

Leaders

PEOPLE ON THE MOVE

Sylacauga, Ala.-based Pursell Technologies named **Dave Heegard** as its director of professional sales. Heegard owned his own consulting firm since 1997, and worked in sales and marketing with Scotts Co. before that.

Architect **Brian Silva** received the Architect of the Year award from *Golf World* magazine.

Fred Couples and Palm Beach Gardens, Fla.-based architect **Gene Bates** will design the new 18-hole championship golf course at Southwood in southeast Tallahassee, Fla.

Rick Ulloa was named assistant golf superintendent at the Sanctuary GC at Westworld in Scottsdale, Ariz.

Richard Wright was named head golf professional.

Dennis Haveman was named the South/Central regional sales manager for Buffalo Grove, Ill.-based Profile Products.

San Francisco-based Arnold Palmer

Golf Management named **Brian Donahue** as its national director of marketing.

Denver-based BlueBird International appointed **Gregg Robisch** its national accounts sales manager, responsible for sales and marketing to BlueBird's national accounts as well as to national and regional rental companies and landscape firms in the United States and Canada.

Madison, Ga.-based Pennington Seed appointed **Roger V. Tucker** as Western division turfgrass manager for its Professional Turfgrass Group.

Rick Gloor was appointed general manager of the Emerald Valley GC in Creswell, Ore.

Monte Porter joined Carlsbad, Calif.-based Hunter Industries as the general manager of Hunter Golf, a new division at the irrigation equipment manufacturer.



Southern Highlands GC in Las Vegas named **Jay Davis** its new director of golf. He was formerly the head golf pro at the Adios GC in Florida.

J. Andrew Drohen joined Post Falls, Idaho-based Jacklin Golf as northeast marketing manager for the United States.



Las Vegas-based Evergreen Alliance Golf Ltd. hired **Dennis Wesseldine** as its construction manager.

EPIC of Wisconsin appointed of **Kristi Mirocha** to its staff as director of meeting coordination. Mirocha will research, negotiate, procure and facilitate all aspects of meeting and incentive travel programs.



Rain Bird's Golf Division hired **Denise Diehl** as sales specialist in the Great Lakes region.



The Toro Co., Irrigation Division, Riverside, Calif., promoted **Mike Ochoa** to senior marketing manager. Ochoa joined Irritrol Systems in 1997. It also named **Rex Dixon** as director of sales and marketing.

Robert J. Macfarlane was named territory manager at Barenbrug Northeast. He is responsible for the marketing and sales of Barenbrug's proprietary lines of turf seeds.

Tahquitz Creek Golf Resort, in Palm Springs, Calif., named **Neil Finch** as its general manager. Finch will supervise two courses under the auspices of Arnold Palmer Golf Management.

Let us know about your people on the move. Send information/color photos to Golfdom's Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440-891-2675 or e-mail to fandorka@advanstar.com.

Events

SEMINARS & CONFERENCES

DECEMBER

6-9 Ohio Turfgrass Foundation's Conference & Show

Columbus Convention Center, Columbus, Ohio.
Contact 888-683-3445.

7-8 Missouri Valley Turfgrass Association Lawn & Turf Conference & Trade Show

Columbia, Mo.
Contact 573-882-2301.

7-9 New Jersey Turfgrass Expo

Atlantic City, N.J.
Contact 732-821-7134.

JANUARY

6 New York State Turfgrass Association Northeast Regional Conference

Albany, N.Y.
Contact 800-873-8873.

8 Western Nursery & Landscape Association Trade Show

Kansas City, Mo.
Contact 202-789-5980, ext. 3006.

9-13 National Institute of Golf Management Seminar

Oglebay Resort and Conference Center, Wheeling, W. Va.
Contact 800-624-6988, ext. 4019.

10-12 Turfgrass Producers International's Conference and Expo

San Antonio.
Contact 800-405-8873.

10-13 North Carolina Turfgrass Conference & Show

Charlotte, N.C.
Contact 910-695-1333.

11-13 Eastern Pa. Turf Conference & Trade Show

King of Prussia, Pa.
Contact 814-863-3475.

13 Green 'N' Growin' Show

Winston-Salem, N.C..
Contact 202-789-5980, ext. 3006.

13-15 Winter Convention

Seattle, Wash.
Contact 253-863-4482.

18-20 The Midwest Turf Expo

Indianapolis.
Contact 765-494-8039.

18-20 Mid-America Green Industry Convention

Kansas City, Mo.
Contact 816-561-5323.

