AquaSO2 expands production facility, eyes future growth

BY ANDREW OVERBECK

GRASS VALLEY, Calif. - AquaSO2, the exclusive manufacturing, distribution and marketing arm of the Harmon SO2 generator, has expanded its Bakersfield manufacturing facility in an effort to increase its market penetration in the United States and abroad.

While the original SO2 generator technology was intended for agricultural applications, Jim Webb, president of AquaSO2, has been installing modified generators on golf courses nationwide for the past four years. To date, 200 golf courses have installed the generators to improve soil and water conditions on their courses.

"The SO2 generator was designed to improve soil, not water," said Webb. "But soil mirrors what your water is, and on the East Coast and in the Carolinas where the business took off, you have bad water that is hurting otherwise good soil."

Webb's team assesses each course individually, performing a water and soil analysis to see what exactly is happening.

Bill Shrum, superintendent at the Golf Club at Chapparal Pines and the Rim Club in Payson, Ariz., has seen an improvement since installing an SO2 generator last year. "We use 70 percent effluent, and before treatment our sodium and bicarbonate levels are 300 parts per million.

"We make four different sizes of SO2 generators and we then select the appropriate model for the course," said Webb. The SO2 generator is a stainless-steel, sulfur-burning unit that is fueled by a self-feeding hopper. A negative-pressure aspirator mixes the SO2 with water capturing 100 percent of the SO2. The water is then pumped into an irrigation pond at a rate of 180 gallons a minute at a pH of 2.5. The generator is capable of maintaining an irrigation pond at a pH of 6.5 to 6.8.

"The SO2 removes the carbonates, bicarbonates, salts and minerals from the water," said Webb. "The soil then opens up and lets water come through. It also cleans algae out of ponds, lines, heads and breaks down calcium."

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Internet auction moves golf cars online

BY ANDREW OVERBECK

LOS ANGELES - Lincoln Golf Car and Leasing International based here has launched GolfCarAuction.com, an Internet-based online auction designed to help golf courses, golf car dealers and leasing agents dispose of fleet cars in a more efficient and expedient manner.

"One of the reasons for the creation of this company was the lack of information we faced at Lincoln when looking for golf car units," said Felix Zajdman, president of GolfCarAuction.com. "This is the best solution we found."

GolfCarAuction.com, which opened for business Nov. 1, aims to quickly match buyers with sellers.

"When people are looking for units, there may be sellers that are just a few miles away from them looking to unload their golf car fleet," said Zajdman. "And here they are wasting time looking all over the country. GolfCarAuction.com will provide a central listing location."

The online auction operates just like other Internet auction sites such as eBay.com or BidGolf.com. GolfCarAuction.com is broken up into several product categories including, gas and electric golf carts, utility vehicles to help golf courses, golf car dealers and motor vehicle dealers.

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Husqvarna snaps up Yazoo/Kees' turf care division

BY ANDREW OVERBECK

CHARLOTTE, N.C. - In a move to become a total source provider for lawn and garden and commercial needs, Husqvarna Forest and Garden Co. has acquired the turf care assets of Jackson, Miss.-based Yazoo/Kees.

"The green industry is in a powerful growth phase and we intend to be the leading source for all outdoor power equipment needs," said Dave Zerfoss, president of Husqvarna Forest and Garden Co.

"This acquisition creates a complete line of offerings - everything from professional trimmers to commercial lawn mowers."

Husqvarna will take over the Yazoo/Kees facility in Beatrice, Neb., which employs 100 people and did $20 million in sales in 1998.

As part of the agreement, Yazoo/Kees will continue to provide services to Husqvarna in the next twelve months in the areas of manufacturing, customer service, parts distribution and accounting. Husqvarna will continue to market the Yazoo/Kees brand through its current and existing dealer and distributor networks.

Continued on page 46

Chemical Corp.

Biagro Western is a leader in the development, introduction and use of this new phosphorous fertilizer technology.

Patented by the University of California, the products have evolved as a superior physiological delivery and management tool. Nutri-Grow fertilizers have been proven safe and effective through extensive trials conducted by researchers at major universities and independent research companies. Observed results include improved plant health, stronger rooting and transplant establishment and improved quality and longevity.

BRIEFS

POST FALLS, Idaho — Jacklin Golf has named Scott DeBolt national marketing director. DeBolt will coordinate marketing efforts related to new golf course construction for all Barenbrug locations. He will also focus on the development of the forage grass market in the United States.

DENISE DIELH JOINS RAIN BIRD

AZUSA, Calif. - Rain Bird's Golf division announced the hire of Denise Diehl as sales specialist in the Great Lakes region. Working closely with area distributors, Diehl is responsible for the promotion of Rain Bird's golf products in Michigan and part of Ohio and Illinois.

LEGACY ADDS KOVACH, MARMELSTEIN

SAN MARCO, Calif. - Joe Kovach and Tom Marmelstein have been named regional sales managers for Legacy by Hunter.

Kovach will cover the southeastern states and Marmelstein will handle the East Coast, including the Maritime provinces of Canada.

They will be responsible for product introductions, training and after-sales support.

Golf Course News STOCK REPORT (10/15)

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* - DATA PROVIDED BY THE VALUE TREND LINKS

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