

## 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 &amp; 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 &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-

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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.



## Merger results in largest U.S. ConVault firm

MCLEAN, Va. — Earthsafe Systems, Inc. and ConVault Mid-Atlantic, Inc. — licensee of ConVault, Inc. — have merged operations to form the largest ConVault marketing group in the United States with design, sales and service capability in 40 percent of the domestic market.

As part of the consolidation, ConVault Mid-Atlantic, Inc., headquartered here, will change its corporate name to Earthsafe Corp. It will continue to conduct business in its market area — Virginia, Maryland, Washington D.C., New Jersey, Pennsylvania and Delaware — as ConVault Mid-Atlantic.

ConVault Midwest, LLC, to be headquartered in Chicago, will serve the Midwestern states, northern Illinois, northern Indiana, Michigan, eastern Missouri and southern Wisconsin. ConVault Northeast serves New York, Massachusetts, New Hampshire, Vermont and Maine.

## Novartis

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evening the 9th of February. We will have a joint presence on the floor. A brand new Novartis booth. Distributor meetings — you name it.

"We will also be sponsoring several events in association with the association. All the events sponsored by Ciba and Sandoz will now be supported by Novartis."

In the U.S. agribusiness area, certain steps preceded the complete integration of Ciba Crop Protection and some assets and business operations of Sandoz Agro, Inc., to form Novartis Crop Protection, Inc. Most important, Sandoz completed the sale of part of its corn herbicide business to BASF AG.

"It's going to be a great organization," said Hintze. "We're in the process of finalizing our team members, getting our territories accounted for. All of this information will be available at the GCSAA show."

"Certainly our product line will be one of the best in the industry. We have a lot of potential here. It's up to us to make it work."

DALLAS, Texas — Flowtronex PSI and Commercial Pump have signed a letter of intent, setting the stage for Flowtronex to purchase Commercial Pump. When finalized, the newly acquired business will operate as a division of Flowtronex PSI.

"This agreement means that Commercial Pump's 15-year tradition of customer service can be assured and enhanced for the future," said Lee Dunbar, presi-

dent of the Swanton, Ohio-based pump station manufacturer. "As a division of Flowtronex PSI, we will continue producing, selling and servicing pump systems from Swanton — but there will be a noticeable difference. The infusion of additional resources from Flowtronex PSI will bring a

new synergy, improving services and products, energizing personnel with innovative ideas, and adding a whole new base of training options for end-users."

Explained Dave Brockway, president of Flowtronex PSI: "For us, finalizing an agreement with Commercial Pump is an impor-

tant step toward advancing our goal of personalized service, especially for courses throughout the Midwest. In our industry, nothing matters more than 'being there' for our customers, at any hour, for any reason."

The new division will retain the Commercial Pump name and personnel and continue manufacturing, sales and service operations under the day-to-day management of Dunbar and Dave Talboo.



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