

BRIEFS



LESCO BOOSTS KOSSIN, NOVAK



Susan Novak

CLEVELAND, — Lesco Inc. has named Kenneth Kossin, Jr. to controller and Susan Novak to manager, investor communications. Kossin joined

Lesco's accounting team in 1989 and has been recognized for his contributions in his various roles from manager of financial reporting to assistant controller. He will be responsible for all accounting, budgeting, planning, and tax functions at Lesco. Novak joined Lesco in August 1996 and has developed a role in investor communications to support the information needs of LESCO's current shareholders and potential investors.

TORO'S ALAMO NAMED AREA MANAGER

BLOOMINGTON, Minn. — The Toro Co. named Eladio Alamo area manager for the Caribbean, Central America and Mexico, where he will oversee sales for turf maintenance equipment and irrigation systems. Alamo brings a broad knowledge of Toro's products and distribution channel to his new position. He previously served as manager of the consumer and commercial products for Casco Sales Co. Inc., a Toro distributor in Puerto Rico. In addition, he was territory manager for Latin America and the Caribbean for B.C.S. America before joining Casco.

LASCO BRINGS TWO ON BOARD

BROWNSVILLE, Tenn. — Lasco Fluid Distribution Products has named Chuck Nichols as its new regional sales manager for the northeast. Nichols spent the last 10 years as owner of a manufacturer's representative agency serving the Ohio and Michigan markets. The company has also named Charles Herndon as its new production scheduling manager. Herndon spent the last 16 years with Emerson Hermetic Motor Division in Humboldt, Tenn., where he served as production control manager and quality assurance manager.

FINE LAWN JUMPS UP ON WEB

LAKE OSWEGO, Ore. — In response to a growing number of requests for company information, Fine Lawn Research Inc. has gone online at www.finelawn.com. The company said the site will support customers service efforts by linking its distributors nationwide.

Arizona-based ryegrass issue up in the air

By MICHAEL LEVANS

PHOENIX — A controversy that Oregon seed companies thought was put to bed has been stirred yet again.

In mid-August, a group representing Arizona wheat farmers asked the Arizona state Agriculture Department to reconsider its decision to allow ryegrass planting on golf courses this winter.

In July, the Arizona Farm Bureau Federation asked Agriculture Director Sheldon Jones to ban ryegrass seed from Oregon, the nation's largest supplier, unless it is certified to be free of the fungus believed to cause Karnal bunt.

The request was the latest attempt by Arizona farmers at lifting restrictions imposed by the federal government. According to recent reports, last year's federal quarantine on Arizona wheat cost the industry \$100 million, while Karnal bunt was found in less than 4 percent of the state's fields.



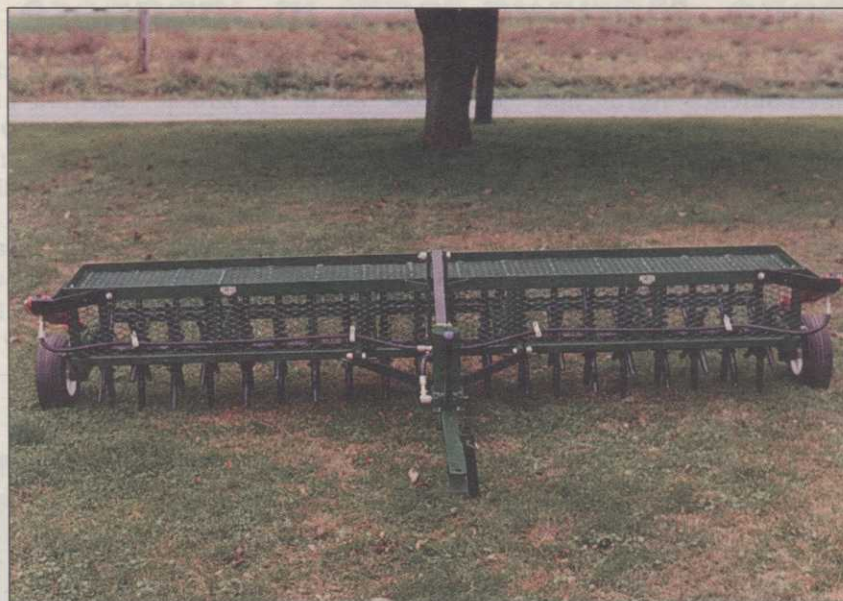
Oregon's Department of Agriculture recently met with Arizona. The consensus was to wait until findings were gathered from a bunt and smut disease symposium that took place on August 18-20 in Washington DC.

