former Cushman executive forms international consulting firm

**By Mark Leslie**

LINCOLN, Neb. — Clarke H. Staples, former international marketing services director for turf products for Cushman-Ryan/Ransomes America Corp., has opened a consulting firm, GreenTalk International.

Staples, who has worked extensively in the United Kingdom, Europe and Asia, will work closely with archi- tects and engineers, nduquducicu m

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corporate that can be called up
to service equipment throughout the Americas.

**Giauque joins Sunbelt Seeds**

NORCROSS, Ga. — Sunbelt Seeds, Inc. has announced that Pete Giauque has joined its staff as an agronomist and sales representative. Giauque has an agronomy degree from Purdue University and many years of experience in the different areas of turfgrass management. His background includes positions in research, development, and technical support departments with Chemlawn as well as experience in golf course management.

**Leahy named to Pickseed post**

Pickseed Canada Inc. has announced the appointment of Peter Leahy as Technical Turf Sales representative for Eastern Ontario. This area was formerly served by Richard Dwyer, who has transferred to the company's Winnipeg branch. Leahy comes to Pickseed well versed in soil chemistry and with past experience in seed, fertilizer and chemical sales. He also teaches night courses on soil chemistry, possessing the essential knowledge to deal with the technical aspects of turf production.

**NDS Names Van Noy Sales VP**

Lawrence W. Van Noy has been appointed vice president of Marketing and International Sales for NDS-National Diversified Sales, Inc. Van Noy will be responsible for international sales and product marketing. Van Noy has an extensive background in residential and commercial construction and design, working closely with architects and engineers. Headquartered in Camarillo, Calif., NDS, Inc. is the innovator of injection molded plastic exterior surface drainage products that include catch basins, grates, channel drains, sewer and drain fittings, and irrigation control valve boxes.

**New product of the month**

The Super SwissBuck

The Greensmaster, the newest addition to the line of SwissBuck knife-tools, has been designed with the superintendent in mind. In addition to the standard SwissBuck accessories, the SwissBuck features a ball mark repair tool, Phillips screwdriver, and matte-black handle with built-in grip ridges. For more information on the SwissBuck, call 619-449-110. For more new products, see page 50.

**Commentary**

No boom, no bust in Asian market? U.S.-Vietnamese dilemma remains

BY HAL PHILLIPS

SINGAPORE — Before I left for Asia in mid-March, much had been said to me regarding the marked slowdown in Southeast Asia. Clubs were going under, projects halting, course openings slowing to a trickle.

Well, rumors of a Southeast Asian golf bust have been greatly exaggerated. Projected course openings in most of the region are, in fact, far higher than any estimates I had seen (even higher than those printed in the Golf Course News media kit).

The situation in Asia is closely analogous to that which currently exists in the United States, believe it or not.

While it is still an infant in many ways, the Asian market went through a frenetic period of growth in the 1980s, fueled by speculation and ego. As a result, many ill-conceived courses closed down, money was lost, and investors were a tad leery in the early 90s.

Sound familiar? Fact is, the vast majority of Asian projects under construction and in planning aren't even considered unless the issue of profitability is addressed up front, just as it is here in America.

The differences lie in the very immaturity of the Southeast Asian market, which translates into tremendous opportunity. Interest in golf remains phenomenally high; land is still affordable; and environmental regulation remains minimal.

One golf course supplier indicated to me his firm foresees 12-18 percent growth in the Asian market over the next 4 years. This same firm is growing 5-8 percent in North America.

All this has evolved without the money and manpower of the world's largest population. However, reports out of China indicate 50 courses will open before Hong Kong changes hands in 1997. If the Chinese continue to build on current trends...

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**Neogen Corp. acquires Reveal diagnostic kits**

LANSING, Mich. — Neogen Corp. has announced its acquisition of the Alert and Reveal plant diagnostic test kits from Agri Diagnostics Associates of Salt Lake City. The 10 diagnostic products join Neogen's line of more than 90 diagnostic kits produced and marketed to the golf course, agricultural and pharmacologic industries. All manufacturing and marketing activities for the product line have been relocated to Neogen's Lansing operation, and the company expects to immediately begin servicing customers from that location.

