

BRIEFS



EVANS JOINS PURE SEED TESTING

HUBBARD, Ore. — Andy Evans is the new seed lab manager at Pure Seed Testing, Inc. Evans attended Ohio State University and was a field inspector in Ohio for three years before becoming a full-time laboratory clerk, and then manager, for The Ohio Seed Improvement Association in 1985. Mr. Evans became a Registered Seed Technologist (RST) in 1990 and then manager of the Pure Seed Testing, Inc. laboratory in June of 1994. For more information on Pure Seed Testing laboratory services, call Evans at 503-651-2297.

PLAISTED TO DISTRIBUTE BEST SAND

CHARDON, Ohio — Best Sand Corp. has named Plaisted Companies, Inc. of Elk River, Minn., as a new distributor of its golf course bunker sand. Plaisted will distribute white sand throughout Minnesota and western Wisconsin, delivering directly from a stockpile at the company's terminal. Plaisted is a major supplier of bulk maintenance and construction materials such as greensmix, topdressing materials, cart path aggregates, coarse gravel and drain tile rock.

BOILEK TO REP BECKER-UNDERWOOD

Wally Boilek has joined Becker-Underwood as the Eastern U.S. sales manager. Boilek will manage Becker-Underwood product sales East of the Mississippi. He brings to Becker-Underwood an outstanding background in the horticultural marketplace. Prior to Becker-Underwood, Boilek was the sales manager for I.S.I. Terra-Sorb. Boilek can be reached through Becker-Underwood's home office at 1-800-232-5907 or at his regional office at 219-923-1399.

ROBSON HIRED ON AT RANSOMES

LINCOLN, Neb. — Ransomes America Corp. (RAC) has named Dave Robson territory manager for the Turf Products and Professional Lawn Care divisions. In his new position, Robson will handle sales and dealer relations in Colorado, Utah, Idaho, Wyoming, Montana, Washington, Oregon and Western Canada. A native of England, Robson joined RAC's parent company, Ransomes plc, in 1990 as a market support manager and introduced the American market to the firm's line of Supreme reel blade and bedknife grinders. In 1992, he joined RAC in the same capacity.

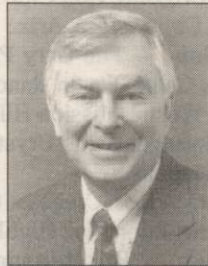


Dave Robson

Hoechst, Schering merger results in AgrEvo

WILMINGTON, Del. — A worldwide joint venture between Hoechst AG, Frankfurt and Schering AG, Berlin, has resulted in a new company in North America, based here. The joint venture, a new global company named AgrEvo, is the second-largest agricultural chemicals marketer in the world.

In North America the crop protection operations of AgrEvo will be comprised of the former North American operations of Hoechst-Roussel Agri-Vet, the Agricultural Division of Hoechst Canada Inc., and NOR-AM Chemical Co., a subsidiary of Schering Berlin Inc. Included within the North American Region are the operating compa-



W. Leo Elkins



Maurice Delage

nies of Roussel-Uclaf and AgrEvo Mexico. Roussel-Uclaf will conduct specialty/public health business, and AgrEvo Mexico will be responsible for agricultural sales within its country.

"The joint venture will be run on a partnership basis with 60 percent of the shares of AgrEvo being held by Hoechst and 40 percent by Schering AG, Germany," says Maurice Delage, president and chief executive officer of North American Operations. "The name AgrEvo symbolizes agricultural evolution in action. This name reflects the new company's commitment to developing and marketing environmentally-sound crop protection and specialty products.

"The increased global competition and consolidation within the crop protection industry requires a cost-optimized organi-

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NEW PRODUCT OF THE MONTH

Club Car recently unveiled its latest innovation in golf car technology, the 1995 DS Electric. Powered by the all-new PowerDrive System 48, the DS Electric delivers more power on hills, greater efficiency under all conditions and lower operating costs. The 48-volt system draws 27 percent less power than a 36-volt car, which prolongs battery life and reduces maintenance. The DS Electric can go 161 holes on a single charge. For more new products, see page 51.

Kimmel takes reins of Irrigation Association

Former IA president replaces Putnam

By HAL PHILLIPS

FAIRFAX, Va. — Former Irrigation Association (IA) President Tom Kimmel has replaced Pepper Putnam as executive director of the IA, and Putnam couldn't have endorsed his successor with any more enthusiasm.

"I think Tom Kimmel is quite easily the best choice the board of directors could have made," said Putnam. "He's a qualified, extremely capable person and I'm sure he'll do an excellent job."

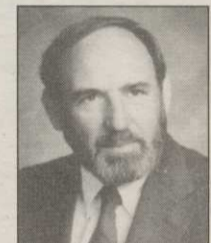
"I'm so happy for Tom, I can hardly stand it."

Kimmel assumed his post in late June. He served as president of the Irrigation Association in 1992.

"So I'm not exactly a novice about what we've done in the past and plan to do in the future," Kimmel explained. "The major thing we're up to are the educational programs. Tied to that is our certification program. We want to make it bigger and better, and that takes a lot more marketing on our part — to get it accepted by those who supervise those things."

Kimmel started his career with micro irrigation in the field, later advancing to manage sales and marketing at Hardie and Olson. He brings to the IA a wide range of experience in irrigation, agriculture and turf/landscape — domestically and internationally.

Kimmel said he hopes to maintain the IA's momentum with regard to its annual trade show, scheduled this year for Nov. 5-8, at Atlanta's Merchandise Mart Inforum.



