

BRIEFS



CONSPAN BRIDGE RELOCATES

DAYTON, Ohio — ConSpan Bridge Systems has relocated to the Miami Valley Research Park. ConSpan can now be reached at 3100 Research Blvd., P.O. Box 20266, Dayton, Ohio, 45420-0266. Telephone: 513-254-2233, 1-800-526-3999. Fax: 513-254-8365.

CLUBCAR EARNS GCSAA PLATINUM

LAWRENCE, Kan. — Club Car, Inc. of Augusta, Ga. has donated \$5,000 to the Golf Course Superintendents Association of America (GCSAA) Scholarship and Research (S&R) Foundation. With the gift, Club Car becomes the newest member of the GCSAA Platinum Tee Club, a group of companies who annually contribute \$5,000 or more to S&R operations. "We believe this contribution is an important way of showing support for our customers and friends in the golf industry," said Mike Alexander, Club Car's director of marketing. "GCSAA Scholarship & Research funds programs that are very beneficial to our industry and Club Car is proud to help out."

TPI TO GATHER IN ORLANDO

ORLANDO — "2020 — A Vision of the Future" will be the theme of the 27th annual Turfgrass Producers International (TPI) Midwinter Conference and Exposition to be held at the Hilton Hotel here in Walt Disney World Village, Feb. 8-10. For more information, contact Tom Ford at TPI (formerly the American Sod Producers Association) by calling 708-705-9898 or 1-800-405-TURF.

OLSON WINS CELPRIL DRAWING

DALLAS — Mike Olson, golf course superintendent for 11 years at Golden Valley (Minn.) Country Club, was the lucky winner of a full set of Ping Zing irons after registering at the CelPril booth at the GC-SAA show, held here in January. Each year, CelPril sponsors a Ping Zing drawing to acquaint superintendents with its Nutri-Kote turf grass coating, designed to help establish healthy stands of playable grass faster than uncoated seed. "I had never used Nutri-Kote coated seed before," said Olson, "but after reading about it, I'm going to try it in our Seed & Soil program on the fairways."



Mike Olson

Gone public: Aquagenix

By HAL PHILLIPS

FT. LAUDERDALE, Fla. — Aquagenix, parent company of the lake management firm Environmental Waterways Management, has gone public and joined a growing number of golf course industry firms that see public offerings as the key to long-term growth.

Other firms which have gone public include American Golf Corp. (whose real estate investment trust is National Golf Properties), Golf Enterprises, Inc., and Club Car, Inc. Many more "playing-side" companies have already taken the plunge.

Aquagenix — which changed its name from AquaTerra in mid-June — announced its initial public offering on Sept. 13, an issue of 1.25 million redeemable warrants at \$.10 per warrant.

Each warrant, which can be exercised immediately, entitles the registered holder to purchase one share of common stock at a price of \$6.

Environmental Waterways' parent firm joins growing list of publicly held companies

The firm's common stock and warrants are now being traded on the NASDAQ National Market under the symbols, "AQUX" and "AQUXW," respectively.

"We are excited by the offering which will enable us to implement our expansion strategy," said Alan Chesler, Aquagenix chairman of the board.

Environmental Waterways Management (EWM) and Florida Underground Petroleum Tank Contractors, Inc. are wholly owned subsidiaries of Aquagenix.

EWM contracts with more than 170 golf courses in Florida and southern Georgia. In addition to lake management, EWM installs fountains, stocks

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NEW PRODUCT OF THE MONTH

The new Front Mount 3500 Windfoil Sprayer from Rogers Innovative, Inc. can spray 12 feet for the wide areas, 5 feet for the tight areas sprays at a rate of 395,000 square feet per hour — whether it's windy or not. A breakaway boom protects the wings, while the Windfoil's positive drift control allows the operator to spray the edge landscaped areas on the course or around the clubhouse. For more information on the Windfoil, contact Rogers in Saskatoon Saskatchewan at 306-975-0500. For more new products, see page 41.

Bryant, Gordon merge irrigation operations

Bob Bryant, president of Bryant Golf Services, recently announced the acquisition of Gordon's Irrigation Consulting.

The new firm will be called Bryant Gordon Golf Services and will operate out of a new Orange County, Calif., location to be announced.

Bryant Golf Services partner David Taylor will serve as chief financial officer and director of operations for the new firm, which currently has projects in California, Hawaii, Oregon, Washington, Oklahoma, Tennessee, Florida, the Caribbean, Central America and Asia.

For 35 years, under direction of golf course irrigation design pioneer Roger Gordon, Gordon's Irrigation Consulting has been responsible for the designs of more than 400 golf courses.

For both new and replacement systems, Gordon — who will serve as



Roger Gordon



Bob Bryant

the new firm's director of design and technical support — has long been a leader in innovative design style and the application of progressive technology for golf course sprinklers and control systems.

With 21 years experience in golf course irrigation design, sales and service, Bryant formed Bryant Golf Services in 1993 to provide CAD design and comprehensive consulting services for golf course irrigation systems.



Clockwise from bottom left: John Patton, Mary Beth Ruh, Dr. Richard Hurley, Vickie Wallace and John Brader. Ruh will manage the new Allentown facility.

Lofts opens new Pa. warehouse; shuffles personnel

BOUND BROOK, N.J. — Lofts Seed Inc. will open a warehousing/shipping operation in Allentown, Pa., beginning in January 1995.

