

Kelley to head Turfline marketing

ST. CHARLES, Mo. — Rick Kelley, a veteran newspaper journalist, has been hired by Turfline, Inc. President John Humphrey to develop and implement a strategic marketing and sales campaign for the company's patented True-Surface Vibratory Greens Rolling System.

Prior to joining Turfline, Inc., Kelley was president of the R.K., Co., a marketing and consulting firm. A graduate of the University of Missouri-Columbia, he compiled 20 years in the news-

paper industry as news editor and publisher. Kelley also worked the 102nd session of the U.S. Congress as press secretary to a United States congressman.

While at Turfline, Inc., Kelley has spearheaded the company's major commitment to promoting the vibratory roller to golf courses worldwide. He has assisted in developing a major network of international distributors and conducts a direct sales campaign from the company's St. Charles, Mo., office.

biosys acquires AgriDyne, adds to biological product line

COLUMBIA, Md. — AgriDyne Technologies Inc., of Salt Lake City, Utah, has become the latest acquisition of biosys, Inc., a biological pest control company here.

The AgriDyne acquisition brings azadirachtin chemistry to the biosys family of biological products that includes baculoviruses, beneficial nematodes, and a line of pheromone products. In addition, the AgriDyne team is utilizing recombinant

DNA technology to develop a synthetic pyrethrum insecticide that will have applications in turf, ornamental, and nursery crops.

Azadirachtin is the active ingredient in neem

oil, a plant-derived material. It is formulated and sold as OHP Azatin EC and OHP Azatin XL for control of a broad range of insect pests in greenhouses, outdoor nurseries, and interiorscapes.

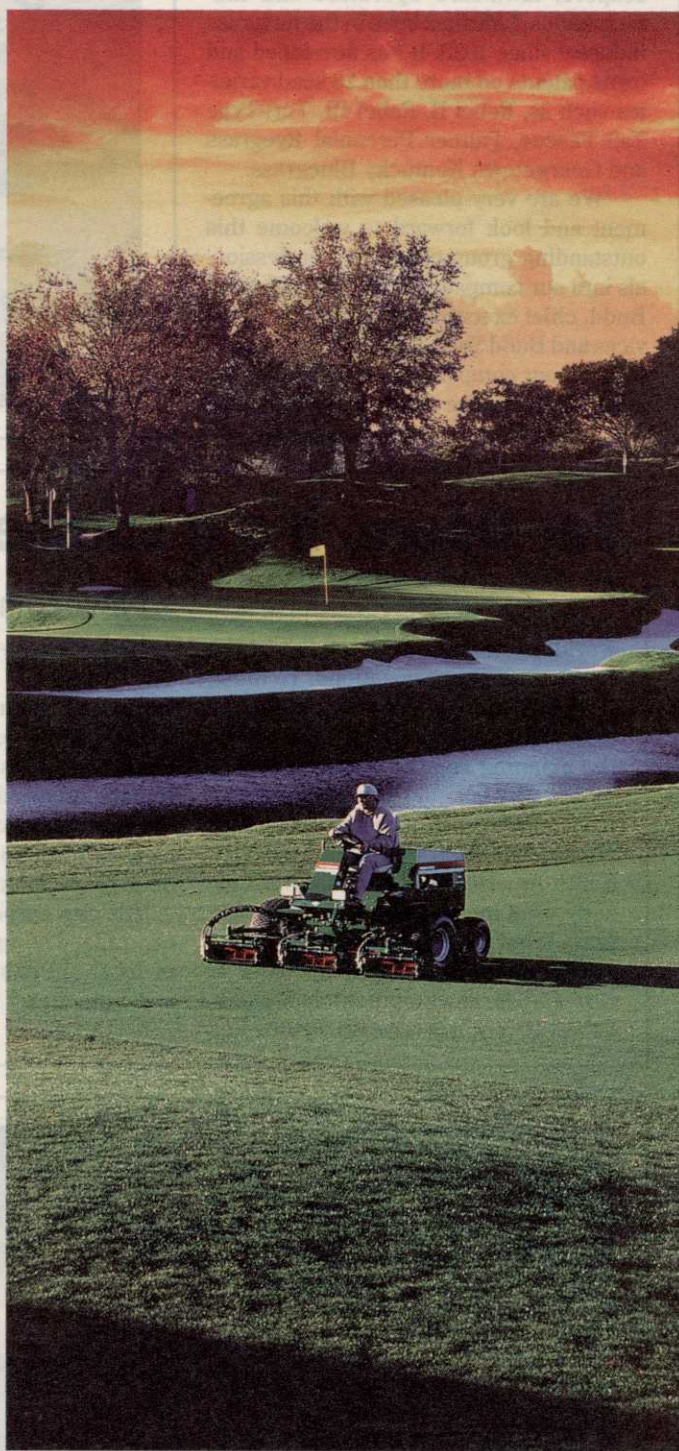
University- and company-sponsored research has shown that Azatin is effective against dozens of insect species, including several species of cutworms, armyworms and other lepidoptera, plus leafminers, whiteflies, aphids, Colorado potato beetle, psyllids, black vine weevil, beetles, fungus gnats, thrips, and fruit flies.

OHP Azatin is distributed in the United States by Olympic Horticultural Products.

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company enhances the capabilities and services for our existing customers and opens new market opportunities, while maintaining the philosophies upon which both businesses were founded."

John Loft, president and chief executive officer of Lofts Seed, said the Lofts name, its product line and commitment to service will not be affected by the sale.

"We are pleased to become associated with Budd Seed," said Loft. "The philosophies and evolution of both companies have been based on similar fundamental values — exceptional customer service that is based on partnership, professionalism, integrity and complete dedication to every phase of the turf industry."

Ken Budd, president and chief operating officer of Budd Seed, will become president of Loft Seed Co. Richard Budd and Ferald Chrisco, chief financial officer of Budd Services, will become senior executives of the company. Mike Beauchamp, controller for Budd Seed, will become the manager of the Winston-Salem operations for Budd Seed Co.

Loft Seed boasts domestic branches and subsidiaries in Massachusetts, Pennsylvania, Maryland, Ohio, Oregon and Georgia. The 73-year old company has more than 100 employees. Budd Seed sells grass seed and fertilizer to businesses and municipalities in North and South Carolina, Tennessee, Kentucky, Virginia and West Virginia. Budd Seed purchases its grass seed in the United States from Oregon and Missouri, and around the world from Australia, New Zealand and France, for distribution to the Southeast region.

PEMRICK JOINS LOFTS

SOMERSET, N.J. — Lofts Seed, Inc. has added Walt Pemrick to its Professional Turf Division. Pemrick will be working with Lofts distributors, sod farmers, professional turfgrass managers, and golf course architects throughout the country. Pemrick, formerly of Warren Turf, Inc., was one of the founders of the International Turfgrass Producers Foundation and has served as its president for the past four consecutive years.