

BRIEFS



**AQUATROLS ADDS LANOIE**

Aquatrols announces the addition of a new Technical Sales Representative, Al Lanoie. Lanoie brings 22 years of practical sales and technical experience to Aquatrols. Lanoie will work with turf and horticultural professionals and support the efforts of Aquatrols' distribution in New England and Eastern Canada. Lanoie graduated with a B.S. in Agronomy from the University of Massachusetts. He resides in South Sandwich, Mass.



Al Lanoie

**WHITE MOVES OVER TO REGAL**

ALPHARETTA, GA. — Ron White has become the sales and marketing manager for Regal Chemical Company. White graduated from North Carolina State with a degree in Agronomy in 1979. Immediately following graduation, he began a 12 year association with Ciba-Geigy. His work experience began as a field sales representative and moved through several promotions to his last area of responsibility as manager of Sales Support Marketing.



Ron White

**ALTHAUS MOVES UP AT ISK BIOTECH**

CLEVELAND, Ohio — David Althaus has been named North American advertising manager for ISK Biotech Corp. Althaus will direct the efforts for all product advertising in the U.S. and Canada. Ed Sabala, who previously handled these responsibilities, will continue his efforts at ISK in the role of manager, corporate communications. Althaus can be reached at 1523 Johnson Ferry Road, Suite 250, Marietta, GA, 30062.

**ECI OPENS SARASOTA OFFICE**

SARASOTA, Fla. — Environmental Care Inc. has opened a new branch here at 8000 Fruitville Road. William P. "Billy" Butterfield, operations manager for the new Sarasota branch, comes to ECI from Butterfield Enterprises, Inc., a landscape maintenance firm he owned from 1976 to 1983 and, over the next nine years, from ISS Landscape Management Services. In other ECI news, Jeffrey H. McKinley joins the firm as operations manager of the Sacramento branch.



Billy Butterfield

**Southern Golf will expand accessory line**

By HAL PHILLIPS

PEACHTREE CITY, Ga. — The crowded golf course accessory market has a new player. But, according to Southern Golf Products Inc. President Steven Burrell, the search for a niche was short and sweet.

"You can pay \$14.50 for a pole or \$9 for a pole — it's just that simple," said Burrell, whose company already deals in golf course uniforms, flags and golf promotional packages.

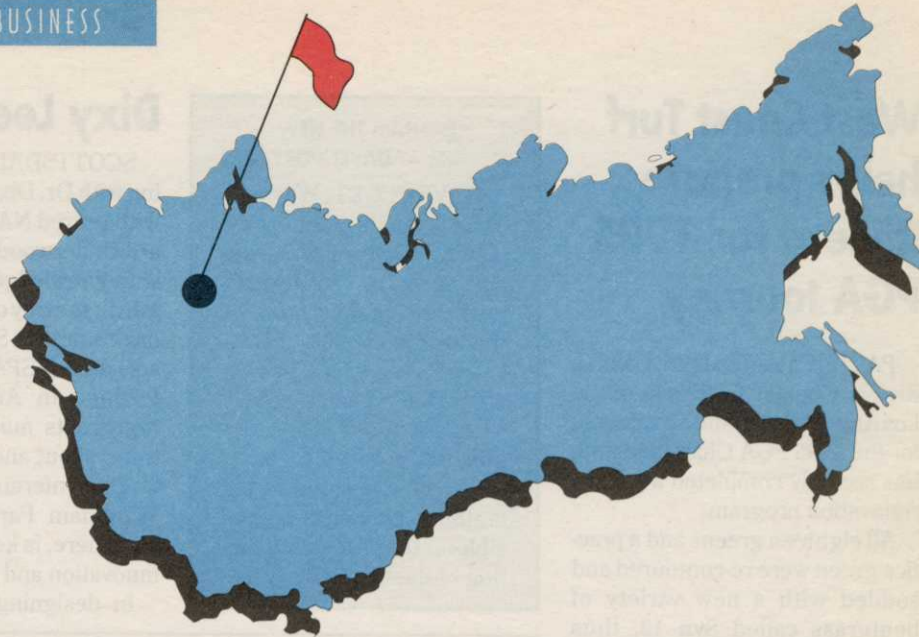
Burrell plans to continue selling his established products — along with the newly introduced cups and flagsticks — directly to the superintendents from the factory. It's a simple formula, he said.

