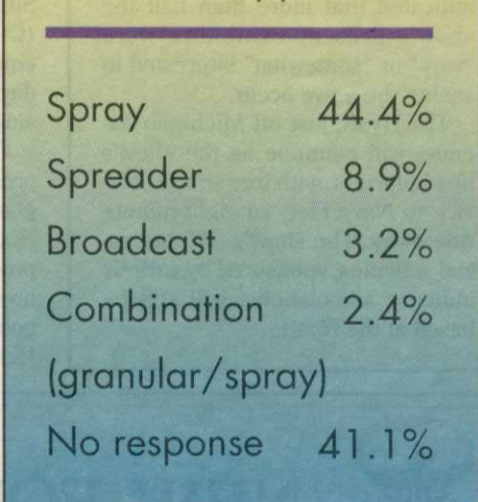
**NEW PRODUCT OF THE MONTH**

"The Eradicator" Fire Ant Eradication System, manufactured by the Eradicator Corp. of Houston, is a spot treatment featuring a subsurface thermal fogging device to destroy entire colonies. The active ingredient is Resmethrin, a wax-based pyrethroid with zero solubility in water, to avoid leaching. If exposed to sunlight through tilling or erosion, it photodegrades into harmless elements, including water. For more information, call 1-800-NO-MOUND. For more new products, see page 33.

**What is the most important feature you look for in a pesticide?**



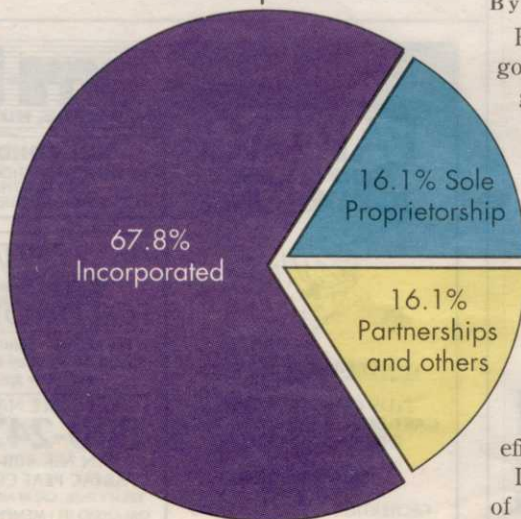
**What is your preferred method of application?**



**AMERICAN CYANAMID CO. POLLS SUPERS**

American Cyanamid Co. surveyed 125 superintendents during the GCSAA show in Dallas. When asked to rate the importance of environmental issues to their job, on a scale of 1 to 10, 82.4 percent answered 8 or higher.

**U.S. Sod Producer Ownership Structure**



Source: American Sod Producers Association

**ASPA launches Turfgrass Resource Center**

By HAL PHILLIPS

ROLLING MEADOWS, Ill. — While the golf course industry struggles to pull together its far-flung resources to form a single clearinghouse for environmental information, the American Sod Producers Association (ASPA) has launched a source of its own.

The Turf Resource Center has been created to assist industry and media members in gathering factual, scientifically supported information about all facets of the turfgrass sod industry, with an emphasis on what the ASPA calls "the environmental benefits provided by this amazing little plant."

Led by Doug Fender, executive director of the ASPA, the Center is designed to provide timely information on the turfgrass

**Newly released member survey profiles sod industry**

sod industry and new research findings. A former director of communications for the Golf Course Superintendents Association of America, Fender's staff is bolstered by communications assistant Lisa Kallal.

The Center shares office space with the ASPA and office hours run from 8:30 a.m. to 5 p.m., Central Standard Time. The fax machine (708-704-8347) is operative 24 hours a day, while the toll-free telephone number (1-800-405-TURF) is available during office hours.

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One of the Turfgrass Resource Center's first acts of dissemination was issuance of

Continued on page 33

## Broken irrigation riser? No problem

Hendrickson Bros. new Fld500 Break Away Flow Limiting Device is designed to retain operation of the irrigation system even in the event of a broken riser. Easily installed at the base of any standard 1/2-inch riser, the Fld500 incorporates Hendrickson's patented flow control to reduce the water loss while retaining the system line pressure. The Fld500 offers significant water savings along with ease of maintenance and the assurance of system balance.

Construction is of high-strength ABS with an engineered break point that will withstand a maximum of 15 pounds of pressure applied to the top of a 12-inch riser. Five standard flow controls are offered to complement a variety of irrigation devices and system configurations.

For more information contact: Don Hendrickson, Hendrickson Bros., 2931 Rimpau Ave., Corona, CA 91719; or call 909-737-6822; or fax 909-737-9151.

CIRCLE #303

## Sprinklers made for low pressure

Designed with a stainless steel riser to lower life cycle costs, the new 760/780 Series golf sprinklers from the Irrigation Division of The Toro Co. is designed to produce effective results with lower-pressure systems.

The Toro 760 and 780 are vented to minimize friction loss and maintain regulation over a wide range of pressures. The sprinklers feature both full-circle and part-circle versions. The part-circle version is equipped with a patented bifurcated gear drive that relieves stress on the reversing mechanism, extending the life of the gear drive. The 760/780 Series sprinklers are available in four factory-set pressure regulation settings to prevent tampering.

