

# HAPPENINGS

## Advanta Changes Name

Advanta Seeds West of Albany, OR., has changed its name to Advanta Seeds Pacific. Following the recent merger of the UK-based Zeneca Seeds and the Dutch-based Royal VanderHave Co., the new global seed company adopted the Advanta name.

"Changing the name of Advanta Seeds West to Advanta Seeds Pacific more accurately reflects our position as a member of the Advanta group and our approach to markets for our cool season grasses," says General Manager, David Holman. "We are based in the Pacific Northwest of the U.S.A. and are currently seeking to expand our export markets into other Pacific Rim countries."

The company's major cool season grass products include Kentucky bluegrass, tall fescue, perennial ryegrass and fine fescue.

## Pioneer Launches Fields of Excellence Campaign

Pioneer Manufacturing is initiating a national "Fields of Excellence" search for outstanding athletic fields and their caretakers. Any institution that regularly maintains an outdoor athletic field may apply for award consideration. The campaign is designed to foster community and school spirit. A select number of exemplary fields will be awarded a certificate and banner, and a few schools randomly chosen from this pool will receive scholarships to commemorate the award.

Applications must be postmarked by March 31, 1998, and must include a completed application form, an essay and a non-returnable photograph. For information, contact: Pioneer Manufacturing Co., 4529 Industrial Parkway, Cleveland, OH 44135. (800) 877-1500; FAX (800) 877-1511.

## Jacobsen Honors Distributors

During Jacobsen's recent International Business Conference at the Wigwam Resort near Phoenix, the company honored eight of its distributors by presenting them "Raving Fans Awards" for 1997. Jacobsen, a division of Textron, manufactures professional turf maintenance equipment used worldwide. The company gives the

awards annually to recognize superior service and customer satisfaction.

Distributors earning awards this year included: Brandt Industries, Regina, Saskatchewan, Canada; G.L. Cornell Company, Gaithersburg, MD; Delta States Turf, Inc., Baton Rouge, LA; B. Hayman Co. (Hawaii) Ltd.,

Waipahu, HI; Jacobsen Textron - Palm Desert branch, Palm Desert, CA; Malvese Mowers & Equipment, Inc., Hicksville, NY; PT Jayasakti Mardikaguna, Jakarta, Indonesia; and Wisconsin Turf Equipment Corp., Janesville, WI.

Q: What do all of these teams have in common?

Oakland A's  
Arizona Diamondbacks  
University of Texas Longhorns  
San Diego Chargers  
University of Southern California Trojans  
California Angels  
Arizona State University Sun Devils  
San Francisco 49'ers  
San Diego State University Aztecs  
San Francisco Giants  
San Diego Padres  
Los Angeles Dodgers  
Oakland Raiders  
Arizona Cardinals

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