"We've done it for two years that way," he explained. "The distributor network didn't work. Accessory items are too small and distributors just didn't care enough. And with garments, the product is too complicated to sell that way. Direct is the way to go."

"Superintendents will be able to buy a complete set: flag, stick and cup that match. We kept going to trade shows and having people ask for a set. We didn't have it. Now we can put together a custom, color-coordinated set."

Burrell said his firm will pick up reps as it goes along, but 800 numbers will

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**AIGR: The foreign accessory connection**

By HAL PHILLIPS

When you call Anderson International Golf Resources (AIGR) in Grass Valley, Calif., the receptionist greets you this way: "Good morning, Moscow Country Club."

That might throw you for a second, before you realize AIGR handles accessory supplies — among other things — for golf course projects around the world. While AIGR is arranging for American-made flags, tee markers and ball washers at a new course in Bahrain, the highest profile client has been Robert Trent Jones II's Moscow Country Club, which opened for play late in 1993.

"We made some very attractive stuff for the Moscow course," said Mike Neal of Fore Par. "It's an interesting opportunity. But we thought it was even more interesting that this former bastion of socialism

had succumbed to the most decadent sport western capitalism has to offer."

Anderson has become something of an overseas golf supply broker, arranging for American firms to supply golf accessories for upscale projects all over the globe. All sales are delivered through Country Club Sales of Napa, Calif.

The boon is evident to firms such as Standard, Par Aide and Fore Par, each of which gets a piece of far-away, once-unattainable markets. Par Aide contracted to provide ballwashers, stands, bases and trash cans, while Standard provided spike brushes, trap rakes and cups. Fore Par provided the Moscow Country Club with wedge-type tee markers with the MCC logo in golf; flags in purple and gold, the club's colors; practice green flags and flag sticks.



**NEW PRODUCT OF THE MONTH**

The new Workman 3000 from Toro, with its new cab-forward design, was a collaborative effort with Miles Inc. The hood is made of reinforced reaction injection molded polyurethane, provided by Miles Inc. and designed to provide better impact and corrosion resistance than sheet metal. For more new products, see pages 72-73.

**Florida turf industry aims for certification program by mid-'94**

By KIT BRADSHAW

By the middle of 1994, the Florida turfgrass industry will again have a certification program in place, one that will overcome the failure of the old program, which didn't have the legal clout to make it work.

According to Bob Yount, executive director of the Florida Turfgrass Association (FTGA), the certification program is designed to guarantee the variety, quality and authenticity of turfgrass that is purchased for golf courses, parks and stadiums. In the past, some golf courses have discovered contamination of their greens a few years after the green turfgrasses were installed.

This time, the program involves the FTGA, the University of Florida, the Florida Seed Foundation and the Florida Department of Agriculture. The state will be monitoring and enforcing the purity and genetic identity by the turfgrasses which will be part of the program.

Specific sod growers will be selected to grow the registered turfgrasses. They will begin with clean fields and will raise the turf according to proper maintenance strategies. The FTGA, which represents the total Florida turfgrass industry, will handle the distribution. The fields will be monitored by the state to insure that there is no contamination or intrusion by another variety of grass. After a certain period of time — Yount indicated this could be three to five years — the fields would be fumigated and new foundation stock would be brought in.

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**EPA reregistration to be completed by 2006?**

The Environmental Protection Agency's pesticide reregistration pilot program with the Organization of Economic Cooperation and Development will be completed early this year, according to a progress report on the reregistration program that has been distributed to registrants.

The report documented that EPA has made reregistration decisions or published reregistration eligibility documents on only 8 percent — 33 of the 405 — of the chemicals awaiting reregistration. A recent report by the General Accounting Office predicted that EPA would not complete its

review until 2006.

Under the FIFRA five-phase review scheme, about 400 chemicals used in pesticides first registered before Nov. 1, 1984, are supposed to be assessed under modern testing standards and reregistered or relicensed for use by 1997.

The report covers the third fiscal 1993 quarter — April, May and June — and is produced by EPA's Office of Pesticide Programs Special Review and Reregistration Division to provide information on progress toward pesticide registration as mandated under the 1988 amendments to FIFRA.