These newly acquired, on-site disease detection test kits are rapid testing tools designed to allow users to conduct accurate disease detection and diagnosis without the need for an equipped plant pathology laboratory. The immunossay methods in which antibodies have been developed to recognize specific plant pathogens. By simply reading a color change, the user can determine if the pathogen is...
Market impressions from Southeast Asia

Continued from page 43

their emerging free market attitudes, this formerly closed nation could drive the golf industry for decades to come. • • •

• Immediately following the Gulf War, then-President Bush made a point of exercising the specter of America’s Vietnamese experience. And while he assured us this chapter in U.S. history was closed, his mere mention was proof that we, as Americans, have yet to put it behind us. Recently uncovered documents revealing the Vietnamese government has not been truthful about the fate of American POWs presents yet another obstacle to the normalization of relations. While it is difficult for U.S. citizens to forget the war-torn images of Vietnam in the 1960s and 70s, it’s important to remember the Vietnam of today is a very different place. From all accounts, its people are rapidly interested in developing a free market, industrialization and, yes, attracting tourist dollars. The story on page 31 of this issue indicates the broad-based Vietnamese interest in making their country accessible to golfers, businessmen and foreign investors.

The pain of POW families can’t be swept under the rug of capitalist venture. But Americans will find themselves behind the eight-ball in this emerging nation if they don’t recognize current realities and opportunities. Every day the embargo remains in place, U.S. companies fall further behind. Eventually, the embargo will be lifted. Indeed, many American firms are already in Hanoi, poised for an end to sanctions. This is not insensitive, traitorous behavior. This is not carpetbagging. It’s good business.

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• Sobering news item #1: Singaporeans — typical of many people in Southeast Asia — are very serious about their country’s economic place in the world. Further, the level of personal savings and investment is phenomenally high. Shortly after Golf Asia ’93 came to a close, an investment expo was scheduled for Singapore. A video advertisement for the upcoming show was shown in a busy downtown mall. A large crowd gathered to watch, completely engrossed.

Can you imagine a crowd of American mall rats watching a 10-minute promo for an investment exposition?

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• Sobering news item #2: Wealthy Southeast Asians often hold memberships in three or four different golf clubs around the region. Can they afford a fifth? Luckily, the fast-emerging middle class — stocked with savings and eager for status — are prepared to pick up the slack. In emerging nations with minute native golf populations, the development of player pools is essential. Public golf is still difficult to come by in this region, but many are perfectly content to spend years learning the game at a range, and flying to Bali or Batam for their golf weekends.

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• Last but certainly not least, kudos to Steve Allen and the staff at Connex Private Ltd., who put on a great show at Golf Asia ’93. Everything went smooth as Thai silk. The crowds were large and many a deal was struck. Allen, in particular, was a whirling dervish. He was all over the show floor with his walky-talky, accommodating exhibitors, escorting guests (like the Sultan of Jawar), and personally handling the smallest details. At the end of the day, he could be seen out in front of the World Trade Center, hailing cabs.

Steve Allen, clearly the hardest working man in show business.

Hopkins the new Southeast rep for Sostram Corp.

ATLANTA, Ga. — Sostram Corp. has named Robert Hopkins as southeastern sales representative for Florida, Alabama, Georgia, North and South Carolina.

Hopkins will be based in the company’s Atlanta office. Hopkins was previously national accounts manager for Oil Dri Corporation.

In other management changes, Jim Bryan has been named business manager with responsibilities for the Sostram line of herbicides, including atrazine, Sim-Trol (simazine) and Tripho. Bryan remains based in Memphis.

Ron Dezember has been named business manager with responsibilities for fungicides, including Echo and other Sostram formulations. Dezember will also be responsible for the Sostram line of specialty chemical products. Dezember remains based in Cleveland, Ohio.

While golfers sleep, you don’t. Because a superintendent doesn’t just work from nine to five. Your course is a 24-hour concern.

We see things your way. So we don’t measure the performance of Toro equipment solely in terms of horsepower and rpms. We measure it in your terms.

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That’s why Toro offers a complete range of fairway mowers.

So you can choose the one that best keeps your fairways strikingly beautiful and eminently playable.

No better way to enjoy your morning drive.