Suppliers reel in business at Las Vegas conference

By Peter Blais

Some say there are simply too many regional and state shows. At this show, we get to do presentations, not sales at this show. We present the product, create relationships and hopefully set up appointments down the road, said Helmut Adam, executive director for manufacturing, distribution and customer education efforts.

Suppliers used the show to present the latest in irrigation products, to meet new and established retailers and to review and discuss current trends.

"We have a number of new products to introduce, and we have expanded our customer base," said Adam, executive director for manufactur- ing, distribution and customer education efforts.

HATA NAMED U.S. SALES DIRECTOR

RIVERSIDE, Calif. — Stephen S. Hata has been appointed director of U.S. sales, market- ing and distributorinventory 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, market- ing, 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.

JACKIN PROMOTES LIGHTBODY

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

Lightbody received his associate’s degree in agribusiness 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.

AQUATROLS ENTERS CANADIAN MARKET

PENNSAUKEN, N.J. — Aquatrols has expanded its toll-free territory into Canada. Aquatrols distributors, importers and hor- ticultural or turf professionals north of the border now may reach the “wettest gang” via 800-257-7793.

Aquatrols manufactures and markets worldwide Aquagro soil wetting agents and the transpiration minimizer, FoliaCote.

By Kit Bradshaw

PORTFOLIO, 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 300 exhibitors — 75 of them new to the show — stood ready to explain, demonstrate and sell their wares and serv- ices 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.

For some companies, the show was a success; for others, the results did not meet ex- pectations. Driving range equipment compa- nies saw considerable activity as practice ranges become increasingly popular.

"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 com- mercial development that is now being used as a range until it becomes profitable to de- velop the land."

Reiter also noted a greater interest in au- tomated driving range equipment.

"There are a lot more ranges using au- tomated 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."

Terry Sepko, vice president of marketing and director of Witttek Golf Supply Co., said his company’s consulting services and range equipment sales are on the rise.

"We see a lot of people who are building teaching centers and looking to make them profitable," Sepko said. "In addition, there are ranges out there upgrading their facilities to create a family-type teaching center so they can compete with the new type of ranges that are now becoming popular."

"As a result, it was a tremendous show for us. People were buying the necessary equip- ment for driving ranges, including lighting, a new product for us this year. I think they appreciated the one-stop shopping we offer."

Nancy Akel, 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 the show, we had a lot of courses, particu- larly in Florida and the Myrtle Beach (S.C.) area, are still planning to complete their projects," he said.

Supervisors, 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

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Teledyne enters agreement with M-K Power Corp.

MEMPHIS, Tenn. — Teledyne Total Power has appointed M-K Power Products Corp. of Mississauga, Ont., as its distributor for Canada, representing the Wisconsin, Wisconsin Robin, Continental and Continental "R" product lines.

M-K Power Products, headquartered in Mississauga, Ontario, is prominent in the Canadian industrial engine market, and distributes construction equipment to a broad customer base.

As a full line distributor, M-K Power will offer Teledyne Total Power engines, replacement parts and collateral materials.

It will also provide a complete range of technical assistance and after-market support services to dealers and OEM's throughout the Canadian markets.

LandCadd Int'l and Toro forge new relationship

The Toro Co. has joined LandCadd in an agreement to market and distribute Irripro™, an irrigation design program developed by LandCadd.

Toro will market and distribute the Irripro package through its distribution network.

Irripro features the capability to automatically handle sprinkler layout and automatic pipe sizing while locating them on the drawing completely with quantity take-offs. The program is based in AutoCAD and was designed exclusively for use with Toro equipment. User-defined data files allow the user to incorporate all related equipment needed for irrigation systems as well.

LandCadd users can prepare contour maps and site analyses, plan the site, design landscapes and more.