

# Lebanon Seaboard Assembles Team of Turf Scientists to Lead Product Development Efforts

The logo for Turf, featuring the word "Turf" in a bold, black, sans-serif font. A green grass blade 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 is positioned 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 Turf DesignBuild, featuring the word "Turf" in a small, orange, sans-serif font above the word "Design" in a black, sans-serif font, followed by "Build" in a large, bold, orange, sans-serif font. A registered trademark symbol (®) is at the end.The logo for PLOW, featuring the word "PLOW" in a large, bold, blue, sans-serif font. A registered trademark symbol (®) is at the end.

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

✖ Lebanon Seaboard Corporation has assembled a team of highly experienced turf scientists to lead the development of its product lineup. The team consists of three widely recognized names in the turf industry: Dr. Michael Kernan, Dr. Clark Throssell and Dr. Thomas Fermanian.

Dr. Kernan is a former associate scientist from Plant Health Care, Inc., which was acquired by Lebanon Seaboard in 2011. His work in the field of fungal research, especially in that of mycorrhizal fungi, has led some to refer to him as a pioneer in the industry. Kernan's responsibilities on the product development team include overseeing new products; production formulations; product performance refinement; along with regulatory, labeling

As the former director of research for the Golf Course Superintendents Association of America, Dr. Throssell is uniquely qualified to facilitate research in all areas of Lebanon Seaboard, both traditional and biological. Among his research are extensive studies in water management, turfgrass cultivar testing and nutrient use. Dr. Throssell works with universities to craft protocols and evaluate results of all Lebanon Seaboard sponsored research.

The most recent addition to the team, Dr. Fermanian, is working extensively on research review, both internal and external, and is assigned to validate and refine the biological and biostimulant offerings of the company's products. Dr. Fermanian is a professor emeritus from the University of Illinois Department of Crop Sciences. His university research emphasis includes the automated sensing of turfgrass health, weed management and plant growth regulation.

“Lebanon Seaboard operates under a best of all worlds umbrella, where traditional nutrition and innovative biological discoveries merge,” says Dave Heegard, executive director, sales and marketing at Lebanon Seaboard. “The team of Mike, Clark and Tom will ensure that the performance of our products matches our claims and that the results exceed our customers’ expectations.”

*Photo: Left to right: Dr. Thomas Fermanian, Dr. Clark Throssell and Dr. Michael Kernan*