19-21 Mid-Am Horticultural Trade Show

Chicago.
Contact 847-526-2010.

20-22 WinterGreen 2000

Atlanta.
Contact 706-632-0100.

22-26 National Golf Course Owners Association's Annual Conference

Marina Marriott Fort Lauderdale, Fla.
Contact 843-881-9956.

25-27 Virginia Turf & Landscape Conference & Trade Show

Richmond, Va.
Contact 540-942-8873.

FEBRUARY

9-11 Western Pa. Turf Conference & Trade Show

Monroeville, Pa.
Contact 814-863-3475.

10-12 Turfgrass Producers International Conference & Expo

San Antonio.
Contact 800-405-8873.

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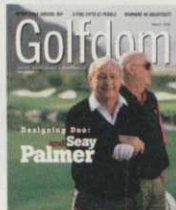
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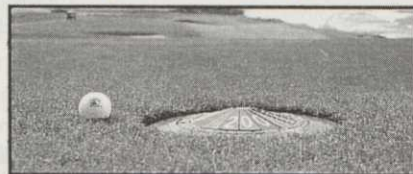
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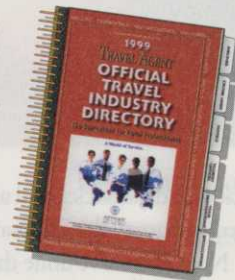
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smart shopping

PLAN AHEAD TO AVOID HOLIDAY HEARTBURN

BY MARK LUCE

Tis the season to be yada, yada, yada. The onset of the holiday season and its attendant good tidings now starts before Halloween, blinding us with an onslaught of holly and the understated pressure of buying cool gifts for loved ones.

I'm generalizing here, but most guys neither like shopping nor are good at it. In fact, most are like me: You walk into the store knowing exactly what you want. If they don't have it, you turn around and walk out.

But for the holidays, especially if you're buying for a spouse or children, it's certainly time to linger a bit in Muzak-laden aisles, talk to sales clerks, spend time poking around online, and, perhaps most importantly, try a little tenderness.

So let's start with some basic gift-giving rules:

1. The following are not appropriate gifts for your significant other: a home theatre; a kick-ass stereo; a new computer; a gift certificate; cash; any type of ball either hit, rolled, tossed or shot; socks; luggage; pots or pans; and, it should go without saying, any type of turf equipment.

Rule of thumb: Don't get her anything that you are going to use more than she is.

2. The following are not appropriate gifts for your children: clothes that you



pick out; dress socks; and anything related to Barney the Dinosaur.

Now that we've done the don'ts, lets try the dos:

For the spouse: Thick robes, gorgeous picture frames, nice dresses, trendy furniture, an equally trendy coat, lingerie, fine wine, a personal digital assistant, and, of course, items that they specifically ask for. In case of total gift brain-freeze, you can't lose with jewelry, assuming you know what she likes.

For the kids: For grade-schoolers and teens a new Sega Dreamcast (you'll love the new NFL 2K game once you figure out the monster controls) will probably be at the top of their lists. Although with PlayStation 2 coming out next year, it may be wise to stick with old Playstation and try the new, solid titles from 989 Studios, such as JetMoto 3 and the surprisingly groovy SuperCross Circuit. Kids may also like one of the powerful and colorful computers from Apple, ei-

ther the portable iBook or the stay-at-home iMac.

And then, of course, there are the old standbys: FAO Schwartz makes great wooden boxes chock full of art supplies, it's still possible to find a good chemistry set, and they still make some cool LEGOs.

Ultimately, it comes down to being considerate and a little creative. Don't wait until Dec. 24 to hit the stores and end up short-handed when everything you're looking for is gone. Instead, plan ahead and ask questions what the people on your list

want. If you're smart (and have access to an Internet connection), you can do all the shopping in a few hours online.

To get you off on the right gift-buying foot, here are some Web sites that offer some of the coolest stuff around:

www.neimanmarcus.com — The name in all things fine. Clothes and jewelry that exude class.

www.fortunoff.com — Home furnishings, jewelry, crystal, etc.

www.etoys.com — All the toys fit to play with — and then some.

www.3dshopping.com — This site, which features mostly apparel, is designed to let buyers see, from every angle, what they are buying.

With that, Golfdom wishes you a happy holiday.

Mark Luce, a freelance writer based in Lawrence, Kan., purchased a leopard-skin coat for his girlfriend last Christmas. She's still with him.

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