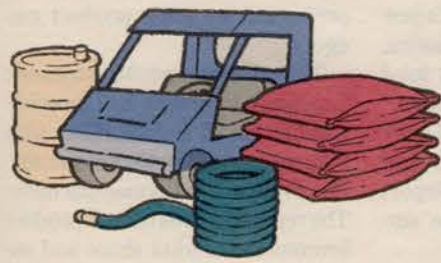


Briefs



SCOTT NAMES NEW PRESIDENT

MARYSVILLE, Ohio — A senior vice president of marketing for Coca-Cola USA has been named president and chief operating officer for O.M. Scott & Sons Co.



Theodore Host

Theodore Host will assume responsibility for Scott's Consumer Products and Professional Business groups, Operations, Information Systems, Research and Development, and Human Resources.

Host, who spent 23 years with American Home Products, was division president for Coca-Cola's Boyle-Midway Household Products Inc. division the last five years.

Scott's sales have grown from \$156 million to \$387 million since 1986, when the company was purchased from ITT Corp. through a management buyout implemented by a company formed by Clayton & Dubilier Inc. and other investors, including local management.

TOTAL CONTAINMENT TAPS FREY

EXTON, Pa. — Total Containment Inc., a manufacturer of secondary containment systems for underground storage tanks and piping, has named Charles A. Frey as chief executive officer of Highland Tank and Manufacturing Co.'s Manheim, Pa., affiliate.

Highland Tank is a licensed applicator and distributor of Total Containment's products on the East Coast.

Frey has been prominent on technical committees of the Steel Tank Institute, National Association of Corrosion Engineers, National Fire Protection Association and many state associations.

According to TCI President John D. Morrison, Frey has "contributed significant guidance to development of the company's products. His experience, particularly with effective underground storage tanks and piping systems, will contribute to expansion of the company's Tank Jacket applicators' network and continued improvements to existing products and development of new secondarily contained product lines."

JACOBSEN OPENS NEW DISTRIBUTORSHIP

Jacobsen Textron has announced the opening of Southeast Turf and Commercial, the company's newest distributorship, in Conyers, Ga. Located at 2570 Covington Highway, S.W., Southeast Turf will serve former customers of Lawn and Turf, Inc., with a complete line of Jacobsen products.

"The state of Georgia has always been a good area for Jacobsen products through Lawn and Turf. It's an important market for the company," said Ned Brinkman, Jacobsen vice president of sales. "We felt the best way to serve the people of the area was with a combination of the best local people available, and strong backing from the company."

Ransomes America realigns company

Management shake-up and new responsibilities at turf products company

By Peter Blais

Ransomes America Corp. has changed its management structure, top executive personnel and headquarters as part of the company's realignment plan and in response, some say, to lower-than-expected sales resulting from the worldwide recession.

Ransomes America, a subsidiary of Ransomes plc of Ipswich, England, has consolidated the marketing, sales and finance functions of its various North American holdings under Ransomes America Corp.

Those holdings include Cushman Inc., Ransomes Inc., Steiner Turf Equipment Inc. and Brouwer Turf Equipment. All will take direction from Ransomes America Corp., a change from the de-centralized management style of the past few years.

What does that mean for the golf business?

"We'd like to see all our turf products eventually moving through one distribution channel," said Irv Aal, recently appointed president of Ransomes America. "The timetable will vary for different products. It will be an evolution, not a revolution."

Ransomes America — whose four business units include professional lawn care, turf, industrial and commercial, and consumer — will be headquartered in Minneapolis.

Aal has extensive upper management experience, particularly in the agricultural machinery industry, having been an executive with Sperry New Holland for 21 years; president of the agricultural equipment group at International Harvester; president of Steiger Tractor Inc.; and, until recently, chief executive officer and co-owner of Phoenix International Corp., a Fargo, N.D.-based designer and manufacturer of electrical components



for construction and maintenance equipment.

