

DR. WATSON HONORED

Dr. James Watson, vice-president of customer relations and agronomist for The Toro Company, Minneapolis, Minnesota, has been named 1986 Man of the Year by both LANDSCAPE AND IRRIGATION and WEEDS, TREES, AND TURF magazines.

Watson, 66, is one of the nation's leading figures in the development of the turf-grass industry. He was the first person in the country to receive a Ph.D. in turf-grass science, which he earned in 1950 at Penn State University. Since then, Watson has been one of the industry's leading proponents of the need to research water conservation and turf management.

Since joining Toro in 1952, Watson has been part of the company's product development team. "He has been a real source of innovation", said Ken Melrose, president of the Toro Company. "Having an agronomist advising us on trends has given us a great advantage. He is very much

involved in product development, distributor relations and customer service."

Watson is a "fellow" in the American Society of Agronomy and the Crop Science Society, and is currently an Adjunct Professor in the Department of Horticulture and Landscape Architecture for the University of Minnesota.

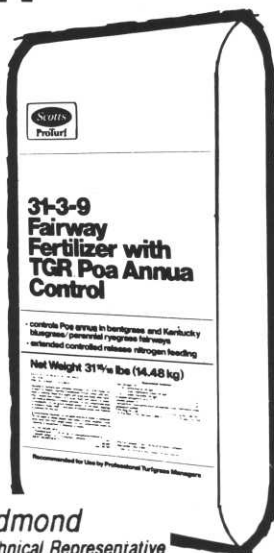


Dr. James Watson receives the 1986 Man of the Year Award from Denne Goldstein, publisher of LANDSCAPE AND IRRIGATION magazine.

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