Yamaha, KSL share the ride

BY MICHAEL LEVANS

NEWMAN, Ga. — Yamaha recently scored a win in the hyper-tight golf-car-supply-contract race by finalizing an exclusive with KSL Recreation Group Inc. According to the contract, KSL’s existing fleet will be replaced with more than 5,000 Yamaha cars over a period of five years.

“This is probably the most creative deal we’ve done,” said Mike Muetzel, division manager for Yamaha Golf Cars. “We got this because of our creativity and our ability to answer our customer needs. In this day and age and in this market that’s something that I’m pretty proud of.”

“We had a year-long process of screen-

ing the major manufacturers and it came down to quality and price,” said Eric Affeldt, general manager of Doral Golf Resort and Spa and KSL’s representative on the deal. “We had an excellent relationship with one of the other manufacturers and they’ve cern-


tainly done a great job for us. But after visiting facilities and carefully examining both product and quality, Yamaha came out ahead.”

According to Muetzel, the initial deal was for Yamaha to cover KSL Fairways, a division that owns and operates 28 golf facilities with 30 courses. “But the cus-


tomer came back to me and was inter-


ested in doing a deal for the rest of the rest of

Toro: First ‘official’ supplier to The First Tee

MINNEAPOLIS — The Toro Co. has become the official equipment and irrigation supplier to The First Tee, a concerted initiative to create accessible golf facilities for minority and junior golfers around the country. The agreement, recently announced by Michael Hoffman, Toro’s executive vice president and general manager, and First Tee executive director Tod Leiweke, will provide First Tee chapters with significant discounts off commercial golf course maintenance and irrigation equipment. “This cooperative effort between The Toro Company, in conjunction with The Toro Foundation and our independent distributors, provides the absolute best overall values to The First Tee Chapters,” said Toro’s Hoffman. According to Leiweke, the agreement makes Toro the first official supplier to The First Tee. “Our goals in structuring the official supplier agreements are to provide the best possible cost savings, ensure accessibility and quality service to all the Chapters, and align ourselves with the industry leaders. With Toro, we have met or exceeded all of those objectives,” he said in a statement.

The key to a successful relationship is the partnership of the Toro distributors, said Hoffman. “Since this is a phalan-


sic effort as opposed to a business-to-


business effort, many of our distributors will step up beyond what Toro does and do more service, support and even some additional discounting.”

The Toro agreement also provides for new course grow-in equipment, further discounts off reconditioned equipment, and includes warranties and ongoing after-market support.

NEW PRODUCT OF THE MONTH: JACOBSEN TURF CAT 500 SERIES

RACINE, Wis. — Textron Turf Care and Specialty Products has introduced the newest family of Jacobsen Turfcat out-front rotary mowers, the Turfcat 500 Series. Turfcat 500 Series features a variety of engine and cutting deck choices, as well as a wide range of optional accessories. Turfcat 500 models TS23D, TS23D and TS35D feature the power of a liquid-cooled Kwota diesel engine with 22.5-, 28- and 33-hp engines, respectively. Model TS31G is powered by a 31-hp Briggs & Stratton gas engine. A 12-gallon fuel tank makes for fewer stops and enhanced productivity. Turfcat 500 Series mowers have a new all-hydraulic traction drive and self-adjusting, "turn-assist" brakes on the left and right wheels that help to ensure sure-footed stability on undulating terrain and excellent maneuverability overall. For more information, contact 414-637-6711.

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R.J. cleared for ‘fogging’ application

CINCINNATI, Ohio — R.J. Advantage has received EPA registration for its ReJeX-iTTP-40 bird control by “fogging.” The product had been registered for spraying on landfills and on non-fish bearing bodies of water; however, the company said that fogging is a more effective and practical application method for controlling birds at large and more

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Scotts, Rutgers form biotech alliance

MARYSVILLE, Ohio — The Scotts Company said that it has completed an agreement with Rutgers University, The State University of New Jersey, to develop improved grasses for professional golf courses through genetic engineering. Under the agreement, Scotts will receive exclusive worldwide rights to Rutgers’ patented transgenic varieties of creeping and colonial bentgrasses, including any new varieties developed over the period of the agreement. According to Michael Kelty, senior vice president of Scotts’ professional business group, “We envision Scotts brand turfgrasses with disease resistance and other traits that will justify a trait premium while allowing professional golf course superintendents to cut their chemical and labor costs substantially.”

Rutgers will be responsible for the advanced biotechnology research to iso-


genes with desirable traits and for insert-


gene these genes into their superior bentgrass germplasm. Through its 80 percent ownership of Sanford Scientific Inc. (SSI), Scotts holds the exclusive license to use holistic (“gene gun”) technology in the commercial development of genetically transformed turfgrasses.