

## Industry Update

The logo for Turf, featuring the word "Turf" in a bold, black, sans-serif font. A green grass blade graphic is integrated into the letter 'T'.The logo for Tree Services, featuring the words "Tree Services" in a bold, black, sans-serif font. A small green leaf graphic is above the 'e' in "Services". Below the main text is the tagline "Taking Tree Care to New Heights" in a smaller, italicized font.The logo for DesignBuild, featuring the word "Design" in a black, sans-serif font and "Build" in a bold, orange, sans-serif font. A small orange square graphic is above the 'i' in "Design".The logo for PLOW, featuring the word "PLOW" in a bold, blue, sans-serif font. A registered trademark symbol (®) is to the upper right of the word.

Source: [www.TurfMagazine.com](http://www.TurfMagazine.com)

### *News from around the Green industry*



Trent  
Caldwell

#### Aquascape Installs Rainwater Harvesting System, Hires Caldwell

**Aquascape, Inc.** and Certified Aquascape Contractors from across the United States created a rainwater harvesting system in Grantville, Ga., implementing a prototype system developed by Aquascape. The system consisted of multiple waterfalls that flow into a basin where stormwater runoff from the roof is collected. The water goes through a biological filtration process before being recirculated. Each waterfall descends into an ecosystem pond where the water is filtered through aquatic plants before going back into the basin. An irrigation system taps into the rainwater to avoid utilization of city water.

**Trent Caldwell** joined Aquascape as a senior territory sales manager in the Southern region of the United States. Caldwell graduated from Purdue University with a bachelor's degree in landscape architecture and has 10 years of experience in the green industry. He has worked for a design/build firm, Automatic Irrigation Supply and a pond construction company.

#### DMTN Names President, Opens New Plant

**Atsuhiko Shimmura** was named president of **Denso Mfg. Tennessee** (DMTN) in Maryville, Tenn. He began his career with Denso after graduating from Japan's University of Nagoya with a degree in business administration. He has worked in human resources and business planning. Most recently, he served as general manager of Denso Corp.'s Electronics Systems Business Planning Center.

The grand opening of a fourth manufacturing plant at DMTN was attended by the

governor of Tennessee as well as local officials. Production has already begun at the new facility. DMTN currently employs nearly 3,000 people, and hiring for positions in the new plant will continue through 2010 as production lines are added.

#### Monsanto Announces Planned Expansion

**Monsanto** announced its intention to invest up to \$196 million over the next 18 months at its glyphosate manufacturing facility in Luling, La. The planned development, expected to be completed in the first half of the company's 2010 fiscal year, will increase its global capacity to produce Roundup and other glyphosate-based herbicides. The investment is designed to expand both infrastructure and front-end manufacturing capacity.

In addition to the planned expansion, Monsanto will be undertaking an energy-reduction project at the Luling facility. Implementing a hydrogen-recovery project will enable the company to reduce natural gas costs and better conserve and utilize hydrogen, a byproduct of the glyphosate manufacturing process.

#### Drought-Tolerant Grass Meets Green Building Standards

A drought-tolerant grass called UltimateFlora Zoysia that was developed by the **University of Florida** for use on home lawns meets Green Building standards, according to the **Florida Green Building Coalition**.

Developed by UF to replace St. Augustinegrass and marketed by **Environmental Turf, Inc.**, the grass requires less water for irrigation and has built-in mechanisms to help it withstand drought conditions. It also has a finer, softer leaf blade than St. Augustinegrass. UltimateFlora is tolerant of most herbicides and resists the chinch bug.

#### Florikan Receives Patent on Fertilizer

**Florikan**, a Sarasota, Fla.-based horticultural product company, has received a patent for their polyurethane encapsulated fertilizer. The Staged Nutrient Release technology earned the patent for the innovation that helps growers reduce fertilizer application while reducing the potential amount of nitrate and phosphate runoff. SNR fertilizers, with a polymer coating, allow water to penetrate over time, releasing nutrients evenly and consistently over a nine-month period. The nutrients are released at a rate used by the plant, reducing the potential for nutrient runoff.

