

Lebanon eyes truckload buyers

Lebanon is changing its marketing direction to make it easier for large fertilizer users to buy directly from the company. Paul Mengle, marketing and sales manager told *Weeds Trees & Turf*. "We have assigned Ed Price and Harry Mathis to codirect sales of Lebanon products to lawn care and other large buyers. Anyone who buys a truckload or more of product can now buy directly from us." A truckload was defined as roughly 15 or more tons. Randy Rogers will direct sales of Country Club and Greenskeeper lines to golf courses.

This is bad news for some small distributors who claim they are losing customers to direct buying. Mengle indicated the move was necessary due to the price sensitivity in the lawn care market and was requested by the companies field sales staff.

The changes are part of Lebanon's "New Directions 86" program. "We are changing from a product orientation to a market orientation emphasizing versatility, reliability, and flexibility," Mengle stated.

Lebanon is a \$100 million producer of ammoniated (Ureaformaldehyde) fertilizers, bulk blended fertilizers, and impregnated granular products including herbicides and fungicides.

Adikes hooks up with Host

J. & L. Adikes relationship with Flowertime, a chain of garden centers in New England, is blossoming into a national bonanza for the seed company. General Host, which also owns the chain of Frank's garden centers in the Midwest, bought Flowertime and is setting its sights on becoming the first truly national chain of garden centers in the U.S.

There is the potential in this relationship between Host and Adikes to establish a national outlet for professional turf seed, but this is totally speculation. Currently, seed growers deal with roughly 60 regional seed distributors for national professional sales. Keep your eyes on this new relationship.

GCSAA puts heat on Indiana Turf

As soon as the Golf Course Superintendents Association announced a second show this September in Indianapolis, the phone started ringing at Bob Zwart's Indiana Turf distributorship. It seems that many of the manufacturers of turf equipment whose products Zwart sells, did not budget for such a show and need Indiana Turf to represent them. The short notice by GCSAA has both the manufacturers and Zwart in a squeeze since it would be tough for any regional distributor to represent all its manufacturers at a national show. So far, nobody is giving in, not Zwart, not the manufacturers, and not GCSAA.

In-the-Middle covers the turf and landscape distributor and dealer. Distributors are invited to send news items to *Weeds, Trees & Turf*, 7500 Old Oak Blvd., Cleveland, OH 44130.

Clemson University, serves as chairman of the National Plant Board and the National Plant Advisory Council, which meets quarterly with the USDA and APHIS.

The AAN also reports that it has created a research grant to honor F.



Herman Jackson Blair R. Crum

Raymond Brush who will retire this August after 27 years with the AAN. The research grant is made possible through interest earned on a contribution from the National Landscape Association.

Blair R. Crum joins Porter Brothers, Inc., Shelby, NC, as vice president for sales and marketing. Crum was most recently vice president for national sales for Weiler Brush Company, Cresco, PA. He is a native of Weirton, WV.

Lesco, Rocky River, OH, announces that **Mike Oleykowski**, Bergenfield, NJ, will be working as its rep in the Hudson Valley, and **Ron Tumiski** from a Lesco truck in the Boston area. Tumiski lives in Canton, MA.



Wins a Classic

Greg Bergwin of Ridglea Country Club, Ft. Worth, TX, took home an OMC Lincoln classic 1964 Cushman Golfster from the Golf Course Superintendents Association of America Show recently. Bergwin won the collector's item in a drawing of about 1,000 entrants sponsored by the company.