"The Arizona wheat growers want help in getting this zero tolerance of Karnal bunt removed for exporting," said Michael Robinson, president of Corvallis, Ore.-based Seed Research of Oregon Inc. "They have a lot of wheat in storage that they can't ship."

William Walsh, president of the Rio Verde Country Club in northwest Phoenix, said Arizona's economy would have been hard hit by a ryegrass ban.

"The financial impact to the state would be devastating," Walsh said. "We don't

Continued on page 50



NEW PRODUCT OF THE MONTH

LANCASTER, Pa. — Millcreek Manufacturing has introduced its Model 1050 turf core aerator. With a coring width of 102 inches, the new aerator penetrates soil up to 3 inches depending on soil conditions, and can treat nearly 225,000 sq. ft. of turf area per hour. The 1050 comes with a choice of 20 or 30 tine assemblies and is available with three-point hitch mounting, or as a tow-behind with hydraulic lifting control. The operator can add weights to the built-in weight rack to adjust the tine penetration depth suitable for specific soil conditions. For more information, contact Millcreek Manufacturing Company at 800-879-6507. If you're getting ready for fall clean up and winter prep, take a look at the extended product listings, page 31.

Fertilizer makers dig in for battle

IMC Vigoro restructures, increases distribution's role

By MICHAEL LEVANS

WINTER HAVEN, Fla. — In the midst of increasingly intense competition, IMC Vigoro's Professional Products Group, the maker of fertilizers and slow-release products, has eliminated its entire internal direct sales force and has axed its unprofitable product lines in an effort to concentrate on R&D.

"It's a move that reflects that the industry is very competitive," said Tom Pasztor, director of communications for IMC Global Inc., parent company of IMC Vigoro. "Our customers are

Continued on page 48

Tessenderlo Kerley refigures to get closer to customers

PHOENIX — Tessenderlo Kerley Inc., the maker of liquid specialty fertilizers for the golf course and agriculture industries, has reorganized its Agriculture Group in an effort to get closer to its customers worldwide.

According to Gerald Kolb, group vice president, the former bottom-up geographic sales structure of the company no longer fully addressed the needs of the company's distributors and dealers.

"There has been a tremendous amount of consolidation within the distribution channels of our industry in recent years," said Kolb. "We are keenly aware that to grow our position effectively in the future, we need to better meet the needs of our customers in the United States and abroad with a customer-centered sales and distribution network"

Now, instead of each Kerley representative maintaining a region, reps will be assigned by company. "It's a more centralized approach," said Brian Lawrence, Kerley's director of communications.

Under the reorganization, Kolb will lead the management which includes five teams responsible for different market segments.

Mike Buffington has been named vice president of domestic sales. Reporting to Buffington are three geographically-centered national account managers: Ron Johnson, west; Bill Morris, central; and Garon Steward, east.

Domestic sales will be supported by five account managers in the field who work directly with dealers and retailers. These account managers include Chuck Albrecht, western states and Canada; Val Mitchell, north central states and Canada; Kelly Sears, southern states; Don McNinch, southeastern states; and Jan

Continued on page 50



VALDERRAMA NOW STRICTLY TORO

CADIZ, Spain — The number of exclusive turf equipment provider deals between course operators and manufacturers are on the rise. Valderrama recently entered its deal with Toro — now more are on the horizon. See cover story details on latest deals by Toro and Ransomes.

Applegate comment

Continued from page 11

lease or purchase arrangements. The competition amongst designers is so strong today that most of us have added services to differentiate ourselves, often called "added value packages."

It is little wonder that golf course developers are often confused about the golf course designer selection process.

Price point alone would confuse the majority. It is possible to encounter fees for design services to range from fifty thousand dollars to over a million. Understanding the scope of services, and comparing them between various design firms, is a worthwhile exercise for the person making the selection.

Whenever the situation presents itself, which must be early in the planning stages, we encourage potential clients to begin their project with a professional business plan supported by a market and feasibility study. Preferably the study will be produced by someone experienced in the golf business. Several firms are specializing in that field and are recognized by financial institutions as creditable.

One focus of such a study must consider who the golf course is being built for; residents, public, resort, or a combination. The study must identify the competition, i.e. comparables in the area. A marketing strategy for the golf course should be developed. The strategy should define the style and type of course, determine if a design "name" is important and address issues of maintenance standards, management, pricing, membership and promotion. Only after the study has been completed should the ownership begin to determine who will be asked to submit design proposals.