#### SubAir Hosts Barbecue

To welcome and thank their clients and vendors in town for the Masters, **SubAir Systems** hosted an authentic Southern barbecue dinner on their facility grounds, located about 15 minutes from the gates of the Augusta National, in Graniteville, S.C.

SubAir's product line consists of subsurface moisture removal, aeration and heating/cooling systems, TurfBreeze greens fans and the MobileMist turf syringing system.

## Rain Bird Calls for Award Nominations

**Rain Bird Corp.** is seeking nominations for the 2008 Intelligent Use of Water Award, which recognizes people or organizations whose innovation, leadership, ingenuity and commitment to improved landscape water efficiency has raised the standard for outdoor water conservation. The deadline for nominations is June 30, 2008, and they can be submitted at [www.rainbird.com/iuow/award.htm](http://www.rainbird.com/iuow/award.htm).

The award recipient will receive \$10,000 and be featured in a short film highlighting their contributions. An independent panel of experts will select the finalists and winner. Returning as judges for the second annual award are **Elizabeth Cutright**, **Dan Stark** and **Ron Stoltz**. In addition, **Marty Eberhardt**, executive director of The Water Conservation Garden, the 2007 winner, will join this year's panel.

## Dover Acquires Neptune

**Dover Corp.** has acquired **Neptune Chemical Pump Co.**, which is now part of Dover's newly formed Pump Solutions Group (PSG) within the fluid management segment. The PSG also includes Wilden, Blackmer, Almatec, Mouvex and Griswold.

Neptune, based in Lansdale, Pa., manufactures chemical metering pumps, chemical feed systems and peripheral products.



Adrian  
Mezenberg

## Agrium Selects New Manager

**Agrium Advanced Technologies** appointed **Adrian Mezenberg** as customer service manager at its Brantford, Ont., Canada, office. He will manage customer service, logistics and transportation. Mezenberg comes to Agrium after working for Axela, Inc. and Bayer Healthcare Diagnostics. He holds a bachelor's degree in biology from McMaster University.

## Thomas Appoints New Regional Business Manager

**Thomas Equipment, Inc.** named **Arun Bhatnagar** as regional business manager for western Canada. Bhatnagar has extensive management experience in construction equipment and related industries in North America, the Middle East and Southeast Asia.

Previously, Bhatnagar was business development manager of PHE Contractors Ltd., and before that was a consultant for Cummins Eastern Canada LP. Bhatnagar earned a bachelor's degree in mechanical engineering in India and received equivalency certification from the University of Toronto.

## Dow Announces Changes to T&O Team

**Raymond Miller** has been named specialist for the nursery and greenhouse

markets for **Dow AgroSciences**. He will provide training and technical support to nursery and greenhouse customers. Miller most recently served as a turf and ornamental sales specialist for western Florida. He joined Dow in 2001 when it acquired Rohm & Haas. Miller graduated from Texas A&M University with a bachelor's degree in agronomy, and a master's in agronomy, specializing in chemical weed control.

**Kerry Avirett** was named national account manager in both the turf and ornamental and pest management markets. Avirett most recently served as the turf and ornamental sales representative for Texas, Oklahoma and Louisiana. He joined Dow in 2001 as part of the Rohm & Haas acquisition, where he had worked for 21 years. Avirett earned a bachelor's degree in entomology from Texas A&M.

**Ryan Messner** rejoins Dow as a sales representative serving lawn care, nursery and golf customers in western Florida. Messner began his career with Dow in 2004 after earning a bachelor's degree in marketing from St. Joseph's College. He most recently served as a senior sales representative for GlaxoSmithKline and was previously a sales representative for Dow in Memphis, Tenn.

**Brian Dockery** has been named the sales representative for Texas, Oklahoma and Louisiana. He earned a bachelor's degree in agricultural education from North Carolina Agricultural and Technical State University. Dockery's experience has included sales for PhytoGen cottonseed and small grains herbicides and various marketing positions.

#### Green Industry Expo Workshops Schedule Announced

The **Green Industry Expo Workshops** will return for the second annual **GIE+EXPO** (Green Industry & Equipment Expo), to be held at the Kentucky Exposition Center in Louisville, Ky., October 23-25.

