

BRIEFS



STONE HIRES GEOSCIENTIST

RALEIGH, N.C. — Andrew Hiscock, a leading agrochemical scientist, has joined Stone Environmental, Inc. (SEI) as senior geoscientist. With his arrival, the company has opened a Southeast Regional Office here at 206 Langston Mill Court, Raleigh, N.C., 27606; phone-fax is 919-387-4704.



Andrew Hiscock

Hiscock will manage agrochemical monitoring studies, environmental site assessments, and hazardous materials remediation projects.

BARENBRUG HIRES SALES MANAGER

TANGENT, Ore. — Barenbrug USA has named John Farrell sales manager at its Garfield-Williamson Division's professional products division. In his new position, Farrell will handle sales to the professional turfgrass industry in Garfield-Williamson's Eastern region, while also fulfilling selected responsibilities nationally for Barenbrug USA. Farrell spent the last 10 years with Lofts Seed Co. as a golf turf specialist, serving golf course superintendents, architects and builders.

BEEBE TO COORDINATE JACKLIN PR

Brandie E. Beebe, a lifelong resident of Coeur d' Alene, Idaho, has joined Jacklin Seed Co. Beebe will be working in the Marketing Department, coordinating the advertising and public relations for Jacklin Seed Company and the newly formed division, JacklinGolf. Beebe, a 1994 graduate of the University of Idaho, received a bachelor of science degree in public relations.



Brandie Beebe

BILLMAN JOINS ZAJAC STAFF

ALBANY, Ore. — Michael Billman has joined Zajac Performance Seeds as warehouse supervisor for the company's office/warehouse here. The soon-to-be-completed facility is situated on a 33-acre site, and is equipped with advanced mixing equipment and an extensive truck-handling capability for prompt, efficient shipments. The warehouse will serve as the consolidation point for the company's proprietary turfgrasses and mixtures as well as for common grasses and forages.

Lesco acquires Pro-Lawn

CLEVELAND — Lesco, Inc. has signed an asset purchase agreement to acquire the Pro-Lawn Division of Agway, Inc. for an undisclosed amount of cash.

Pro-Lawn is the largest regional supplier of professional turf care products serving the golf course, landscape, commercial and lawn care market in the Northeast. The division markets fertilizer, turf seed, turf protection and other specialty products in 16 states to a broad array of customers. Annual sales revenue is approximately \$30 million.

Said William A. Foley, chairman, president and chief executive officer of Lesco: "We believe this move strengthens our position in the strategically important Northeastern U.S. market."

Lesco, Inc. now serves more than 90,000 customers nationwide and distributes its product through its Lesco Service Centers, Lesco Stores-on-Wheels, lawn care service representatives, telemarketing and catalog sales.



ACQUISITIONS

Flowtronex PSI, Amiad join forces

COLUMBUS, Ohio — Zebra mussels, fresh water clams, algae-infested water sources. Inspired by the golf industry's growing dependence on high quality filtration systems, pump station manufacturer Flowtronex PSI has forged a precedent-setting marketing agreement with filtration systems manufacturer Amiad Filtration Systems.

The agreement, which took effect Jan. 1, grants Flowtronex PSI world wide marketing rights to Amiad filters for the golf course industry. What that means, said Flowtronex PSI President Dave Brockway, is greater responsiveness to customer concerns.

"Until recently, we simply followed customer specifications when it came to pump station filtration," said Brockway. "But filtration emerged as a more crucial issue in the last few years due to mounting water-quality problems. Superinten-

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KNOX TEAMS WITH PURSELL

PGA touring pro Kenny Knox has joined the Pursell Industries team as a special sales representative. The three-time tour winner will represent the Alabama-based fertilizer firm throughout 1996 in a variety of golf-related customer outreach activities, helping to showcase Pursell's Polyon fertilizer encapsulating technology. While playing in Tour events and at Pursell-sponsored activities, he will wear Polyon apparel and use a custom-designed Polyon golf bag.

COMMENTARY

While keeping an ear to the trade show floor

By HAL PHILLIPS

ORLANDO — The GCSAA show has traditionally been an effective platform from which companies introduce new products and technology. Though its secret weapon is still winding its way through the offices of the Environmental Protection Agency, Rhone-Poulenc made a big splash in Orlando with its new mole cricket control system, Chipco Choice. Experimental Use Permits have been



approved in six Southeastern states where, by all accounts, Choice has met with rave reviews. "Superintendents and

researchers are telling us they've never seen anything like it," said R-P's Andy Seckinger. The active ingredient in Choice, fipronil, attacks the mole cricket nervous system. However, according to R-P researchers, fipronil has minimal effect on mammalian nervous systems and, thus, might have broader applications in the pest-control market. Seckinger said Choice should be approved for superintendent use sometime this spring, hinting that it would have been okayed by now if Democrats and Republicans hadn't shut down the government three times since November.