The depth of services that any one design firm can bring to a project varies greatly, as we have mentioned. The first time golf developer will benefit greatly from affiliating with a firm that can offer a full package of services that incorporates design, facility use and management. An experienced golf course developer may be better served working with a designer who focuses only on that element of the project.

Trying to be completely objective, we would recommend to anyone contemplat-

ing the development of a new golf course, or the renovation of an existing course, that they carefully identify their reasons for doing it, the market they are attempting to serve and that they evaluate their own experience and knowledge of golf.

Leslie comment

Continued from page 11

"Or I'll have to arrest you, sir."

Sound like a bad joke? Well, in the midst of his busy schedule of bringing about global peace and answering those terrible hounds charging corruption that leads to his door, President Clinton took the time to sign an Executive Order outlawing smoking in the vicinity of federal properties.

Now, keep in mind that our military operates more than 200 golf courses around the country, and you get the picture. In the Muslim countries they have

The course designer should be selected based on the experience of that firm relative to the goals of the project. A review of candidates for the design phase can then be more focused and help to avoid the confusion factor.

Religious Police, who make sure women remain veiled in public and that everyone prays when called upon to do so four times a day. Here, we can do them one better: Smoker Pokers, armed and ready coppers who will put you in the pokey if you smokey.

Well, at least we won't have to deal any more with those scores of stogey- and cigarette smokers sully our golfing experience. By the by, keep your eye peeled for a class-action lawsuit being brought against the 15,000 golf courses in America by those many people who got cancer from second-hand smoke while golfing.

Kerley

Continued from page 45

Strem, eastern states and Canada.

Brian Smith, vice president of international sales, will lead the sports turf sales group in addition to his international agricultural responsi-

bilities. Reporting to Smith are three regional managers: Dinc Unaran, Europe; Salim El Ghazal, the Middle East; and German Aceves, Central and South America.

"We are confident that this new structure will allow us to reach our objectives of focusing on customer relationships with a sales team support concept," said Kolb.

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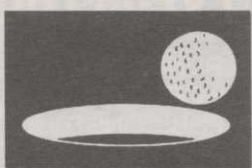
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Ryegrass ban

Continued from page 45

want to lose our winter visitors, and they don't come here to play on brown golf courses."

"If they were to put a ban on ryegrass from Oregon...that's a big market," added Robinson. "But I find it hard to believe that all those resort golf courses down there won't overseed this fall. That's big business. Talking to superintendents, they seem concerned. But if

it comes down to it I'm sure they'll put their weight behind it too."

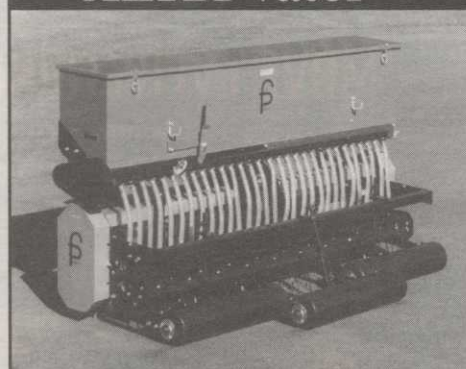
The tourism and the nursery industry is trying to help wheat farmers by writing letters urging the U.S. Department of Agriculture and Congress to lift restrictions on Arizona wheat.

Tests of this year's crop have revealed no blackened or "bunted" kernels.



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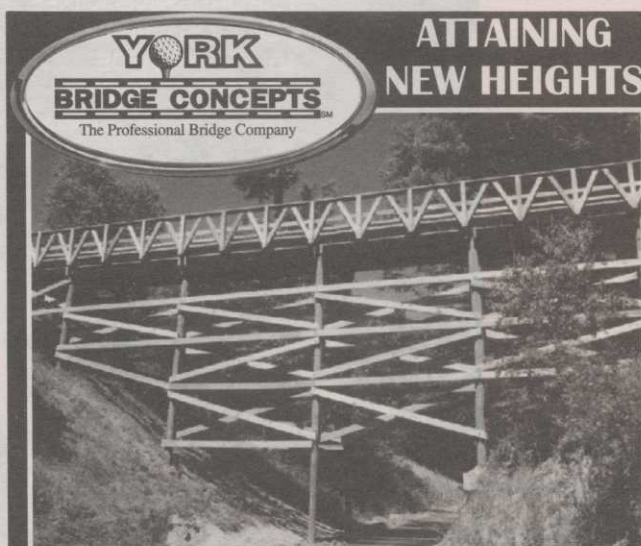
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— Cary Mitchelson, Course Superintendent, Twin Lakes G.C., Oakland Township, MI

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