

## BRIEFS

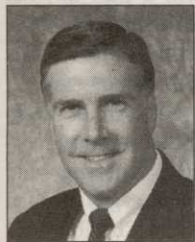


## KANGAROO GAINS MARKETING CHIEF

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, and will be working on various marketing efforts, including the design and promotion of the Kangaroo web site ([www.kangarogolf.com](http://www.kangarogolf.com)).

## 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



Joseph Kelly Jr.

and industrial utility vehicles, specializing in E-Z-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. Herman was most recently chairman, president and CEO of AutoStyle Plastics, Inc., of Grand Rapids, Mich.



Dail Herman

Prior to joining AutoStyle, he spent 16 years with the General Electric Company serving several divisions.

## SOSTRAM PRODUCT EARNS 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.

## 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 (GCSAA) 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 backing out.

"We designed this cleat especially for the avid golfer faced with pressure from

many courses to preserve putting surfaces by wearing spikeless cleats," said Spinelli.

Across town from the PGA Merchandise Show, Grand Cypress Resort — one

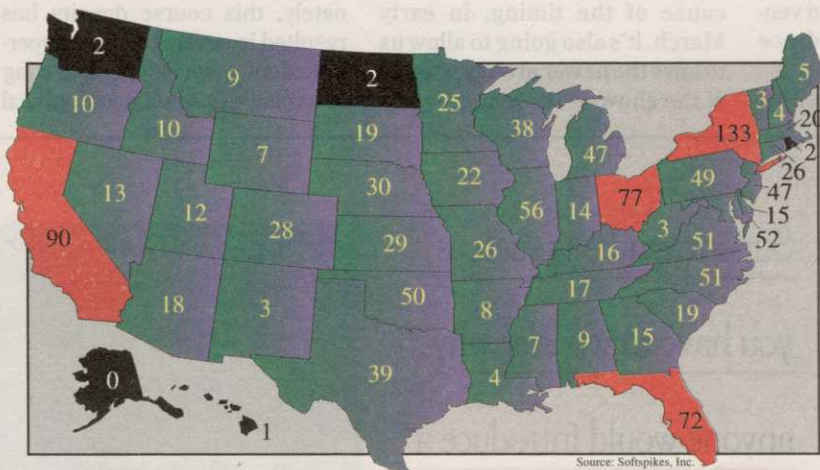
the time being, staff members will replace guests' spikes at no charge.

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."

There was a time, not long ago, when

Continued on page 56



The map above shows how many courses have banned metal spikes in each state.

of the busiest course facilities in Florida — illustrated the pressure to which Spinelli referred. Grand Cypress banned metal spikes beginning March 15. For

## 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

Continued on page 57

## New England combines small shows into one

By HAL PHILLIPS

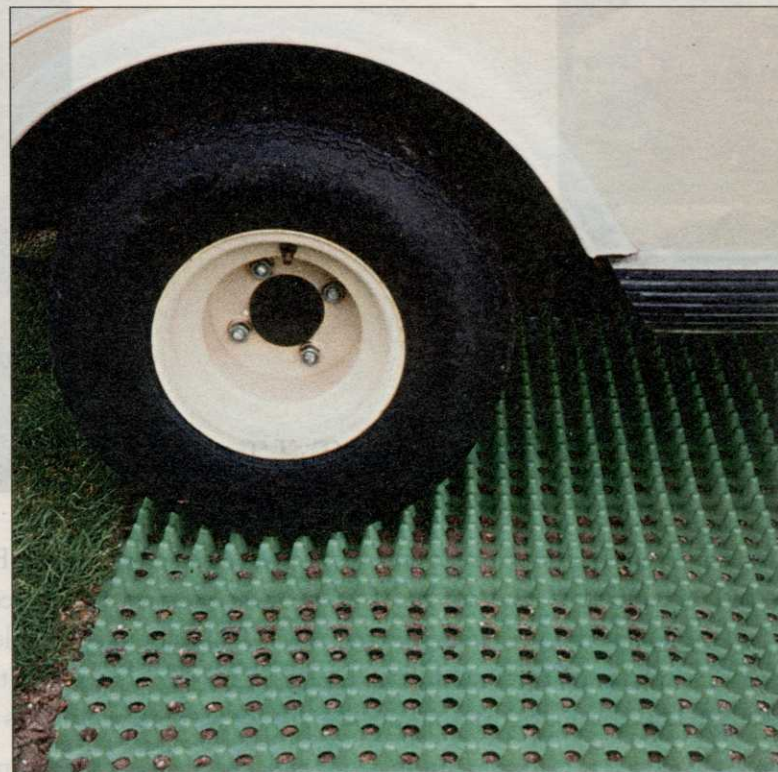
PROVIDENCE, R.I. — Industry firms that privately complain about an overabundance of trade shows, take heart: seven New England superintendent organizations have pooled their resources and pared the number of annual Northeast turf exhibitions by three.

