

BRIEFS



BAYER PROMOTES FLAGG

KANSAS CITY, Mo. — Bayer Corp. Garden & Professional Care has appointed Heather Flagg to the newly created position of market planning manager. Flagg will be in charge of strategic planning and will work to maximize business opportunities and profits. Prior to assuming her new role, Flagg worked for six years in the Animal Health unit of Bayer.



Heather Flagg

MILORGANITE ADDS ARCHER

MILWAUKEE — Milorganite has hired Mike Archer as marketing development and research coordinator. Archer will have various marketing and research responsibilities. He will coordinate agronomically based educational and technical training programs for distributors and sales agents. Archer also will design, implement and evaluate agronomic research projects and conduct and evaluate marketing studies.

RAIN BIRD SNAGS ROMAINE

AZUSA, Calif. — Rain Bird's golf division has named David Romaine pumping systems product manager. He will be responsible for the management and development of Rain Bird's pump station and related businesses. Romaine joins Rain Bird following 19 years at SyncroFlo, where he served as a vice president and managed product development, organizational management and technical sales.



PROFILE NAMES MAEDER

BUFFALO GROVE, Ill. — Profile Products LLC has named John Maeder Northeast regional project manager. He will promote and support the sales of Profile for new construction and renovation projects at golf courses throughout the region. Maeder, who served as a senior technical representative for the Scotts Co. in addition to a stint at the Hampton Golf and Tennis Club in Hampton, Va., brings 18 years of golf course experience to the Profile Products team.

GOLF COURSE NEWS

Yamaha Golf Cars launched as independent entity

New factory key to company's growth strategy

By ANDREW OVERBECK

NEWNAN, Ga. — After years of sharing the same factory floor as water vehicles and all terrain vehicles (ATVs), Yamaha Golf Car Co. (YGC) is finally moving out on its own as a separate entity of Yamaha USA. The new company, led by President Jim Robinson, will be constructing a new manufacturing facility and headquarters designed specifically for the production of golf cars, utility and specialty vehicles.

"This new entity is a tremendous opportunity," said Mike Muetzel, sales and marketing division manager of YGC. "It is very clear that Yamaha wants to put a lot of resources into golf cars."

The new plant will be built in the Newnan area and will double existing capacity as well as add another 400 to 600 employees to the 800 already employed by the division.

Yamaha, which sold more than 40,000 units in 1999 and experienced record growth through its national buying group alliance with the National Golf Course Owners Association, needs the new factory space to keep pace with demand and expand product offerings.

"We have been competing for manufacturing time and resources. Now we are going to be able to concentrate on new products, building our utility vehicle line up and specialty cars," said Muetzel. "Right now we are piecemealing that stuff to



Mike Muetzel

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NEW PRODUCT OF THE MONTH



First Products Inc., manufacturer of the AERA-vator, introduces the all-new SEEDA-vator designed as a primary and overseeder. The unit is capable of overseeding and primary bare ground seeding with the same machine, significantly lowering equipment cost. Using the same principle of cultivation as the AERA-vator, the SEEDA-vator has 50 percent more tines and seed placement in front of the vibrating tines, resulting in better seed-to-soil contact for increased germination. The SEEDA-vator is available in a standard 5-foot width and can be equipped with an electric or ground-driven seed hopper. For more information, contact 800-363-8780.

Golf Course News STOCK REPORT (4/17)*

Company	Symbol	Stock Price	%Change 1/1/00	%Change 3/15/00	P/E	52-week Range	Proj. 5-yr Earn. Growth
Astrazeneca	AZN	42.75	2.40	1.48	31.16	31-48.94	10.8%
Deere & Co.	DE	39.9375	-5.75	6.50	41.49	32-48.5	9.6%
Dow Chemical Co.	DOW	107.375	-19.04	0.82	18.06	92-141.5	7.9%
Family Golf Centers	FGCI	0.0625	-95.56	-93.94	N/A	0.5469-10.125	25.0%
Golf Trust of Amer.	GTA	16.75	-1.11	-2.19	13.19	14.5-25.75	8.9%
Ingersoll-Rand	IR	43.5	-21.00	13.73	11.75	34.25-73.82	11.7%
Lesco Inc.	LSO	14.75	-13.24	-11.94	10.85	12.25-19.5	15.0%
Nat'l Golf Prop.	TEE	19.9375	0.95	-5.06	14.42	18.38-27.75	9.1%
Toro Co.	TTC	31.375	-15.91	4.15	11.84	29-39.5	12.0%
Textron Inc.	TXT	59.25	-22.74	8.10	4.03	51-98	14.2%

*DATA PROVIDED BY VALUE TREND LINKS, LINKS FUND DOWN 3.33% IN '00, WWW.GOLFMUTUALFUND.COM

BASF to absorb AHP's American Cyanamid

LUDWIGSHAFEN, Germany — Beating out rival bidders Bayer A.G. and Dow Chemical, BASF has agreed to acquire American Cyanamid, the crop-protection business of American Home Products Corp. for \$3.8 billion. The companies signed a contract March 21 and the purchase is expected to be completed by July 1, pending approval from governmental antitrust authorities.

