**BRIEFS**

**KANGAROO GAINS MARKETING CHIEF**

COLUMBUS, N.C. — Kangaroo Motorcaddies has named Thomas Curtin as its new sales/marketing manager. Curtin has moved from Atlanta where he worked in marketing and sales for a national distributor of camping and hiking equipment. Curtin has assumed the role of national sales manager. Curtin has moved from Atlanta where he worked in marketing and sales for a national distributor of camping and hiking equipment. Curtin has assumed the role of national sales manager.

**KELLY NAMED MID-ATLANTIC PRES**

COLLEGEVILLE, Pa. — Joseph A. Kelly Jr. has been named president of Mid-Atlantic Equipment Corp., a leading East Coast distributor of golf cars and industrial utility vehicles, specializing in EZ-GO and Yamaha products. Former President John Clough will become chairman of the board. Headquartered in suburban Philadelphia, Mid-Atlantic Equipment has additional facilities in Gaithersburg, Md., Stuart, Fla., and Richmond, Va.

**HERMAN TO LEAD HANCOR**

FINDLAY, Ohio — Dail Herman has been named Hancor Inc.'s new president and chairman, most recently chairman, president and CEO of AutoStyle Plastics Inc., Grand Rapids, Mich. Prior to joining AutoStyle, he spent 16 years with the General Electric Company serving several divisions.

**SOSTRAM PRODUCT EARN EPA NOD**

ATLANTA, Ga. — Echo 720 Turf and Ornamental Chlorothalonil Fungicide, a product of Sostram Corp., has received final Environmental Protection Agency (EPA) registration and approval for the state of California. This broad spectrum contact fungicide provides excellent disease control on a vast variety of turfgrass and ornamental plantings. For more information, write Sostram Corp. at 70 Mansell Ct., Suite 230, Roswell, Ga. 30076.

**SUPPLIER BUSINESS**

**Alternative spike industry getting complicated**

BY HAL PHILLIPS

ORLANDO — Add another high-profile facility to the list of those that have banned metal spikes. While you're at it, add to the alternative-spike universe another manufacturer, a strategic alliance and a lawsuit.

Philadelphia-based EPP, Inc. introduced its "Green Keeper" line of plastic cleats here at the PGA Merchandise Show in January and at the Golf Course Superintendents Association of America (GCSCA) show in February. According to EPP Vice President for Sales and Marketing Matt Spinelli, Green Keepers are designed to last up to 40 rounds. They also feature a self-locking thread design, reducing the possibility of the cleat breaking.

"We designed this cleat especially for the avid golfer faced with pressure from the time being, staff members will replace guests' spikes at no charge.

More than 1,300 courses nationwide have banned metal spikes from their premises (see chart). Grand Cypress is the 72nd course to make the move in Florida. New York leads the nation with 133 spikeless facilities. "Because of the quality levels we try to maintain at the resort, our heights of cut on the putting surfaces are very low," said Tom Alex, director of golf maintenance at Grand Cypress. "That cut with conventional golf shoes promotes spike marks. Going to spikeless shoes, we anticipate smoother putting surfaces that will allow for more consistent putting."

**Burning ban could put bluegrass growers out of business**

BY BOB SPIWAK

OLYMPIA, Wash. — A Washington Department of Ecology ruling which would eliminate burning of Kentucky bluegrass fields could have a severe impact on growers here. The ban, initiated last year, requires growers to reduce the number of acres burned by one-third each year, with a total ban by 1998. Field burning has been the traditional way to eliminate post-harvest straw from the fields, at the same time killing pests and diseases. Some growers maintain that the fires also promote new growth and better yields. Some 60,000 acres in Washington are affected.

Ironically, no such action is contemplated by the state of Idaho, which shares the Rathdrum Prairie with its Washington neighbor. Thus, an imaginary state line separates a 10,000-acre plain, with burning allowed east of the line, but not west.

