

BRIEFS



TOWN JOINS GRIFFIN LLC

VALDOSTA, Ga.—Griffin L.L.C. recently named Owen Towne as its new global business director, specialty products. Previously, Towne was the director of international turf and ornamentals for Novartis. Towne will be responsible for the expansion and development of the Griffin L.L.C. line of specialty products throughout the world. Towne will report to Walter Hobgood, vice president of operations, and will be based at Griffin's global headquarters in Valdosta, GA.



Owen Towne

AMERICAN CYANAMID NAMES KALIK AND THOMAS TO NEW POSITIONS

PARSIPPANY, N.J. — American Cyanamid Company, a manufacturer of specialty products for professional markets, has named Rich Kalik marketing manager for the turf and ornamental group. Kalik's new responsibilities include managing marketing, communications and sales programs for current Cyanamid products. The company has also named John Thomas, Ph.D., senior technical manager for the turf and ornamental group. Thomas' new responsibilities include providing technical support for current Cyanamid products. He also continues to give technical support for MACH 2 turf insecticide by RohMid L.L.C., a joint venture between Rohm and Haas and American Cyanamid.



John Thomas



Rich Kalik

COUILLARD JOINS THE SCOTTS COMPANY
MARYSVILLE, Ohio—The Scotts Company has expanded its team of turfgrass scientists with the addition of Andree-Anne Couillard, Ph.D., specializing in product development. Couillard will be responsible for the identification, planning, and implementation of research programs leading to new or improved Scotts turf fertilizer products.

GOLF COURSE NEWS

VGM Golf aims new program at superintendents

Scotts Co. latest to get on board

By MICHAEL LEVANS

WATERLOO, Iowa — What started out as a buying group for pro shop managers has moved its way into the maintenance shed.

VGM Golf Inc., part of an alliance called VGM Group, has developed a Superintendents Division that the organization said will save courses money on everything from fertilizers to hole cutters while keeping — in most cases — existing distributor relationships in place.

"As our membership of pro shop managers grew, and our members asked for more and more services, it was a natural for us to add superintendents," said Mike Sawyer, VGM Golf's national sales manager.

It's VGM's goal to roll its more than 1,500 members — mostly pro shops — into the Superintendents Division.

Here's how it works: VGM Golf never touches the product. Instead, it negotiates a sales program with manufacturers based on volume and passes the savings on to its member courses — the more member courses the better the deal. In turn, VGM negotiates lower minimums, extended dating, cash rebates, freight discounts and related member premiums.

The VGM member contacts its sales representative or distributor, place an order, give a VGM number and the member is locked into the negotiated price.

"We don't resell, so we keep the sales rep involved," said Sawyer. "Many times distributors hear the term 'buying group'

COMPANIES INVOLVED

- The Scotts Co.
- Western Golf
- Standard Golf
- Fox Valley Paints
- Washer Systems of Iowa
- Pickseed West
- Bushnell
- Skin Research Lab
- Club Pro Products
- Perma-Sign
- DME Rangefinder
- Wittek
- Kirby Marker System

and think they're out of the picture. That's not the way we work. We try, whenever possible, to keep the distributor in the picture."

One-time fees to join the superintendents group are \$360 for a 9-hole facility and \$480 for an 18-hole facility. Savings vary from product to product.

"I assume we might have a price increase," said Sawyer. "Because, just like any-

thing else, the more our members save the more our service is worth. We do, however, grandfather our current facilities. If you're in at \$480 now you'll be in at that price 10 years from now."

At press time, VGM had firmed up pro-

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Single-rider golf car market heats up

By MICHAEL LEVANS

EXETER, Pa. — Pride Golf, a new division of scooter and liftchair manufacturer Pride Healthcare, has entered the single-rider golf-car market with a bang.

It was recently announced that Pride Golf's car, the second single-rider to enter the golf market from the home medical equipment industry, will be the vehicle of choice for disabled golfer Casey Martin, should he earn a berth in this year's U.S. Open at The Olympic Club in San Francisco.

Pride was chosen following a recent testing session held by The United States Golf Association (USGA) in Denver. "They [USGA] were looking for a cart for Casey and if yours met certain specifications they invited you to send a cart out for testing," said Pride spokesperson Craig Otto.

"We sent one out, they put it through the paces and it turned out that it was the most suitable cart for him. It's a great way to get started," Otto added.

Pride will soon be entering the market with two models. No details were available at press time.

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NEW PRODUCT OF THE MONTH: REDEXIM CHARTERHOUSE'S TIDY TURF

KINGSTON, Pa.—Redexim Charterhouse has introduced a product that allows turf professionals to combine the tasks of dethatching, sweeping and flail mowing into one machine. The Turf Tidy features a unique floating head that can be easily adapted to one of the machine's three key functions. First, the machine is a dethatcher that removes thatch and opens up the surface to revitalize turf. A change of attachments allows the Turf Tidy to function as a powerful sweeper, vacuuming up clippings, cores and other debris. The flail kit attachments turn it into a flail mower that cuts long grass down to a manageable length. For more information, contact 800-597-5664.

