GCSAA report reveals buying habits

The Center for Golf Course Management, a subsidiary of the GCSAA has released its first marketing research report, Buying Habits of Golf Course Superintendents.

The report, scheduled to be published annually in August, was compiled from the results of surveys mailed to more than 11,000 superintendents. It includes information on course demographics, purchasing behaviors, equipment inventories, expenditures, customer satisfaction, and planned improvements.

A second report, Maintenance Trends, studies current and emerging golf course maintenance practices based on the results of a survey sent to 1,200 certified superintendents. This year’s report features deep-tine aerification, poa annua control, lightweight fairway mowing, 72-inch rotary mowers for maintaining roughs, and computers.

Buying Habits is $945. Maintenance Trends is $100. Both are available from the Center for Golf Course Management, GCSAA 1617 St. Andrews Dr., Lawrence, KS 66047; phone 913-841-2240.

Ciba-Geigy, Greensboro, N.C., and Biosys, a Palo Alto, Calif., biological pest control company, have agreed to jointly evaluate nematode-based product that controls cutworms and armyworms on turf, and black vine weevils, fungus gnats and white grubs on ornamental plants.

Ciba Geigy will gather field data, test-market the product, which is based on the nematode Steinernema carpocapsae (See Research Report, page 33), and conduct market research with turf managers and ornamental growers.

The Biosys formulation, exempt from EPA registration requirements, can be applied with standard spray equipment.

PBI/Gordon Corp., Kansas City, Mo., has acquired amidochlor, the active ingredient in Limit Turf Regulator developed by the Monsanto Co. of St. Louis.

PBI/Gordon has developed a new tank-mix program combining Limit and Embark 2S. The products work in different ways, according to Doug Obermann, PGR product supervisor for PBI/Gordon. Limit is taken up through the roots and Embark through the foliage. The tank mixture reduces the amounts used of each product with results that combine the best features of both, according to John Van Haften, PBI/Gordon director of research.

Jacobsen Division of Textron, Racine, Wisc., sponsored a three-day turf seminar in Manchester, England, for 25 students from the United Kingdom and the Netherlands.

Among the featured speakers was John Piersol of Lake City Community College, who discussed the U.S. golf industry.

Lofts Seed Inc. conducted a field day for turf professionals at the company’s farm in Martinsville, N.J. in July. Among the speakers was Dr. Virginia Lehman, who recently worked on developing heat-tolerant bentgrasses at Texas A&M University (Florida Green, Spring 1990) and now heads Lofts West Coast Research Center in Oregon.

Lesco Inc., Rocky River, Ohio, has promoted Carl Meermans (PIX) to vice president/operations. He joined Lesco in 1987 as a systems analyst and was promoted to operations manager a year later. He will add transportation...
to his current responsibilities of fertilizer production and warehousing.

**Boynton Pump and Irrigation Supply, Boynton Beach,** was named golf distributor of the year by Rain Bird at last spring’s GCSAA Convention and Show in Orlando. The award is given annually to "the distributor who demonstrates the highest level of customer service and sales performance," according to David Ragan, one of three Boynton staffers on hand to receive the award from Rain Bird’s national golf sales director, Ed Shoemaker. The others were Tim and Jon Kilpatrick.

**Southern Turf Nurseries, Atlanta,** has named Ron Gelvin (PIX) general manager of the company’s 500-acre production farm in Lake Wales and Bill Carraway (PIX) sales manager for Florida and the Caribbean.

Gelvin had been operations manager of the W.H. Stewart Ranch in Bartow; Carraway moves out of the company’s Atlanta sales office.

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