

## BRIEFS



## HUNTER APPOINTS GORDON

SAN MARCOS, Calif. — Hunter Industries has appointed Kevin Gordon product manager for irrigation valves and controllers. Gordon will oversee residential and commercial markets.



Kevin Gordon

He will soon introduce an extended line of products for Hunter's popular Simple & Reliable series, including new residential valves, controllers and remote control devices. Previous to joining Hunter, Gordon was with the Rain Bird Commercial Division as a product manager for controllers built in Mexico.

## HETRICK MOVES TO JACKLINGOLF

POST FALLS, Idaho — JacklinGolf has appointed Lee Hetrick manager of marketing and golf development. Hetrick brings 20 years of broad-based



Lee Hetrick

experience from the golf and turf industries, complementing the skills of fellow JacklinGolf team members, Hiromi Yanagisawa, Jim Connolly and Dr. Eric Nelson. Lee

most recently served as Associate/Project Coordinator for Keith Foster Golf Course Design in St. Louis, Mo.

## MILLER JOINS DOWELANCO

INDIANAPOLIS — Elin D. Miller, former director of the California Department of Conservation (CDC), has been named director of government and public affairs for DowElanco. In her new position, Miller oversees DowElanco's North American state and federal government relations, issues management, public affairs, media relations, contributions and community relations.

## REDMOND NAMED GARDEN WAY CEO

TROY, N.Y. — Garden Way, Inc., manufacturer of Troy-Bilt and Bolens lawn and garden equipment, has appointed William Redmond Jr., president and chief executive officer. Redmond has been vice president of field operations at Quaker Oats Beverages since 1994, and succeeds Alan Brumbaugh, acting chief operating officer, who has led an extensive and successful financial and operational restructuring of the company.

GOLF COURSE NEWS

## RohMid partnership a work in progress



American Cyanamid, Rohm & Haas optimistic Mach 2 will receive EPA approval

By HAL PHILLIPS

PHILADELPHIA, Pa. — It's been nearly six months since American Cyanamid Co. and Rohm & Haas Co. formed RohMid L.L.C., a marketing and sales joint venture charged with developing, registering and commercializing a new insecticide, RH-0345.

The eagerly awaited product has a name, Mach 2, and RohMid officials seem confident the federal Environmental Protection Agency (EPA) will register the product this year.

Yet the fate of grubs and soil-borne pests — the targets of Mach 2 — have taken something of a back seat, as observers of the turf and ornamental industry gauge the success of this unprecedented partnership. In a time of unmatched competition, mergers and acquisitions among multinational chemical conglomerates, can cooperation really work? What lessons are there to learn?

In search of answers, *Golf Course News* sought out two primary players in the partnership: Janet Giesselman, Turf and Ornamental product manager for Rohm and Haas and chair of the four-person board overseeing the joint venture; and John Thomas, PhD, manager of the RohMid project.

**Golf Course News:** How has the partnership worked out so far?

**Janet Giesselman:** It really couldn't be better. We're

Continued on page 83



## NEW PRODUCT OF THE MONTH

## Solo cart leads British invasion

By MARK LESLIE

SURREY, England — When John Tullis began to lose the mobility in his legs from illness, he didn't quit golf. Along with business partner Tony Brown, he put on his inventor's cap.

The result: A one-man golf car that speeds up play, defies worries about soil compaction and, for the physically challenged, makes golf a viable recreation.

"Suddenly the cart is starting to move [in sales]," said Tullis from the headquarters here of his firm, CF Leisure Mobility Ltd., or A La Carts. "For years, we've been battling our heads against the traditional 'no-carts' attitude. Gradually it's getting through to management and committees that everybody is getting older. We all have hips and hearts and knees, and why should an elderly member suddenly not be able to play the game any more?"

Tullis and Brown, who've been manufacturing three-

Continued on page 86

## FTC gives blessing to Ciba, Sandoz merger

WASHINGTON, D.C. — The United States Federal Trade Commission (FTC) has cleared the creation of Novartis through the merger of Ciba and Sandoz.

Though the merger was first announced back in March of 1996, Novartis Crop Protection, Inc., was not formed until Jan. 1, 1997.

And the timing couldn't be better, as the new Novartis operation will conduct a week-long coming out party at the Golf

Course Superintendents Association of America show in Las Vegas, Feb. 6-12. So said Gene Hintze, formerly of Sandoz and now the head of Novartis Turf & Ornamental.