Textron/Ransomes: The dust settles, new structure emerges

By TREVOR LEDGER

IPSWICH, Suffolk, England — Now that the dust has settled on Textron Inc.'s takeover of Ransomes PLC, a clear picture of the group's strategy and structure is emerging.

The new company is called Textron Turf Care and Specialty Products and is headed up by the former president of Ransomes, Peter Wilson. As president of the new worldwide organization, Wilson is based in the company headquarters here in Ipswich. The American arm of Textron Turf Care and Specialty Products is based in Racine, Wisconsin, USA, with Jacobsen's Phil Tralies as president. Tralies will report to Wilson.

Peter Wilson is naturally excited with the developments at what is now a very well placed market competitor.

"It creates a very strong company from both a financial and technical viewpoint," said Wilson. "It gives us a wonder-

ful range of products and we obviously have a leading range of brands."

Does this mean that the company will need to rationalize production due to product overlaps? Wilson doesn't think so.

"We obviously do have products which overlap at the moment, but we've made a commitment that we have the right resources to ensure that where we have leading brands, be they Ransomes, Jacobsen or whatever, we will continue to ensure that we retain market leadership.

"As we continue to develop new products we will obviously be looking for commonality across the different brands but also to differentiate between them in different ways. The very fact that the new company is lumped together via its name and the common business of fine turf care suggests

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Par Aide flagpoles ready

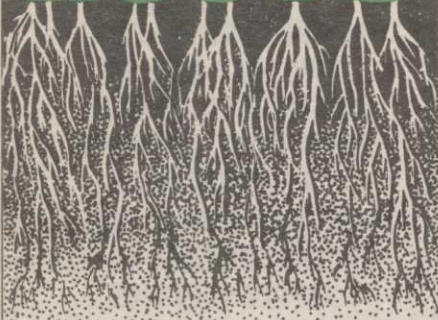
Par Aide is making it easier to order poles and flags in a complete package ready to install. The quality, one-piece aluminum flagpoles are designed for decades of active use. Available in lengths of 25, 30 and 35 feet, the poles also include one halyard.

Custom club flags can be screen printed with either a club logo, a specialized design or course colors as you determine. For more information, contact Par Aide at 888-893-2433.

CIRCLE #203

Regal Crown®

DEEPER ROOTS



MINIMIZE DRY WILT AND WINTER DESICCATION

Golf Course Superintendents, Turf Grass Managers, Sod Grass Growers and Nurserymen are praising the results of Regal Crown.

Regular use of Regal Crown root growth stimulator exhibits phenomenal results. Turfgrass types such as bermuda, bent, zoysia and others develop more roots that are healthier and penetrate deeper. More roots imbedded deeper into the soil means better nutrient and moisture up-take creating thicker, greener tops.

Regal Crown is a blend of hormones specifically designed to promote root growth in turfgrasses and ornamentals. Used regularly, Regal Crown roots can minimize hot weather dry wilt stresses and winter desiccation.



Regal Chemical Company

P.O. BOX 900 / ALPHARETTA, GA 30239

PHONE 404-475-4837 / 800-621-5208

CIRCLE #151

Standard unveils new Litter Caddie, head trimmer

Standard Golf has unveiled its new stainless steel Litter Caddie and the Irrigation Head Trimmer. Standard's line of Litter Caddies is designed to help keep trash off the course and simplify cleanup. The mesh design promotes air circulation and reduces odor. Constructed of stainless steel, the newest Litter Caddie is ideal for seaside and humid areas.

The new Irrigation Head Trimmer is designed to remove overgrown grass from around irrigation heads, quick-coupler valves or yardage markers. The clean edge left after cutting eliminates roots for long-lasting grass control. The cutting band can be adjusted one time to precisely fit a course's needs. For more information, contact 319-266-2638.

