

LANDSCAPE MANAGEMENT wins big at TOCA for second year

CLEVELAND— For the second straight year, LANDSCAPE MANAGEMENT magazine made a strong showing in the Turf and Ornamental Communicators Association (TOCA) writing/photography/design competition, taking home a total of six awards for writing and graphic design.

The awards, presented at the TOCA annual meeting in May, were the most awards won by any lawn and landscape or grounds maintenance-targeted publication.

Managing Editor Ron Hall won two first place TOCA awards in the categories of "Feature Writing" and "Product Information Article."

Graphic Designer Lisa Bodnar swept the key design award categories for the second year in a row, winning:

- ▶ first place in "Feature Design"

- ▶ first place in "Cover Page Design"

- ▶ first place in the most impressive design category of "Overall Magazine Design"

- ▶ merit award for "Cover Page Design"

"LANDSCAPE MANAGEMENT's showing at this

year's TOCA Awards are more meaningful than last year, because many more entries were submitted by Green Industry magazines," said Terry McIver, LM

editor-in-chief.

"This speaks volumes about our ability to stand tall and proud in a very crowded and competitive Green Industry publishing arena" said McIver. There were a total of 149 entries in all categories.

Hall's "Feature Writing" award was given for "A Championship Maintenance Facility," which highlighted the efforts of the equipment maintenance team at Prestonwood Country Club, Raleigh, NC (Aug. 1997).

A second award was given to Hall in the category of "Product Information Article," for "Rubber to the Rescue," a look at crumb rubber used as a soil amendment (Jan. 1997).

"The author uses description well to paint a picture for the reader," wrote the writing judge about the Prestonwood story.

"Hall carries the description technique throughout the story, while telling the story of the Prestonwood Country Club's maintenance program. This was a fine job of writing."

"Ron Hall has long been a leading Green Industry editor, reporter and writer, and Lisa Bodnar's talents have consistently shined through in LANDSCAPE MANAGEMENT covers and feature designs," said McIver.

"Our mission is to serve the Green In-

dustry with the best-written, best-presented information," McIver said, "and we are grateful to be recognized in this way by an independent panel of judges." □

AgriBioTech gets bigger in seed

LAS VEGAS—Add the Las Vegas Fertilizer Co., Inc., (LVF) and Rothwell Seeds of Lindsay, Ontario to the list of turf or forage seed companies acquired by AgriBioTech, Inc.

Las Vegas Fertilizer has revenues of about \$16 million a year, and sells turfgrass seed and ancillary products to golf courses and lawn and garden products to home improvement centers, mass merchants and independent nurseries in Nevada, California, Utah, Idaho and Wyoming.

On April 28 AgriBioTech, Inc., completed the acquisitions of Zajac Performance Seeds, Inc., and its Oregon affiliate, Kinder Seed, Inc.; Van Dyke Seed Co., Inc.; and Ohio Seed Company on April 28. The four companies have combined annual sales of about \$30 million.

"Zajac is an excellent turfgrass company which specializes in providing proprietary turfgrass varieties to independent wholesale distributors under private label," said Dr. Johnny R. Thomas, CEO of AgriBioTech. Kinder is a forage and turfgrass distribution company located in the northeastern U.S.; Van Dyke is a production company involved with forage crops such as

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red and crimson clover; Ohio Seed is a distribution company with about 60 percent turfgrass seed and 40 percent forage seed with sales primarily in Ohio and Michigan.

AgriBioTech is buying J&M Seed Company in Kentucky and Oseco Inc., Ontario, Canada, including all its seed and seed coating operations, Canadian Seed Coaters, North Battleford, Saskatchewan and Precision Seed Coaters, Inc., Yuma, AZ. The two companies have combined sales of about \$17 million.

AgriBioTech has completed 23 acquisitions since January 1, 1995 and claims annualized net sales of about \$426 million, including the previously announced pending acquisitions of Willamette Seed Company, Peterson Seed Company, Inc., Geo. W. Hill & Co., Inc., Fine Lawn Research, Inc., Geo W. Hill of Indiana, Inc., J&M Seed Company, and Oseco, Inc. □

TOCA / Terra to award best Green Industry communicator

The Turf and Ornamental Communicators Association (TOCA) has officially announced the start of the *Environmental Communicator of the Year Award* Program.

Sponsored by Terra Industries, Inc., Sioux City, Iowa, the award will be given annually to an active Green Industry member for outstanding efforts in communicating the benefits of environmental stewardship. The award will build awareness among turf and ornamental communicators of the need to

provide informative and education information to their audiences on environmental stewardship issues;

"Environmental stewardship began in the Green Industry many years ago, but it has never been fully appreciated, due to distractions from another brand of environmental activists, and media bias against pesticides and the profit motive," says Terry McIver, editor-in-chief of *LANDSCAPE MANAGEMENT* magazine, and a TOCA director.

"The *Environmental Communicator of the Year Award* is TOCA's way of acknowledging people whose literary tal-

ent and environmental concern has helped tell the truth about how the Green Industry benefits the environment," says McIver.

The award competition is open to anyone in the Green Industry. Nominees must be a TOCA member or be nominated by a present TOCA member.

Applications must arrive in the TOCA offices by January 15, 1999.

Any member may nominate himself for the award.

The award carries a \$500 cash stipend, which will be presented to the winner at

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LM adds technical editor to staff



Nancy Stairs, LM's new technical editor

Nancy Stairs, B.Sc.F., has joined *LANDSCAPE MANAGEMENT* to serve as technical editor.

Previously employed by the Davey Tree Expert Company, Kent, Ohio, as an urban forester, Stairs brings a wide variety of arboriculture-related experience to the technical editor position. She earned a Bachelor of Science degree in Forestry from the University of New Brunswick, NB, Canada, has a diploma in horticulture, specializing in urban forestry and is a certified arborist with the International Society of Arboriculture.