Aal was at International Harvester from 1983-85. During that time, the troubled farm machinery manufacturer sold many of its assets to Tenneco and reorganized as Navistar, a smaller engine and truck company, Aal said.

Steiger was a victim of the depressed farm

'We'd like to see all our turf products eventually moving through one distribution channel.'

— New Ransomes America President Irv E. Aal

economy. The four-wheel-drive tractor manufacturer saw its sales plummet from 15,000 units in 1981 to less than 3,000 units in 1986, the year the company filed for Chapter 11 bankruptcy, Aal said.

International and Steiger's financial woes pre-dated Aal's arrival in both cases.

Continued on page 33

Ransomes names new managers

Ransomes America Corp. has named Irv E. Aal its new president and made two other major appointments as part of the turf maintenance company's realignment program.

Aal will be based in Minneapolis, the company's new headquarters. He will also serve as a member of the Ransomes plc board of directors.

Ransomes America Corp., a subsidiary of the Ransomes Group plc of Great Britain, includes Ransomes Inc., based at Johnson Creek, Wis.; Cushman Inc., with manufacturing facilities at Lincoln, Neb., and Edgewater, Fla.; Brouwer Turf Equipment, Keswick, Ontario, Canada; and Steiner Turf Equipment Inc., Orrville,

Ohio.

Before joining Ransomes, Aal was a founder of Phoenix International Corp., a specialized electronics company based in Fargo, N.D. Previously, he was involved in the farm equipment industry, including executive positions with Sperry New Holland, International Harvester and Steiger Tractor Inc.

"Ransomes plc has demonstrated its vision and commitment to serving the worldwide markets for professional turf care equipment," Aal said.

"With the acquisition of Steiner Turf in 1988 and Cushman in 1989, Ransomes has moved into position to be a major player in

Continued on page 32

Pennington Enterprises reorganizes . . .

Pennington Enterprises, Inc., the parent company of the various Pennington Seed subsidiaries, has made several organizational changes.

Legal counsel Brooks Pennington III will also serve as vice president of finance, while Dan Pennington will be vice president for all Pennington Seed manufacturing divisions, Richard Best vice president for distribution operations, Keith Kelly vice president for product development specializing in lawn and garden chemicals and fertilizers, and Steve Triplett director of national accounts.

"We realized that the Pennington Seed operations had grown so quickly that we needed to beef up our home office management team in order to help our subsidiaries

direct their growth in a positive manner," the company announced.

Brooks Pennington III is chairman of the board of the Bank of Morgan County and is a director of Allied Bankshares of Georgia.

Dan Pennington is widely recognized for his expertise in the development and operation of high-tech manufacturing facilities.

Best's new position will provide constant supervision for the various Pennington Seed distribution centers. Best will also serve as senior buyer for the distribution centers. He has experience in the Pennington Seed organization in processing, manufacturing, sales, and as general manager of the Alabama and Georgia distribution centers.

Continued on page 32

. . . and decides to construct new plant

Pennington Enterprises, Inc., will build a new Pennington forest products and soil amendments plant.

The new plant, located on Pennington Road nine miles South of Madison, Ga., near Shady Dale, will be a state-of-the-art facility for basic ingredient manufacturing, processing, and packing of pine bark nuggets and mulch, Cypress mulch, composted cow manure, peat moss, potting soils, play sand, and decorative rocks, Pennington said.

It will manufacture two brands of product.

The Penn Gro brand will be manufactured under an agreement with independent dealers whereby it will be marketed exclusively in independent dealer accounts.

The Pennington Pro Care brand will be sold as other Pennington Pro Care products in all classes of merchants.

Pennington said dealers now will be able to buy direct from the manufacturer mixed truck loads of Pennington forest and soil products, seed, lawn and garden chemicals and fertilizers, and bird feed.

Irrigation Association names new director

Charles S. "Pepper" Putnam, a 30-year veteran of the irrigation industry and past president of The Irrigation Association, has accepted the position as IA executive director.

Robert C. Emmerich, president of the association, said Putnam was selected after an extensive search comprising many fine candidates.

