

Kent, OH, and the company's western regional office in Livermore, CA.

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## PEOPLE

### Names in the news

**Patrick "PJ" Lenihan**, 34, is the new corporate vice president of Lawn Medic Inc., Rochester, NY. Lenihan, president of the North Carolina Turfgrass Council, had headed Lawn Medic of the Triad, affiliate subsidiary, the largest lawn care company in North Carolina. Among his first duties as corporate vice president will be overseeing the transfer and restructuring of the company's employee training programs to North Carolina from New York. He is a University of Virginia graduate.

Word comes that Lebanon Chemical, Lebanon, PA, has three new salesmen. They are **Andrew Cinque**, New York, NY, **Greg Senst**, Janesville, WI, and **James Walsh**, Blue Island, IL.

The Ohio Turf Foundation honored Lesco chairman and co-founder **Jim FitzGibbon** with its "Man of the Year" designation this past December. Lesco is based in Rocky River, OH.

Other "Man of the Year" honor winners were announced on the West Coast recently. **Jerry Lambert**, Lambert Landscapes, Sonoma, CA, earned the award from the regular membership of the California Landscape Contractors Association (CLCA), while **Robert Crudup, Jr.**, nursery manager for Valley Crest Tree, Sunol, was the CLCA "Man of the Year" among associate members for 1984.

In related news, **John France**, Cal-Turf, is the 1985 president of the associate member organization of the CLCA. **Alex Rosa**, Cal-Turf, Brea, is the organization's southern representative, **Bobbi Coggins**, Tree Haven, Sacramento, its northern rep, and **Rick LaMantain**, Valley Crest Tree, Sunol, the secretary. The associate member category is comprised of individuals and firms who are suppliers of products and services to contractors.

**Robert H. Mortensen**, of Mortensen Associates of Falls Church, VA, and Toledo, OH, follows **Darwina L. Neal** as president of the American Society of Landscape Architects (ASLA). Other national ASLA officers installed this winter include: **John L. Wacker**, Weston, MA, president-elect; **Cheryl L. Barton**, Nashville, TN,

## Toro to import low-cost mowers

Toro Company President Kendrick Melrose has announced an agreement with Fielsa S.A., its distributor in Venezuela and Colombia, to manufacture homeowner lawn mowers Toro dealers can sell in the U.S. for less than \$300. The Toro Company, having returned to profitability, wants to capture part of the low-end mower market.

## Ransomes switch good for Texas Co.

When Ransomes bought Bobcat from Wisconsin Marine a few years ago, a big problem arose. Distributors, like Goldthwaithe's in Texas, found themselves carrying competing product lines. Ransomes had to locate new distributors.

They found Chemical & Turf Specialty Co., Inc. in Garland, TX, to take over Goldthwaithe's territory. The smile on Chemical & Turf's Sales Manager Gary McElvaney's face and the crowd at his booth during the Texas Turf Conference in December indicates the new relationship is a profitable one.

Chemical & Turf was primarily a chemical distributor until taking on Ransomes. Equipment and chemicals go together well McElvaney said. Now the company carries Turf-Vac., Myers, and other equipment lines.

## DeBra stresses service over price

David DeBra, vice president of DeBra Turf and Industrial Equipment Co., Hollywood, FL, stresses service and parts over price to his customers.

DeBra says a potential buyer is wise to investigate the company's service staff and facilities. "Without trained service professionals, a service contract or guarantee from an equipment firm is not worth much," he points out.

Availability of parts is critical because down time can be disastrously expensive. DeBra says, "If parts are not routinely kept in inventory, it should be known how long the delivery times average. It is also important that a firm can get the right parts and not just make-shift ones."

The final guideline, according to DeBra, is to look for an established firm. "A firm that has been around for a while will have the most to offer," he says. "Its relationship with manufacturers and parts distributors will be better and its staff is usually more experienced."

## New Jersey honors Des Champs

Paul Des Champs, president of Storr Tractor, was honored by the New Jersey Turfgrass Foundation as 1984 Man-of-the-Year during the New Jersey Turf Expo held in Atlantic City in December. Des Champs has been a strong supporter of the Foundation for nearly two decades.