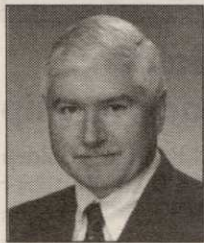


BRIEFS



NOVARTIS PROMOTES OSBORNE

GREENSBORO, N.C. — Novartis Turf & Ornamental Products has promoted Jerry Osborne, former golf market manager, to the position of business development manager.



Jerry Osborne

Osborne's responsibilities will include developing new business opportunities with third-party companies through strategic acquisitions and alliances;

growing the turf and ornamental business by working with large national accounts and management companies; improving internal processes such as new product launches; and negotiating with channel partners to maximize product portfolio sales in all market segments.

JACKLIN ADDS MEACHAM TO STAFF

BOISE, Idaho—Travis Meacham has joined Jacklin Seed as a grower services field representative for Jacklin's Ritzville, Wash., operation. Meacham's responsibilities will be placing and contracting Kentucky bluegrass proprietary varieties for Jacklin Seed and Medalist America. He will also focus on field consulting with growers, assuring quality control from the grower to the customer.

CHR. HANSEN NAMES NEW SOUTHEASTERN MANAGER

MILWAUKEE, Wisc.—Chr. Hansen BioSystems recently appointed Tom Perkins as regional manager for the Southeastern U.S. Perkins will be working with distributors with a focus on developing new business in both the Probios and Biomate Brand product lines. He was most recently vice president of sales and marketing at H&N International, and for many years was with PMAg Products.

KUBOTA MAKES THREE MOVES ACROSS THE POND

THAME, Oxfordshire, England—Kubota UK Ltd. has made three new appointments within its Agricultural and Grass Machinery division. Adrian Langmead is appointed as service manager at company headquarters in Thame; Tom Barnes, 13 years with Kubota, has been appointed marketing manager; and stepping into Barnes' shoes is David Roberts who has been with the company for eight years.

GOLF COURSE NEWS

Toro hooks up with Carnoustie

By TREVOR LEDGER

CARNOUSTIE, Scotland — In preparation for the 1999 British Open, Carnoustie Golf Links has signed a three-year working partnership deal with turf-care provider Toro. The deal, worth more than £380,000, includes the supply of Toro turf-maintenance equipment and on-site support for the Open Championship, Carnoustie's first since 1975.

Head greenkeeper at Carnoustie, John Philp, had been impressed by Toro machinery at his previous berth, St. Andrews, where he had prepared for the 1984 Open. "I chose Toro based on my past experience," said Philp. "I know the products and am particularly keen on the greens and fairways mowers."

While all three Carnoustie courses are renowned for their excellence, the publicly owned links on the North East coast of Scotland has many of the same problems as other, less illustrious tracks.

Consider that the course sees around 50,000 rounds per year and the scale of Philp's task becomes apparent.

Philp's new Toro fleet will include: seven GR3200-D greensmowers; one RM2300-D utility mower; two RM5300-D fairway mowers; a GM3000-d for cutting semi-roughs and five of the new GR1600 pedestrian mowers for tees and greens collars. In addition will be six GR500 pedestrian greensmowers on order for the Open.



Carnoustie Golf Links' superintendent John Philp, left, with new Toro equipment and his team (left to right) of Colin Law, Paul O'Connor, Brian Rooke, Eric Watson and Sandy Reid.

St. Andrews Links inks deal with Barenbrug



(Left to right): St. Andrews' Links Manager Ian Forbes and Michel Mulder, managing director of Barenbrug UK.

OOSTERHOUT, Holland/ST. ANDREWS, Scotland — St. Andrews Links Trust has appointed Barenbrug UK as its exclusive supplier of grass seed and related products, such as wild flowers.

The trend of 'single-supplier deals' in the machinery market has been well documented — St. Andrews and Toro being a recent example.

Michel Mulder, managing director of Barenbrug UK, con-

cedes that: "This is the first official deal which is subject to a contract but we have very similar arrangements, with many other courses, Carnoustie for example."

St. Andrews Links Manager Ian Forbes is looking forward to the opportunities that the exclusive supplier deal will bring. "We will also be entering into an education programme with Barenbrug for our greenkeeping staff, looking into specialist areas of turf care."

Itronics turns byproduct into gold

RENO, Nev. — Itronics Inc. announced that its photobyproduct recycling subsidiary, Itronics Metallurgical, Inc., increased sales of its Gold'n Gro liquid fertilizer products by approximately 70 percent in the second quarter of fiscal year 1998 compared to total fiscal year 1997 sales.

Itronics develops a fertilizer in a proprietary process from used photochemicals. Its technology allows the recovery of virtually 100 percent of the silver and other heavy metals in used photographic chemicals.

Gold'n Gro is sold to several major lawn-service companies in northern and central California and to more than 25 golf courses in central and southern California at present.

"In January 1998 only two golf courses were using our fertilizer. Currently a number of additional golf courses are testing this fertilizer and we expect sales to con-

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SUPPLIER BUSINESS BUZZ

MTD launches Pro Line turf equipment

CLEVELAND, Ohio — At last month's Outdoor Power Equipment Expo in Louisville, Ky., MTD Products Inc., an international manufacturer of outdoor power equipment, debuted its MTD Pro line of professional lawn-care products, including wide-area mowers and turf-maintenance equipment.

While the company has yet to target the golf industry in its marketing strategy, the company appears to be well positioned to make a move into the market.

MTD's new Pro Line consists of gear drive and dual hydrostatic mowers. Its gear-drive models have deck sizes ranging from 32", 36", 48" to 52".

MTD's full line for turf includes wide-area mowers, trimming mowers, blowers, over-seeders and aerators as well as hand-held power tools, spreaders and sprayers.

Sky's the limit for John Deere Co.

CHARLESTOWN, Mass. — According to a recent report in *The Boston Globe*, John Deere Co. has acquired Player Systems Corp., the developer and manufacturer of Sky Links, a GPS-driven player positioning system for golf cars.

Under the new arrangement, Player Systems will become John Deere Golf Technologies Inc., a new division of Deere. All manufacturing, distribution and marketing will continue in Player's current Charlestown location.

Player Systems has 30 employees and sales offices in California, Florida, Michigan and Washington, D.C.. The company also maintains software developers in Connecticut, New York and Florida.

The Sky Links system is installed in 30 courses across the country at an average cost of \$250,000. Player Systems reports that it did \$5 million in sales last year.

Simplot combines seed/fert. businesses

BOISE, Idaho—The J.R. Simplot Company has combined its grass seed and professional turf and horticultural fertilizer businesses.

Jacklin Seed of Post Falls, Idaho, and the BEST brand fertilizer business of Lathrop, Calif., will now operate as Simplot Turf and Horticultural Products. It will be marketer of seed, fertilizer and related services to the professional turf and horticultural market — this includes golf, landscape, sod, com-

mercial nurseries and general turf.

Doyle Jacklin, president of Jacklin Seed, assumes the title of president of the newly-formed entity. Wayne Burk will continue to manage the BEST operations as Senior Vice President and General Manager of Fertilizer Products, reporting to Jacklin.

"Our goal is to be a major international supplier of products and services to the turfgrass and horticultural in-

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