According to Linda Clovis, executive director of the Intermountain Grass Growers Association, the ban was instituted by then DOE Director Mary Riveland. Clovis maintains that when Washington Gov. Mike Lowry announced he would not seek re-election, Riveland arbitrarily imposed the ban, eliminating public notice and the normal public-hearing procedure. "She

**New England combines small shops into one**

BY HAL PHILLIPS

PROVIDENCE, R.I. — Industry firms that privately complain about an overabundance of trade shows, take heart: seven New England superintendent organizations have pooled their resources and pared the number of annual Northeast turf exhibitions by three.


This effort has, in theory, given New England superintendents more research fund-raising clout while providing exhibitors access to more buyers in a single location.

"We all realized that we were splintering the market," said Richard DiRico, superintendent at Brae Burn Country Club in Newton, Mass., and president of the

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Alternative spikes  
Continued from page 53
the alternative-spike market was dominated by Bethesda, Md.-based Softspikes, Inc. Yet, competitors have materialized en masse. Indeed, EPP isn’t the only manufacturer to enter the market this year.
Marlboro, Mass.-based MacNeill Engineering World- 
wide — a veteran of the golf-spike business — also rolled out its alternative-spike models at the winter trade shows. Hoping to capitalize on the long-standing popularity of its Champ metal spike, MacNeill has unveiled the Champ Tred-Lite, complete with metal screw component. The Tred-Lite also features a metal flange, allowing replacement of the metal instead of rubber or plastic.

With 65 years in the spike business, MacNeill enjoys longstanding relationships with many golf shoe manufacturers. The firm has spilled this winter’s new spikeless golf shoe from Etonic, which has recently embarked on an advertising campaign extolling the virtues of spikeless golf shoes.

Shoe manufacturers will soon play a pivotal role in the marketing of alternative-spike products. As spikeless shoes proliferate, players who have established foot-wear preferences will invariably be exposed to the spikes favored by various shoe companies.

Trisport, for example, a trading division of the British Bi Group Ltd., supplies its Tour-Mate plastic golf cleats to Foot-

Joy. The competition among shoe companies has always been fierce. And it appears the tension has spilled over into the world of plastic cleats.

In late February, Softspikes filed a patent infringement lawsuit against Trisport. The Maryland firm is seeking an injunction against Trisport’s infringement of its British patent (No. 2,266,223) and damages.

"It is critical to Softspikes, Inc. that we aggressively protect our intellectual property, as it is the lifeblood of our company," said Jon Hyman, chief executive officer of Softspikes, in a prepared statement. "We have made a significant investment in research and development to bring our cleats to the market. We also have made a considerable investment in protecting our intellectual property. Therefore, we will aggressively protect our technology and our competitive position."

According to David Collins, chairman of Trisport, his firm has not yet been served with any proceedings. In a statement, Collins said Trisport is aware of the Softspikes patent and will "vigorously" pursue its revocation.

"Trisport will not allow a competitor to restrict Trisport’s legitimate use of its own products and will take all action necessary to protect its advantage in the market," said Collins. "And in any case, the British patent obviously does not cover our activities in the U.S.A.."

SUPPLIER BUSINESS

King names new national sales manager, sales associate

ST. CHARLES, Mo. — In a move aimed at doubling employment during 1997, King Safety Products has announced the appointments of Henry Witz as national sales manager of its retail division, and Kay King as sales associate.

Witz will lead King’s expansion in the DIY market with safety sealed wire connectors, ergonomic tools, cable ties and wire lubricants. Witz was sales manager at Pelti Electric Company, national sales manager at Calterm, Inc., and field sales manager at Klein Tools.

With the introduction of two new lines of twist-on wire connectors in 1996, King began to broaden its line to more closely meet the goal of a "one-stop shopping" source of electrical items and related tools and supplies.

In other King news, King named Douglas D. Hemphill general manager.