In the turf and ornamental market, BASF's Memphis-based subsidiary, TopPro, will be absorbing the products of American Cyanamid's Specialty Products Division. American Cyanamid will add Pendulum and Image herbicides, Amdro fire ant bait and Mach 2, an insecticide it developed with Rohm and Haas Co. American Cyanamid will retain its worldwide professional business.

Through the acquisition, BASF will double its annual crop-protection sales, which were approximately \$1.9 billion in 1999. The combined business would have had *pro forma* 1999 sales of \$3.6 billion and income from operations before one-time restructuring costs of \$450 million. About \$250 million in annual synergy effects are expected to be generated by the transaction, with approximately half of the benefits to be achieved in the first full year after the acquisition. BASF expects the acquisition to make a positive contribution to earnings from 2001.

However, BASF will also assume about \$100 million of debt from American Cyanamid, whose sales of herbicides have been slipping since the introduction of Monsanto's Round-Up resistant seeds.

Andersons signs definitive agreement to buy Scotts Pro Turf

By ANDREW OVERBECK

MAUMEE, Ohio — The Andersons Inc. has signed a definitive agreement to purchase the U.S. professional turf business of Columbus-based Scotts Co. The terms of the sale, which was initially announced in February, were not disclosed.

"This is the second step of the process," said Tom Handel, general manager of Andersons Professional Turf Products Division. "The signing of a definitive agreement spells out the terms of the transaction which is scheduled to close May 31."

Handel, who has been with the Andersons for 12 years, has been chosen to lead the combined businesses and will be in charge of integrating the two product lines as well as the marketing and sales teams. Both companies will handle their own product lines for the 2000 season.

"We have moved into the transition phase where we are working on how to bring the businesses together to make sure that when June 1 rolls around we are able to deliver what the customers need," said Handel.

Cognizant that other fertilizer companies are gunning to fill the \$100-million gap left by Scotts, Handel is working to ensure that customers who are used to the Scotts brand are not left disenchanted by the consolidation process.

"We are not one to tamper with suc-

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Tom Handel

Yamaha

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gether."

The factory will have state-of-the-art technology and robotics, enabling Yamaha to enhance its current golf car products and pay more attention to building other vehicle lines.

"Yamaha is a leading manufacturer of ATVs," said Muetzel, "so we will be adding a product with ATV-like durability for use in golf course construction to our utility-vehicle line-up."

Muetzel said the new space will also be used to launch a refurbished golf cars and utility vehicle program.

"We know that the drive train and engine have a 10-year life, minimum. We will take cars that are 3 to 5 years old and re-body and re-mat the car, get the engine in shape and give it a warranty," he said, "and then sell it for 50 to 60 percent of what you would usually pay for them."

He believes this strategy will appeal to superintendents and golf courses because they can get good life out of cars that look brand new but cost half as much.

Muetzel expects the new entity and factory to have a huge impact on the growth of the company — not only in new products, but also in sales, profits and market share.

"Our competitors are taking profitability off their specialty cars and utility lines to enhance their entire company. Until now, we did not have that ancillary product base. Instead of living off the single entree of golf car profits, we will now have the capacity to do some things," he said.

While Muetzel projects that growth will be 8 to 10 percent per year, he admitted that the company has a more aggressive plan.

"We now have the ability to maintain dialogues with other turf companies about potential products that we may work on together," he said. "If we get into a joint venture with a company or go through the acquisitions market and buy a utility line and put our engines in them, growth could easily double or triple." ▴

Andersons, Scotts reach definitive agreement

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cess," he said. "What you are going to see is a continuation of what the customers have come to recognize from both companies. We also feel that we have a tremendous competitive advantage with the combined product lines that offer a comprehensive tee-to-green program.

"Consolidation will be good for the company, and for the distributor because it is an opportunity to get a single source and a complete line of products."

Andersons hopes to bring all the Scotts' sales staff on board once the acquisition is completed. In the meantime, Handel and his marketing team are examining the needs and

concerns of superintendents and distributors.

"We are going to survey customers and distributors and place a lot of emphasis on marketing in the next six months," he said. "We have to make sure that in 2001, when we come out with our programs, that they are going to meet the customers' needs." ▴

DATE SET FOR GERMAN SHOW

FRANKFURT, Germany — Messe Frankfurt Ausstellungen GmbH will hold Golf Course International, a trade show and conference on golf course planning, construction, maintenance and management, here Dec. 5-7 at the Frankfurt Fair Grounds exhibition center.

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West Course (10th and 15th hole shown in left photo) was treated with 1 quart of InfilTRx per acre on a monthly basis beginning February 1998, the East Course (4th and 5th hole shown in right photo) was left untreated.

Near infrared and aerial photography at Imperial Golf Club in Naples, Florida, captures the benefits of using InfilTRx Soil Penetrant on fairways.

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Photos were taken June 8th, 1998.