CIRCLE #203

LESCO launches LCR2200 and LCR7400

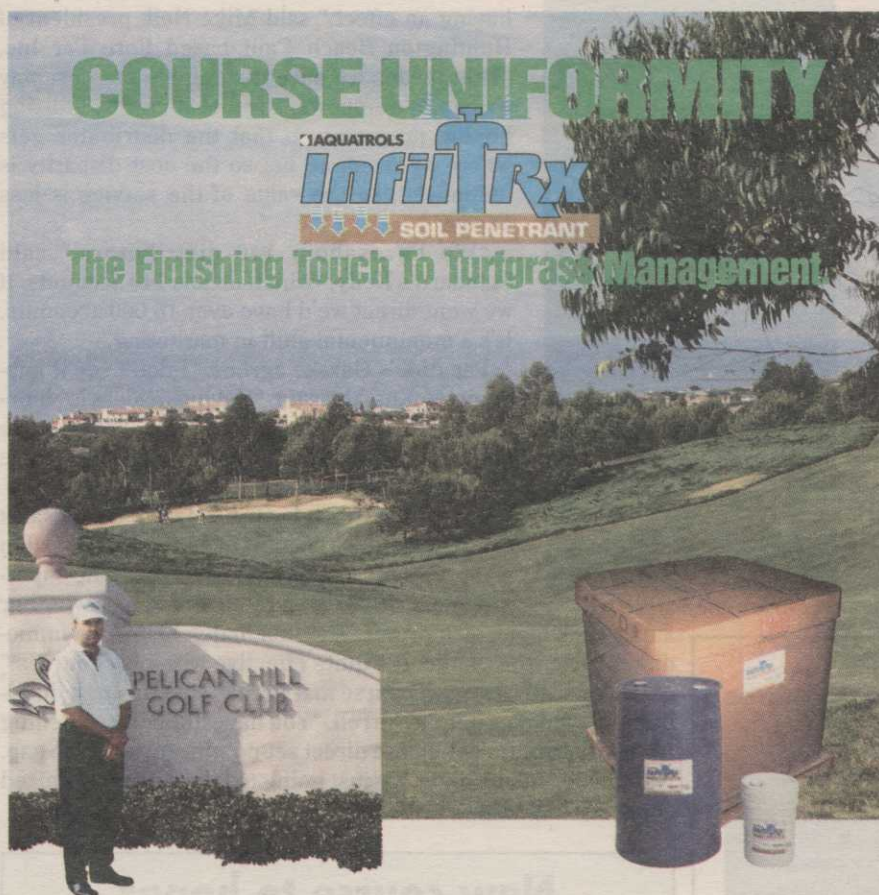
LESCO has introduced its LCR2200 and LCR7400 mowers with two-pedal hydrostatic controls, visible out-front mowing deck for easy operations and independent wheel brakes for tight radius turns. These mowers also feature hydraulic weight transfer valve for increased traction on hillsides and vertical tilting deck for easy removal and installation of blades and maneuvering over curbs.

LCR2200 is equipped with a 22hp diesel engine for economical and reliable operation. Two-wheel-drive with differ-

ential lock provides positive traction. A 60" mowing deck with offset side discharge makes short work of the largest jobs.

LCR7400 comes with a 27hp diesel engine for power in demanding conditions. Automatic 4-wheel-drive for superior traction on all types of terrain and your choice of 60" or 72" offset side discharge cutting tunnel deck, designed to promote maximum air flow for even dispersion of clippings. For more information, contact 800-321-5325.

CIRCLE #205



"Course uniformity is extremely important to us and our players. InfilTRx makes the course more uniform. Prior to using InfilTRx, we had to do a lot of additional watering. InfilTRx is better because of faster response to turfgrass management programs on the course. Because we use so much InfilTRx, the recyclable, 260 gallon SpaceKraft® container is a more economical and environmentally sound choice."

Ben Willard
Ben Willard, Golf Course Superintendent
Pelican Hill Golf Club
Newport Coast, California



SpaceKraft is a Registered Trademark of MacMillan Bloedel.
For more information, Call 1-800-688-0875.

CIRCLE #144

AgrEvo offers guide to control turfgrass diseases

AgrEvo has announced the availability of the ProStar Tank Mix Solution Central quick reference guide for golf course superintendents. The guide shows superintendents exactly which programs they should tank mix, along with ProStar Fungicide, to control most of the diseases they would encounter.

The ProStar Tank Mix Solution Central quick reference guide is a 22" x 28" four-color poster that lists which products can be tank mixed with ProStar and the diseases each combination can control. For more information, contact 800-843-1702.

CIRCLE #204

PBI announces new label

Barrier Ornamental Landscaping Herbicide is a new label from PBI/Gordon. It's a granular, soil-active product containing 4 percent dichlobenil and was previously marketed by Gordon as Dyclomec 4-G Granular Herbicide. Applied as a pre-emergent or early post-emergent, Barrier controls grasses and broadleaf weeds by preventing seed germination. Contact 800-821-7925.

CIRCLE #206

Textron/Ransomes

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that the amalgamation is all-consuming. Yet the two companies, Ransomes Textron and Jacobsen Textron will remain as separate entities."

Will we see them specializing in different turf care areas — for example, fine turf care and municipal turf care — in order to expand market exposure?

"I don't think so," said Wilson. "Within both product lines [Jacobsen & Ransomes] there are products which are compatible with both markets. In the U.S., for example, Ransomes has a 700 series of out-front rotaries and Jacobsen has the Turf Cut; both of which are well perceived in both sectors. Similarly in the golf industry each company has some very good products. But I can see us looking at a day when we are developing, for example, a new fairway mower and then there could be commonality of components, maybe even commonality of power units. Yet they could be differentiated in some other way, be it hoods, different reels, different cutter configurations etc. There are many differences in our machines now, yet both lines are well received."

The merger will not affect the traditional Ransomes green or Jacobsen orange. The need to identify the familial nature of the company will be achieved via a soon-to-be-released blue badge of Textron Turf Care and Specialty Products.

Some machinery, the Ransomes Hawk being one example, will be common through all lines with market expansion outside of golf being a primary aim for such products.

In an era when Single Supplier deals are de rigeur, the new mega company of Textron is handily placed, what with the deals previously struck by Ransomes at Pebble Beach, St. Andrews and the Belfry giving a firm footing.