New shot fired in Asia-Pacific trade show wars

BY HAL PHILLIPS

ONG KONG — Just when the Asia-Pacific golf course industry had consolidated its trade show universe, another war has emerged.

The first International Hong Kong and China Golf Exhibition and Conference, organized by Golf World Exhibitions, will be held here Nov. 9-11, at the Hong Kong Convention & Exhibition Centre. The Hong Kong show stands to compete with the annual Golf Asia trade show and conference, a three-way joint venture involving Singapore-based Connex Private Ltd., Cleveland-based International Management Group (IMG), and the Lawrence, Kan.-based Golf Course Superintendents Association of America (GCSSA). Golf Asia '95 is scheduled for the World Trade Centre in Singapore, March 21-25.

Golf World Exhibitions, the new kid on the block, is a division of the Perth, Western Australia-based Golf Media Group (GMG). However, GMG is the brainchild of an industry veteran, Stephen Allen, a former vice president at Connex who managed Golf Asia from 1992-94. Allen said Golf World exhibitions will organize trade shows "on behalf of the industry," wherever the market demands:

India, Indonesia, Myanmar, the Philippines, Taiwan and Vietnam.

The convoluted history of Asia-Pacific's trade show wars is worth reviewing:

• Connex launched Golf Asia in 1991 at the World Trade Center, where it would remain for three years. Allen joined the firm for Golf Asia '92.

• After two years of participating in the Connex venture, the GCSSA introduced its own "Pacific Rim" show in 1993. The event was held at Singapore’s Merchandise Mart — one week prior to Golf Asia '93.

• With coaxing from IMG, the sports management giant, Connex and GCSSA reconciled — but not before John Schilling, the GCSSA’s executive director and the driving force behind the association’s foreign interest, had resigned. IMG, Connex and GCSSA together staged Golf Asia '94.

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RISE NOTEBOOK

EPA moves slowly toward federal model for P&N

BY HAL PHILLIPS

WASHINGTON, D.C. — The federal Environmental Protection Agency (EPA) is moving, albeit slowly, on a proposal to create federal posting and notification standards for pesticides.

These guidelines are not likely to result in federal P&N law, according to Allen James, executive director of RISE (Responsibility Industry for a Sound Environment), a trade association representing specialty chemical manufacturers, formulators and distributors. However, the EPA will encourage states to adopt its set of model rules.

Two states have already gone ahead and attempted to pass P&N legislation, James explained. A Wisconsin proposal that would have regulated homeowner use of pesticides died an abrupt political death when its primary backer, the mayor of Milwaukee, Democrat John Norquist, introduced a bill that would have regulated homeowner use of pesticides. The convoluted history of Asia-Pacific's trade show wars is worth reviewing:

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Best Sand honors Warner at OTF ceremony

COLUMBUS, Ohio — Best Sand Corp. of Chardon presented its annual turfgrass maintenance scholarship to Tyler Warner at the 1994 Ohio Turfgrass Foundation awards luncheon here.

Warner is a second-year student at The Ohio State University Agricultural Technical Institute (ATI) in Wooster, where he is president of the school's Turf Club. He also holds a bachelor's degree from the University of Akron.

Stuart Lipp, golf course marketing manager for Best Sand, praised the recipient.

"Through his academic achievements and leadership abilities, Tyler demonstrates excellent potential for becoming a dynamic and highly talented golf course superintendent," said Lipp.

Warner, who plans to graduate in June, is a resident of Carrollton. He has worked at the PGA National Resort and Spa in Palm Beach Gardens, Fla., and is a member of the golf course maintenance crew at Atwood Lake Resort in Delroy.

Each year Best Sand awards its scholarship to a turfgrass management student from either the Agricultural Technical Institute, The Ohio State University in Columbus, or Clark State Community College in Springfield. To qualify, applicants must be in their second year in school.

Applications for the scholarship are available from school advisers or by contacting Lipp at Best Sand at 800-287-4986.

Killian joins Kubota

TORRANCE, Calif. — Robert "Rob" Killian Jr. has been named Kiotto's vice president of sales and marketing. Killian brings to Kubota 20 years of sales and marketing experience in the equipment manufacturing industry, primarily at J.I. Case. Since joining Case in 1975, Killian has led both key sales and marketing positions throughout the U.S. Most recently, he served as regional manager for Case's Eastern region.

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Asian Trade show

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at Merchandise Mart.

Now it's 1995. Golf Asia has moved back to the World Trade Centre and Allen has launched his own show in Hong Kong, maintaining the two events will not necessarily compete with each other.

"This will be more of a development show," said Allen. "Further, our show will concentrate on North Asia and China. If we wanted to compete directly with Golf Asia, we would have scheduled it for March in Singapore." Allen has taken full advantage of the relationships he developed when managing Golf Asia. Several big-name architects — Robert Trent Jones Jr., Palmer Course Design — agreed to exhibit in Hong Kong well before the show was even announced.

"The location in Hong Kong is ideal, being at the center of the largest potential golf market ever," Allen explained. "The North Asia-Pacific zone is one of the fastest-growing economic regions in the world.

"It will provide exhibitors with a unique opportunity to present their golfing products and services to the golf industry professionals, including developers, golf course owners, golf sponsors, membership brokers, tournament organizers, club managers, professionals, potential distributors and retailers, among others."

Like Golf Asia's, the trade show floor in Hong Kong will feature golf course buyers and consumers, said Allen. Architects will pitch their wares alongside lawn and garden equipment manufacturers, alongside golf club manufacturers, alongside private courses trying to sell memberships.

This hodge-podge approach wouldn't fly in the United States, where the market is mature enough to have been thoroughly segmented. However, in Asia-Pacific, the market remains development-oriented — fueled by individual golfers buying memberships. These golfers support new construction, but they also purchase clubs and shoes, explaining the duality of Asia-Pacific trade show floors.

— Guy G. Mikel

Through Olathe, Toro enters tub grinder market

MINNEAPOLIS — The Toro Co. has formed a new division to manufacture and market equipment for the growing global recycling equipment industry. Toro's Recycling Equipment Division was formed from the 1994 completion of an earlier partial acquisition of Olathe Manufacturing, a Kansas-based recycling equipment manufacturer. Toro's recycling equipment will be exhibited at the Waste Expo in Chicago, April 26-28.

Toro had held an active interest in Olathe Manufacturing's turf product line, providing Olathe with additional funding to support the development and introduction of a line of high performance green waste processing systems known as tub grinders. In 1994, Toro completed the acquisition of the business to establish its Recycling Equipment Division as a broad base supplier of recycling products and services.

"This new division is consistent with our mission to develop and deliver products that enhance and protect the environment," said Mike Hoffman, managing director of Toro's Recycling Equipment Division. "Managing green waste produced through outdoor beautification and construction is a logical next step for Toro."

Green waste recycling involves converting grass clippings, leaves, brush, logs and stumps into a usable end product such as mulch, compost, topsoil and other humus-based materials, all of which can be used beneficially in outdoor landscapes.

Guy Mikel

the new VP at Sandoz Agro

DES PLAINES, Ill. — Guy G. Mikel has been promoted to vice president of the Specialty Business Unit of Sandoz Agro, Inc. Mikel will be responsible for Sandoz Agro's business in the specifically targeted markets, such as turf and lawn care, professional pest and weed control. He also heads the Canadian Business Unit and Strategic Products Group. Prior to his appointment, Mikel served as executive director of Sandoz Agro's specialty business unit between 1990 and 1994, he was executive director of strategic products, coordinating the company's global herbicide strategies.

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