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There's nothing like a good ol' fashioned catfight, especially when it's played out between respected companies on a trade show floor. In Orlando, the best example pitted Rain Bird and Toro Irrigation in a battle over which company supplies irrigation systems to the *Golf Digest Top 100*. Rain Bird claims five of the top 10, prompting Toro to claim 75 of the top

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NEW PRODUCT OF THE MONTH

Behold, the Water Hog, an Irish invention that removes surface water at a rate of 6,000 gallons per hour. Now manufactured in the U.S. by Star Transportation of Englewood, Colo., the ride-on Hog, powered with an 11-hp Honda engine, retails for \$11,500, while the Hog Jr., a lightweight, walk-behind model, goes for \$795. Both machines use the principal of sponge-covered, take-up drums which act as wheels. The sponges, which are non-invasive to the terrain, feed water to a drum which collects and stores the water, which is wheeled away and emptied. The ride-on model, as you can see, simply shoots the water away — up to 50 feet away. For more information on the Water Hog, call Star at 800-495-4429. For more new products, see page 66.

Fish-based fertilizer shows real promise

By JOHN SCHMITZ

Cold ocean waters off the Oregon coast are the principal source of a new organic fertilizer formulated to grow healthier greens, tees and fairways. So far, the product is showing good promise during testing at a nine-hole course on the Long Beach Peninsula in the state of Washington.

BioGro (9-3-5), which is made by fish feeds producer Bioproducts of Warrenton, Ore., consists mainly of the organic by-products of fish-processing plants along the Oregon coast. Rob Gould of Pacific Organics in Salem, Ore., who consulted with Bioproducts, said the natural, slow-release nutrients it contains actually serve to increase the health of soil microbes, which in turn leads to healthier grass plants.

There's certainly nothing new about

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Still diversifying, Toro buys Liquid Ag

BLOOMINGTON, Minn. — The Toro Co. has formed a new business organization to foster new product lines and services. Ram Kumar, vice president, new businesses, will lead the new group.

One of the new organization's first actions was the acquisition of two golf course industry firms.

Toro has signed a letter of intent to acquire Liquid Ag Systems, a Florida-based company formed in 1973 by Max Brown, PhD. Liquid Ag provides customized liquid fertilizers to commercial customers, with an emphasis on the golf industry. Liquid Ag and Brown pioneered the development of fertigation, the process of micro applications of liquid fertilizers through existing irrigation systems.

Liquid Ag products will be marketed under Toro's Bio Pro line of diagnostic systems, fertigation

products and agronomic services. Brown will become director of agronomic services for Toro.

Toro has also signed a letter of intent to acquire Integrated Control Systems and Services (ICSS) Inc., an Abilene, Texas-based information technology management firm. ICSS had managed Toro Irrigation's National Support Network (NSN).

Toro has formed a new customer service systems group (CSS) to manage NSN. Cynthia Love, EdD, founder of ICSS, will become director of the CSS group for Toro.



ACQUISITIONS

DowElanco, Mycogen sign pact

INDIANAPOLIS — DowElanco, Mycogen Corp. and The Lubrizol Corp. have signed definitive agreements for transactions through which Mycogen will acquire DowElanco's United AgriSeeds business and DowElanco will take approximately a 46 percent equity stake in Mycogen.

San Diego-based Mycogen agreed to issue about 4.5 million shares of common stock to Indianapolis-based DowElanco in exchange for United AgriSeeds and \$26.4 million in cash. In a

separate transaction, DowElanco agreed to purchase all of the 9.5 million shares of Mycogen common stock owned by Cleveland-based Lubrizol, Mycogen's largest stockholder, for \$126 million. These include 3.4 million newly issued shares resulting from Lubrizol's conversion of its 19.5 percent ownership interest in Mycogen's seed business and \$31.6 million of Mycogen preferred stock. At the completion of those transactions, DowElanco will hold approximately 14 million of the 30.4 million outstanding shares of Mycogen common stock. The agreement allows DowElanco to acquire additional Mycogen common shares.

The transactions are subject to government approvals.

United AgriSeeds and Mycogen Seeds will create an entity that had 1995 seed sales of more than \$100 million. Mycogen consolidated sales of 10 regional brands and sold all of its seed products under the Mycogen brand for the first time in 1995. United AgriSeeds markets its products under the Lynks and Keltgen brands.