## Jacobsen appoints Indiana dealer

INDIANAPOLIS, Ind. — Automatic Turf Equipment Company has been appointed the new Jacobsen dealer for much of the state of Indiana.

Automatic Turf is a new venture formed by Dave Wheeler and Steve Christie, current owners of Automatic Irrigation Supply, Fishers, Ind., the Rain Bird distributor for the state of Indiana since 1981.

Automatic Turf Equipment Company is located at 1751 S. Lawndale

Ave., Indianapolis, Ind., 46241. Telephone: 1-800-293-8873.



Paul Nelson

RACINE, Wis. — The Jacobsen Division of Textron Inc. has named Paul Nelson as the company's manufacturing manager. Nelson will direct the operations of the company's manufacturing facility here.

Nelson joined Jacobsen in 1981 and has held various positions in production and inventory control.

### CONVAULT TANKS PASS BALLISTIC TEST

DENAIR, Calif. — ConVault, Inc., a manufacturer of aboveground storage tank systems, announced that its tank passed the ballistic test in addition to the joint UL/ULC investigation for the new Protected and Insulated Tank Listing. ConVault President Tom Lindquist expects ConVault to be the first aboveground tank in the world to be awarded this listing by both UL and ULC.

## Terra to acquire Asgrow Florida

SIOUX CITY, Iowa — Terra Industries Inc. has announced its intention to acquire the assets and business of Asgrow Florida Company, Inc. (AFC), a distributor of crop protection products and seeds, from The Upjohn Company. AFC, with 1992 revenues of about \$95 million, operates 13 distribution centers, primarily in Florida.

The acquisition, which is expected to be completed in December, is subject to the approval of Terra's Board of Directors.

According to Terra President

and CEO, Burton M. Joyce, "Florida is one of the most important agricultural states in the nation. This acquisition will allow the combined operations of AFC and Terra to better serve our customers. We will operate in Florida under the Terra Asgrow Florida name."

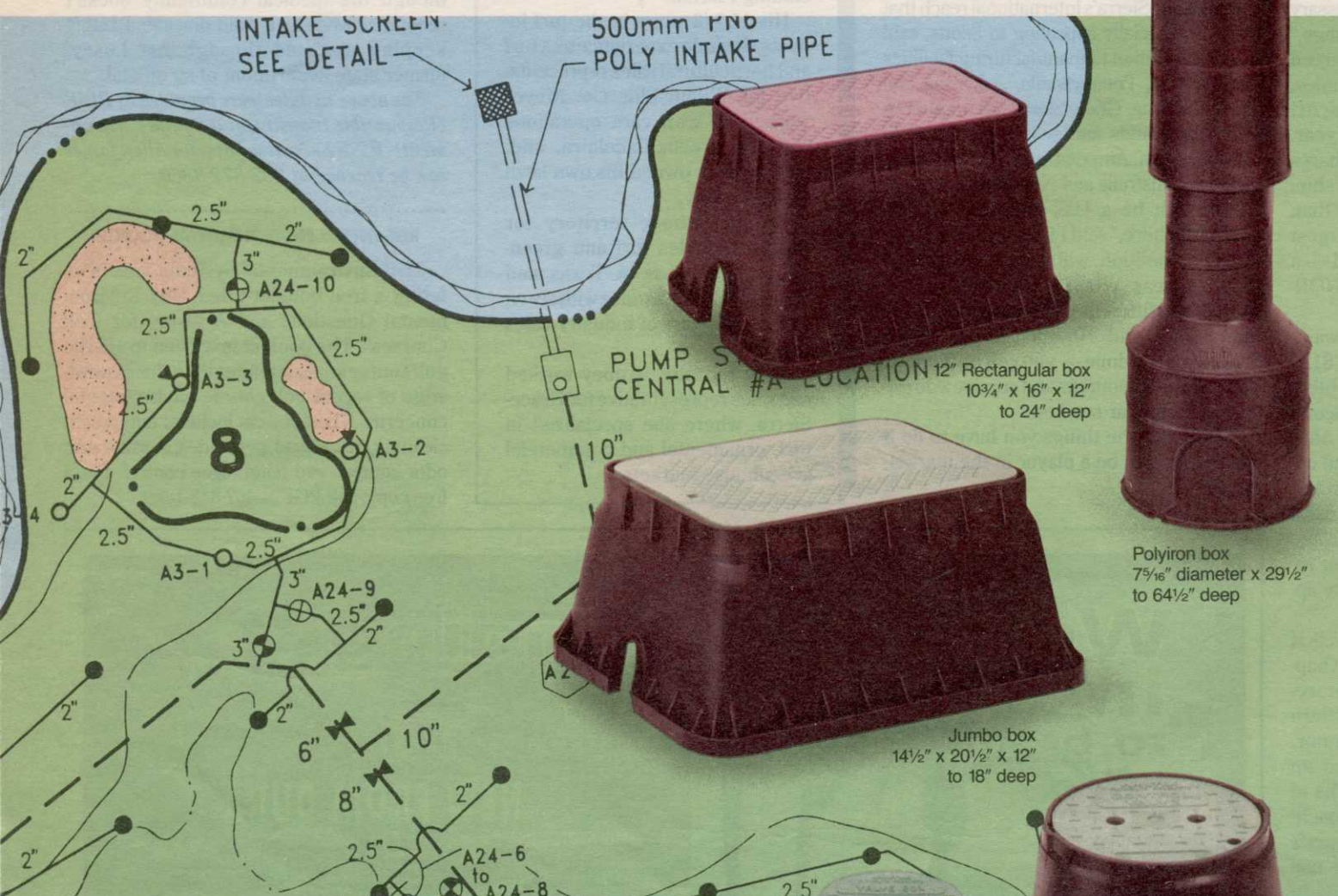
In other Terra Industries news, James "Mie" Bowles has been hired as sales representative, specializing in industrial vegetative management and professional products.

