

Seed Research of Oregon's Technical Service Group

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The golf course construction industry is experiencing a nationwide shift. To address industry changes, Seed Research of Oregon (SRO) has reorganized and developed a **Technical Services Group (TSG)** to focus on the changing needs of the golf construction sector and the continued growth in other key segments of the professional turfgrass industry.

As a result of this reorganization, Skip Lynch, who was with SRO for 13 years, has left the firm. Skip's contributions to our success were many and we wish him well in his future endeavors.

Dr. Leah Brillman has been named Director of Research and Technical Services for Seed Research of Oregon. Dr. Brillman's updated duties couple her turfgrass breeding projects with additional technical support to distributors, golf courses, sod producers, and sports turf managers. Technical support and product innovation is the focus of her new responsibilities.

Mike Hills, Seed Research Agronomist and Sales Manager, will be the direct contact for the Technical Services Group and will head up our newly developed **Distributor Bentgrass Initiative (DBI)**. DBI will focus on integrating the company's distributor sales teams with current golf course renovation and new development projects throughout the United States and Canada.

We are pleased to announce that Richard Hurley, Ph.D. has been retained as Senior Golf Course Consultant and will compliment the **Technical Services Group**. Dr. Hurley joins Dr. Leah Brillman and Mike Hills to form the most powerful technical services division in the industry. Dr. Hurley is one of the original developers of L-93 creeping bentgrass, and has recently licensed the bentgrass variety "007" to Seed Research on an exclusive worldwide basis.

Seed Research of Oregon brings performance solutions to the market through investment in research and development. Our continued concentration on new product development for all levels of turf projects benefit golf courses, sports fields, sod and commercial turf producers. We remain a leader in the world bentgrass market and are committed to providing the highest level of technical support to all of our customers.

If you have projects underway that require technical assistance, or if you were in discussion with Skip Lynch on a particular project, we will be glad to continue the process with you. Please feel free to email or phone us.

For more information contact:

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