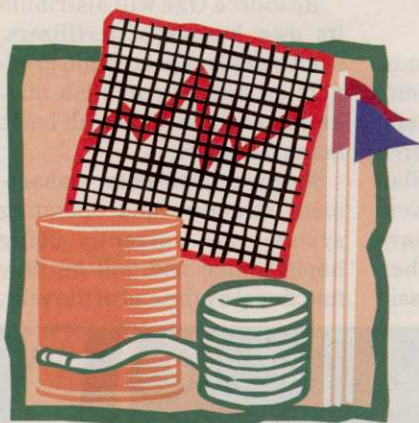


## BRIEFS



### BARENBRUG PROMOTES MULDER TO VP

OGEDENSBURG, N.J. — Michael F. Mulder has been named vice president, general manager of Barenbrug Northeast, a subsidiary of Netherlands-based Barenbrug.



Michael F. Mulder

Mulder has been with Barenbrug for 17 years. He most recently served Barenbrug in the United Kingdom as managing director, Barenbrug UK Ltd.

His new responsibilities at Barenbrug will include introducing proprietary varieties into the U.S. market and expanding the number of Barenbrug locations. He will also focus on the development of the forage grass market in the United States.

### JACKLIN GOLF NAMES DEBOLT

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 branches of Simplot Turf & Horticulture.

DeBolt joins Jacklin Golf after having served for five years with Medalist America as a Regional Turf Specialist working with golf courses in the Midwest and Southeast.

### DIEHL 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.



Denise Diehl

### LEGACY ADDS KOVACH, MARLMSTEIN

SAN MARCO, Calif. — Joe Kovach and Tom Marmelstein have been named eastern 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.

## 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.



The AquaSO2 generator going full-steam

"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 2-2.5 pH. 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."

Bill Shrum, superintendent at the Golf Club at Chapparral 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 mil-

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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 lawnmowers."

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 dis-

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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 ibidGOLF.com.

GolfCarAuction.com is broken up into several product categories including, gas and electric golf carts, utility

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## Cleary to market Nutri-Gro fertilizer

DAYTON, N.J. — W.A. Cleary Corp. announced that Cleary Chemical Corp. has received approval from Biagro Western Turf and Ornamental to be the exclusive marketer of the Nutri-Gro line of fertilizers for the turf and ornamental markets.

"The acquisition of the rights of the Nutri-Gro fertilizer products opens a door to Cleary into the fertilizer business with outstanding new technology," said Bob Alvarez, vice president, sales and marketing for Cleary



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 phosphorous delivery and management tool. Nutri-Gro 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.

## Golf Course News STOCK REPORT (10/15)

Company	Symbol	Stock Price	%Change 1/1/99	%Change 9/15/99	P/E	52-week Range	Proj. 5-yr Earn. Growth
Astrazeneca	AZN	45.19	0.70	15.13	51.25	31-48.94	9.90%
Deere & Co.	DE	37.13	11.86	-7.76	20.43	29.48-45.94	9.40%
Dow Chemical Co.	DOW	105.13	15.60	-8.88	21.09	85.25-138	8.00%
Family Golf Centers	FGCI	1.63	-91.77	-43.48	6.15	0.72-24.5	N/A
Golf Trust of Amer.	GTA	18.00	-35.14	-4.64	13.48	17.25-28.75	12.00%
Ingersoll-Rand	IR	53.50	13.23	-10.93	16.15	36-73.82	11.70%
Lesco Inc.	LSCO	13.44	4.37	-11.89	15.33	9-19.5	17.50%
Nat'l Golf Prop.	TEE	21.50	-25.70	5.20	19.77	20.87-30	9.90%
Toro Co.	TTC	37.00	29.82	-1.50	21.06	16.5-39.5	13.00%
Textron Inc.	TXT	72.88	-4.03	-5.43	5.16	59.50-98	14.08%

\* — DATA PROVIDED BY THE VALUE TREND LINKS



**M**EMPHIS, Tenn. — Resource One is the new marketing division of Cenex/Land O'Lakes Agronomy Company combining Terra Professional Products with Land O'Lakes East Turf & Ornamental Products. This follows the acquisition of Terra Distribution by Cenex/Land O'Lakes Agronomy Co. on June 30.