The newly formed New England Turf Foundation — comprised of superintendent groups representing all six New England states, plus the New England Sports Turf Association and Mass Association of Lawn Care Applicators — will sponsor the New England Regional Turfgrass Conference and Trade Show here at the Rhode Island Convention Center, attached to the Westin Hotel, March 3-6, 1998.

This effort has, in theory, given New England superintendents more research fundraising 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

Continued on page 54



## NEW PRODUCT OF THE MONTH

Livonia, Mich.-based G&A Products has introduced Kormat Root Protection, designed for turf areas around cart paths. With the Kormat system, car weight is supported by the Kormat matrix, preventing soil compaction. Kormat is easy to install, cost effective, and aesthetically pleasing. For more information, contact Kormat at 810-363-8905. For more new products see pages 58-59.



## New England

Continued from page 53

New England Golf Course Superintendents Association (NEGCSA). "We all have the same goals: Raise money for research. This gives us better bang for our buck. With one show, we're not competing for speakers. And vendors obviously love the attendance we can offer."

"We're certainly glad to see it,"

said John Ferry, vice president of commercial sales at Turf Products, Inc., a full-service Toro distributor located in Enfield, Conn.

"I think the show will bring everybody together and be the biggest ever. In years past, there were four shows. It will mean substantial savings for us... Because of the timing, in early March, it's also going to allow us to have the newer prototype units at the show — those prototypes

that are usually introduced at the national show in February."

"It's positive all the way around," Ferry added. "We were surprised at how easy it all came together."

With its high concentration of golf courses, New England has always been fertile ground for the golf course industry. Unfortunately, this course density has resulted in several distinct superintendent associations operating in a relatively small geographical

area. Each New England state has its own superintendents organization; then there's the NEGCSA.

The upshot was a trade show extravaganza: The NEGCSA has sponsored the annual Massachusetts Turfgrass Conference and Show, which featured 205 booths in 1997. The Rhode Island GCSA launched a show three years ago and drew 258 booths last year. The New Hampshire (70 booths) and Maine (50) superintendents

also host their own smaller shows.

While this strong regional show landscape fostered industry cohesion within each state, it meant vendors had four obligations in an area that didn't need four.

"We've always felt that we wanted to take better care of the exhibitors, because they provide the income for research," said Gary Sykes, superintendent at Green Valley Country Club in Portsmouth, R.I., and co-chair of the first New England event. "Vendors have always talked to us about why they had to go to Massachusetts, Rhode Island, New Hampshire and Maine."

"We considered that for a few years, but it's a big step. Eventually we decided regionalization was the way to go. It first came to the table three years ago, but I'm sure individual associations have probably mulled it over for years."

According to Sykes, the various association presidents met many times between Spring 1994 and January 1996, when several key exhibitors were also consulted on the idea of a New England show. It was decided the launch would come in 1998.

Next March, organizers of the New England Regional Turfgrass Conference and Trade Show expect between 250-300 booths, two and a half days of education, 12 hours of trade show time, and perhaps a 1-day GCSAA seminar, Sykes said.

The 1998 event will be managed by David Rosenberg of Newport, R.I.-based Marketing and Events, Inc. Rosenberg is the man responsible for the Rhode Island show, which has shown remarkable growth in three short years.

"David's done a great job and we voted to keep him on to maintain some continuity," Sykes explained. "Our dreams are to secure funding for turf research and education in the region. We think there's a need for more funding. We have two of the best research and education facilities in the industry with URI [the University of Rhode Island in Kingston] and UMass [the University of Massachusetts at Stockbridge]. But we've seen these programs starting to slide."

"I've been concerned personally, as a graduate of URI, to see state funding cut. Positions are not being filled at UMass. We all know about the problems funding NTEP [the National Turf Evaluation Program]. What's the future for these programs?"

"If we lost Dr. Noel Jackson [of URI] and he wasn't replaced, the industry would really take a hit."

"We think there's a need for turf education programs to help people do their job better. We don't know for sure how big of a niche there is, but how many people from New England go to the national show? It's not 100 percent. So we think we can fill a huge need."

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