The Confidential Guide to Golf Courses

By Tom Dook

Written in the inimitable style of Golf Magazine’s golf course design editor, this book describes, uncovers and names more than 1,000 courses worldwide that the author has visited and photographed.

With more than 160 four-color photographs, it might be the best collection of worldwide photos ever published. It starts with a "Gourmets Choice" selection of 31 of Dook’s speakeasy, favorites, each by a different designer. Followed by brief reviews of courses from Pebble Beach, Calif., to Kako Valley, Maine, and from St Andrews, Scotland, to Joondalup in Western Australia.

$45.00, 400 pages, hardcover.

Guide to Golf Course Irrigation System Design and Drainage

By Edward Fria

As a working reference or as a textbook, the Guide to Golf Course Irrigation System Design and Drainage covers every important aspect of the subject in an easy-to-understand format. It is international in scope. This book will likely become the standard color-guide to disease diagnosis and pathogen identification for golf course superintendents and turfgrass practitioners. No other book combines color photography of this detail and size. Helpful maps are included to assist in disease identification by providing geographic locations where each disease/pathogen is likely to occur. A unique feature of this easy-to-use field guide is that it also provides color photos of key types by diagnostic techniques for laboratory analysis which can be used by practitioners.

$79.95, Approx. 250 pages, hardcover.

The Course Beautiful

By A. W. Tillinghast

This is a fascinating collection of original articles and photographs on golf course design by one of the masters. A prolific writer, Tillinghast delves into his philosophies on golf course design and maintenance, and his thoughts on what makes a championship course. It is lavishly illustrated with vintage photographs and original Tillinghast sketches of his creations as San Francisco, Winged Foot and Baltusrol golf clubs.

$34.95, 120 pages, hardcover.

Human Resource Management for Golf Course Superintendents

By Robert Milligan and Tom Moloney

This practical guide provides basic management principles and techniques which view people as the most important asset in golf course management. Practical management functions are detailed without the book, using everyday situations to illustrate the key points. Designed to serve as a quick reference, or as a self-teaching guide. Human Resource Management for Golf Course Superintendents features numerous techniques and practical exercises.

Every aspect of management is covered. Learn how to improve your planning abilities, build leadership, and communication skills, maximize employee performance, select and train new employees, avoid the mistakes that cause low morale and poor performance, and conduct employee performance evaluations.

Use of the methods and principles presented in this book will ensure the effective management and operation of any golf facility.

$34.95, 150 pages, hardcover.

Color Atlas of Turfgrass Diseases on Golf Courses

By A. W. Tillinghast

Contributing Author, Dr. James B. Beard

This Color Atlas of Golf Courses presents more than 540 high-quality color photographs of all the major turfgrass diseases that occur on both warm- and cool-season grasses. It is international in scope. This book will likely become the standard color-guide to disease diagnosis and pathogen identification for golf course superintendents and turfgrass practitioners. No other book combines color photography of this detail and size. Helpful maps are included to assist in disease identification by providing geographic locations where each disease/pathogen is likely to occur. A unique feature of this easy-to-use field guide is that it also provides color photos of key types by diagnostic techniques for laboratory analysis which can be used by practitioners.

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GOLF COURSE NEWS BOOKSHELF

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$59.95, 400 pages, hardcover.

Turfgrass Management

By Dr. Keith Kamrokt

A 1,700-year reference for turfgrass and green industry professionals, the Turfgrass Management Information Directory contains a listing of every turfgrass related supplier, manufacturer, and distributor. It gives an a-yellow-fingertip list complete with names, addresses and contact names you need every day.

The directory covers academic programs and key contacts, instructional resources including slide sets and videos, software and much more.

The section on related books provides a definitive guide to pertinent titles on diseases, weeds, insects, irrigation, pesticides and general information. Industry services such as log-log tabulations and soil-testing facilities are included. An adequate guide to pertinent industry organizations gives addresses and contact names.

$19.95, 115 pages, softcover.