

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.

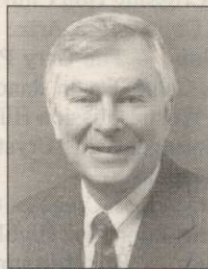


Dave Robson

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-

Continued on page 47



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."

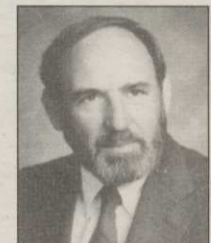
Kimmel assumed his post in late June. He served as president of the Irrigation Association in 1992.

"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.

Continued on page 48



Tom Kimmel

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

ECI names two VPs: Ng and de Garmo

Bruce Wilson, president and chief operating officer of Environmental Care, Inc., has announced the promotion of Arnold Ng to vice president of Sales and Marketing. Ng has been working with the company's sales force in Arizona, California, Colorado, Florida, Georgia, Nevada and Texas. Ng has brought the sales team to new heights of achievement.

In other ECI news, Richard

A. Sperber, president of Valley Crest Landscape, Inc. — a construction division subsidiary of Environmental Industries, Inc. — has announced that Charles de Garmo has joined the company as vice president and branch manager of Orange County operations. De Garmo had previously worked with Valley Crest Landscape, Inc. in a number of arenas including sales, estimating, purchasing and operations.

Environmental Steward application deadline Oct. 31

BURNSVILLE, Minn. — The four sponsors of the Environmental Steward Awards — Ciba Turf & Ornamental Products, Rain Bird, Jacobsen Division of Textron and new sponsor Lebanon Turf Products — have announced the following award dates:

Entry forms available: Aug. 1, 1994

Closing date for competition: Oct. 31, 1994

Entry forms are available from any of the sponsors or Ceres Communications, coordinator of the

program. They can also be found in the August issue of *Golf Course Management*.

Entries are reviewed by an independent panel of judges selected for their expertise in environmental issues and turfgrass management. Awards are given in three categories: public, private and resort. One national winner is selected in each category.

In addition, there may be as many as 21 U.S. regional winners: one public, private and resort winner each in all seven U.S. Golf Association regions. There also

may be three winners each in Canada and internationally. Merit winners may be selected at the discretion of the judges.

In 1993-94, 28 golf course superintendents received Environmental Steward Awards, which were created to recognize superintendents for their efforts to care for and enhance their local environments. In addition, the sponsors donated more than \$17,000 in the names of the winners to GCSAA Scholarship & Research.

For more information about the Environmental Steward Awards, contact Bob Hanvik or Lois Kocon at Ceres, 421 W. Travelers Trail, Burnsville, MN 55337; 612-894-2414, Fax: 612-894-2423.

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AGC TEAMS WITH INTERNATIONAL

HALSEY, Ore. — Management giant American Golf Corp. (AGC) has named International Seeds, Inc. as its exclusive supplier of grass seed. As part of the contract, Halsey-based International will supply more than 175 AGC courses in the United States and Europe with its seed product.

MILORGANITE TAPS SOUTHERN REPS

MILWAUKEE, Wis. — Sylvite Southeast, Ltd. and Fagler and Associates, Inc. have been named to represent Milorganite fertilizer product, in tandem, in the southeastern U.S. Sylvite Southeast is located in Lakeland, Fla., and managed by Lat Vern Fagler and Associates is based in Savannah, Ga., with Will Fagler heading the business.

Kimmel heads IA

Continued from page 45

"Last year, we had a little over 5,000 [attendees]," he said. "This year we expect a show of comparable size. What we've done this year is secured a lot of co-sponsors, regional irrigation associations and growers, for example."

Kimmel said IA members and industry colleagues shouldn't expect any major association shake-ups on his watch.

"It is a changing of the guard, but Pepper did a good job and we don't plan any major changes," he said. "If we do as good a job, I'll be tickled."

As for Putnam, he plans to start a sales agency in the Pacific Northwest.

"I hope for something more than a manufacturers' rep, but there's nothing wrong with being a good manufacturers' rep," said Putnam. "We'll concentrate on irrigation and we want to exploit the golf course marketplace, which is booming out there in the Northwest."

"But we'll also have a low-volume line for agriculture."