The GIE Workshops provide an introduction to PLANET's four-day Green Industry Conference education program. The preview sessions are open to all GIE+EXPO attendees. Preregistration is required; visit [www.gie-expo.com](http://www.gie-expo.com) or call 800-558-8767 for a registration brochure. The workshops will include Pricing and Profitability with **Kevin Kehoe**; Building Leadership Through Personal Power with **Chuck Zamora**; and Make Friends, Make Sales, The Art of Relationship Selling with **Marty Grunder**.

#### Hannay Celebrates 75th Anniversary

In 2008, reel manufacturer **Hannay Reels** celebrates its 75th anniversary. Since 1933, the Hannay family has owned and operated its manufacturing facility, overseeing expansion and product developments.

From founder Clifford Hannay's first manual-crank reel, the company has grown steadily. The Hannay production team generated about 3,600 reels a year from a new manufacturing facility in 1952. Today, over 70,000 reels are shipped worldwide from a headquarters that was recently expanded by 44,000 square feet to accommodate larger fabrication, assembly and shipping departments.

## Kubota Encourages Tractor Safety

**Kubota Tractor Corp.** is tapping into the National Safety Council's annual celebration of National Safety Month in June to bring added attention to tractor and equipment safety. This year marks the 12th anniversary of National Safety Month, which has the theme of "Make A Difference."

Kubota's call to action is advising families and businesses to take time this month to review safety information for tractors, mowers and utility vehicles. This is also a good time to make sure older tractors and equipment have a Rollover Protection Structure (ROPS) and seat belt.

Additional safety information, including the "Ten Commandments of Tractor Safety" and a tractor safety coloring book, can be found at the Kubota Web site, [www.kubota.com](http://www.kubota.com). Owners of older Kubota tractors can also use a ROPS and seat belt installation function on the site's safety pages.

## Lee Named CEO of Sipcam & Advan

**Andy D. Lee** was appointed as chief executive officer of agrochemical companies **Sipcam Agro USA, Inc.** and **Advan, LLC**. Lee has extensive experience within the agrochemical industry, having held senior leadership roles with BASF Corp. and other chemical companies in the United States and Europe. He obtained a bachelor's degree in applied biology from Hertfordshire University in the United Kingdom.

Lee's appointment allows **Giovanni Affaba** to return to his position as a member of Sipcam's board. Affaba was acting CEO of the company. **Tim Damico** served as acting CEO of Advan and will return to his position as chief operating officer.

## Parent Companies of Echo and Shindaiwa Announce Joint Holding Company

**Kioritz Corp.**, parent company of **Echo, Inc.**, and **Shindaiwa Corp.**, parent company of **Shindaiwa, Inc.**, have announced plans to form a joint holding company that will own and operate the two companies.

The two companies entered into a business and shareholder alliance in 2007 to investigate mutual means of addressing an increasingly competitive global environment through product and operational synergies. The companies have begun selective trading of existing products and cooperation on operational matters including purchasing, production, computer systems and logistics.

## Kenworth Names 2008 Parts Council Members

**Kenworth Truck Co.** has named its 2008 Kenworth Parts Council members. The council consists of parts managers from Kenworth dealerships in the United States and Canada, and its goal is to enhance the quality and value of service to customers. Members are Chairman **Mike McKay**, **Mike Carwile**, **Jo Frost**, **Keith King**, **Dale McCord**, **Mike Oswald**, **Vic Stiller**, **Dan Villeneuve** and Kenworth Dealer Council Representative **Ron Whiteford**.

## Jacobsen Genuine Parts Information Available Online

**Jacobsen** has dedicated a new section of its Web site ([www.Jacobsen.com/parts](http://www.Jacobsen.com/parts)) to providing customers with information on selecting and ordering Jacobsen Genuine Parts for its mowers and turf equipment.

The new online resource features a list of the Top 10 Reasons to Buy Jacobsen Genuine Parts. This list alerts customers to the benefits of purchasing parts exclusively from Jacobsen and qualified dealers. Jacobsen Genuine Parts also has the Never-Out Parts program, an initiative guaranteeing that the 1,000 most commonly requested maintenance items are constantly in stock.

