

SUPPLIERS CORNER

Advanta Seeds West, Inc. has changed its name to **Advanta Seeds Pacific, Inc.** The company was formed 18 years ago as VanderHave of Oregon. General Manager David Holman says ASP seeks to expand export markets into the Pacific rim.

Harold Boyanovsky was recently named senior vice president and general manager, North American Construction Equipment Business Unit and North American Parts Operations, for the **Case Corporation**. In June the company announced a new organizational structure aimed at providing greater customer focus. Boyanovsky has overall responsibility for engineering, manufacturing, sales and marketing of all Case construction equipment products and services in North America.

John Deere Lawn and Grounds Care Division is now known as the **Worldwide Commercial & Consumer Equipment Division** (www.deere.com). The division's business units have also been renamed to reflect more accurately each group's customer focus and area of responsibility. There are seven division business units: Consumer Products, Lawn & Garden Products, Commercial Grounds Care Products, Commercial Worksite Products, Overseas Operations, Horicon Manufacturing & Products Development Services, and Division Support. Fred Korndorf is president of the Division. Mark Rostvold is senior vice president.

Fine Lawn Research can now be reached on-line at www.finelawn.com. The site features company information,

seed product listings and information on how to order products, regional maps, distributor locales, and technical tips from Dr. Karl Danneberger of Ohio State University.

Jason Stoddard and Sean Billante are new California district sales managers for **Hunter Industries**. Stoddard covers northern and central California. Billante manages sales in nine south-central counties. Brian Vinchesi has received the company's Edwin J. Hunter Industry Achievement Award. Vinchesi has been involved in many significant irrigation design projects across the country and has been an industry leader in education and training, says Charles Huston, vice president of sales.

IMC Vigoro restructured its operations to eliminate all direct sales and unprofitable,

slow-moving products. The move was made to keep up with the competition, says Frank Wilson, company president. "The changes ...will make the Professional Products organization more efficient, effective and strongly focused on our network of distributor partners. There will be increased emphasis on new product development and a continued investment in product quality improvements," says Wilson.

Frans Jager is new vice president of Supply Chain Management for **LESCO**. He will establish a management process and order that deals with internal and external product flow issues. The goal is to make it "seamless," says the company. He will choose and manage LESCO's strategic supply partners to achieve "least total cost" and plan merchandising and inventory management.

Don Shor, owner of **Redwood Barn Nursery**, Davis, CA, is chairman for the Landscape & Nursery Expo 1998, Sacramento, CA. The Landscape & Nursery Expo is jointly owned by the California Landscape Contractors Association/Sacramento Chapter and the California Association of Nurserymen/Superior Chapter. For more info call 916/442-4470.

Kelly Shuck is a new turfseed specialist in **Seed Research of Oregon's** Phoenix office. Her territory is Arizona and the Southwest. She helps market Primavera and Primo blend bermudagrasses and common bermuda. **LM**

Info center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

BERMUDAGRASS BARGAIN... *Designing and Maintaining Bermudagrass Sports Fields in the United States* is a must-have book for sports turf managers, or anybody involved in athletic field scheduling or maintenance on bermudagrass sports fields. Written by Bert McCarty and Landon Miller, Clemson University and Jeff Higgins, Auburn University. Lots of great, practical info. \$7.50 per copy (tax is included). Order from: Clemson University Cooperative Extension Service, Bulletin Room 82, Poole Agricultural Center, Clemson, SC 29634-0311. (864) 656-3261.

EFFICIENT LAWNMOWING... 40 minute VHS video (English and Spanish versions) demonstrates the safest, most efficient ways to mow a lawn. Train yourself and your employees in the safe operation of intermediate mowers, trimmers, and edgers. Easy finish up techniques to impress clients. Free handout with test and answers included. Tape is \$59.95 plus \$5.00 S&H. For more information contact Progress Products, 5074 Masheena Lane, Colorado Springs, CO 80917-2675. (719) 637-0811.

CRITTENDEN GOLFINC ONLINE... has launched Crittenden GolfInc Online Magazine: www.crittendengolfinc.com. The site includes news on the golf industry helpful to golf course owners, developers and others.