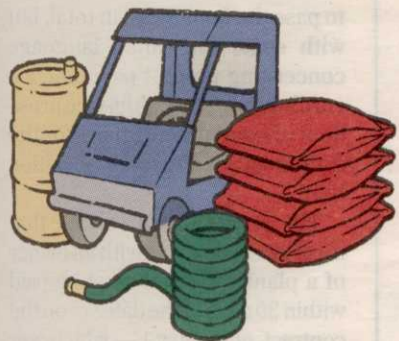


BRIEFS



GALLO TO REP OLSON IN NORTHEAST

SANTEE, Calif. — Olson Irrigation has appointed Phil Gallo to represent its landscape and agricultural products in New England, New Jersey, Maryland, Delaware and parts of Pennsylvania and New York. The Olson line had previously not been available in the Northeast. Gallo can be reached at 203-350-5111.

BROOKS TO HANDLE SCOTTS FIELD SALES

MARYSVILLE, Ohio — Ken Brook has been promoted to field sales manager for the Consumer Business Group (CBG) of The Scotts Company. Brook, who has been with Scotts for 23 years in a variety of positions, had been field manager for the Southeast region. In his new role, he will assume responsibility for the CBG field sales organization and sales administration functions. He will move from Atlanta to central Ohio.

MILLWARD JOINS HUNTER IN EAST

CARY, N.C. — Hunter Industries has appointed Bill Millward the new district manager for the Mid-Atlantic region. Millward's territory covers Delaware, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia and West Virginia. Millward will be based at the Hunter East Coast manufacturing facility here and can be reached at 919-467-7100.



Bill Millward

STONEMAN TO PROMOTE ENVIROMATE

Chr. Hansen's Biosystmes has named Bill Stoneman to promote its natural microbials and enzymes for environmental applications. Stoneman now manages and directs the Enviromate product line, which includes Enviromate Compost Inoculant and Organic Fertilizer Inoculant — concentrated sources of naturally occurring micro-organisms for the manufacture of compost activators and natural organic fertilizers.

SMITH JOINS JAKE IN N'WEST

RACINE, Wis. — Jordy Smith has been named regional sales manager for the Jacobsen Division of Textron in the northwest portion of the U.S. and western Canada. A member of the Golf Course Superintendents Association of America, Smith has previously held sales positions with Boyd Martin Co. in Salt Lake City. He lives in Bountiful, Utah.



Jordy Smith

Proposed pesticide reforms not expected to impact application

By BARNABY WICKHAM

WASHINGTON, D.C. — The government has unveiled sweeping proposed legislation to reform the country's pesticide laws, though changes are not expected to directly affect the golf course industry.

"There is nothing in the new law... that addresses any change in [pesticide] application techniques, equipment or worker protection," said Mike Scott, golf liaison for the Environmental Protection Agency (EPA). "However, there will be a general implication to any users of pesticides. The [Clinton] administration's proposed bill is very significantly asking for integrated pesticide management (IPM) techniques which would apply to...golf course superintendents."

The insistence on IPM programs — something not found in the current law, but something superintendents have been employing for years — was brought about by the administration's directive to reduce use of pesticides, especially those with high levels of chemical toxicity. In addition to reducing the number of chemicals on the market, the program also seeks to promote biological products, billed as "safer" pesticides.

"One of the ways we hope to encourage this is to fast track the registration of them," Scott said.

This increased speed in the registration of certain pesticides raises the general issue of product approval for all pesticides.

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NEW PRODUCT OF THE MONTH

Mechanized creature emerges from depths ... with golf balls!

By STEVE BENNETT

White gold. That's what Bill Serafin of Canton, Mich.'s Great Lakes Golf Ball Co. calls the booty he raises from golf course water holes.

But unlike sunken-treasure divers who may spend a lifetime searching for a single payoff, Serafin and his crews harvest some 20,000 lost golf balls a week from water hazards for resale to courses and driving ranges.

Also unlike the sunken treasure chests that dreams are made of, Serafin knows he can go back to a pond or lake and retrieve new white gold in a few weeks — an endless, renewable supply of sought-after commodity.

A former machinist at a Michigan auto plant, the 52-year-old Serafin fished golf balls out of ponds for many years using Scuba tanks or hip boots. Frustrated with the hazards and limited results, Serafin used his machinist skills to copy the design of a 500-pound slotted roller-retriever that is dragged with two winches across the bottoms of ponds.

Using two golf cars with a motorized pulley system, the roller enters the water empty on one side of the

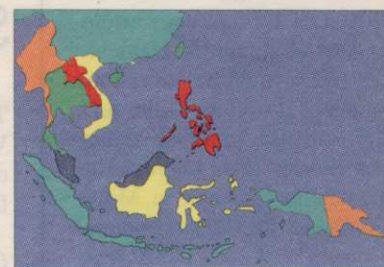


pond, and emerges from the muck and mud on the other side with up to 900 balls caught in its slotted fins. The cars move the roller up and down the pond until it has covered each area twice. When the roller is full, crowbar-like pickers are used to pull the trapped balls from between the roller's fins.

"We did a golf course in the fall of 1992 that Scuba divers had been retrieving balls from for about 10 years," Serafin said. "The course management said divers just pulled 4,000 balls out a couple of weeks earlier. We went in and with our roller collected 18,000."

Serafin sells back to the course balls suitable for resale in pro shops —

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GCSAA renews commitment to Asian trade show

By HAL PHILLIPS

LAWRENCE, Kan. — Citing its mission to further the profession and its confirmed belief the venture won't cost domestic members a dime, the Golf Course Superintendents Association of America (GCSAA) has decided to continue its relationship with Golf Asia.

