

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 turf grasses 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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TurfHealth Care and Becker-Underwood join forces

Turf Health Care, L.C. has been formed as a joint venture between Becker-Underwood, Inc., a manufacturer and marketer of specialty turf products, and Plant Health Care, Inc., a leading company of world-renowned scientists who specialize in biological products for horticulture and reforestation.

Turf Health Care will market biologically derived specialty products to the golf, turf and related industries. Turf Health Care is headquartered in Ames, Iowa, and will operate separately from its parent owners, Becker-Underwood and Plant Health Care.

Turf Health Care brings to the green indus-



try BioPak, WSP, and BioPak WSP (Fe) with 10 percent iron, the industry's first biostimulants available in water-soluble packets for use on established turf, landscape and sod. These products will be sold nationwide through turf and ornamental distributors.

For more information about Turf Health Care products, call 800-418-9333.

Fish fertilizer

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fish fertilizers. What makes BioGro unique, explained Bioproducts development manager Ron Anderson, is that unlike its powdery predecessors, BioGro is available in pellets.

The pellets come in two sizes: a uniform fine grade (1.5 millimeters) for fairways, collars and tees, and an even smaller greens grade with various-sized granules (0.78 to 1.3 mm). Because the pellets are actually extruded from a paste made up of the various ingredients, it is said to be

easier to handle and apply.

One of the advantages of BioGro over poultry-based fertilizers, Gould said, is that ocean fish do not contain the turf-damaging, antibiotic and hormone residues that commercially grown chickens and turkeys do.

The secret to growing healthy, beautiful turf, said Gould, is to first make sure that the soil it lives in is healthy. BioGro accomplishes this by providing slow-release nitrogen, phosphorous and potassium that microbes and worms can break down more efficiently. It's these more easily digestible by-products of microbe and worm activity that the root hairs of grass plants actually use for food.

In cases of diseased turf, Gould said BioGro works the same way that holistic medicine does: it gives the plant what it needs to heal itself rather than attacking disease-causing organisms with hard chemicals. One of the fringe benefits of organic fertilizers such as BioGro, he added, is that in the process of becoming healthier, plants build a better immunity to diseases and thus require fewer fungicides.

Not too far from Bioproducts headquarters near Seaside, Ore., BioGro is undergoing full-scale testing on a nine-hole golf course. "I'm satisfied with it that it's working," said Jerry Zorich, who, along with his wife, Barbara, operates Peninsula Golf Course in Long Beach, Wash.

Zorich noted that although BioGro doesn't at first give quite the green lustre that chemical fertilizers can and is not as fast acting, a little patience will reward him with healthier turf. "I think it's something that you build up over a period of time," he said. "Once we refine how much it's really going to take to hold it [greens, collars and tees] to a certain level, I think we're going to be real happy with it."

Zorich is applying 50 pounds of greens-grade BioGro to his greens, all of which measure about 2,300 square feet, every 21 days. Collars and tees are nourished with fine-grade BioGro. As with chemicals, he noted, there is some pick up of fertilizer pellets on the first and sometimes second day of mowing.

Zorich also has hopes for broader applications.

"I'm using a fungicide to spot kill the fungus now, but I'm hoping that once we get good, healthy grass we will be able to avoid that," he said.

At \$450 to \$650 a ton, BioGro is priced about the same as chemical fertilizers, Zorich said. Peninsula is actually an organic proving ground for a larger, 18-hole course Zorich plans to build in the future. He said once it was known he wants to be "100 percent environmentally correct using all organic materials," acceptance of his plans have met with wider approval by the local planning department and state environmental officials.

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