P-Txt:**Schiller-Pfeiffer, Inc.** will sponsor Joe Gibbs Racing development driver **Marc Davis** in 15 NASCAR Camping World Series races in 2008. The Southampton, Pa.-based company will rotate its Little Wonder, Mantis and affiliated BOB-CAT brands on Davis' No. 18 Toyota Camry.

#### Koonts Joins Scotts

The **Scotts Co.** North America Professional Business Group has added **Lisa Koonts** as its marketing services specialist. She will supervise budgets, manage agency relationships and oversee all creative development and packaging requests.

Koonts has been with Scotts for 14 years, the first seven of which were spent with the North America Professional Business Group. In the seven years since then, she has worked with the Consumer Marketing Services Group. Koonts holds an associate degree in graphic communications from Terra Technical College.

#### John Deere Launches Web Site for Skid Steer Users

**John Deere Construction & Forestry** has launched [www.skidsteersmackdown.com](http://www.skidsteersmackdown.com), the first part of an integrated campaign for skid steer users that involves head-to-head contests between Deere and competitor machines. The interactive site features the competitions captured on video, a discussion forum, buying information and more.

#### Horizon Partners with LIS

**Horizon** has partnered with **Landscape Injection Systems** to be the exclusive distributor of LIS Fertiboost fertilizer injectors in the 10 states Horizon serves. Horizon acts as the single point of contact for contractors in the installation and servicing of the injectors. LIS supplies fertilizer injection systems to a variety of users in a wide spectrum of applications.

#### Solo Celebrates 60th Anniversary

**Solo Kleinmotoren GmbH** is celebrating its 60th anniversary this year as an engine and outdoor power equipment manufacturer. Founded by brothers Hans and Heinz Emmerich, Solo continues as a family business based in Sindelfingen, Germany. The company markets its products in more than 85 countries and has major production facilities in Sindelfingen and in Newport News, Va., which is also the headquarters of Solo, Inc.

#### Environmentally Friendly Stadium Features Permaloc GeoEdge

**Nationals Park** in Washington, D.C., which opened this spring, may be the country's first stadium to receive the U.S. Green Building Council's LEED certification for environmentally friendly design. **Permaloc Corp.**, manufacturer of GeoEdge, was responsible for providing the edge restraint for the 6,300-square-foot green roof above the stadium's concessions areas. The GeoEdge restraint will retain the special soil used on the green roof, as well as allow drainage for stormwater runoff.

#### Saf-T-Side Achieves OMRI Listing

**Brandt Specialty Formulations** announced that its Saf-T-Side has achieved OMRI listing. Saf-T-Side is a pre-emulsified smothering oil labeled for a broad range of crops and ornamentals. The manufacturing process breaks down the oil, reducing droplet size to about 50 microns to ensure thin, even coverage. This enables the product to be more effective in insect and disease control and is safer for the plant.

#### New Name for Junior Academy

The International Junior Golf Academy has adopted a new name, **Hank Haney International Junior Golf Academy**, to reflect the increased involvement of its director of instruction. Additionally, the academy will open a second campus at Cypress Ridge Golf Course in Arroyo Grande, Calif., to facilitate regional and international growth and to complement the existing campus on Hilton Head Island, S.C. Golf teacher **Hank Haney** will provide hands-on instruction for students at both campuses.

#### Navman Hires Sales & Marketing Director

**Navman Wireless North America** hired **Gregg Steliga** as director of sales and marketing. Operating from the company's Chicago, Ill.-based headquarters, Steliga will lead the sales management team, administer reseller and dealer initiatives, direct marketing objectives and drive channel development. Prior to joining Navman, Steliga held a variety of senior sales and marketing positions with TransWorld Exhibits, InVision Enterprises and WallTalkers.

#### Correction

In the article titled "The Cemetery Landscape" featured in the May 2008 issue of *Turf*, Western Pozzolan's contact information was inadvertently left out of the story.

You can visit them at [www.westernpozzolan.com](http://www.westernpozzolan.com) for information on pozzolans, or volcanic ash, which have been found to be beneficial as soil amendments.

We apologize for the omission.

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