Texton, Inc.

cently by B.F. Dolan, chairman and chief executive officer of Textron.

Richard D. Miller served as vice president of Combat Ve-

dent for Combat Ve-

served as vice presi-

dent for the Irrigation Division of The Toro Co.

microbased computer systems.

Hata received his bachelor's degree in economics from John Hopkins University.

Miller, 47, replaces Robert Reid, who has been named president of Textron's Homelite division in Charlotte, N.C.

Jacobsen manufactures turf care equipment used by professionals worldwide.

HATA NAMED U.S. SALES DIRECTOR

RIVERSIDE, Calif. — Stephen S. Hata has been appointed director of U.S. sales, mar-

keting and distributor inventory management for the Irrigation Division of The Toro Co.

He will be responsible for development and implementation of short- and long-term sales, marketing and new product strategies to meet sales, profits and market share goals of the division. He also will provide leadership, focus and coordination of Toro sales, mar-

keting, distribution and customer education efforts.

Hata worked most recently for Cambridge Consulting Group of Chicago, specialists in marketing consulting for Fortune 100 companies. Previously, he was senior vice presi-

dent for sales and business divisions at NORAND Corp., a manufacturer of microbased computer systems.

Hata received his bachelor's degree in economics from John Hopkins University.

JACKLIN PROMOTES LIGHTBODY

POST FALLS, Idaho — Myron Lightbody, an 18-year employee of the Jacklin Seed Co., has been named administrative manager of grower services. He will continue working with the Jacklin marketing department and remain at company headquarters here.

Lightbody received his associate's degree in agronomy at Spokane Community College and is a member of the college advisory committee. He is a member of the World Trade Club and Spokane Transportation Club.

AQUATROLIS ENTERS CANADIAN MARKET

PENNSAUKEN, N.J. — Aquatrols has expanded its toll-free territory into Canada. Aquatrols distributors, importers and ho-

riticulture or turf professionals north of the border now may reach the "wettest gang" via 800-257-7799.

Aquatrols manufactures and markets worldwide AquaGro soil wetting agents and the transpiration minimizer, FolieCote.

GOLF COURSE NEWS

Toro and Motorola reach agreement

LAS VEGAS, Nev. — The Toro Irriga-

tion Division and Motorola, Inc. have reached a distribution agreement for the second generation OSMAC system.

The second generation of OSMAC (On-Site Management and Control) has evolved beyond the first version.

The system can function either as a low-cost upgrade to an existing control system, or as a complete control system for new golf installations.

OSMAC is an easy-to-use, central-based irrigation control system.

The Central communicates to satellites with a paging radio system, eliminating the cost and inconvenience of communications wire installation.

As a retrofit controller, OSMAC is quick and easy to install, often causing no disruption of play.

System features include a basic receiver unit expandable from eight to 48 stations (each individually addressed) with up to 255 field units per Central.

Other features include stations that are individually accessible from the Central and/or from a hand-held remote; multi-

valve syrings; alarm paging capability from key sensors monitoring flow, power and pumps; and two addresses for individual and group commands and start time linking.

Toro is a major manufacturer and dis-

tributor of landscape maintenance and irrig-

ation equipment.

Motorola provides electronic equipment, systems, components and services.

Motorola was the winner of the first Malcolm Baldridge National Quality Award in 1988 in recognition of its company-wide quality management process.

The "joining of Toro and Motorola will lead to many more products," predicted Toro marketing and sales manager Phil Walter. "The partnership should give us the opportunity to bring new products to market that we could only dream about before."

Those interested in additional information regarding the OSMAC system or other Toro products should write The Toro Co., Irrigation Division, 3825 Jasmine St., Riverdale, Calif. 92204 or telephone 714-688-9221.

Continued on page 51

PGA Merchandise Show draws record crowd

By Peter Blais

ORLANDO, Fla. — They came in droves, filling the Orange County Convention/Civic Center from Jan. 25-28 and setting a new attendance record for the PGA Merchandise Show.

More than 600 exhibitors — 75 of them new to the show — stood ready to explain, demonstrate and sell their wares and ser-

vices to the 24,000 potential customers at-

tending the four-day event.

For many exhibitors, order books bulged by the end of the show. For others, while traffic was high, concrete results — mea-

sured by sales and orders — were harder to come by.

Many companies did well, according to re-


ports. Driving range equipment compa-

nies saw considerable activity as practice ranges become increasingly popular.

Bob Reiter, owner of Range Master/Golf Development, said in the past he talked to people at the show who wanted to develop driving ranges but didn’t have the land.

"But this year I talked to quite a few who are under construction," he said. "A lot of them are building driving ranges on property that was earmarked for high rise or commer-

cial development that is now going to be used as a range until it becomes profitable to de-

velop the land."

Reiter also noted a greater interest in auto-

driven range equipment.

"There are a lot more ranges using auto-

mated ball dispensers and automatic ball washers than before," he said. "We’ve been involved in quite a few of these projects in the last year, and we anticipate we will be active in this area this year as well."

Jerry Sepko, vice president of marketing and director of advertising for Here’s Fred Golf Co., said the show provided the com-

pany exposure to the golf market.

"Our range equipment is going well, and from what we’ve seen, a lot of courses, particu-

larly in Florida and the Myrtle Beach (S.C.) area, are still planning to complete their projects," he said.

Some professionals, particularly those in year-round areas, said ordering was com-

pleted before the show. They attended to gather new ideas to increase profits by offer-

ing the unusual, gifts that would trigger im-

pulse buying in their shops.

Akel said: "Most customers came to our

Continued on page 50

Suppliers reel in business at Las Vegas conference

Some say there are simply too many regional and state shows

By Peter Blais

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