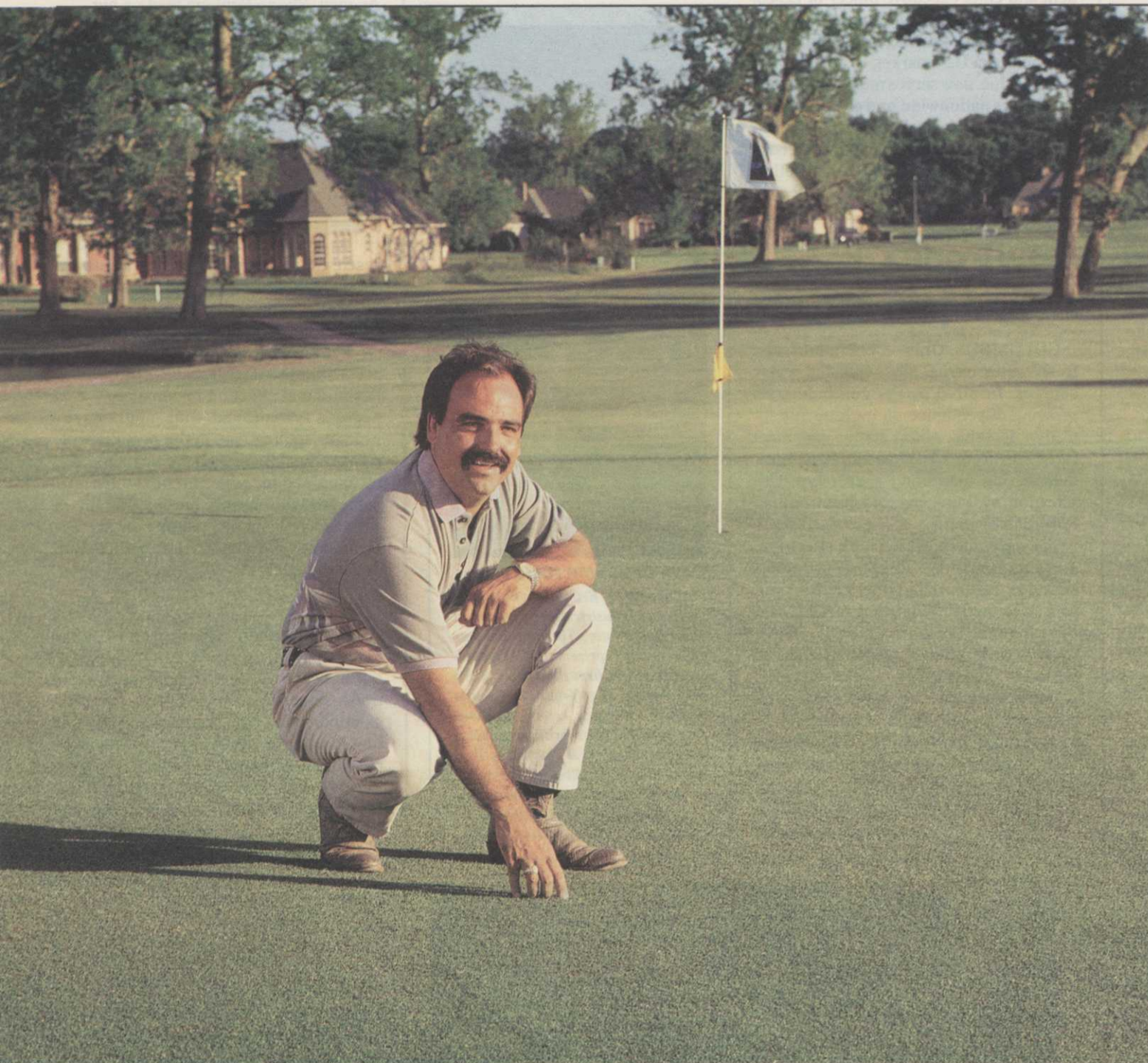
Flowtronex/Amiad

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dents, contractors and consultants started seeking our advice and encouraging us to assume a more proactive role. They specifically sought our assistance in specifying, installing, and servicing filters, as well as offering personnel training for on-going maintenance. Their inquiries brought us directly to our new agreement with Amiad."

The service commitment encompasses all operational aspects. First, Amiad will provide extensive filtration application training to all Flowtronex PSI sales and engineering personnel. Second, to meet field service requirements, Amiad will conduct service classes for Flowtronex's 100-plus FlowNet service network. As part of their annual FlowNet certification requirement, these technicians will be thoroughly schooled on all significant aspects of Amiad filtration products over the next year — making partners Amiad and Flowtronex PSI the only filter suppliers in the industry with a nationwide service chain providing local filter service capabilities.

And, according to Brockway, customer choice will be protected by the flexibility inherent in the agreement. "Any other pump manufacturer can utilize Amiad filters on their equipment," explained Brockway. "Likewise, Flowtronex PSI can put other filters on our pump stations. The difference to customers arises when both our equipment and Amiad filters are utilized in tandem, as we can then provide greater service both before and after the system hits the filed."



"We have been using ROOTS™ for a couple of years, and started the 1-2-3 Program in November 1994, spraying every three weeks since then. We have better rooting on our greens during spring transition than I have seen in years past. The 1-2-3 Program may not be entirely responsible for the enhanced rooting, but our overall turf quality has definitely improved since the initiation of this program."

John Walker, Golf Course Superintendent
Weston Lakes Country Club

1-2-3

roots inc.

A Division of LISA Products Corporation
3120 Weatherford Road, Independence MO