Marketing coups increase Ransomes’ visibility

• Firm partners with GCSAA at Golf Asia

BY HAL PHILLIPS

SINGAPORE — The Golf Course Superintendents Association of America (GCSAA) has taken its corporate sponsor strategy abroad.

GCSAA, which has aggressively pursued corporate sponsorships in connection with its domestic trade show and conference, has signed a three-year agreement with Ransomes. Cushman Ryan to stage the Golf Asia ’96 turfgrass seminar programs at the Golf Asia ’96 International Golf Exhibition and Conferences, scheduled to take place here March 25-31.

Golf Course News Asia-Pacific, the official publication of Golf Course News, is the official trade publication of Golf Asia ’96. The conference program features development and design content, in addition to course maintenance seminars administered by GCSAA. Ransomes, a consistent exhibitor at the Golf Asia since its inception, will assist the association in formula

Changes in Environmental Steward format

ORLANDO — Together with the Golf Course Superintendents Association of America (GCSAA), the four sponsors of the Environmental Steward Award have announced format changes for the 1996-97 program.

Ciba Turf & Ornamental Products, Rain Bird’s Golf Division, Jacobsen Division of Textron Inc. and Lebanon Turf Products will present the award during the Environmental General Session at the GCSAA International Golf Course Conference and Show Feb. 11, 1996 here at the Orange County Convention Center. In addition, according to GCSAA officials, the Environmental General Session now is sponsored by Ciba, Rain Bird, Jacobsen and Lebanon.

“GCSAA’s Environmental Steward Award program provides an outstanding opportunity to recognize our members who have implemented progressive and effective environmental programs,” said Gary Grigg, CGCS, president of GCSAA.

“By combining this program with Environmental General Session, we will increase the exposure of the award winners not only within our own association, but also on a national basis as well. We would also like to thank the four sponsors for supporting the program and promoting

NEW PRODUCT OF THE MONTH

The Keggy Co. has introduced a versatile golf bag rack. According to Keggy’s Richard Thompson, the fast-based firm is the only North American supplier of specific golf bag racks. Said Thompson: “Not only does the rack handle both pro and standard bags, but it can also be used to control pedestrians and golf cart traffic.” These lightweight racks are maintenance-free and available in custom colors or a galvanized finish. They’re stable on both turf and hard surfaces and are available in free standing or wall-mounted versions. The 6-foot rack holds 14 bags and a 8-foot rack can handle eight. For more information, call 800-260-7599. For more new products, see page 42.
Rain Bird promotes Bednarski, hires Liron

Rain Bird's Golf Division has announced the promotion of Janet Bednarski to satellite controller product manager. Mindy Donenfeld Liron was recently hired as rotor brand manager. Bednarski is responsible for all aspects of the field satellite product line including quality control, new product development and product enhancements. Rain Bird's line of field satellites interact with the Maxi central computer control system which monitors climate conditions and calculates precise irrigation needs. Prior to her promotion, Bednarski was marketing program manager for the Golf Division.

Liron's new responsibilities include the development, marketing and management of Rain Bird's line of impact and gear drive rotors. Prior to joining Rain Bird, Liron was an independent marketing consultant. Her background also includes brand management and marketing positions with HMG Europe, L'Eggs Products Inc., Pfizer and Baxter. From 1985 to 1987, she was a project engineer for General Motors.

THE GLEANER: a core plug pusher

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1. Two section blade will follow the contour of any golf green or tee.
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STEWARDSHIPS

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our member superintendents as stewards of the environment.

The event sponsors will conduct the fourth annual Environmental Steward Award presentation at the beginning of the environmental General Session. A reception honoring the Environmental Steward Award winners will follow immediately. Previously, the Environmental Steward Award presentation was conducted as a program separate from the GCSAA Show.

In addition, videos featuring the Environmental Steward Award Program and this year's winners will be produced. They will be available to superintendents interested in learning more about the program and the environmental practices conducted by the winners.

These format changes are designed to increase the visibility of the Environmental Steward Award," say the award sponsors in a joint statement. "We feel the award is important recognition of both golf course superintendents and the work they conduct.

In 1994-95, 31 golf course superintendents received Environmental Steward Awards, created to recognize golf course superintendents and golf courses for their work to protect and enhance their local environments. In the first three years of the program, Environmental Steward Award sponsors have contributed more than $50,000 to The GCSAA Foundation.

Vigoro merger

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Vigoro has granted IMC an option to acquire 19.9 percent of its stock upon the occurrence of certain events. Great American Management and Investment, Inc. (NASDAQ:GAMD), Vigoro's largest shareholder, has agreed to vote the approximately 20 percent of Vigoro's shares owned by it in favor of the merger.

If IMC stock trades above $58.235, Vigoro can reassess completion of the merger or consummate the merger at a 0.75 exchange ratio. Similarly, if IMC stock trades below $58.235, Vigoro can reassess completion of the merger or consummate the merger at a 0.85 exchange ratio.

"This strategic merger will further our objective of better serving the growing world market for our products," said Wendell F. Bueche, chairman and chief executive officer of IMC. "The strength derived by the combination of these complementary companies will allow the new company to compete more effectively in the global crop nutrient marketplace, with the new IMC as the most efficient producer of potash and concentrated phosphates."

"This is a very meaningful day for my partner, Jay Proops, and me as co-founders of Vigoro," said Joseph P. Sullivan, chairman of Vigoro. "This merger will allow us to reach the goal we set 11 years ago to build a company which will provide our customers the best possible products and services while becoming the low-cost producer and distributor."

Wendell F. Bueche will be chairman and chief executive officer of the combined company. Joseph P. Sullivan will become chairman of the executive committee of the combined companies' board of directors, with responsibility for board oversight of the merger.