

BRIEFS



DR. THOMAS JOINS CYANAMID

PRINCETON, N.J. — John H. Thomas, Ph.D., has joined the American Cyanamid Co. as senior product development manager for turf & ornamental products and new ventures. In his new position at Cyanamid's research and development facility here, Thomas will be responsible for technical product management of Cyanamid's turf herbicides: Pendulum herbicide, Image herbicide and Pendimethalin. Thomas will oversee expansions and the registration of new uses and formulations of these herbicides.

NEW SHIPPING ADDRESS FOR JESCO

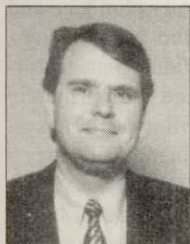
OKLAHOMA CITY, Okla. — Jesco Products, Inc., manufacturer of Pin High reel grinding compound, has changed its shipping address and telephone numbers. Shipments should be sent to Jesco, 304 N. Meriden, Suite 1, Oklahoma City, OK 73107. The new phone number is 405-943-1721, while the new fax is 405-943-0783. The mailing address for Jesco remains unchanged: P.O. Box 57506, Oklahoma City, OK 73157.

RISE MEMBERSHIP SWELLS

WASHINGTON, D.C. — Membership now totals 119 at RISE (Responsible Industry for a Sound Environment), the specialty chemical trade association headquartered here. New members include distributors Benham Chemical, Target Specialty Products, Fisher & Son Co., Nick Knott Turf Supply, and Turf Industries; basic manufacturer Gowan Co.; formulators W.A. Cleary Chemical Corp., Micro Flo Co. and Micro-Gen Equipment Co.; and associates Ceres Communications, NEF Publishing and the Midwest Aquatic Plant Management Society.

RANSOMES PROMOTES SUNAWAY

IPSWICH, England — Andrew Sunaway has been appointed sales and marketing director for Ransomes, Sims and Jefferies Ltd., parent firm to Ransomes America Corp. His responsibilities encompass the planning, development and coordination of Ransomes' commercial turf sales, marketing and promotional strategies and functions in the UK, Asia-Pacific and Europe — all areas outside North America. Sunaway was formerly international sales and customer service manager for Ransomes.



Andrew Sunaway

Name change at Miles: It's Bayer

KANSAS CITY, Mo. — Its name is changing from Miles Inc. to Bayer Corp., but that's the only tangible change customers should see. Miles formally became Bayer Corp. on April 1.

"Our turf and ornamental customers who use Merit insecticide, Bayleton fungicide, Dylox and Tempo insecticides, Namacur nematocidal and Morestan miticide will still get the same quality products, customer service and added value they've come to expect from Miles," said Allen Haws, director of the Specialty Products Group.

Bayer has always been the parent company of Miles. The firm regained the rights to its name and trademarks in the



United States, Canada and Caribbean after it acquired the North American over-the-counter business of Sterling Winthrop for \$1 billion in September 1994.

Bayer Corp.'s presence in the United States, its biggest single market, dates back to 1865, making Bayer one of the oldest established chemical companies in the country.

While most Americans associate the Bayer name with aspirin, Haws said they will soon learn that Bayer is one of the largest chemical, pharmaceutical and imaging technology companies in the world.



NEW PRODUCT OF THE MONTH

The Sand Star electric bunker rake from Smithco was the talk of San Francisco. In addition to nearly silent operation and no engine emissions, the Sand Star "E" requires no engine fluid. As a special feature, the Sand Star can be equipped with Smithco's exclusive finishing rake featuring blades made of Lexan polycarbonate, weighted to perform identically to traditional blades. The rear-mounted finishing rake is raised and lowered with virtually no sound. For more information on the Sand Star, contact Smithco at 215-688-4009. For more New Products, turn to page 66.

Vicksburg Chemical Co. offers fax-on-demand product information

MEMPHIS — Vicksburg Chemical Co. has announced the availability of fertilizer application information via fax on demand with its new Vicksburg OnLine Services.

Superintendents across the country may access this information by calling 1-800-234-0173.

Fax on demand is the newest fax technology. It is interactive, allowing anyone with a phone and a fax machine to request specific information, and have it delivered to their fax machine in a matter of seconds.

With Vicksburg OnLine, golf course superintendents may access a host of information via a toll-free number, 24 hours a day. Callers simply enter an order number for the requested information, then their fax number.

Information currently available on Vicksburg OnLine fax includes Technical Sheets and Materials Safety Data Sheets for the following: K-Power Greens



and Close-Cut Turf Products, K-Power Fairway Products, K-Power Custom Blends, K-Power Nursery Products, and K-Power Water Soluble Products.

Also available are: Turf Products Technical Data sheet, Spreader Setting Guide, Professional technical Data sheet, and Polyfeed Application Information

Superintendents may request a full listing of available information and place orders by calling Vicksburg Chemical OnLine at 1-800-234-0173.

Early reviews on marketing pact favorable

By HAL PHILLIPS

FRESNO, Calif. — Four months into their strategic marketing alliance, former irrigation competitors Buckner, Inc. and Hunter Industries report scads of satisfaction with their new venture, dubbed Legacy.

"We've got orders pouring in," said Jon Truttman, golf marketing manager for Legacy. "We're shipping product today, as we speak. We feel it's been real successful."

Hunter's Rich Dunn, product manager for golf and large turf rotors, agreed with Truttman.

"It's been a real positive situation for us," Dunn said. "Volumes have increased dramatically. Our order position has never been so good so early in the year."

Before the alliance, Buckner and Hunter — while they come at the irrigation business from different angles — found themselves in the same strategic position: Looking up at Rain Bird and Toro. While each company was understandably proud of their places in their respective niche markets, future growth was limited.

"To be a real effective player in the golf irrigation market, you have to have the whole package — now we do," said Dunn. "It's been long recognized that Hunter has been a leader in gear-driven rotors, all irrigation products considered."

"On the other hand, Buckner has a tremendous history of manufacturing quality, versatile control systems from lower-cost solutions to sophisticated control systems to radio systems.

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Dataline: Toll free service from Hunter

SAN MARCOS, Calif. — Irrigation professionals who have questions about Hunter products, or technical questions about installing irrigation systems, are now invited to call the new toll free Hunter Dataline: 1-800-733-2823.

Hunter customer service representatives are now available to answer calls Monday through Friday from 7:30 a.m. 5 p.m. (Pacific time).

"This service is designed to assist golf course superintendents, landscape contractors, irrigation specifiers, including landscape architects and public agency personnel," said Joe Silva, Hunter North American sales manager. "Hunter representatives will be available to answer questions about Hunter rotors, sprays, valves and controllers, in addition to general questions about planning and installing residential and commercial irrigation systems," Silva added.