

Publishing veteran named to head LM

CLEVELAND—Less than a week after he was named publisher of *LANDSCAPE MANAGEMENT* magazine, John D. Payne was sitting in the office of Crowley Lawn Care in eastern Cleveland. He spent two hours exchanging ideas with owner Phil Fogarty, and that's the type of active role Payne likes to see his magazines take.

"Our goal," says Payne, "is to serve landscape professionals throughout this industry by providing valuable insight and practical how-to information. We also want to tackle the tough issues—as you would expect an industry leader to do. We'd like to make a difference in our readers' businesses.

"The work done in the green industry has a tremendous impact on quality of life and the environment. That's why we see our magazine's role as so important."

Payne brings 20 years of publishing experience to Advanstar Communications.

He's worked at Stagnito Publishing, Gorman Publishing, the former Gralla Publications, PennWell Publishing and Hanley-Wood. He spent 12 years in the \$340 billion food industry, as publisher of "Prepared Foods" and "Food R&D." For two years, he was associate publisher of "Architecture."

"We're delighted to have John here," says group publisher Alex DeBarr, "He's got a great track record of managing business publications, and he's a very creative person."

If you should find yourself at the other end of the phone with the new publisher, it's because he wants to visit with you and learn more about the industry. "And that gate swings both ways," he notes. "I want everyone to feel free to pick up the phone and call. And if you're going to be in Cleveland, we'd love to see you."

Advanstar Communications publishes 54 other specialized magazines and journals; produces and manages 70 exposition and conference events around the world; and sells database, reference and direct marketing products.

—Jerry Roche



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SUPPLIERS CORNER

PBI/Gordon has a new president and chief executive officer, **Richard E. Martin**, who has been with the company since 1982. **Everett Mealman** will continue as chairman.

The Scotts Company has become a supporting sponsor for the GCSAA television show "Par for the Course" on ESPN.

Gary Clayton is new business manager for turf and ornamental products at **Sandoz Agro**. He has previously worked in the green industry at Perma-Green, the PLCAA, PBI/Gordon and Pro Turf Specialties.

Harmony Products expanded its product line to include biosolids (mechanically dried sewage sludge) with its poultry manure-based products for the pro turf industry. The biosolid's analysis is 4-2-0.

Bob Leslie, a commercial representative for **W.A. Cleary Chemical Corp.**, was "senselessly murdered in the Montclair,

N.J. post office robbery" in March, according to company president **Barbara Cleary**. "We will all miss Bob very, very much and will remember him fondly." Donations for the education of his two young girls can be made to: GCSANJ Bob Leslie Fund, 66 Morris Ave., Suite 6A, Springfield, NJ 07081.

Feldmann Manufacturing promoted **Clifford Feldmann** from vice president to president. Former president **Myrtle Feldmann** is semi-retired, serving as secretary and treasurer.

Century Rain Aid irrigation company has added six branch offices/warehouses with the acquisition/merger of an Atlantic Irrigation outlet in Virginia and Professional Turf Supply in Atlanta. In addition, president **Wayne Miller** has been named to the board of directors of the Irrigation Association.