Europeans at task
Environmental guidelines urged for region, while water conservation dogs golf industry

On the Green
Company puts open space surrounding headquarters to use, building four-hole course

Canadian Core Golfers by Course Type/1990

Florida DEP claim rocks industry
By Nancy Oliver
Golf courses should not only be required to use reclaimed water, but also pay for its treatment and transmission to the course, according to a Florida state environmental official.

David York, director of re-use for the Department of Environmental Regulation, rocked golf industry officials with that opinion during last month's Florida Golf Summit in Tampa.

York said the golf industry should bear the financial burden of disposing of effluent because of its traditionally excessive use of ground water, a diminishing resource in Florida.

Courses should pay for transmission Continued on page 6

First college architects class wins high marks
By Mark Leslie
University of Richmond (Va.) students have completed the first regular college class in golf course architecture and termed it a success.

Taught by architect Lester George of Colonial Golf Design, Inc. in Richmond, the 15-person class was "very enthusiastic," according to Dr. Donald W. Pate, founder and administrator of the university's Master of Sport Management Program.

Saying the program will be repeated next fall, Pate added: "The concept gets more exciting the more you get involved in it. There are people looking at that kind of work and there should be some kind of training for them."

A 1977 graduate of Richmond who spent three years as lead design coordinator and project manager for architect Algie Pulley Jr. of California, George said:

"We only scratched the surface of the myriad of issues involved with golf course design and Continued on page 7

Toro inks pacts with Olathe, Hahn
MINNEAPOLIS, Minn. — The Toro Co. has reached separate agreements with Olathe Manufacturing Inc. of Olathe, Kan. and Hahn Inc. of Evansville, Ind.

Toro will purchase all Olathe assets associated with the production and sales of its turf products line. The acquisition includes approximately 25 products including all Olathe sweepers, aerators, chippers, spreaders and attachments for accessories for Toro commercial products.

Toro will maintain a substantial interest in Olathe. Olathe will focus its efforts on debris management products such as larger chippers and tub grinders

Mendenhall remembered for grand contributions
By Vern Palme
GREEN VALLEY, Ariz. — It was typical of Chester Mendenhall to travel 1,500 miles to Lawrence, Kan., in early September to help the Golf Course Superintendents Association of America dedicate its new headquarters building.

"He got to do everything he ever wanted to do," said wife Sue. His last wish was to participate in building ceremonies. "He died with hair Continued on page 13
Mobay's parent company realigns divisions and personnel

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Miles as a diversified company with businesses in chemicals, health care and imaging technologies," Wehmeier said.

Dr. Hermann Wunderlich, vice chairman of the board of management of Bayer AG, will continue as chairman of the new Miles board. Dr. Klaus H. Risse, currently president and Chief Executive Officer of Miles, will become vice chairman of the new Miles board.

Reporting to Wehmeier will be nine executive vice presidents. They and Wehmeier will form the new Miles executive committee. Among the future Miles Inc., operating divisions, their locations and the respective executive vice presidents of the corporation are:

- Crop Protection and Animal Health Division, Kansas City, Missouri. Heinz K. Wehner, currently executive vice president for Mobay's Agricultural Chemicals and Animal Health Divisions, will become executive vice president of Miles Inc. This new division will include the Crop Protection and Animal Health businesses of Mobay, both located at Kansas City, as well as the current Miles Consumer Household Products business in Chicago.
- Diagnostics Division, Tarrytown, N.Y., will be headed by Dr. Roger G. Stoll, currently executive vice president for Mobay's Industrial Diagnostics Group, Pittsburgh. Dr. Richard L. White, currently executive vice president for Mobay's Industrial Products Divisions, will become executive vice president of Miles Inc. This division will consist of the current Mobay Inorganic Chemicals, Pigments and Ceramics, and Coatings businesses. White also will assume the additional responsibility for the company's Haarmann & Reimer Corp.
- Organic Products Division, Pittsburgh. Dr. Jochen C. Wulff, currently president and CEO of Mobay Corp., will become executive vice president of this new division, which will include Mobay's dyes and pigments, and organic chemicals businesses, as well as Haarmann & Reimer Corp.
- Polymers Division, Pittsburg, H. Lee Noble, currently executive vice president for Mobay's polyurethane business, will become executive vice president with responsibility for plastics, polyurethanes, fibers and deerfield urethane.

Toro

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used by municipalities. Toro made its initial investment in Olathe in 1985.

Products will be marketed under the Toro brand name and the manufacturing operation will remain in Kansas.

"This acquisition is in line with Toro's strategy to expand our commercial products businesses and further strengthen our leadership in the growing professional markets," said Toro President David H. Morris.

Under the Hahn deal, Hahn will manufacture its multi-use work vehicles for commercial turf maintenance exclusively for Toro under the Toro brand name.

Hahn shareholders were expected to vote on the agreement sometime in October or November. The deal calls for Toro to acquire a minority interest in Hahn through the purchase of $1.15 million in outstanding preferred stock in a merger transaction and gives Toro an option to buy Hahn's business assets after two years.

Environment

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superintendents how to apply products safely. Superintendent meetings are held in conjunction with distributors to promote safe application practices.

The company gives away diagnostic kits allowing a superintendent to determine what disease is plaguing his course and whether he needs to treat it. Company sales representatives feared that could result in lower product sales. It was a risk. But it was a necessary risk to be a good product steward, Towne said.

Does this sort of pro-environment activity make a difference?

Ciba-Geigy's target market apparently thought so. Respondents to the recent Ciba-Geigy survey rated the company much higher in terms of commitment to the golf course industry than they did four years ago, when the Turf and Ornamental Division was first launched.

That's nice. But what happened to sales? Revenue from the fungicide Banner, a parity product when introduced in 1987, increased fivefold by 1991. "We've already exceeded our plateau expectations for this product and are expecting sales to increase next year," Towne said.

It can happen anytime. A sudden hydraulic oil leak. And before you know it, your green is a disaster. But it does give you greater peace of mind.

And proves it with power steering, conveniently

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*Gussage is a trademark of the Briggs & Stratton Corporation. Direct Today 48 Hour Delivery covers only parts supported by The Toro Company, Minneapolis, and does not include irrigation or certain engine parts. Program subject to change.