Bowles, who is based out of Terra's Yazoo City, Miss. location, will serve primarily customers in the utility, forestry and right-of-way markets in Mississippi, Arkansas, Alabama, Tennessee and Georgia.

Bowles has more than eight years of experience in the professional products industry, most recently as a vegetation market specialist for Timberland Enterprises of Greenwood, Miss.

He received his bachelors of science degree in forestry from Mississippi State University in 1982.

# Specify AMETEK valve boxes for engineered solutions in every irrigation application.

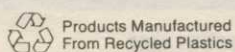


LAKE VIEW GOLF & YACHT CLUB; Roger Packard, Architect — Larry Rodgers, Irrigation.

AMETEK valve boxes let you design-in exactly the right unit for the application. You'll find round boxes in two different sizes; rectangular boxes, including a flared bottom design, in standard and jumbo sizes and with extensions for every depth; and even a valve box for depths up to 5 feet.

Lids are available in green to blend-in, in purple to identify reclaimed water systems and in black for electrical applications. Vandal resistant locking options include our patented snap lock

and pentagon shaped bolts. For specifications on the complete line of irrigation valve boxes and the location of your nearest dealer, contact AMETEK, Plymouth Products Division, P.O. Box 1047, Sheboygan, WI 53082-1047. Tel: 800-222-7558. (In WI, 414-457-9435). Fax: 414-457-6652.



CIRCLE #160/BOOTH #4264

6" Flared box 10 3/4" x 16" x 6" to 18" deep

## Southern Golf

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account for the bulk of sales.

While he showed the product at the North Carolina Turfgrass show in early January, Burrell believes the Golf Course Superintendents Association of America show in Dallas will serve as a springboard. The official availability date is Feb. 1.

Southern Golf is strongest in the Southeast, said Burrell, but has clear intentions to push across the country and into the Asia-Pacific marketplace.

"We've centered on the Southeast — we've made it a target," he said. "But if your product can hold up in Florida, where there's all kinds of weather, and in the cold of North Carolina, it can hold up anywhere."

"Besides, the primary impact of golf is east of the Mississippi. So we feel it was a good place to start."

Burrell is no stranger to the golf accessory business. He served as president of Standard Golf from 1974 to 1982. He formed Southern Screen and Embroidery, Inc. shortly after leaving Standard, but stayed out of the accessory business because of a three-year no-compete clause.

Southern Screen and Embroidery concentrated on golf course uniforms, then got into the golf promotion business. The promotion was so successful, said Burrell, the company changed its name to Southern Corporate Promotions.

Southern Corporate Promotions will market the new line of accessories. For more information, call 1-800-233-3853.