

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

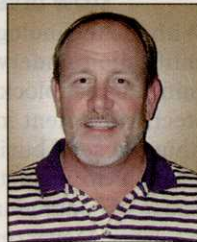
IRVINE, Calif. — OASE Pumps has appointed David Thrailkill as eastern regional sales manager for the company's commercial division. Thrailkill will be responsible for managing wholesale supply and distribution accounts for the complete line of commercial OASE fountain and aerator products. He will be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

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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

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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.

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

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Watertronics

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While Watervision and its irrigation communication component PumpLink have been out on the market for two years now, Claas is always looking for ways to tweak the software program. Last year the company introduced Maintenance Manager software that is a record keeping database for system maintenance and repair work.

"Maintenance Manager keeps track of the date you fix certain items or replace parts," Claas said. "By keeping a repair history you can keep an eye on chronic problems. You can also set it up to schedule maintenance activities based on total pump hours."

Looking ahead, Claas is working on adding fertigation functions

to new versions of the software.

"That is in the works right now so that fertigation can be controlled at the central processor," he said. "We want to not only be able to control the percentage of fertilizer in the system but also monitor the quantity in the tanks so that it can tell you when to reorder. Right now we can put up to four fertilizer pumps on one flow sensor."

Claas also wants to adapt the

software so that irrigation control systems can tell the pump station when to fertigate.

"We are trying to tie all these items together," he said. "We have put the irrigation system together with the pump station through PumpLink and now we want to add fertigation capabilities. The more we can tie things together, the more we can improve the efficiency and reliability of the entire system." ■

Soluble fertilizer

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uniform growth and development when applied as a water-based solution to both leaves and roots.

- SP Bentgrass Formula 28-8-18 can be applied through conventional spray equipment or through fertigation.

- SP Rapid Green 20-0-20, a balanced ammoniacal and nitrate feed, provides a quick plant re-

sponse even during cool dry conditions.

- SP Root Enhancer 12-31-14 contains ammonium phosphate to promote root and shoot development and increase stress tolerance.

- Summer Aid 25-0-25 includes a one-to-one nitrogen to potassium ratio and is intended for high maintenance areas on sand-based soils.

- Super Cal Formula 15-0-15 contains calcium to improve plant metabolism and cell wall strength. ■

Spanish Systems

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growth and interest in the program over the past year.

"Computer habits among superintendents are increasing," he said. "And there is a natural paradigm shift that occurs with the employment of Latinos in any industry when it becomes clear that without adequate solutions to the communication barrier, it is going to hurt productivity."

The Search and Say program is not designed to be used as translation software. Instead, it allows superintendents to search for specific phrases relating to a golf course task. The database then pulls up a list of phrases relating to the task that the superintendent can use to instruct workers and solve problems.

"You can identify the tasks that must be done and put them on a note pad that you can hand out to the employee for the day or for the week," said Castro. "You can also tell guys to be more careful, or offer positive reinforcement. It helps in team building."

Mark Hoban, superintendent at the Atlanta Athletic Club in Duluth, Ga., recently started using Search and Say and has noticed results. Seventy-five percent of his hourly employees are Hispanic.