"Our corporate executive offices will remain here in the central New Jersey area," said Lofts President Jon Loft. "However, the opportunity to do packaging and shipping in Pennsylvania puts the company in an ideal situation to serve the New Jersey, New York, Connecticut and Pennsylvania areas with far greater efficiencies."

Mary Beth Ruh, a 13-year employee with Lofts Seed, has been chosen to serve as manager of the firm's new branch. Ruh had worked under John Morrissey in the Sales Department where she had been involved with sales to sod growers, golf courses and landscapers, as well as retail markets.

"Plans also call for our corporate staff and research personnel to consolidate into one location at new offices which will remain in central New Jersey," added Loft. "Dr. Richard Hurley, our vice president and director of research, will take on added responsibilities, heading up the entire Professional Sales and Marketing departments."

Hurley explained the firm's research capabilities in Oregon will be expanded under the direction of Dr. Virginia Lehman. In the East, two new positions have been created: Vickie Wallace has been named technical service coordinator and John Patton national sales coordinator for sod seed sales and golf course architect and construction portions of Loft's business.

Wallace will continue to operate out of the New England office in Massachusetts, where she formerly served as field sales person for the New England territory.

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Lofts Seed personnel

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In other Lofts news, Comptroller Michael Celletto has been promoted to vice president, finance and operations.

He will now be responsible for complete financial operations at five office locations of Lofts Seed, including Maryland, New England and Ohio, as well as the new warehousing facility opening in Pennsylvania and the corporate/research offices in New Jersey, where Celletto will work.

In addition, John Brader has been named manager for the Lofts Maryland facility as part of an expansion project for the company. Brader, formerly with Southern States Co-Op where he was plant manager, will assume the full responsibility for the day-to-day operation of the Maryland facility.

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Karen Plumley will earn her Ph.D. in turfgrass pathology from Rutgers University this fall, a result of hard work, dedication and more than \$50,000 in financial support from the Peter S. Loft Scholarship Fund.

Plumley has studied under Dr. Bruce Clarke at Rutgers while Hurley has served on Plumley's Ph.D. committee.

Funded through royalty contributions as well as private and corporations, the Peter S. Loft Scholarship Fund was started in 1983 in memory of Peter Loft.

The Fund has grown to more than \$275,000 in principal and has awarded more than \$150,000 in scholarship monies, assisting students in turfgrass science at Rutgers University.

West Coast Turf opens Vegas office

LAS VEGAS—West Coast Turf of Palm Desert, Calif., has opened its Nevada headquarters here.

"It was a natural choice for West Coast Turf," explained the firm's Las Vegas-based Vice President of Sales, Barry Mohon. "We specialize in the drought-tolerant hybrid bermudagrasses which are right at home in Las Vegas."

Indeed, West Coast is set to install 215,000 square feet of BAYr Root washed Crenshaw bentgrass sod here at the Desert Inn Golf and Country Club. BAYr Root Turf, washed by the patented StrathAyr turf washing system which removes all soil from the root system, is designed to encourage quicker rooting, superior draining, and will eliminate future layering problems.

Sodding the Desert Inn's greens is only part of a major facelift of the course being carried out by Golf Course Consultants of Orlando. Jerome Jones, golf course superintendent, is responsible for the grow-in.

TURF SCIENCE TO SERVICE HUDSON NAT'L

CARY, N.C.—The Turf Science Group, headquartered here, has been contracted to provide environmental and agronomic services for Hudson National Golf Club in Croton-on-Hudson, N.Y. An environmental management plan has been implemented for Hudson National that integrates agronomic and environmental practices for the golf course from pre-development to course-operational phases. Hudson National is being developed by HNGC Partners, L.P. and features an 18-hole golf course designed by Fazio Golf Designers, Inc.

Budzynski forms new marketing firm

ST. LOUIS — James W. Budzynski, former marketing director for the Monsanto Company, has formed Gateway Management Solutions, a marketing management consulting company here.

Gateway, based in St. Louis, will offer a full range of marketing services, including marketing and product management, new product development and introduction, and long-range and strategic planning.

Budzynski's career includes 12 years with Monsanto in product development and marketing. He most recently headed the Monsanto team responsible for the launch of Dimension turf herbicide, whose chemistry has since been sold to Rohm and Haas Co. of Philadelphia. Gateway can be reached at 314-576-1031.

Ford to head seed research at Lebanon

LEBANON, Pa. — Timothy M. Ford has been appointed director of Grass Seed Research and Production here at Lebanon Chemical Corp.

Ford has more than 15 years experience in the seed industry, including research and product development, production, marketing and management. Additionally, Ford has worked in large-scale grass seed production and was responsible for development of two grass products ranked number one in the NTEP Trials: Affinity perennial ryegrass and Gen-91 tall fescue. Prior to joining Lebanon, Ford served as vice president of Grassland West of Clarkston, Wash.

In other Lebanon news, Harry L. Mathis has been promoted to corporate director of purchasing. He will be responsible for all administrative and oversight aspects of Lebanon's purchasing. Mathis, who's been with Lebanon in 1981, most recently served as national sales and marketing manager.

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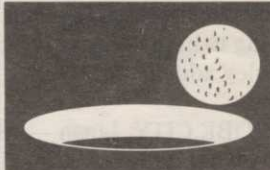
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