

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

Q & A

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

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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-

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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

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MERGERS & 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-

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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.

Redexim, Southern Green settle 2-year legal spat over Verti-Drain patent rights

KINGSTON, Pa. — Redexim Handel-en Exploitatie Maatschappij, B.V. and Redexim U.S.A., B.V., distributors of Verti-Drain soil aeration machines, have settled a two-year legal battle with Southern Green, Inc.

The litigation concerned Redexim's efforts to protect intellectual property rights in its patented Verti-Drain aeration equipment from perceived infringement by Southern Green.

A distributor of Redexim's Verti-Drain systems between 1987 and 1993, Southern Green began in 1994 to market an aeration machine, the "Soil Reliever", in direct competition with the Verti-Drain unit. Shortly thereafter, Redexim sent Southern Green a formal demand letter advising the company to cease and desist what Redexim considered to be product

infringement activities.

Southern Green responded by filing two separate declaratory judgment lawsuits in the U.S. District Court for the Middle District of Louisiana, which the Court later agreed to consolidate into a single suit.

Terms of the settlement call for Southern Green to pay

Redexim a license fee on every "Soil Reliever" machine sold worldwide, a market that currently includes the U.S., Canada and 10 to 12 European

countries. Southern Green has also agreed to pay a portion of Redexim's legal fees incurred during the lengthy litigation process.

Spokespersons from both companies called the settlement "fair" and were pleased to have reached a "friendly resolution" to the controversy.



Limits placed on gray market Kubota imports

WASHINGTON, D.C. — Following a nine-day evidentiary hearing here, the Administrative Law Judge of the United States International Trade Commission issued his determination that the export, import and sale of certain Kubota gray market tractors (under 59 PTO horsepower) in the United States infringe Kubota's trademark in violation of section 337 of the Tariff Act of 1930.

The decision was issued Nov. 22, 1996.

The judge recommended that all such gray market Kubota tractors be

excluded from importation and sale in the United States unless they comply with certain strict labeling requirements, a significant step in addressing the concerns raised by Kubota regarding import of gray market Kubota tractors into the United States.

Kubota officials indicated they will continue to seek an unconditional order from the commission to exclude gray market Kubota tractors from the U.S., and a final commission determination with respect to both liability and remedy will be issued in later this month.

Canadian clay liner maker changes name

BARRIE, Ont., Canada — The board of directors of Albarrie Naue Limited, a subsidiary of National Seal Company (NSC) and the manufacturer of Bentofix Thermal Lock Geosynthetic Clay Liner (GCL) has unanimously approved a company name change from Albarrie Naue Limited to Bentofix Technologies Incorporated (BTI).

BTI is a manufacturer and supplier of geosynthetic clay liner materials to the environmental industry.

Bentofix Thermal Lock GCL is widely used in the construction of solid waste landfill liners and closures, as well as in various industrial containment applications to replace traditionally thick compacted clay liners with a higher performance yet less-expensive alternative.

Dragonfly

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wheel golf carts that can be folded up and carried in an automobile, invented the Plytronics one-man machine 18 months ago, and last year introduced it to the UK market.

Plans to market it in other regions of the world have taken off. They already sell the unit in the United Kingdom, Australia, Belgium and Switzerland. Distributors are under contract in Norway and Denmark and negotiations are underway in Germany, Holland, Spain and Portugal. These distributors, Tullis said, are primarily people already in the golf industry, either selling motorized hand carts or other equipment.

Tullis struck an agreement with American entrepreneur John Killip to market it under the name Dragonfly in the United States, where it became available in a limited quantity this month. Killip's Uni-Car/U.S. is located at P.O. Box 22798, Carmel, CA 93922; tel. 408-649-5760. Tullis said he will adopt the "Dragonfly" name if it's not already a trade name.

Tullis' target is to sell 5,000 one-man cars in 1997, excluding South America, where he has not found a distributor. The assembly line can make 100 cars a week.

With a 30-to-1 gear ratio, twin electric gear boxes and a 48-volt solid-state battery, the Plytronics travels 8 miles per hour and has the power to glide up steep inclines. It has a Curtis Breaking System and its weight compression is equivalent to a 180-pound man.

It can hold a set of clubs on the front or back, and contains cup, ball and tee holders and other accouterments. Models are 30- or 36-inches wide and 56-inches long, compared to the 48-inch-wide two-person cars.

While the new car makes golf more accessible for the handicapped and senior citizens, its marketing focus is largely on increased speed of play.

"John Tullis and another low-handicapper played using these cars and their optimum round for the two of them was one hour, 38 minutes for 18 holes," said Killip. "For the average golfer it won't speed up that much. We're not all low-handicappers."

So, Killip encourages would-be buyers to work up models projecting a 10- to 15-percent play increase. Since the unit's compression is so low, no cart paths are necessary and the 90-degree rule can be eliminated, he claims. Also, unlike two-man carts, each golfer can go straight to his/her ball. Meanwhile, because of the low compaction, golf courses like Tullis' home course, Sunningdale, may allow the Dragonfly on the putting greens.

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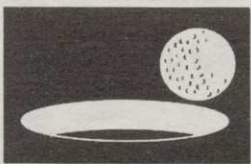
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