

By A. OVERBECK

**S**YLACAUGA, Ala. — Pursell Technologies Inc. (PTI) has entered into a long-term agreement with J.R. Simplot Co. to pursue the marketing of POLYON fertilizers and other PTI products to the professional turfgrass markets in the Northeastern, Mid-Western, and Southwestern states. Simplot and PTI currently have a joint-venture

## PTI, Simplot pursue Polyon marketing agreement

arrangement to market fertilizer products to the professional turf and horticulture markets in the Western United States as well as Pacific Rim countries.

The newly expanded business arrangement combines Pursell's state-of-the-art coating and research expertise with Simplot's manufacturing and marketing ca-

pabilities.

"Simplot has wholly owned distribution and manufacturing points, but they don't have any technology," said David Pursell, president and chief executive officer of PTI. "We have the technology, but no distribution, so it makes for a perfect fit. I couldn't draw it up on a dry-erase board

any better than that."

The agreement is another in a series of strategic moves that Simplot is making in order to position itself as a global leader in branded turfgrass fertilizers and seed.

"We are fully confident that Simplot has the right plan in place as well as the staying power, to

become a dominant global leader," said Pursell. Doyle Jacklin, president of Simplot Turf and Horticulture, confirmed that this agreement will be in fact a significant factor enabling Simplot to achieve its strategic position. Simplot may also market future PTI technologies such as controlled-release pesticide products currently under development.

## Aquatrols Fund

Continued from page 61

and development has been of key importance to Aquatrols, the company has established the research endowment fund as a way to give back to the industry and recognize the contributions made by Moore.

The purpose of the program is to support applied research for optimizing the growing environment for golf course turf, with specific goals for increasing the effectiveness of applied water, fertilizers and pesticides and thereby reducing the total requirements. The goal is to develop maintenance practices that result in beautiful golf courses with minimal impact on the environment and consumption of resources.

Any research proposal meeting the above purpose and the foundation's research submission and funding requirements is eligible for consideration as a grant recipient. ▽

## Tyler/Purdue

Continued from page 61

arship based upon his academic performance, his leadership in the student chapter of the GCSAA and his work experience in the industry. Strehle most recently worked as an intern with the golf course groundskeeping crew at the Wolf Run Golf Club in Zionsville, Ind. His previous two summers were spent as an intern at Miami Valley Golf Club in Dayton, Ohio, and as an assistant in the construction of the Kampen Golf Course at Purdue University.

The Mentor Scholarship is an annual award presented to students with high potential in the field of turfgrass management. The scholarship is intended to recognize the importance of those people who serve as trusted advisors during a person's lifetime and to encourage the recipients to become mentors as their career in the turf industry evolves. ▽



# IRRIGATION RENOVATION IS HIS SPECIALTY BUT LISTENING IS HIS STRONG POINT

Toro distributors are experienced renovation specialists. And with experience comes the knowledge that listening is the most important part of a system renovation. After all, you know your course better than anyone. Once you've shared your plans, goals and concerns, your Toro distributor will work closely with you during every step of the renovation process. Then, you can count on them to be there throughout the life of your irrigation system. The world's number one irrigation renovation experts are ready to listen when you're ready to talk. Call your Toro distributor today.



IRRIGATION