The superintendents association will again sell booth space to "industry" exhibitors, while Singapore-based Connex Private Ltd. will cater to the "commercial" or playing-side exhibitors. GCSAA will also run the education conference that takes place during the trade show, while Connex will host the more development-oriented Asia-Pacific Golf Conference prior to the show. International Management Group (IMG), the sports marketing giant, is the third member of Golf Asia's triumvirate.

A voluble portion of the GCSAA domestic membership has voiced its displeasure with the association's overseas ventures. But at their spring

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PVP Act ready by mid-summer?

By MARK LESLIE

WASHINGTON, D.C. — Lawmakers and the seed industry expect a new Plant Variety Protection Act to be ready for final approval this summer.

"We're quite hopeful the full House will move within next month to six weeks [mid-to late-July], and then we'll work out differences between the House and Senate bills and have a final bill for approval perhaps by early August," Tim Galvin said from Sen. Bob Kerry's office.

Kerry, D-Neb., last fall asked the U.S. Department of Agriculture Plant Variety Protection office to draft new PVP legislation to bring the United States into conformity with a new international Union for the Protection of Varieties (UPOV) treaty. Once a new law passes, the Senate can take the final step of ratifying the treaty — a 1991 rewrite of the original 1978 agreement.

Twenty-one countries negotiated UPOV to ensure quality control; truth in advertising; and enforcement of labeling.

It appears the new U.S. law will pass with turfgrass exempted from Variety Not Stated [VNS] regulations. That would mean grass seed could be sold in bags without stating variety, except within the 10 states that prohibit VNS labeling.

The full Senate approved the PVP legislation on May 25. The House was expected

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Toro honors irrigation distributors

RIVERSIDE, Calif. — The Irrigation Division of The Toro Company has announced the winners of its 1993 distributor sales and service awards for the golf irrigation industry.

Steve Crain of Century Equipment Inc. in Toledo, Ohio, received the National Master Distributor Award for his sales of golf irrigation products in excess of \$3 million per year over the last three years.

Dave Talboo of Wilkie Inc. in Pontiac, Mich., was the recipient of the Golf Blazer Award for his high level of professionalism and

superior follow-up on sales and service calls.

Dwayne Merrilat of Kenney Machinery in Indianapolis, Ind., was named Golf Rookie of the Year. During his first year, Merrilat nearly tripled his sales goals for golf irrigation products.

Paul Granger of Storr Tractor Co. in Somerville, N.J., was the winner of the National Support Network (NSN) Blazer Award, given by the Toro NSN for selling the highest number of extended NSN contracts in the country.

Six individuals received NSN 5-

in-1 Sales Awards for individual performance on sales of extended service agreements: Jim Long, Smith Turf & Irrigation, Charlotte, N.C.; Patrick Duggins, Duke Equipment, Rancho Cordova, Calif.; Len Horvath, Pacific Equipment & Irrigation, City of Industry, Calif.; Chuck Watson, Hector Turf & Garden Inc., Deerfield Beach, Fla.; Kevin Haines, San Diego Turf, San Diego, Calif.; and Jim Reed, Chicago Turf & Irrigation, Itasca, Ill.

The NSN also named Jesse Creencia of Torrey Pines Golf Course in La Jolla, Calif., winner of the Best Managed Turf Award.

Vicksburg names K-Power sales managers

MEMPHIS, Tenn. — Vicksburg Chemical Co., the subsidiary of Trans-Resources, has appointed sales managers for its K-Power line of nitrate-based turf products and announced several management positions.

Paul Kalb is the new midwest sales manager and can be reached at 614-454-1144; Jack Magnus, northeast sales manager, 609-953-8713; Stanley Morse, southwest sales man-

ager, 409-693-6794; Irven B. Stacey, southeast sales manager, 813-325-9995; Mark Zick, west coast sales manager, 209-431-5819; and Tom Skinner, midwest sales manager, 319-524-8912.

Each new sales manager will report to Michael Larisey, the market development manager. In addition, VCC named Joseph P. O'Connor director of agronomic services and Mark Zick product development manager.

Ball retriever

Continued from page 45

countertop balls — for about 12.5 cents each. The shop then sells them to golfers for about a dollar each. Golf balls not suitable for pro-shop-counter-fishbowl sales are washed, striped, bagged and returned to the course for resale as range balls.

One of the many courses Serafin and his crews service is Eastern Michigan University's Huron Golf Club in Ypsilanti. Recently, Serafin's crew worked the course and pulled out 5,000 lost balls.

"We have a lot of water on our course," said Huron's Andrew Carrigan. "Eleven holes have some type of pond or holding area for water. Great Lakes Golf Balls comes out here on a contract basis about every six weeks to work the ponds and retrieve lost balls. One of the nice — and important — things about working with Great Lakes is, they never interfere with the players."

Serafin sends his crews to the course early in the morning and they usually finish up mid-afternoon before after-work golfers arrive to play. And it's a lucky day for a golfer who hits a ball into the waters of a pond Serafin's crews are working.

"We'll toss them another ball if we see them hit one in," he said with a chuckle. "We'll probably get it back eventually."

Serafin and his crews work Michigan and Indiana golf courses during the spring, summer and fall, and head to Florida when winter arrives to contract their equipment and crews to Second Chance Golf Ball Recyclers of Orlando.

Second Chance uses some 200 companies like Serafin's to retrieve golf balls lost in course water hazards in the U.S. and Europe. This year, according to Second Chance Vice President Gerald Cason, the firm will collect some 12 to 13 million lost golf balls and generate some \$6 million in revenue.

Bill Serafin knows the value of the word recycling.

"We take a valuable item that has been abandoned, retrieve it, and offer it to a guaranteed customer base," he says. "And the great thing about it is that until someone develops a golf ball that swims back to shore, we'll have a constant supply of material."

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