

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

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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."

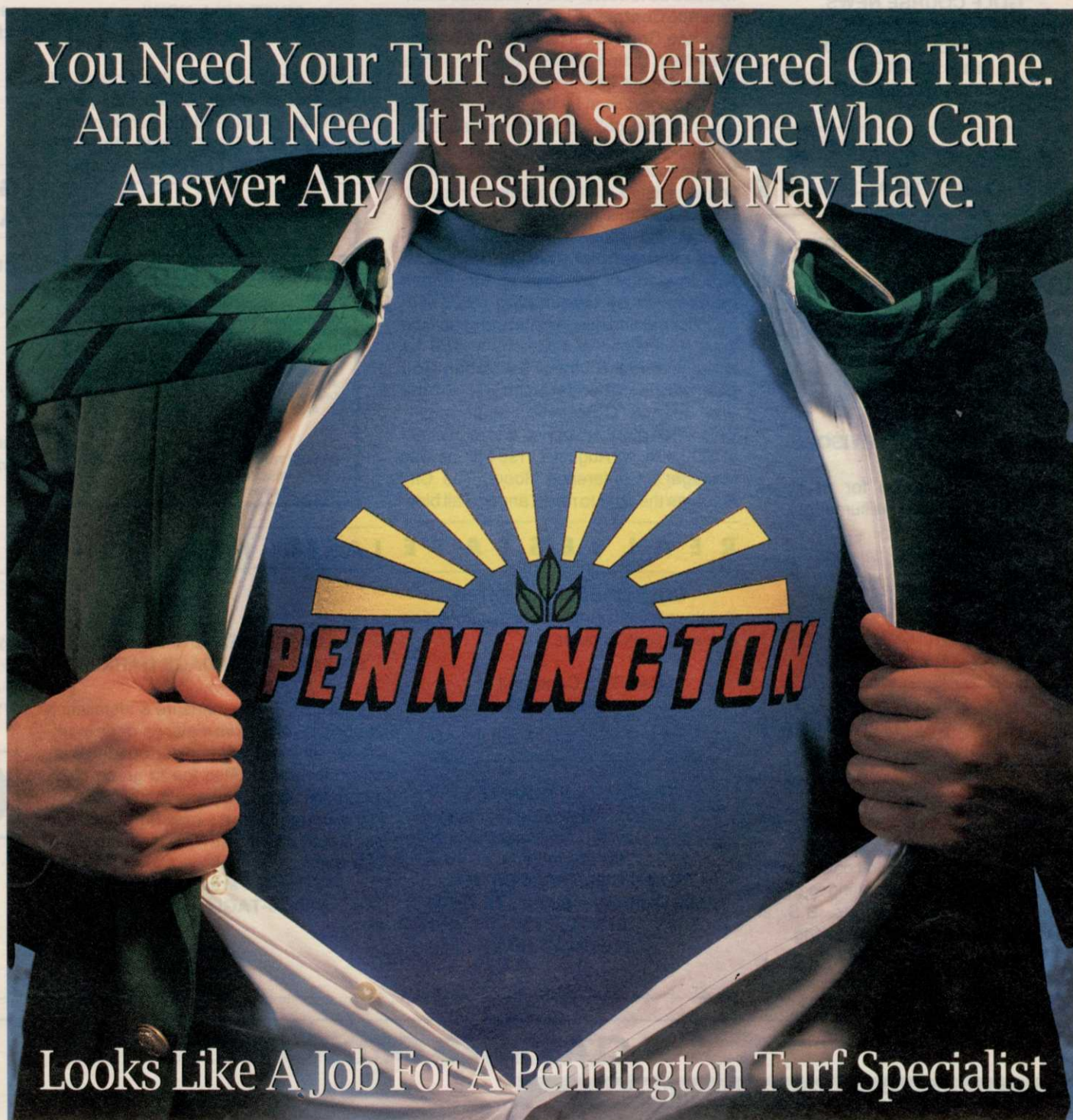
Serafin and his crews work Michigan and Indiana golf courses during the spring, summer and fall, and head to Florida when winter arrives to contract their equipment and crews to Second Chance Golf Ball Recyclers of Orlando.

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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