

Gary D. Curl has been named business manager for **American Cyanamid's** Turf and Ornamental Products Group. Curl had held the post of senior marketing manager at the company since 1994. As business manager, Curl handles sales and marketing responsibilities for the green industry's professional lawn care and golf course markets.

Flowtronex PSI of Dallas will purchase **Commercial Pump** of Swanton, Ohio. Flowtronex is the world's largest maker of golf course pumping systems with the industry's largest sales and service network. Commercial Pump will retain its name and personnel. Dave Brockway, president of Flowtronex PSI, says the buy will improve the company's service to golf

courses, particularly those in the Midwest.

R.F. Morse & Son, Inc., New England supplier of seed, fertilizer, chemicals and power equipment, has acquired **Earth Works, Inc.**, the soil restoration specialists based in Old Greenwich, Ct. Richard Canning, president of RFM says the buy will help Morse expand operations within the golf course market in New York and New Jersey with soil restoration, custom overseeding, Hydroject aeration, fertilization and other turf management services.

Pursell Industries, Inc. and **Pursell Technologies, Inc.** were co-hosts and sponsors of the first Pursell Cup Charity Golf Challenge at Shoal Creek

Country Club, Birmingham, AL. The event raised \$20,000 in support of charitable efforts related to juvenile diabetes.

Seed Research of Oregon, Inc. now has a Web Site. Their site, www.peak.org/~sroseed, includes information on company research; turfgrass varieties; information on endophytes; and a list of SRO product distributors. The company also offers information on how to obtain the *Seed Research Seed Specification Manual, Golf Courses of North America*.

Also on the web is **Terra Industries**. The address is: www.terraindustries.com. "Our initial purpose is to provide our customers easy access to product information," says

Web Site Manager, Jeff Keiser. "Ultimately, we anticipate our site will handle order entry and product tracking, and link other information sources useful to our customers." Terra produces and markets nitrogen fertilizer, control products and seed.

By calling up **Reading Body's** web site—www.readingbody.com—truck equipment specifiers/buyers have immediate access to a multitude of truck equipment options.

Vermeer joined the information superhighway. Use your computer to access www.vermeer.com to get to **Vermeer Manufacturing's** latest attraction on its web site, *Vermeer at Work*, a collection of field story summaries detailing Vermeer equipment getting the job done.

The latest edition of *Walker Talk* is on **Walker's web site** (www.walkermowers.com), along with product information and a section for inquiries about local distributors and dealers of Walker mowers.

Agro-Tech 2000 has merged with Organica, Inc., Great Neck, NY. Agro-Tech 2000 develops and markets environmentally-friendly products for golf courses, sports turf and landscapers. Organica is a biotechnology company. Agro-Tech 2000 will retain its name. "The difference for our customers is that now a wider range of more effective natural products will be available," said Peter van Drumpt, CEO of Agro-Tech 2000.

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COMPOST MARKETING KNOW-HOW...*Winning the Organics Game: The Compost Marketer's Handbook*, contains more than 250 pages of data and real-life examples related to marketing organic products in bag and bulk forms. Topics covered include: retail markets; sports turf markets; agricultural markets; and sales management. The book is authored by Rodney W. Tyler, former vice-president and current marketing committee member of the Composting Council. The book sells for \$59.95. To order, call ASHS Press at (703) 836-2418; fax orders are taken at (703) 836-6838.

EROSION INSIGHTS...*The Erosion Discussion* newsletter is a new technical publication from North American Green to professionals with erosion and sediment control concerns. The newsletter provides insight into industry standardization, regulation and advancements in materials and technologies. A free subscription can be yours by calling the North American Green Technical Services department at (800) 772-2040.

PLANT HEALTH CARE CATALOG...Plant Health Care, Inc. offers a free 12-page brochure on products essential to the 'plant health care' approach, including mycorrhizal fungi, beneficial bacteria, natural soil conditioners and time-release water-absorbing gels. The catalog also provides information and technical information on the natural systems approach to plant health that is reported to help plants live longer at lower maintenance levels. To order, call (800) 421-9051.