Resource One will supply fertilizer, plant protection products,

## Cenex/Land O' Lakes creates new marketing arm following Terra Distribution buyout

seed and services to the turf, ornamental, pest control, vegetation management, aquatic and forestry markets in the U.S. It will also service the specialty crop market in Florida.

Combining the two organizations creates greater access to internal product sources of the

parent companies, such as Research Seed, Inc. turfgrass seed, RSA MicroTech, Inc. micro nutrients, formulated plant protection products, and specialty fertilizers from blending and impregnation facilities of the parent companies.

"Our mission is to provide the

resources that help solve customers' problems. To accomplish this, we'll continue to employ a highly trained sales force and implement a new distribution system that manages inventory. Our customers will have the products and services when and where they need them," said

Tom Perkins, vice president professional products.

Resource One will distribute its own brands of fertilizers, seed and plant protection products as well as establish marketing partnerships with basic manufacturers.

Resource One's new management structure and operating systems are currently being implemented and will be fully functional by the end of the year.

### GolfCarAuction

Continued from page 39

and industrial vehicles, multi-passenger people carriers and turf maintenance equipment. After selecting the appropriate category, participants register, describe their listing and provide photographs of the product. The seller then determines the opening bidding price, chooses the length of the auction and waits for the bids to come in. The auction is capped at a maximum length of 14 days.

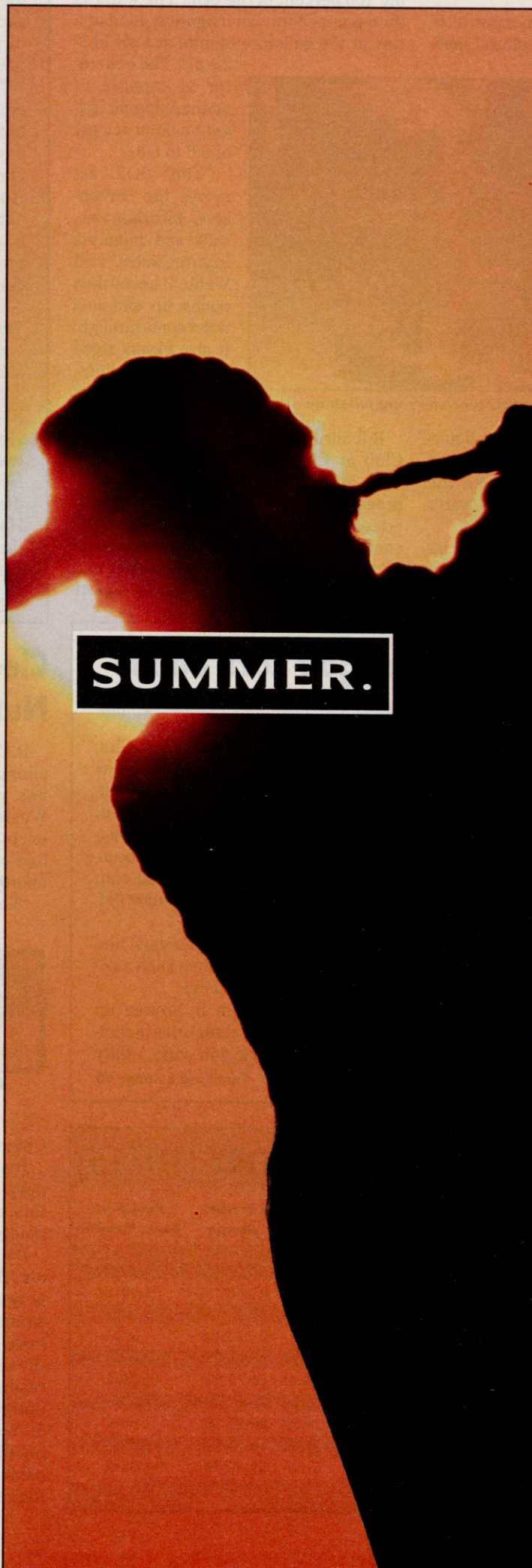


After examining bids and wrapping up the auction, the seller can decide whether to act on the bids. If the bids are unsatisfactory, the seller can pull out of the auction. When a bid is accepted, the seller and buyer are solely responsible for arranging shipping and payment. "The site allows both parties to contact each other directly," said Zajdman. "We are just the intermediaries."