Stairs has extensive writing, research and field experience. She has carried out tree inventories and has written management plans for cities, parks and golf courses, has authored technical bulletins and urban tree plans, and has conducted arborist consultations at golf course sites.

"Nancy Stairs is a fine addition to the *LANDSCAPE MANAGEMENT* editorial team," says Editor-in-Chief, Terry McIver.

"Having a technical editor on staff significantly raises the level of our in-house technical expertise," says McIver, "at a time when many of our readers want and need more technical information on all turf, ornamental and tree care topics."

Stairs will write a monthly column, "Arbor View", and will contribute articles on a variety of Green Industry topics.

"Joining *LANDSCAPE MANAGEMENT* opens the door to a whole new set of challenges for me," says Stairs. "I am hoping that with the phone, fax and e-mail accessibility we have that the readers will help direct that process by asking questions about specific tree and turfgrass issues. We then can answer them in a timely and useful way in our articles."

If there is a specific tree care topic you'd like to see covered in the pages of *LANDSCAPE MANAGEMENT*, write to Nancy Stairs at: nstairs@advanstar.com □

Grab Bag

Fade to the right

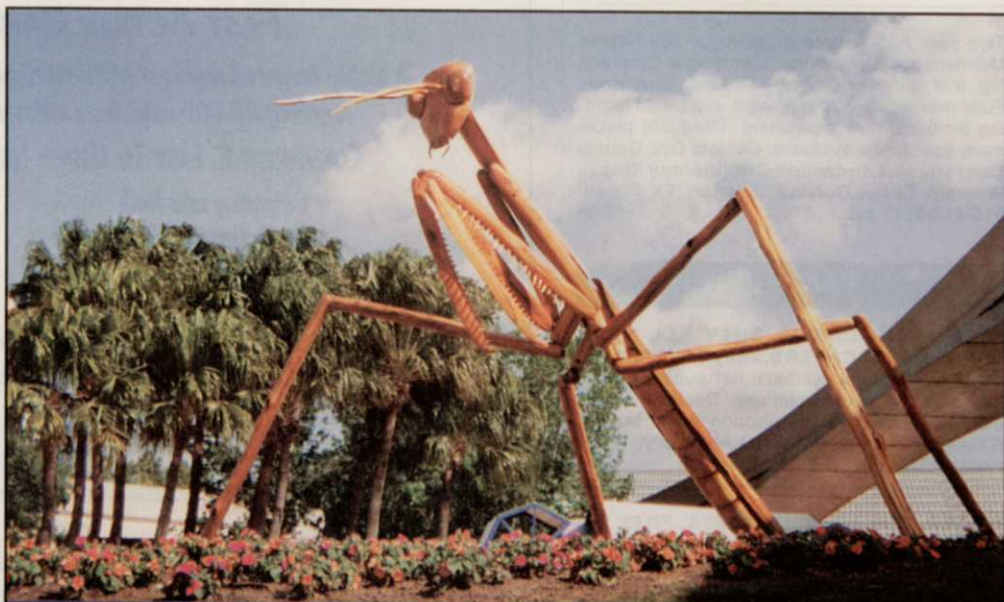
A survey by "Golf in America" online finds a great majority of US golfers are Republicans. Fifty-three percent of the 600 golfers surveyed said they share Republican points of view. Independents made up 24 percent of those surveyed, and the Whigs came in last with 18 percent. President Clinton's reported love of golf hasn't helped the game either, says the survey. More than 90 percent of those surveyed said the publicity surrounding Clinton's golf hunger has contributed little or nothing to golf's popularity. The survey was conducted over the National Golf Foundation/USA Today websites.

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the TOCA annual meeting in May. The 1999 meeting will be held in Orlando.

TOCA, nearing its 10th anniversary, is comprised of editors, writers, photographers, public relations practitioners and others involved in Green Industry communications. The TOCA administrative office is based in New Prague, Minn.

TOCA offers a newsletter of association activities, interaction with industry peers, an annual meeting with a writing/photography/design contest.

To learn more about TOCA membership or to obtain an entry form for the award, contact the association at 612/758-6340.



'Big Bugs' exhibit a fun feature at Epcot

American Cyanamid was a participant in the Fifth Annual Epcot International Flower & Garden Festival, April 17-May 31. Visitors to the theme park enjoyed special exhibits and workshops designed to provide information and advice on various gardening and horticultural topics. Cyanamid was featured in "Gardening for Tomorrow," which included the "IPM Garden" and "Big Bugs" exhibits. Integrated Pest Management was a key topic.

Jake, Ransomes deal combines resources

Since news of the sale of Ransomes to Jacobsen Division of Textron, Inc. in January 1998, the two companies have been combining resources, facilities and people, and have named the company Textron Turf Care and Specialty Products.

Peter Wilson, president of Ransomes, has been named president; Phil Tralies, president of Jacobsen Textron, is president of the Textron Turf Care and Specialty Products Americas.

The company formed by the buyout markets products to the golf, professional lawn

care and industrial markets. Brands include: Jacobsen; Ransomes; Cushman; Ryan; Bob-Cat; Brouwer; Bunton; Steiner.

Textron Turf Care and Specialty Products Americas now has manufacturing plants in Wisconsin, Nebraska, North Carolina, Kentucky and Florida. Steiner-Brouwer is based in Orville, Ohio.

"We have combined two sales and marketing teams," says Harold Pinto, new senior vice president of sales and marketing, "to create an 'all-star team' focused on staying competitive and satisfying our customers' needs."



Phil Tralies



Harold Pinto

Grab Bag features brief observations and prognostications throughout the green industry. If you have an unusual photo or comment you'd like to share with us, please send it in...