Hueber debuts new bunker rake in Orlando

By Hal Phillips

PONTE VEDRA BEACH, Fla. — David Hueber, perhaps the most widely traveled executive in golf, has resurfaced here — in the sand rake business. Sabertooth Golf, a division of D.B. Hueber Golf Co., will unveil three golf rakes — the Dual Action, Dual Tine and Professional models — at this month's International Conference andShow in Orlando.

"We started shipping the rakes last fall but our official coming out party will be in Orlando at the GCSSA show," said Hueber, who added that Sabertooth will not limit itself to rakes. "The business is going to be one that offers genuinely unique products that aren't available from many sources."

Hueber's sheer variety of golf industry experience is difficult to match; and difficult to follow without a time line.

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Seaboard added to Lebanon identity

LEBANON, Pa. — Katherine Bishop, vice president and chief operating officer of Lebanon Chemical Corp., has announced the company name change to Lebanon Seaboard Corp.

"The new company name reflects Lebanon's expanding role in the turf marketplace," said Bishop, whose multi-national firm manufactures and distributes a wide range of turf products for the professional, retail and agricultural markets.

Lebanon Chemical, founded in 1948 by Vernon Bishop, acquired Seaboard Seed Co. — a grass seed producer — in 1993.

Jake, Gravely team in Europe, Australia

RACINE, Wis. — The Jacobsen Division of Textron, Inc. and Gravely International have formed a strategic alliance for distribution of turf maintenance products in Europe and Australia, according to Harold Pinto, vice president of sales and marketing for the Jacobsen Division of Textron.

The agreement means Jacobsen and Gravely will use Jacobsen's distribution network to provide products and service throughout Europe and Australia, according to Zen Kolpa, director of international marketing for Gravely.

Gravely International, a division of Ariens Company of Brillion, Wis., producing lawn and grounds maintenance equipment since 1916, is headquartered in Winston-Salem, N.C.
By HAL PHILLIPS
YARMOUTH, Maine — Banking on their domestic manufacturing, marketing innovation and an influx of capital, the new owners of Grasscraft, Inc. hope to make a dent in the hover mower market this year.

Grasscraft is celebrating its fifth anniversary in 1996. Unfortunately, the first four were marked by a lack of working capital, making service and expansion extremely difficult. Steve Searle, Grasscraft's new president and chief executive officer, hopes to change all that.

"We're prepared to invest the needed capital and manpower to meet our goals: A three-fold increase in sales and production over the next three years," said Searle, who purchased the firm in October 1995.

"A big part of our marketing program is deal ing directly with superintendents, the firm has already lined up Agri-Pacific to rep the product in Asia-Pacific."

"Our mower is made in the USA, every piece of it," Rodway said. "We've visited a lot of superintendents and it's very difficult to get parts. We have the capital and the manpower to service this product. We realize the sale doesn't stop when the mower is shipped."

"We think it's important people realize we have the funding, the capital to back this thing up — to have enough stock, to have enough parts to make it work."

For more information, contact Grasscraft at 1-800-646-6013, PIN #4319; or drop by their booth (#293) in Orlando.

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