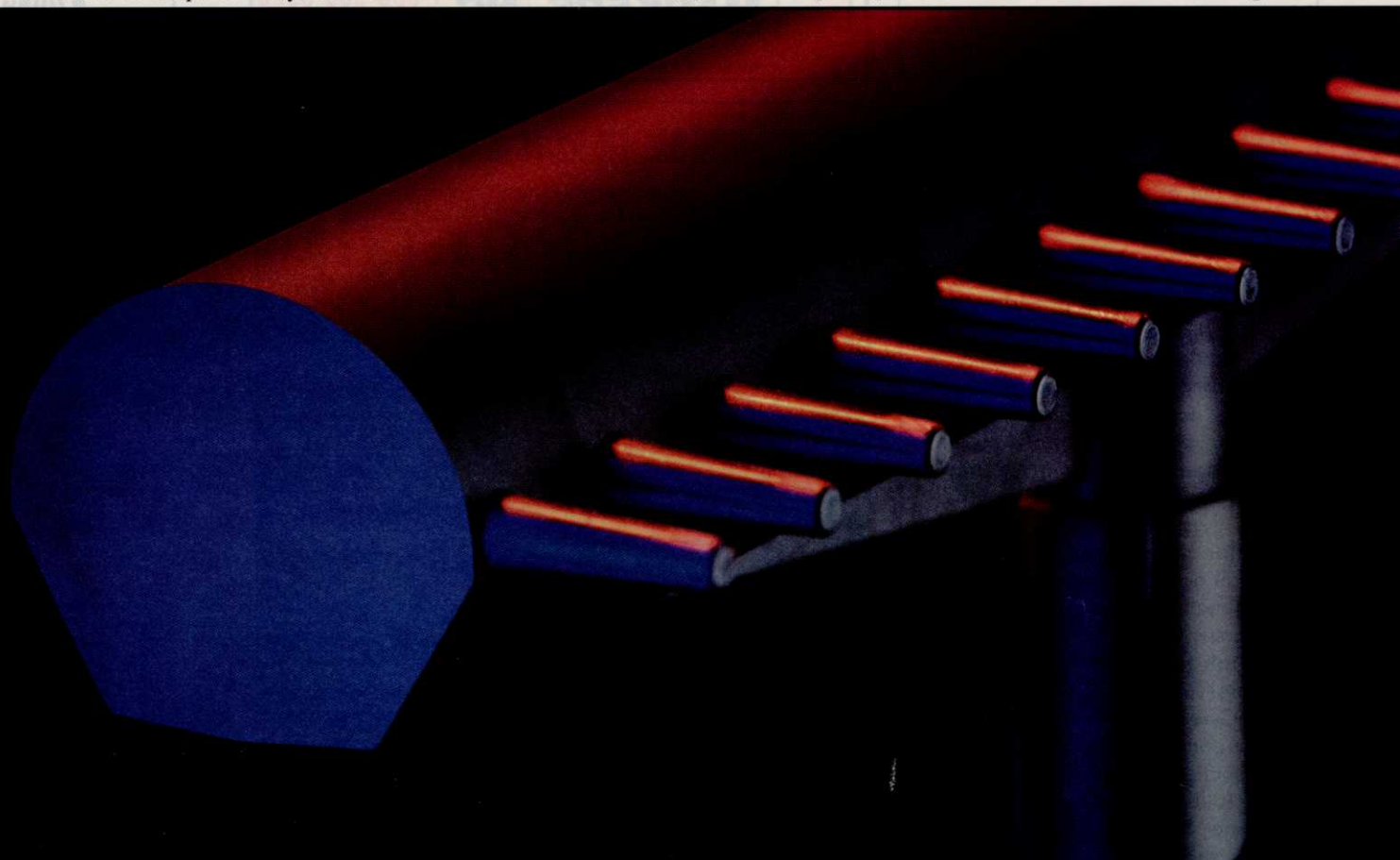
"My assistants and I are all learning Spanish," Hoban said. "Our Hispanic guys appreciate our efforts to learn their language. I have tried tape memorization, but that only goes so far."

"This helps us learn specific things about work," he added. "It allows me to print out cards to show to my guys. It is a big motivational tool."

Castro, who also offers a self-instruction kit, is now in the process of developing new software.

"I am in the process of developing a number of support mechanisms to encourage and develop communication and job skills development for Hispanic employees," he said. ■

GOLF COURSE NEWS



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The Tour-Lite™ rake is so light, you can use it with one hand—but so tough, it will outlast the competition. It is designed with the same curvature and teeth as our popular Tour Smooth™, but it's lighter. The rubber-coated steel handle is threaded, making it a breeze to assemble. No screws, and no cracked handles. Its economical price won't crack your budget, either. Get tough—get Tour-Lite.

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