Tom Kimmel

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Sod Growers now Turfgrass Producers Int'l

By HAL PHILLIPS

NEWPORT, R.I. — There has been a true changing of the guard at the American Sod Producers Association, which has officially changed its name to Turfgrass Producers International.

The switch was instituted at the group's annual Summer Business Meeting, held here in late July. In order to reflect the organization's increasingly international nature, members of the 27-year-old association voted unanimously to become Turfgrass Producers International (TPI), which now represents sod growers in 35 countries outside the U.S, accounting for 20 percent of the membership.

Members also elected Louis Brooking Jr. as TPI's first president. Brooking is CEO of Brookmade Sod Farms of Doswell, Va. The cast of new officers includes Vice President Doug Barberry of Aldino Sod Farms, Inc. of Churchville, Md. Barberry will assume the TPI presidency next July,

Continued on next page

Sod exempt from sales tax

OKLAHOMA CITY, Okla. — Legislation passed here has placed sod production alongside agricultural concerns, thus exempting sod sales from state tax. In this state, at least, there is no longer a question about turfgrass sod farms being agricultural operations when it comes to the states sales tax code. The law could serve as a model for other states which now have confusing statutes on the books.

The Oklahoma amendment, sought for several years by the state's turf producers, specifies that "the terms farm, farming, farming operation, agricultural production and production of agricultural products shall be deemed to include the...planting, growing, cultivation and harvesting of sod by commercial growers of sod."

Scotts Company alters European distribution

MARYSVILLE, Ohio — The Scotts Company has announced that, as of Sept. 1, the marketing and sales of its lawn and garden fertilizers and control products in Europe will be handled through the distribution and marketing system of the former Grace-Sierra Horticultural Products Company (now Scotts-Sierra Horticultural Products Company), which was acquired by Scotts in December 1993.

Previously, Scotts products were sold throughout most of Europe by a German company under that company's label.

"Scotts is leveraging Sierra's strong international presence to accelerate our presence in the global

Continued on next page

Rohm & Haas names Turf and Ornamental managers

PHILADELPHIA — Rohm and Haas Co. has named two new managers in its Turf and Ornamentals business.

Janet Plaut Giesselman has been appointed turf and ornamental products manager. She will have responsibility for marketing programs and introductions to the marketplace for key Rohm and Haas products. Giesselman has held positions of increasing responsibility since joining the firm in 1981. Most recently she was Western regional operations manager for the company's Polymers

and Resins business.

She earned her bachelor's degree in biology from Penn State University, and holds a graduate degree in plant pathology from the University of Florida.

Meanwhile, Dan Loughner has been named turf and ornamental product development manager. He is responsible for turf and ornamental product field testing, label expansions, state and federal registrations, grants-in-aid, and other activities in support of marketing for turf and ornamental products.

Loughner has been with Rohm and Haas since 1978, beginning as a field research and development representative for products such as Blazer herbicide. In 1983 he moved to the company's Spring House research laboratories to conduct anti-fungal research. In 1989 he became worldwide test coordinator for the Fungicides Exploratory Group. A graduate of Penn State with a master's degree in plant pathology, he also holds a business management degree from The Wharton School at University of Pennsylvania.

Aquatrols joins forces with Stockhausen

Aquatrols has formed a strategic alliance with Stockhausen, a water absorbant polymer manufacturer.

This alliance has aided in lowering the cost to market SuperSorb.

SuperSorb, used in the greenhouse industry, is designed to save time and labor costs affiliated with watering plants. SuperSorb increases moisture retention, improves plant shelf life, optimizes plant growth, improves rooting and reduces nutrient leaching.

SuperSorb is available in two particle sizes, SuperSorb-C coarse for gardens, containers and hanging baskets, and SuperSorb-F fine for bare-root dipping transplants. Both forms are available in 3 lb., 9 lb., and 50 lb. containers, as well as 1 ounce packets.

Enter AgrEvo

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zation," says Delage. "This joint venture ensures that the new company will be of sufficient size to continue to bring innovative products to the marketplace in a cost-efficient manner.

"Both companies have a full pipeline of new technology in development, and together, we will bring these new products to the market with improved efficiency."

According to Leo Ekins, president of U.S. Operations: "Combining the research and development capabilities of both companies provides more depth of technology and talent than that of either company alone." "In addition, the product portfolios of the two companies are extremely compatible from a sales and marketing perspective."

The principal office of AgrEvo USA Company is located here at Little Falls Centre One, 2711 Centerville Road, Wilmington, Del. 19808. The Canadian office for AgrEvo is at 295 Henderson Drive, Regina, Saskatchewan, Canada, S4N 6C2.

For additional information, contact B.J. Bilas at 302-892-3014 or Steve Meister at 306-721-4551.

GOLF COURSE NEWS

Change of scene for Horizon Marketing

Horizon Marketing has announced the expansion and relocation of its offices. In conjunction with this move, the company name will change to better reflect the exclusive nature of its products and services. Make note of the following: Horizon Golf, 901 Cedar Hill, Suite 100, P.O. Box 4499, Evansville, Indiana 47724; 812-867-9333 or 1-800-545-9210; fax — 812-867-9231

An active member of the Golf

Course Builders Association of America, the Golf Course Superintendents Association of America, and the National Golf Foundation, Horizon offers pond and lake liners, subsurface and fountain aeration systems, erosion control matting, turf revegetation and reinforcement blankets, drainage and filter fabrics, silt fence, bridges, timbers, sea walls, and other geosynthetic golf specialty products.



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