BRIEFS

CLUB CAR PROMOTES TWO

AUGUSTA, GA — Club Car Inc. announced the promotion of Thomas Wright to vice president, golf car sales/North America. Wright has held a variety of management positions, primarily in the company’s golf car sales division. Club Car has also promoted Fred Palmer to vice president, national accounts. Palmer, a 12-year veteran of Club Car, most recently held the position of director of sales, Eastern United States. During his tenure with the company, he has also held management positions overseeing the Southeast and Central United States regions.

KNIGHT JOINS SCOTTS IN ASIA

MARYSVILLE, Ohio — The Scotts Co. has announced that Phillip Knight has joined the company as golf sales manager. Knight has lived and worked in a number of Pacific Rim countries. In this role, he will be responsible for growing Scott’s golf business in Japan and throughout Southeast Asia.

HEEGARD TO JOIN GOWAN TEAM

YUMA, Ariz. — Gowan Co. announced that Dave Heegard of Dave Heegard, Inc. will represent Gowan products in the turf industry. His primary focus will be to provide sales and marketing expertise in the golf and turf markets.

SHUCK NAMED TO SRO’S PHOENIX OFFICE

CORVALLIS, Ore. — Kelley Shuck has been appointed turfgrass specialist of the new Seed Research of Oregon sales office in Phoenix. Shuck will handle the company’s professional turf sales in Arizona and the Southwest and will assist in marketing Seed Research Bermudagrass, PrimorBer and Primo Blend, as well as common Bermudagrass. Shuck has 13 years of experience in the seed industry, working for Valley Seed, Farmers marketing and most recently Seeds West.

Toro to help supers hunt the ideal “green”

By MICHAEL LEVANS

BLOOMINGTON, Minn. — In an effort to supplement its existing Near Infrared Reflectance Spectroscopy (NIRS) service, Toro has added its Universal Green Turf Scale that incorporates proprietary turf analysis equations designed to monitor the “greenness” of grass. Toro said the new service, which is available to Toro’s major accounts and key partners using its NIRS, offers superintendents a more accurate way to predict and maintain nutritional levels that result in “green” grass.

The ultimate goal, said Toro, is to arrive at a “universal green.”

Since Toro launched its NIRS service three years ago, Dr. Syed Dara, Toro’s leading researcher on turf tissue, has accumulated thousands of turf samples that he said enabled him to formulate these color comparison equations.

“Those samples allowed us to characterize a lot of color changes and the color variability in the turf compositions,” said Dara. “That allowed me to write equations which relate growing turf color to dry and brown turf color, which NIRS sees.” The more samples that Dara can collect, the more accurate the reading will be.

In turn, superintendents are given an additional color number on their NIRS tissue analysis report that is based on the current composition detailed in the NIRS

Textron/Ransomes: The pending deal is buzz of the golf industry

By MICHAEL LEVANS

[Dec. 22]—The industry has been buzzing since the word of Providence, R.I.-based Textron Inc.’s probable purchase of the $144 million deal could affect the future of the golf industry. Currently based in Providence, R.I.-based Golf Ventures, an exclusive Ransomes distributor. “Textron will give them [Ransomes] some avenues that they may not have had available to them before.”