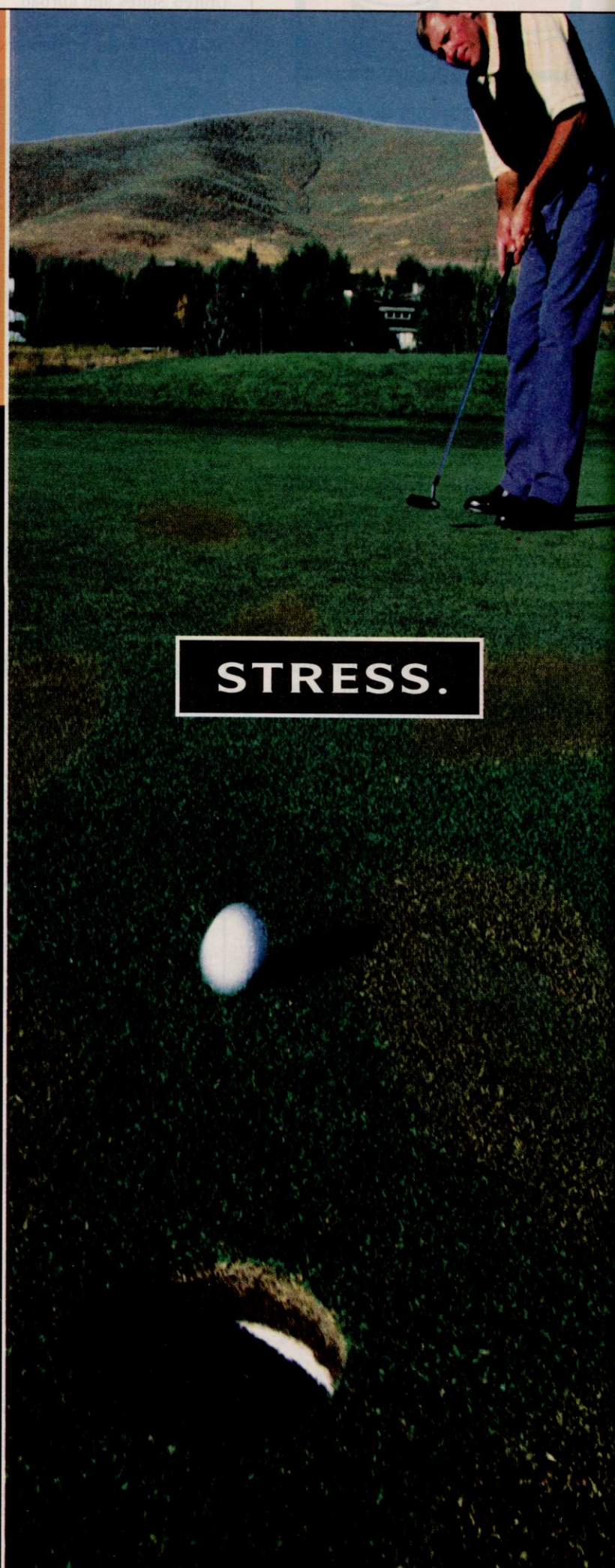
GolfCarAuction.com then charges a transaction fee of three to five percent on the total sale.

While it will take time to get the site off the ground, Zajdman expects the auction to attract many sellers. "People that have a large stock of cars will be able to not only get the full market value, but they will consummate a sale in a faster manner," said Zajdman. "Course owners and managers could dispose of their fleet cars months before the new or replacement fleet comes in." The site will eventually feature golf car parts and accessories as well.

GolfCarAuction.com also looks to do extensive business internationally. "We get a lot of international inquiries already and the markets in Asia, Central America, South America, Australia and Europe are huge," said Zajdman. ▴



**SUMMER.**



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