"Putnam's extensive industry experience, combined with his long-standing involvement in association activities, give him a unique insight into the specific needs of our members," Emmerich said.

Putnam will be responsible for directing the operations and staff of the association's Arlington, Va., headquarters as well as overseeing the Membership and Technical Services office, managed by R.C. "Bob" Sears in Sacramento, Calif.

The bulk of Putnam's industry experience was focused at Telsco Industries in Dallas, manufacturer of Weathermatic Irrigation Products and Telsco fittings. From 1967 to 1986 Putnam worked his way up within this organization, starting as California regional

Continued on page 32



Charles Putnam

Management changes reportedly in works for some time

Continued from page 31

"Irv was brought in to try to salvage those situations," said former Cushman President and Chief Executive Officer Stu Rafos, among the executives dismissed in the Ransomes America reshuffling. "In no manner should he be held responsible for the problems there. He was brought in at the final hour in two difficult situations."

Other new Ransomes America officers include Doug McCormick, vice president of marketing and sales, and Ed Nachtsheim, vice president of finance. Both were promoted from Ransomes America divisions.

Additional appointments include Jerry Ogren, general manager of Lincoln, Neb., operations; Tom Stuart to general manager at Johnson Creek, Wis.; Tom Meier to acting general manager at Orville, Ohio; and Wally Stuart to general manager at Keswick, Ontario.

Each general manager has full responsibility for all manufacturing, engineering and support activities, excluding marketing, sales and finance.

PRESIDENTS FALL

Gone in the shake-up are several former subsidiary presidents and vice presidents including Rafos, Ransomes America President and Chief Executive Officer Helmut Adam, Ransomes America Executive Vice President Dave Foundrie and Steiner President Bill Mason.

Some of the former executives said they knew a management change was inevitable ever since Ransomes PLC purchased Cushman from Outboard Marine Corp. for \$150 million in September 1989.

"Once Outboard Marine decided to sell Cushman, I knew my days were numbered," Rafos said. "When you spend \$150 million for a company, you expect the buyers to bring in a new management team."

Aal said the changes were planned at the time of the Cushman purchase, but were delayed for several reasons. He didn't say what those reasons were. One of them might have been the strong year Ransomes America enjoyed in 1990. Cushman, for example, met all its profit and volume goals last year, Rafos said.

But 1991 has reportedly proved less fruitful.

Cushman's North American sales were off 10 percent in 1991, Rafos said. Sales for the industrial and commercial vehicle unit — which provides vehicles for police, warehouses, hospitals and the like — were "off significantly," he said. Turf and professional lawn care sales remained flat.

Still, Ransomes plc's North American holdings are doing reasonably well, compared to Europe,

'When you spend \$150 million for a company, you expect the buyers to bring in a new management team.'

— *Stu Rafos*
former Cushman president



Rafos said. The recession has hit harder in Europe, which has also been saddled with a three-year drought.

European sales of Ransomes consumer mowing machinery are down 50 percent over the past three

years, Rafos said. Ransomes plc's property division's industrial park in Ipswich, England, has also shown a lower-than-expected return on investment, he added.

"The decision to change management was made prior to the

economic slowdown," Adam said. "The changes probably would have been made anyway, although they might have been made more slowly."

Aal described the turf market as "soft." Ransomes plc is also more highly leveraged than management would like and is looking for ways to reduce its debt load on a worldwide basis, he added.

"But I don't think the economy accelerated the decision-making process," he said. "(Ransomes plc Chief Executive Officer) Robert Dodsworth made the decision to

bring in new players long ago. We are executing that strategy."

Added Aal: "What was done in North America is not as a result of the economy in Europe."

Ransomes America Corp.'s goal is "to emerge stronger," from the recession, Aal said.

Rafos, for one, believes the realigned company will do so.

"Ransomes America," the former Cushman president said, "will weather the current economic storm and probably come out of it stronger because a number of its smaller competitors will fall by the wayside."

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