

Nat'l Lime & Stone enters golf market

FINDLAY, Ohio — National Lime & Stone Co. (NLSC) is entering the pelletized limestone market with its new ECoPHRST product line, targeted at the professional turf and commercial markets.

ECoPHRST Pelletized Limestone — available in regular or min-sized dolomitic or calcium pellets — is designed to neutralize soil acidity and increase soil nutrient availability. It's pelletized for easy blending with fertilizer for simultaneous application, accord-

ing to Dave Ashworth, NLSC's newly appointed manager of ECoPHRST Agricultural products.

"The finer grinding aids dissipation and, therefore, plants react faster," said Ashworth.

In a related move, Ashworth appointed Brad Gwartz regional sales representative for ECoPHRST products. His sales responsibilities include accounts in Michigan, Ohio and Indiana.

For more information, contact Ashworth or Gwartz at 419-422-4341.

ELEMENTS HINDER MID-AM

CHICAGO — The elements took their toll on attendance at the 1994 Mid-American Horticultural Trade Show, held here in late January. Freezing temperatures and snow limited the number of attendees to 8,373, according to Donn Sanford Mid-Am's managing director. There were 9,471 registrations: 5,377 from Illinois, while Wisconsin (1,149), Michigan (639) and Indiana (578) were well represented.

Sustane Corp. merger finalized

BLOOMINGTON, Minn. — The merger of Bio Grounds Keeper Inc. and Sustane Corp., previously announced in September 1993, is a done deal. The new entity — known as Sustane Corp. and based here in Bloomington — manufactures organic fertilizers and anti-thatch products for the turf, lawn & garden, and agricultural industries.

The merger has created a few change in titles. David Henderson, managing general partner of Founding Partners II, a Minne-

apolis venture capital fund that participated in the financing arrangements, has been named president and chief executive officer. Donald Brattain, partner with Founding Partners II, has become chairman of the company.

Craig Holden, president and founder of Sustane in 1987, is executive vice president and chief operations officer.

Thomas Duffey, president of Bio Grounds Keeper, serves as executive vice president of sales, marketing and administration.

ACCLAIM®

1EC HERBICIDE

Regardless of the crabgrass preemergence herbicide you use, you'll probably still have to deal with escapes just a few weeks later — and throughout the season.

Starting with the first escape, apply regular low rate treatments of Acclaim and get season-long crabgrass control that no pre alone can match. It controls growth from the 1-leaf stage up to multi-tillered crabgrass.

Acclaim can be spot sprayed to control crabgrass on

tees, along cart paths and in other "HOT SPOTS". And, it lets you reseed fescue and ryegrass immediately after the spray dries*. It can be safely used on bluegrass, ryegrass, zoysiagrass, fine fescue, tall fescue, even bentgrass fairways and tees. Be ready with Acclaim at the first sight of crabgrass...because no pre is perfect.

*Wait 3 weeks for bluegrass, zoysiagrass, bentgrass fairways and tees.

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Birth of SePro

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Government, Public and Industry Affairs for DowElanco Specialty Products.

"This is largely due to the growing registration and production costs for low-volume products... At SePro, we recognize the value of these niche markets and the importance of serving them."

According to Dick Holzschu, general manager of DowElanco Specialty Products, the move allowed DowElanco to focus on other challenges in the chemical business.

"It's a win-win situation for both us and SePro," said Holzschu. "This move lets DowElanco reallocate resources internally and concentrate on major opportunities."

Culpepper, a 28-year veteran of Elanco and DowElanco, is joined in the SePro venture by George Ruschhaupt, the former manager of both marketing and sales at DowElanco Specialty Products. He will serve as vice president of operations at SePro.

Also coming over from DowElanco, where he most recently served as product marketing manager for Turf and Ornamental Products, is Roger Storey, SePro's new sales and marketing manager of Horticultural Products.

Amplification

DowElanco officials have taken issue with wording contained in an article which appeared in the January edition of *Golf Course News* ("Chemical firms join forces in search for profit"). The story stated that DowElanco had "off loaded a portion of its specialty chemical division." According to Product Marketing Manager Allen Yust, DowElanco had merely given exclusive marketing rights for Cutless plant growth regulator to LESCO. He added that DowElanco has also divested its interest in three more products — Pipron, A-Rest and Rubigan — all of which are now handled by SePRO Corp (see story on page 59).

BECAUSE NO PRE IS PERFECT.

