

BRIEFS



LOHMANN HEADS SANDOZ MARKETING

DES PLAINES, Ill. — Sandoz Agro, Inc. has announced the recent promotion of Terri Lohmann to marketing services manager for the Specialty Products Business Unit. Lohmann joined Sandoz in December 1994 as a marketing services associate. Lohmann previously held an account executive position for a marketing communications agency serving clients in the professional specialty chemical industry.



Terri Lohmann

TURFLINE SECURES PATENT

ST. CHARLES, Mo. — Turflin, Inc., the manufacturer of the True-Surface (r) Greens Rolling System, has been awarded a patent for the company's vibratory greens roller by the U.S. Patent Office. The patent was issued in 1992. The True-Surface (e) vibratory rolling system incorporates an unbalanced center shaft with an eccentric flyweight to create the needed movement of the outer roller, resulting in a truer and faster putting surface.

TAYLOR: FROM MELEX TO YAMAHA

SANFORD, Fla. — Yamaha USA Golf Car Group recently named Bryan Taylor manager of its new factory branch here. Taylor joins Yamaha Golf Cars of Florida after nearly 10 years of experience in the golf car industry with Melex USA Inc. of Raleigh, N.C., where he served as vice president of marketing. As branch manager of Yamaha, Taylor is responsible for day-to-day operations of factory branch activities, as well as management of the fleet sales force and sub-dealer activities in Florida.

MALE TO DIRECT FLOWTRONEX SALES

DALLAS, Texas — Pump station veteran Tom Male's game plan for Flowtronex PSI focuses on one main goal: Continued responsiveness to the ever-changing needs of the turf-grass industry. Male will have plenty of opportunities to pursue his objective as the new North American sales manager Flowtronex. After five years with Best Equipment, a Flowtronex affiliate, he transferred his skills to the golf industry as western regional manager located in Southern California.



Tom Male

DowElanco further commits to T&O with realignment

Settles dispute with Micro Flo

INDIANAPOLIS — DowElanco has announced the formation of two new sales districts dedicated solely to the turf and ornamental marketplace for the purpose of increasing the company's commitment to the business. With this change comes the addition of managerial positions as well as dedicated sales reps within each territory. These changes are a result of increasing sales of current products as well as the continuing success of products under development.

"We've enacted these changes to provide better, faster and more efficient service to current and future customers," said Gary Denhart, sales manager for DowElanco. "As the pesticide industry grows more diverse, we're committed to continually meeting the challenge of providing superior service."

The formation of the two new districts, added Denhart, will allow DowElanco to: Work more closely with distribution channels and end-users; offer more efficient solutions to current and future needs of customers; launch new technologies in a more focused manner; and provide a higher level of service.

"Quite simply, we're dedicating more time and resources to the T&O marketplace be-

Continued on page 48



ELECTRIC, BUT CORDLESS

The first and only battery-operated greens roller has been developed, premiering at Oak Hill Country Club in Rochester, N.Y., which staged the recent Ryder Cup. Distributed by Turf Keeper, the electric model is automatic and will roll 18 holes of golf on a single charge. It comes complete with its own transport trailer and charger. More information is available from Bill Stinson at Turf Keeper by calling 716-624-4221, or faxing 716-624-5340. For more new products, turn to page 50.



NEW PRODUCT OF THE MONTH

Closed Containment Feed Systems from Neptune Chemical Pump Co. are compact packaged chemical feed systems built into double-walled containment vessels. These systems include a cover to provide extra security and weather protection, while capturing any leaks or spills. Any spilled chemical can be easily reclaimed, improving housekeeping and maintenance. These closed systems can be placed out-of-doors and include an integral locking lid to guard against rainwater intrusion. They are complete packages, including all required tubing, valves and strainers, and may be furnished with a metering pump or other type of pump depending on the application. Made entirely of polyethylene, Neptune's closed, lockable Containment Feed Systems are available in 60- or 90-gallon sizes. For more information, request a free copy of Bulletin CFS-95 from Neptune, call 215-699-8701; or fax 800-255-4017. For more new products, see page 50.

GOLF COURSE EXPO

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA
NOVEMBER 9-10, 1995

A NATIONAL EXHIBITION AND CONFERENCE FOR OWNERS, SUPERINTENDENTS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES

Many products will make their industry debuts at Golf Course Expo. See the Expo Directory (pages 27-36) for a list of exhibitors—and look for the starburst:



Rain Bird, Pebble Beach sign 5-year irrigation agreement

PEBBLE BEACH, Calif. — Rain Bird's Golf Division has signed an agreement with Pebble Beach Golf Links to renovate the course's irrigation system and provide technical support for the next five years. The deal makes Rain Bird the exclusive irrigation products provider for Pebble Beach.

Ted Horton, vice president of resource management for Pebble Beach Co., added, "After thoroughly reviewing all the possible players for such a relationship, we became convinced that Rain Bird could uniquely give us the level of technology and commitment to service Pebble Beach requires."

Because Pebble Beach required minimal disruption during installation, a wireless central control system was necessary. It chose the Maxi V Link control system, which provides a wireless radio interface between field satellites and the central computer, a feature that was cited as a major factor that led to the agreement.

AZUSA, Calif. — Rain Bird's Golf Division, manufacturer of irrigation products for golf courses, has hired Wendi J. Abrams as national sales manager. In her new position, Abrams is responsible for all domestic sales within Rain Bird's Golf Division. Additionally, she manages a group of regional and specification managers to develop sales through the company's independent distributor network. Prior to joining Rain Bird, Abrams was director of labor relations for Pacific Bell Directory.



Wendi Abrams