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# Leaders

PEOPLE ON THE MOVE



S. Larson

**Steve Larson** was named senior sales specialist for BASF.

**J. David McIntosh**, executive vice president of professional businesses and international business for The Toro Co., will retire at the end of this month.

**Michael P. DiMino** joined Lesco as president and chief operating officer.

**John A. Brady** was named president and chief operating officer

of Plant Health Care. The previous president, **Wayne Wall**, was named executive chairman.

Profile Products LLC hired **Doug Smith** as vice president of manufacturing. The company also named **Greg Josefchuck** as vice president of sales for the company's Turf Products Group.

**Frans Jager** was named CEO of PrimeraTurf.

The Golf Course Builders Association of America named **Quality Grassing** as a charter member. Quality Grassing is located in Lithia, Fla.

SyncroFlo named **Jonathan Gaillard** as vice president of sales. The company also added municipal sales and corporate



J. Gaillard



J. Simonini



B. Adams

marketing to Market Development Manager **Jim Simonini's** responsibilities, and promoted **Bryan Adams** to project manager of golf and irrigation.

International Golf Maintenance promoted **Gregory J. Hofstetter** to vice president of operations, and

**Greg A. Plotner** to vice president of business development and special projects.

Simplot Partners named **Jim Turner** specialty products manager.

**Bill Morgan** was named national sales manager for AquaMaster.

Barenbrug USA named **John P. Walther** as vice president of turf seed.

**Brian A. Johnson** joined the golf course architecture firm of Cornish, Silva and Mungeam.

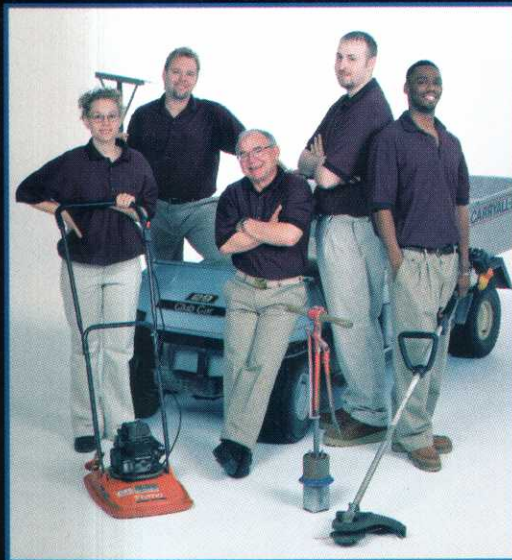
The Independent Turf & Ornamental Distributors Association elected new officers: **Don Naumann** of Sierra Pacific Turf Supply in Campbell, Calif., president; **Chris Petersen** of Tom Irwin Inc. in Natick, Mass., vice president; and **Brian Feury** of The Terre Co. in Clifton, N.J., treasurer.

*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](mailto:fandorka@advanstar.com).*

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Golfdom's



of the month

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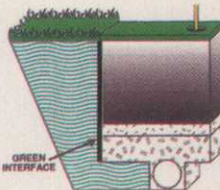
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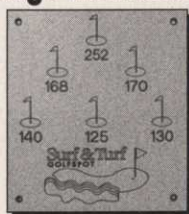
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2/02

# show safety

**W**e all know that according to Murphy's law, any number of things can (and probably will) go wrong down in Orlando. Airline reservations will get screwed up, you'll be hungover, you'll lose some tickets or forget your business cards.

With that in mind, here's a crash course on surviving this year's GCSAA show.

## It's gotta be the shoes

If you could somehow turn Chicago's Sears Tower sideways, it would fit — with plenty of space to spare — inside the Orange County Convention Center, site of the show. For the closet contractors out there, that figures out to precisely 1,103,538 square feet of convention madness.

That's big, baby, and your dogs are going to be walking all over that sucker for a week. Technically, you could walk a full 10 miles in the building without walking over the same space.

So how do you avoid killing your feet on this adventure? Simple: Get a pair of comfortable shoes. If you are a traditionalist, track down some Rockports, the Cadillacs of walking shoes. If you want to be "edgy," grab some Vans or Airwalks, which are not only extremely comfortable, but will score you style points with the kids.

WEAR THE RIGHT SHOES AND WATCH HOW MUCH YOU DRINK, AMONG OTHER THINGS

BY MARK LUCE

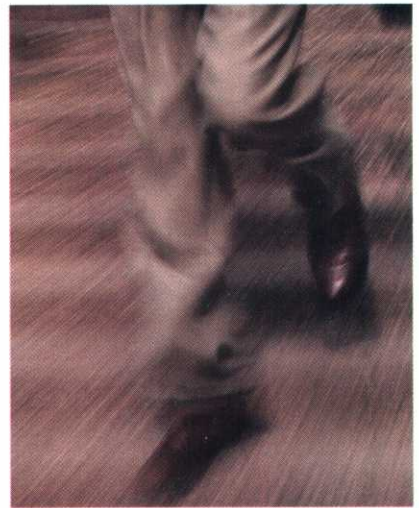
## Strap it on

I know what fashion horses superintendents are, but let me offer the following advice: Take a backpack or a satchel you can hang off your shoulder. You're going to get free stuff — lots of it. You are going to (supposedly) take notes at seminars. A pack may cramp that "look" you're cultivating, but as the Boy Scouts taught us, be prepared. Fanny packs, however, should be avoided. Frankly, they're dorky.

## Pack a soda

When you consider that the GCSAA isn't offering complementary soft drinks after the educational seminars "in an effort to meet the members' requests to keep costs down," that backpack idea seems even more ingenious, since you can store sodas, water and snacks in it.

Here's a note to planners of this shindig: Someone shelling out 240 smackers for a two-day seminar isn't going to complain if it's \$242 and they get a couple of cokes at break time.



## Let's have another round

The convention is a time to unwind and maybe toss a few back, but you're not 18 anymore. Your body doesn't always respond well to a jug of scotch followed by some wine and then a few beers. Keep the following in mind:

- Drink a glass of water for every drink you have.
- Know when to say when.
- Wash a good multivitamin with a bunch of water after a night of carousing (it will do wonders for your head in the morning).

## Finally

I couldn't let a January column pass without my annual Super Bowl prediction: Steelers over Bears.

*Mark Luce is a free-lance writer based in Shawnee, Kan.*

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