

## SUPPLIERS CORNER

**Bayer Specialty Products** and **Monsanto Company** now offer product fax-on-demand information services. Bayer's 800 hotline (800-842-8020) now offers product information via fax as well as a question-and-answer line. Available are product labels, MSDS and product information sheets on Premise, Tempo, Baygon, Dipterox, Bayleton, Dylox, Merit, Morestan, Namacur, Oftanol and Sencor. Monsanto's 800 hotline (800-305-3055) offers product information via fax on Roundup, Roundup Pro, Dry Pak, Rodeo, Campaign, Accord and Manage herbicides. Product labels, MSDS and technical fact sheets are available via fax.

John Szafranski, vice president and general manager of the **Toro Company's** commercial division, retires this month after 23 years with the company. Michael J. Hoffman has been named general manager of commercial business. The **Toro Company** also reports it will sponsor the Golf Course Superintendents Association of America's golf championship through the year 2000. Next year's event is Feb. 5-7, 1997, at six unique courses in the Las Vegas metropolitan area.

**Pursell Industries** is the newest corporate sponsor of the GCSAA's annual Environ-

mental Steward Award, joining **Ciba Turf & Ornamental Products, Jacobsen Division of Textron** and **Rainbird's Golf Division**.

Gene Hintze has been named eastern district turf and ornamental sales team manager for **Sandoz Agro**. Leo Schoenhofen's sales territory is expanded to include the mid-South and Southwest. Terri Lohmann has joined the business management team, and Sean Lynch is new national account manager.

**Lesco** and **MTD Products, Inc.** have formed a joint venture to manufacture commer-

cial turf equipment. Products will be marketed by MTD through its existing dealer network in the U.S. and in Europe. Both companies are headquartered in Cleveland.

**Vermeer Manufacturing** introduced its global dealer network to its Parts CD-ROM System and its Private Label program at an annual sales meeting in July.

Alan Niblett of Lacanto, Fla. has joined **Aquatrols** as Florida territory manager. He will work with turf and horticultural professionals and support product distribution.

Rick Zeckmeister is new marketing director for **Briggs & Stratton's** Domestic Lawn & Garden Division. He was promoted from marketing manager.

**Emerald Isle** is now distributing **BioTurf Gro's** premium line of liquid micro-nutrients, foliar fertilizers, natural organic supplements and granular fertilizers. The BioTurf Gro products use a new chelating technology developed by Dr. Gene W. Miller, Utah State University professor emeritus.

**Pickseed West, Inc.** of Tangent, Ore., will buy **Roberts Seed Co.**, also of Tangent. Roberts has a proprietary line of turfgrass products, and would continue to distribute its varieties to its distributors. Pickseed says the purchase will not interfere with the companies' individual marketing efforts. Pickseed plans to use Roberts' small package line to offer more competitive rates. **LM**

# Info center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

**FREE LAMP GUIDE...**You can receive a free "Pocket Lamp Guide" for landscape lighting from California Landscape Lighting. Just phone (800) 457-0710 or fax your business card to (800) 457-0730.

**LIGHTING SPEC SHEETS...**W.J. Whatley, a leader in composite lighting poles and lamp posts, offers free specification guidelines and cost-saving information on direct embedding fiberglass composite outdoor lighting poles. The company reports that specifiers can save from \$300 to \$500 per pole by using the direct embed method of installation. Call (303) 287-8053.

**WHO READS THE PAPERS?...**Ken Eichenbaum says lots of people do. That's why he's written "How to Create Small Space Newspaper Advertising That Works." Available for \$34.50 plus s&h, the book includes tips on how to use graphics and text more effectively, which positions work best, and the wisdom of advertising in "free papers." To order your copy, write to Litterati Publishing, 9470 N. Broadmoor Rd., Bayside, WI 53217; or call (414) 352-5070.

**MARKETING, SALES GOLD...**Joel Lerner's new book, "Landscape Professional's Marketing & Sales Sourcebook" features chapters on building client relations, using market data, pricing and job costing, selling techniques, design sales tips and advertising and promotional programs. Lerner, a landscape professional for 34 years, shows that your expertise is valued by homeowners and how you can make money by satisfying your client's needs. The book is available for \$45 plus s&h to members of the American Association of Nurserymen; cost for non-members is \$75. To order, contact the National Landscape Association at 1250 I St., NW, Suite 500, Washington, DC 20005; (202) 789-2900.