

BRIEFS

BASF APPOINTS LEBLANC

RESEARCH TRIANGLE, N.C. — BASF has appointed Chad LeBlanc as senior sales specialist for the turf and ornamental group headquartered here. He will be responsible for all sales-related activities in Alabama, Georgia, Mississippi and Tennessee. Previously, LeBlanc was a market manager for the BASF ag products group.



Chad LeBlanc

OASE PUMPS NAMES THRAILKILL

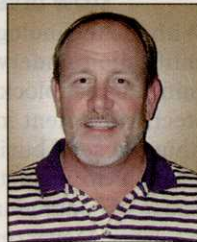
IRVINE, Calif. — OASE Pumps has appointed David Thrailkill as eastern regional sales manager for the company's commercial division. Thrailkill will be responsible for managing wholesale supply and distribution accounts for the complete line of commercial OASE fountain and aerator products. He will be based in Atlanta.



David Thrailkill

WAGNER JOINS GCBAA BOARD

AZUSA, Calif. — Dennis Wagner, central region specifications manager for Rain Bird Corp.'s golf division, has been elected to serve a two-year term on the Golf Course Builders Association of America's board of directors. Wagner joins five other newly elected members on the GCBAA's 21-member board. Wagner is currently serving on the meetings committee and the auction committee for the association.



Dennis Wagner

GROWTH PRODUCTS NETS OBERLANDER

WHITE PLAINS, N.Y. — Growth Products has hired Randy Oberlander to the newly created position of national sales manager. He will be responsible for managing and coordinating accounts. Oberlander previously worked for United Horticultural Supply as a sales representative in central Pennsylvania.

Watertronics expands Watervision functionality

By ANDREW OVERBECK

HARTLAND, Wis. — Watertronics has rolled out an improved version of its Watervision software system that features a Windows CE-powered touch screen operator interface right at the pump station.

"Watervision now runs at the pump station, which allows for Internet service and gives users access to all of the pumps stations in a network," said Jim Claas, software engineer. "If you have five stations you can connect to all of them at one location. This allows all of the pumps to be monitored and controlled through the network in real time."

Putting all of the pump stations on a network solves the old problem of having one "master" pump. "Before, if that pump went down, then the other pumps could not communicate with each other," Claas said. "Now if one pump goes down, the others can still communicate and you don't lose the data flow." The system is ideal for



The new Windows-CE powered touch screen

multi-course properties that have many pump stations on different layouts, added Claas.

The six-inch touch screen unit has infinite programming ability, a one-gigabyte hard drive, and users to instantly access data logs and alarm information.

Continued on page 27

ProSource One bulks up staff

MEMPHIS, Tenn. — In keeping with its strategy to grow market share through hiring (GCN March 2002), ProSource One has added six new sales representatives to cover the turf and ornamental markets in Florida, Georgia, South Carolina, Illinois and Minnesota.

In Florida, Mike Bailey, who most recently oversaw operations at Ft. Lauderdale Country Club, will manage turf accounts in the Palm Beach County and Vero Beach area. Dan Jones, CGCS, will focus his efforts in central Florida, including the Orlando, Daytona and Melbourne areas and Bill Plante will

service turf markets in north Florida and southeast Georgia.

In Georgia, Theresa Luke will cover the Savannah area and all of South Carolina from the company's Athens facility.



Mike Bailey



Bill Gauwitz

Up north, ProSource One added Bill Gauwitz, CGCS, and Brian McGuffin. Gauwitz, who most recently managed three courses for the city of Hollywood, Fla., will cover Minnesota. McGuffin, who has particular expertise in custom fertilizer application programs for golf courses, will cover the Chicago area.

NEW PRODUCT OF THE MONTH



THE SMITHCO VERTI-STAR DETHATCHER

Smithco has rolled out its new Verti-Star dethatcher, a walk-behind verticut machine that provides aggressive cutting down to one and a half inches. The unit features a 13-hp Vanguard engine, an electric lift and a cutting width of 16 inches. It also comes equipped with hydrostatic drive, grade C2 tungsten carbide tip blades and wide rear wheels for better stability. For more information, contact 1-877-833-7648.

Spanish Systems aims to improve communication

By ANDREW OVERBECK

NORTHFIELD, Ill. — Arturo Castro's Spanish Systems is making a strong push with its software programs aimed to help superintendents better work and communicate with the growing Hispanic workforce in the golf industry.



Arturo Castro

Castro, who started his business by creating a Spanish for hospitality management program for Marriott Hotels in the late 1980s, identified a need in the golf industry for his services in the mid-'90s.

"The golf course management industry is extremely standardized and well organized. It allowed me to create a very practical solution," said Castro.

Castro, who has been working with the Golf Course Superintendents Association of America on seminars for the past seven years, developed Search and Say Spanish for Golf Course Management two years ago and has seen strong

Continued on page 27

Simplot Partners readies soluble fertilizer line

SAN DIEGO, Calif. — Simplot Partners has rolled out a new line of soluble fertilizers called SoluPack.

A number of the products will incorporate Mequon, Wis.-based Agrotain International's UMAXX stabilized nitrogen technology. UMAXX's chemistry maximizes urea nitrogen efficiency by reducing the risk of nitrogen loss to the environment and provides plants with ammoniacal nitrogen for 12 to 16 weeks.

"These water-soluble fertilizers are an excellent value for customers since water is added at the time of application, resulting in substantial cost savings," said Nick Spardy, vice president and general manager of Simplot Partners.

The new product line is composed of the following nine formulations:

- Bermudagrass Special 20-5-30 is manufactured with chelated micronutrients and promotes sustained nutrient plant response to greens and fairways in both warm- and cool-season climates.
- High Potash Formula 13-0-44 relieves stress problems normally associated with cooler temperatures on greens and fairways.
- Potassium Special 10-20-30 provides plant stress conditioning when applied as a water-based solution to both leaves and roots.
- SP All Purpose 20-20-20 advances

Continued on page 27