

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.

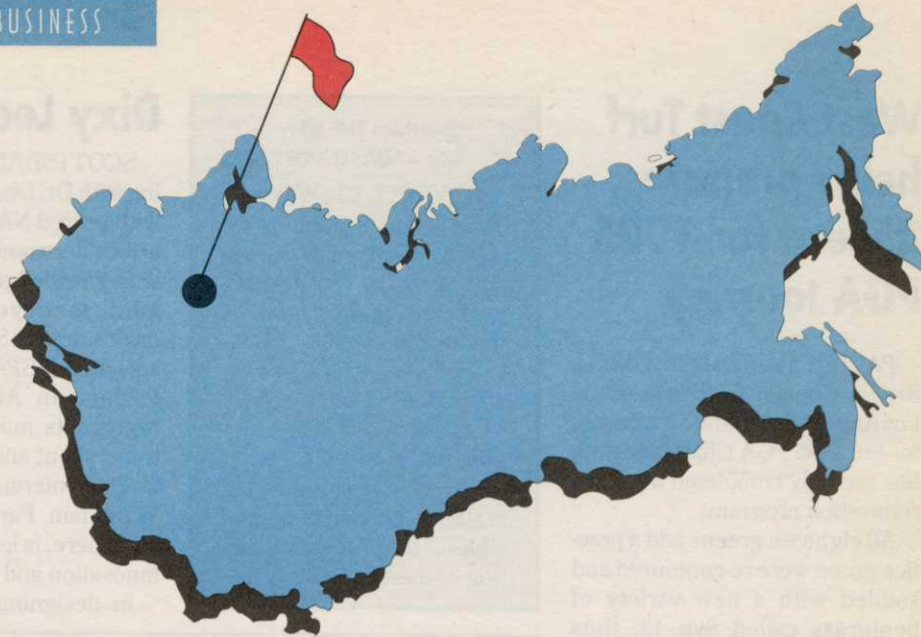
Burrell plans to continue selling his established products — along with the newly introduced cups and flagsticks — directly to the superintendents from the factory. It's a simple formula, he said.

"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.

## West Coast Turf helps prepare Riviera for 1995 PGA tourney

PACIFIC PALISADES, Calif.—Riviera Country Club, site of the Los Angeles Open and host course for the 1995 PGA Championship, has recently completed a greens renovation program.

All eighteen greens and a practice green were re-contoured and sodded with a new variety of bentgrass called Syn 12, thus bringing them up to USGA specifications.

Under the direction of golf course designers Bill Coore-Ben Crenshaw, the greens at this stately course were constructed by Ed Connor of Golforms, and are being grown-in to tournament conditions by Riviera Country Club golf course superintendent Jim McPhilomy.

The greens will be open for play later this year, and will certainly be in top shape for the 1994 Los Angeles Open.

West Coast Turf of Palm Desert, California, grew the Syn 12 sod and washed it using the patented StrathAyr turf washing system. According to West Coast Turf spokesman Jeff Cole, the Syn 12 sod has "a terrific dark green color, great density and texture, and a very aggressive growing habit..."

"We will definitely grow much more of this variety," maintained Cole. Nearly 110,000 square feet of the sod was installed by West Coast Turf during the course of construction.

## Turf certification

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"If someone offers turf that is not certified as certified turf, the state will come down on them hard," said Yount. "This is one of the big differences between the certification that failed and this one — the new certification program has teeth in it."

FloraTex, a bermudagrass recently released cooperatively by the Florida and Texas Agricultural Experiment Stations, is being used as the first test cultivar for the new program. The FTGA is licensing one grower near Gainesville to produce the planting stock of FloraTex, but only for certified growers in the two states. Yount says that this grower, Jones Turf Farms, was chosen because its proximity to the University of Florida was an advantage to the monitoring program. However, as other turfgrasses are introduced into the program, additional sod producers will be certified.

"In addition to providing certification," Yount explained, "the program will also provide revenues that will return to the Florida Turfgrass Research Foundation, to enhance work on turfgrasses in the state."

### INGHAM THE NEW GM AT DAVENPORT

DAVENPORT, Wash. — Mike Ingham is the new general manager of Davenport Seed Co., effective immediately. Ingham is one of the former owners of DSC before Warren's Turf acquired the company in 1989. Also announced was the promotion of Todd Harris to the new position of operations manager, responsible for the production portion of the business.

## Dixy Lee Ray to speak at ASPA Midwinter Conference

SCOTTSDALE, Ariz. — Opening with Dr. Dixy Lee Ray, closing with retired NASA scientist Richard Underwood and interspersed with knowledgeable speakers on a diverse array of topics, the three-day American Sod Producers Association (ASPA) Midwinter Conference in Arizona will give registrants much to talk about, think about and act on. The Jan. 20-22 Conference, hosted at the Wyndham Paradise Valley Resorts here, is keyed to a theme of innovation and information.

In designing the educational

program — chaired by Trustee Louis Brooking of Brookmeade Sod Farm, Doswell, Va. — the committee took to heart many of the suggestions received from the general membership. The 1994 Conference will present only general sessions. Also, there will be an optional (separate fee) banquet for those who want to socialize with their fellow attendees, but it's not included in the overall fees for those on a tighter budget. A post-conference tour to A-G Turf Farms in the Stanfield area will also be an optional event that reg-

istrants can enjoy.

Highlights of the educational program include Dr. Ray's keynote talk on the effects so-called "environmentalists" are having on the world economy; Richard Underwood's photographic study of the earth from space; and Dr. Tom Jadin who was so popular at the San Diego meeting in 1989.

Complete conference information, registration forms and hotel reservation materials have been sent to all ASPA members; however, additional copies can be obtained by calling 708-705-9898.

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