

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 & 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.

Lesco, Golfturf strike fertilizer deal

CLEVELAND, Ohio — Lesco and Golfturf have announced an agreement under which Lesco will be the primary supplier of professional turf fertilizers and grass seed to golf courses managed by Golfturf worldwide.

Lesco is one of the nation's leading manufacturers and marketers of turf-care products for the professional green industry.

Golfturf, a division of Golden Bear International, Inc., is one of the premier agronomic management and consulting firms for the maintenance and construction of nearly 90 golf courses worldwide, including 48 courses in the United States.

The following are a few of Golfturf's clients:

- Muirfield Village Golf Club

in Dublin, Ohio

- Colleton River Plantation in Hilton Head, South Carolina
- English Turn in New Orleans, Louisiana
- Hammock Creek in Palm City, Florida
- Kauai Lagoons Resort in Kauai, Hawaii

"We selected Lesco for their high quality products, broad scope of their product line, and the flexibility they offer in cus-

tom blending fertilizers to meet our needs," said Edward A. Etchells, president of Golfturf and senior vice president of Nicklaus Design, another Division of Golden Bear International, Inc. "In addition, Lesco offers a superior level of service and a knowledgeable team of technical experts that truly make a difference in our business."

William A. Foley, Lesco chairman, president and chief execu-

tive officer, added "This relationship with Golfturf is another major link to strengthening Lesco's presence in the golf market nationally and internationally. We are very excited about the agreement and look forward to serving their needs with the finest products available."

Foley noted that, with the number of golf courses under construction growing worldwide, Lesco is continually anticipating the needs of the golf market. This year, Lesco opened a new store format called the Lesco Superstore, directed primarily to that market. Three Superstores are now in operation in Myrtle Beach, Hilton Head and Pinehurst.

In addition, Lesco has recently named Chuck Hutton as director of national accounts, architects, builders and new golf course construction nationwide. Prior to joining Lesco, Hutton worked in national account sales with The Scotts Co.

Jacobsen honors N' east distributors

CHARLESTON, S.C. — S.V. Moffett of West Henrietta, N.Y., was one of three distributors honored by the Jacobsen Division of Textron with the company's Task Force Appreciation Award, recognizing superior task force efforts and participation over the past two years.

The presentations were made during Jacobsen's International Business Conference held here at Wild Dunes.

Also earning Task Force Appreciation Awards were Sawtelle Brothers, Inc. of Lawrence, Mass and G.L. Company of Gaithersburg, Md. Sawtelle President Bob Brown accepted the honor for 1996, while G.L. President Larry Cornell accepted the Task Force award for 1995-96.

Barenbrug

Continued from page 81

velop well adapted, winter growing varieties of tall fescue and orchard grass for the fertile humid pampas around Buenos Aires.

Barenbrug and Palaversich will also pursue opportunities in the turf market. Currently the turf market is relatively small and little attention is paid to specific products for particular purposes, for example golf courses, soccer fields and parks.

Palaversich sells approximately 10 million pounds of grass and alfalfa seed annually, whereas the Barenbrug Group markets over 120 million pounds (55,000 MT) worldwide. Barenbrug is experiencing strong growth internationally especially in Argentina.

SUBDUE. FUNNY, IT TOOK OUR OWN CHEMISTS TO ACTUALLY DO IT.

THE COVERAGE IN THE SAME SIZE JUG. IT'S NEW SUBDUE MAXX. THIS ADVANCED FORMULATION WON'T CLOG OR SETTLE OUT. WHAT HAPPENS WHEN A BUNCH OF CHEMISTS PUT THEIR HEADS—AND FUNGICIDES—TOGETHER. SUBDUE MAXX. MAXIMUM VALUE.

For information, call 1-800-395-TURF. Important: Always read and follow label directions. See us at GCSAA booth #1022.

NOVARTIS