For more information, write to The Toro Company, Irrigation Division, P.O. Box 489, Riverside, CA 92502-0489; or call 909-688-9221.

CIRCLE #305

## UHS introduces Turfgo Turf Wetter

United Horticultural Supply (UHS) had introduced Turfgo Turf Wetter, a water wetting surfactant designed to improve water movement through soil. Turfgo Turf Wetter reduces the surface tension of water allowing penetration even through clay soils.

Water movement depends on the porosity of the soil. The finer the pores in the soil, the more the water flow is restricted. Turfgo Turf Wetter is designed to enhance water flow through the small pores of finer-textured soil resulting in deeper penetration of water, which leads to better root development. Turf Wetter also improves water infiltration through thatch, reducing unwanted run-off. Puddling and poor drainage in low areas can be corrected with Turfgo Turf Wetter.

Turfgo Turf Wetter comes in liquid and granule form and is available exclusively from United Horticultural Supply. For more information or to contact the UHS Representative nearest you, call 1-800-847-6417.

CIRCLE #304

## Par Ex unveils new fertilizers for bentgrass

Vigoro Industries, Inc. has introduced a new family of mid-sized grade fertilizers as part of the Par Ex line of turf products. The new fertilizers are formulated in a more appropriate size to meet the needs of turf professionals who work with bent grasses and other closely-mown turf.

Closely clipped turf-grasses have a high shoot density and traditional fairway-sized products are too large to apply for the optimal distribution pattern, leading to spotting, streaking and mower pick-up when clippings are removed. Also, greens-sized products are difficult to spread with fairway-type equipment. These new products focus on satisfying the unique needs of high-quality turfgrasses maintained under low-cutting heights.

One of the nitrogen sources in the new Par Ex mix-size grades is IBDU slow-release nitrogen, the most reliable, consistent-releasing source of slow-release nitrogen available for today's turf. Products in the new family of mid-sized fertilizers also contain iron, magnesium and manganese.

For more information, contact Vigoro Industries, 2017 W. Highway 50, Fairview Heights, Ill., 1-800-767-2855, extension 241.

CIRCLE #301

## Accu-Weather offers 10-day forecast

Accu-Weather, Inc. has introduced the Accu-Weather 10-Day Forecast, designed to be a highly accurate, extremely detailed and comprehensive easy-to-read forecast that is pinpointed for the location of each subscriber.

Recent advances in computer technology, combined with proprietary software developed by Accu-Weather over the past five years, now allow Accu-Weather to produce and deliver these forecasts for one-tenth the cost that they were previously available.

The Accu-Weather 10-Day Forecast is ideal for golf courses and golf resorts that require very

specific weather forecasts for planning routine greenskeeping, staffing needs and special events.

The 10-Day Forecast is packed full of detailed weather information, including severe weather potential, precipitation amounts, an hourly weather analysis, temperature and windchill predictions, hourly cloud cover, humidity, wind speed forecasts and more.

Accu-Weather serves more than 7,000 clients worldwide. For more information, contact Accu-Weather at 619 W. College Ave., State College, PA 16801; or call 814-234-9601, ext. 400.

CIRCLE #302

## ASPA survey

Continued from page 31

the 1993 ASPA Membership Profile Survey, released in conjunction with the association's annual meeting held in Newport, R.I. last month.

Conducted every five years, the survey offers considerable insight into the business of sod producing.

For example, according to the survey, landscape contractors accounted for a full 40 percent of sod sales in 1993, as opposed to golf courses, parks and cemeteries combined, which accounted for only 8 percent of sales. However, this latter figure is nearly double the 1988 figure of 4.7 percent.

Further, 57.8 percent of sod shipments are sent to locales between 31 and 75 miles away, while 27.7 percent are 76 miles or more. Eight percent of all sod shipments are delivered by farm-owned and operated trucks.

For more information on the survey, contact The Turf Resource Center at 1-800-405-TURF.

GOLF COURSE NEWS

## Club Selection is Everything. The Kirby Marker System gives golfers a reason to select yours.


If you're still using stakes, sprinkler heads or fairway disks to mark yardage, you're missing a big opportunity - An opportunity to make the game more enjoyable for your golfers, and give them a reason to prefer your course.



The Kirby Marker System has been installed at hundreds of courses around the world, including the Pebble Beach Resort® Courses.

Golfers are universally delighted with the immediate and precise yardage distances that the System provides. Owners report time savings of up to 40 min. per round, resulting in increased revenue. Superintendents praise the collapsible design, which allows mowers to drive right over it.

Make the choice that makes a difference for you and your golfers. Call us today for a complete brochure.

 **The Kirby Marker System**  
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CIRCLE #127

## Green It Up And Keep It Green!

TeeTime®

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The Andersons' Tee Time with NUTRALENE formulations incorporate the industry's ideal nitrogen source together with advanced, small particle fertilizer. In these or other fertilizer formulas you may select, NUTRALENE works two ways. You get an initial release of nitrogen followed up with a slow, controlled-release that can feed up to 16 weeks. You get it green and it stays green longer.

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