

PEOPLE

Beliczky named marketing director

Mark W. Beliczky has been named director of marketing for LESCO, Inc., of Rocky River, Ohio.

Beliczky signs on with LESCO after an eight year assignment with ChemLawn Services Corporation, where he serves in a variety of corporate and operations management posts.

David L. Peiffer is the new director of landscape



M. Beliczky



D. Peiffer

services and regulatory affairs for the American Association of Nurserymen.

Peiffer has 12 years of association management experience, and will

serve as administrator of the National Landscape Association and staff coordinator for AAN regulatory affairs.

Betsey T. Lyon is the AAN's new director of edu-



J. Albizo



B. Lyon

cation and publications. Lyon is a communications professional with 10 years of association experience. She now edits AAN's official magazine and directs educational programs.

Joel D. Albizo is the association's new director of advertising and public relations. He was former director of marketing and communication for the National School Supply and

Equipment Association.

The San Diego office of Vander Kooi & Associates has a new consultant, Kevin Persons. A landscape contractor for several years, Persons has been involved in various residential and commercial projects, and is an expert in landscape construction and irrigation.

Brouwer Turf Equipment has promoted Ian True to the post of North American sales manager. True carries more than 10 years of company product knowledge to his new post and plans to increase company sales and strengthen its dealer network.

Wilbur Mull of Classic Nurseries has resigned from the board of directors for the Garden Centers of America, having sold his garden center to business partner Joe Gayle.

"It would not be right for me to represent GCA as its president and be a retailer,"

Mull said.

Oregon State University student, Gary Yates, has received a NOR-AM Chemical Company scholarship for the 1989 scholastic year. The award helps students meet educational expenses and is given on several factors.

William E. Dunn is now sales manager for Lofts' Professional Turf Division. He is responsible for sales and service to independent garden centers, the lawn



G. Yates



I. True

care industry, landscape contractors and suppliers, professional landscape and athletic field managers and sod growers.

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