

People on the Move

Hustler Turf Products at Excel Industries, Inc. has added two regional sales managers. **William "Pat" Patton** will be responsible for covering sales in a 15-state Central USA region. He has been sales and marketing manager for Deines Corp. for the past two years. **Jack Parker** will cover a similar region in the Western U.S. He moves to Excel from the Hesston Lawn Equipment Division.

Howard Cooper has been named marketing research manager of the Turf Products Division, Jacobsen Manufacturing Co. He will be responsible for marketing analysis and forecasts, including field studies for new turf product developments. Cooper holds an MBA degree from the University of Michigan. Ann Arbor.

Great Lakes Biochemical Co., Inc. has announced two new salesmen. **Bob Rothacker** will cover California, Oregon, Washington, Arizona, Nevada, Idaho and Utah upon the retirement of Bob Flowers. Rothacker has been manager of the institutional industrial division of Drackett Products Co. for the past 10 years. **Doyle W. Head** will cover Ohio, Kentucky, Indiana, Michigan, West Virginia and Western Pennsylvania. He has over 13 years of experience in sales, plus university courses and seminars on business administration and sales management.

Richard J. Dittoe has been named domestic sales manager of the Turf Products division, Jacobsen Manufacturing Co. He will be responsible for North American and government sales, advertising and sales promotion, sales training and demonstrations, and customer order service.

Herb Cole has been promoted to area manager for the Northern

Midwest region of Lakeshore Equipment and Supply Co. Formerly a sales representative in the northwest Ohio-southwest Michigan area, Cole has been with Lakeshore over 14 years.

William "Butch" Cauthen has been promoted to field product manager at Thompson-Hayward Chemical Co. He will be responsible for sales, training and determining product lines for pest control and fumigation products. He has been with Thompson-Hayward for 8 years and has been a pesticide sales representative in Birmingham, Ala.

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