"For right now, you can call me director of Novartis Turf & Ornamental," said Hintze, who relocated to Novartis' North Carolina office. "In Las Vegas, we plan on hosting a media reception, Sunday

Continued on page 84



## MERGERS &amp; ACQUISITIONS

## Barenbrug joins Argentinian firm in joint development

TANGENT, Ore. — Barenbrug recently signed an agreement with Palaversich, the largest grass seed company in Argentina. Barenbrug and Palaversich will jointly develop new varieties specifically adapted for use in Argentina and Uruguay. Palaversich will obtain the exclusive marketing rights of such varieties for Argentina and Uruguay.

Both companies have very complementary research, product development and marketing capabilities in addition to a strong commitment to quality and growth.

The Barenbrug group specializes in the breeding, production and marketing of turf and forage grasses and alfalfa. The Group comprises several affiliated companies in Europe, the USA and New Zealand/Australia. Barenbrug has research facilities all over the world. Palaversich is the leading grass seed company in Argentina.

It is expected that Barenbrug's Research stations in New Zealand, Australia and southern Europe will be able to de-

Continued on page 85



## INDUSTRY ART SUPPLIER

Pursell Technologies Chief Executive Officer David Pursell, left, and golfer Sam Snead view Pursell's pencil drawing of Snead. Pursell presented the sketch to Snead at a recent ceremony at The Greenbrier in White Sulphur Springs, W. Va. A Pursell print of golf legend Byron Nelson will be awarded during February's International Conference and Show in Las Vegas as prizes to participants completing a game card in the 18-hole Challenge conducted on the show floor.



## RohMid merger

Continued from page 81

having a great time and we're getting a lot done. We've submitted for registration on target for a launch in 1997. But more important, we've laid the groundwork. Because these are such large organizations, we had to be sure we had the processes in place — for manufacturing, administration, processing, delivery. How the joint sales force will be selling through distribution... These people needed to get to know each other.

**GCN:** How are the responsibilities divided up?

**John Thomas:** What we've decided is, we'll be using the full resources of both companies. We have formal agreement on that, an administrative services agreement, that outlines all marketing and logistic functions.

**JG:** We spent a lot of time here — a year of negotiations. And we covered a lot of ground. We covered everything that we could think of. So there wasn't a lot of disagreement on responsibilities before we formed the company.

**JT:** We're governed by a series of agreements. We took it in a step-wise fashion. The development agreement was sorted out before the joint-venture agreement, for example. Then we had an agreement for manufacturing, administrative services, etc. It allowed us to focus on each step one at a time.

**GCN:** We've been told you had a unique incentive for sorting out disagreements.

**JG:** Well, we have a four-person board. There's no tie breaker. If the board can't agree on an issue, it goes to upper management of the parent companies. So, we're highly motivated to work things out... We've had heated discussions, but we've also reached resolutions fairly quickly.

**JT:** The incentive is, we recognize that our higher management has said, "Hey, you know the business. The issues aren't unusual. We believe you can handle them and we've empowered you to do so."

**GCN:** I know you familiarized the two sales forces during the Grub Mania '96 Bus Tour [*GCN* November '96], but how are sales duties divided?

**JG:** First of all, we have what we think is the largest sales force for single product in the turf and ornamental industry. Both sales forces will be working on Mach 2, under the same selling and pricing program... It's been very interesting. The two sales forces are fierce competitors. All of sudden they're on a bus tour together. In the beginning, there was some oil and water. They didn't know each other very well. The tour was helpful because you have four days of informal contact. Also, digging grubs really helps break the tension.

**GCN:** Were there cultural differences?

**JG:** We had a consultant come in and talk about our cultures, then talk with each other about them. We discovered that the cultures were almost identical. That helped.

**JT:** Now we have a RohMid sales force, which has its own territorial

structure, different from American Cyanamid's or Rohm and Haas'. The sales guys who cover a general area created entirely new boundaries to work as RohMid. We also had open discussions about key customers and distributors, about who will be carrying our product.

**GCN:** How have distributors responded to RohMid?

**JT:** They're waiting to see how it goes. They want to know who will be calling, what their role will be in the selling process. But I think they're optimistic.

**GCN:** This sort of partnership is unique, a first in the industry. Any revelations for others considering such a venture?

**JT:** We definitely had a challenge with the registration process itself. There's always the possibility of two groups of scientists taking data and having completely different views on what they represent and how to respond. In many organizations, the arguments filter up to the management levels. There's always someone to stop the buck, as it were. In this particular structure, you don't have that. No one

is more responsible from a supervisory standpoint than any other. On the RohMid side, we have to come to a consensus.

**GCN:** What is your registration timetable?

**JT:** The registration group says February. We realize that is an opinion... We've completed the long portion of the registration process. EPA has responded, we've responded to them and we're fine-tuning the labeling. We may agree to additional studies to allay their concerns. But that shouldn't delay the process.

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