

Mid-Atlantic dips into growing Va. market

COLLEGEVILLE, Pa. — Mid-Atlantic Equipment Corp., a full-service distributor of E-Z-GO and Yamaha golf cars, opened a new service facility in the Richmond, Va., area. The new location will provide golf car parts and service for Mid-Atlantic's growing base of customers in the area.

The 3,500-square-foot leased facility, located in nearby Ashland, Va., is staffed by four service technicians and a service manager. The new location will draw its

parts from Mid-Atlantic's \$1.5 million inventory of OEM and non-OEM parts at the company's central warehousing center in Collegeville, Pa.

According to Joseph Kelly, Jr., president of Mid-Atlantic, the company is adding the service location in response to several positive market trends. "The Richmond corridor is experiencing an upsurge in the development of new golf courses as the sport continues to increase in popularity," he said.

Ransomes lands deal with Bougainvillea

An exclusive contract to supply Ransomes, Cushman and Ryan turf equipment to a new golf course development in southern China was won by Ransomes' appointed area distributor, Lindeteves-Jacoberg (China) Ltd.

The Bougainvillea Golf Club placed the order for grass and turf-care equipment worth £250,000 (HK\$3.2 million).

"Two years ago, with Ransomes' support, we set out to establish a western-

style dedicated service center on the Chinese mainland," said Stuart Hitchcock, senior Manager with Lindeteves-Jacoberg. "The facility, which includes a mobile service support team and parts delivery serviced to customers, had introduced a totally new level of product support and after-sales service to southern China, demonstrating our dedication and commitment to customer satisfaction."

FROM THE COVER

Toro, Pinehurst

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maintenance and irrigation equipment for Pinehurst No. 2 during the 1999 U.S. Open as well as Pinehurst's seven other courses.

Deals of this exclusive nature are quickly becoming the norm for organizations that are managing five or more courses (see *GCN* Sept. '97). In the past few months, both Toro and Ransomes America Corp. have added substantial new agreements to their growing list of exclusive arrangements.

Toro recently cut a five-year deal with Whitbread/Marriott Hotels to be exclusive provider of turf equipment and maintenance for Whitbread's eight existing courses and two currently in development. Ransomes will be the exclusive manufacturer and maintainer for the eight courses under the watchful eye of Myrtle Beach National Co.

Toro already has agreements on the books with Canadian Pacific Hotel Group and Valderrama, the home of this year's Ryder Cup matches. For Ransomes, Myrtle Beach is its fifth contract.

According to Toro, the arrangement with Pinehurst is the result of a long history between the two companies as well as Smith Turf and Irrigation, the Toro distributor that has been handling the Pinehurst account.

SMART RAIN ADDS DISTRIBUTORS

ST. BRUNO, Quebec, Canada. — Smart Rain Corp. has announced the addition of the following distributors: Krigger & Company, Inc. will be the exclusive distributor for Western Pennsylvania, West Virginia and regions of Ohio. The Colorado and Wyoming markets will be covered by CPS Distributors, Inc. in Denver; distribution for Iowa, Kansas, Missouri, North and South Dakota and Nebraska has been awarded to Golf Services Group of Bennington, Neb.

JOHNSON'S NAMES NEEDS TO SALES FORCE

MILWAUKEE — Howard Johnson's Enterprises Inc. announces the addition of Alan Nees as national sales manager. Nees adds a considerable knowledge of the fertilizer and lawn care industries, most recently as the director of marketing for the Milorganite Division of the Milwaukee Metropolitan Sewage District. "With Al's degree in Agronomy, an emphasis in Turfgrass Management, and 23 years of experience in the industry, we anticipate an immediate impact in our market penetration," said Dave Scott, Howard Johnson's vice president of sales and marketing.

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