

Paul Zarlengo is new director of sales and marketing, and technical services support at **CLC Labs**, Westerville, Ohio. Zarlengo, who was appointed by CLC president Dr. Chuck Darrah, was a sales representative for O.M. Scotts and Benham Chemicals.

Jerry Shadley is new vice president of sales and marketing for **Homelite**, a subsidiary of Deere & Co. David Walker is new vice president of operations; and Stephen Peace is new manager of advertising and communications.

**DowElanco** strengthened its commitment to the turf and ornamental industry by creating two new sales districts. "We've enacted these changes to provide better, faster and more efficient service to current and future customers," says sales manager Gary Denhart. "The T&O marketplace is an important business for us." The company also named Dan Bouck to replace Mark Urbanowski as product communications manager for its turf & ornamental and technical products.

Stephen Guide, president of Fullerton, California's **Guise & Associates**, is a new **Netlon** North American distributor. He will assume the rights to distribute the Netlon Advanced (athletic) Turf system in the Pacific Northwest and the Southeast.

**Aquatrols** expanded its international sales force with the addition of Nick Gadd as international accounts manager. He comes from the largest distributor of specialty chemicals and chemical application equipment in the United Kingdom.

**Kubota** has launched an intensive new safety campaign promoting the use of roll-over protective structures (ROPS) and seat belts. As part of the campaign, Kubota is getting the word out to new tractor buyers about the importance of ROPS and asking owners of older model Kubota tractors without ROPS to consider buying a ROPS package at a very competitive cost.

Randy Lail and Rob Sosnowski have assumed new positions at **Stihl Southeast**. Lail is new vice president of finance and resources; Sosnowski is district manager for south Florida. Other appointments: Russ Happney to industrial products manager, Shari Noble and Al Taylor to sales representatives.

# Info center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

**CHAINSAW SAFETY...** Learn basic chainsaw safety in an easy-to-understand video format from Progress Products. Topics include protective dress and safety gear, body position, fueling, and protection from vibration, blade kickback, pinching causes and prevention, and cutting techniques. Free handout with test and answers. To order: send check or purchase order (\$64.95) to Progress Products, P.O. Box 29018, Thornton, CO 80229 or phone (303) 289-7740.

**FLOWER STUFF...** The Flower Council of Holland's catalog of horticultural reference materials is free for the asking. Included in the full-color catalog are photo descriptions, garden plant photo identification books, posters, training kits and videos. Send your request to Public Relations Marketing, P.O. Box 749, Glenwood Landing, NY 11547.

**TREE ROOTS...** "Root Injury and Tree Health" is a video (and companion booklet) from the International Society of Arboriculture. It is ideal for arborists to use to promote proper practices to homeowners associations, developers, builders and garden clubs. Price is \$35 (\$25 for ISA members) plus \$5 shipping in the U.S. Fax Visa/Mastercard orders with expiration date to (217) 355-9516 or phone Robbin Kopp at (217) 355-9411.

**ENTREPRENEURIAL SUCCESS...** Decision-making for the entrepreneur is discussed in a new book from Merritt Publishing. "Make Up Your Mind: Entrepreneurs Talk About Decision-Making" describes common themes and recurring patterns in what 60 entrepreneurs said about their own strategic decision-making, including keys to success like "standing up for what you believe in" and "seeing change as normal." The 374-page book is \$19.95. To order, phone (800) 638-7597.

**BUSINESS PLANS...** The American Association of Nurserymen is selling "The Successful Business Plan: Secrets & Strategies" for just \$18 (\$22 for non-members) plus \$3.50 shipping. One hundred fifty-nine tips from 15 insiders are included, along with worksheets, sample plan guides and the Abrams Method of flow-through financials. Write AAN, 1250 I St., NW, Suite 500, Washington, DC 20005 or phone (202) 789-2900.

A new powder paint being used by **Ransomes America** will reduce waste and air pollution as it is applied to mowers and other Cushman/Ryan equipment. Ransomes has also announced that it has become a primary supplier to the National Golf Course Owners Association's "Smart Buy" program. The NGCOA is the fastest-growing trade association in the golf industry.

**Pursell Industries** and the **J.R. Simplot Co.** have joined together to manufacture and market fertilizers for the turf-grass and nursery markets. The two companies will offer products to the western U.S., Hawaii, western Canada, Mexico and Pacific Rim countries including Australia and New Zealand.