

# Off The Fringe

## Business briefs

### Looking for jobs in the right places

Looking for a job in classified newspaper ads and online is a daunting task, and job seekers may be missing the cream-of-the-crop jobs by relying on these methods, according to a report by *Newswise*. "Most of the best jobs are never advertised," says Michael Lebeau, assistant director of the University of Alabama at Birmingham's Search Career Services.

Penetrating the hidden job market requires an applicant to be aggressive and to take the initiative by cold calling, prospecting and networking, according to Lebeau. It's also dependent on personal contacts, information interviews and referrals.

### SePRO acquires Griffin products

Carmel, Ind.-based SePRO has purchased a number of turf, nursery, ornamental and aquatic product lines from Valdosta, Ga.-based Griffin LLC, a wholly owned affiliate of DuPont. The acquisition includes: Avast! and Avast! SRP Aquatic Herbicides, Komeen Aquatic Herbicide/Algaecide, Junction Fungicide/Bactericide, Pentathlon Fungicide, Spin Out Plant Growth Regulator, Camelot Ornamental Fungicide, Kocide 2000 TNO Fungicide and a few other products.

### Horton hooks up with Torrey Pines

Ted Horton, a turfgrass consultant who hosted the 1974 U.S. Open at Winged Foot Golf Club and a Pebble Beach veteran, will oversee the Torrey Pines golf courses for San Diego while the city searches for a permanent replacement for Jim Allen, who resigned in May. Horton will work with Torrey Pines South Course superintendent Jerry Dearie to improve the agronomy for the course, which will host the 2008 U.S. Open.

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JASON STAHL

## Seed Companies Open Doors to All in Oregon

INCREASED SALT AND HEAT TOLERANCE DOMINATE DISCUSSIONS

By Jason Stahl, Contributing Editor

**B**luegrasses and intermediate ryegrasses were the hot topics of conversation at the seed companies' annual field days in June during the annual Oregon Seed Tour.

None of the host companies — Pickseed West, Turf-Seed, The Scotts Co., Turf Merchants or Seed Research of Oregon — could have asked for better weather as blue skies and moderate temperatures in the low 80s allowed them to show off their research facilities and turf plots in comfort and ease.

Pickseed West clearly stated that intermediate ryegrasses are its top priority, with the top two goals to achieve a dark green color and slower vertical growth rate.

"We need to solve the problem of rye being too hardy," said turf breeder Don Floyd, who manages

Pickseed's Corvallis facility. "Golf courses overseed with rye, but they want it to die earlier than it has been. Also, dark green color is paramount."

Bluegrass ranks third in Pickseed West's species priority, and Scotts also made it clear that that specific turfgrass is in its research crosshairs.

"Only half the country can enjoy bluegrass because it has no heat tolerance," said Kevin Turner, manager at Scotts' facility in Gervais.

To address this issue, Turner stated that Scotts is pushing hard to create drought-tolerant hybrid bluegrasses. The company had 100 crosses this past spring that he says will have excellent heat and drought tolerance. "[The development of] hybrid bluegrasses at Scotts will continue indefinitely," Turner said.

One exciting development men-

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### Bayer CropScience going 'lean'

Bayer CropScience has adopted a new organizational structure. "Following the successful integration of Aventis CropScience, we can now streamline our structures and further enhance our focus on market requirements," said Friedrich Berschauer, Bayer CropScience's chairman of the board of management. "We're going for a leaner organization."

### Toro celebrates 90 years

Bloomington, Minn.-based The Toro Co. celebrated its 90th anniversary with Minnesota Governor Tim Pawlenty around the theme, "Innovation Days." To mark the milestone, Toro put together demonstrations and displays to showcase its nine decades of innovation.

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tioned was Thermal Blue, a heat-tolerant bluegrass Scotts developed by crossing Kentucky bluegrass with Texas bluegrass. The 2004 crop will be larger than the 2003 crop, but Wayne Horman, Scotts' director of seed sales and marketing, said demand will still not be satisfied.

At Turf-Seed's field day, attendees also witnessed heavy bluegrass research on a wagon tour of its facility in Canby. President Bill Rose offered his comments on the state of the seed industry today. "At least half the industry wants to turn seed into a commodity again," Rose said. "That's foolish, short-term thinking."

Former University of Georgia professor Ronnie Duncan, one of the leading researchers of the salt-tolerant seashore paspalum turfgrass, gave a talk on the impending water crisis that fascinated the crowd.

"We are running out of potable water," Duncan said. "Within 10 years to 20 years, fresh water will be like gold."

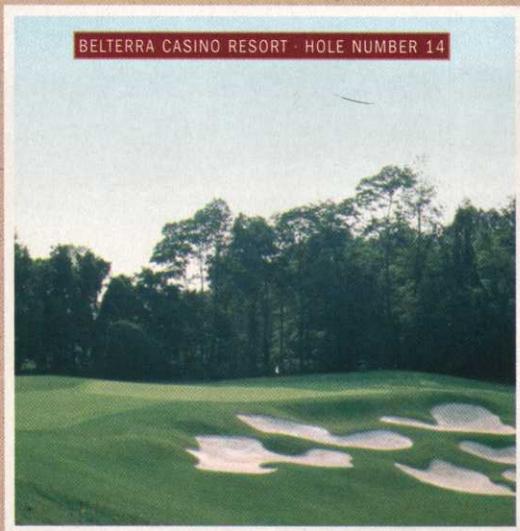
His main point was that, in the near future, golf courses and large commercial properties will be required to be irrigated with low-quality water. That's why turfgrass species need to be improved to become more tolerant of various nutrients.

"You must take a science-based approach," Duncan said. "There is no miracle cure that will solve your salinity problems — and there never will be."

Turf Merchants hosted a dinner party for its distributors at the Willamette Valley Vineyards.

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*Stahl is the managing editor of Landscape Management, Golfdom's sister publication. Golfdom Managing Editor Frank H. Andorka Jr. contributed to this article.*



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