



BRIEFS

TRALIES REPLACES MILLER AS CLUB CAR CEO

AUGUSTA, Ga. — Philip J. Tralies has been named president and chief executive officer of Club Car, Inc. Tralies, 55, succeeds Montague Miller who announced his retirement after 14 years with the manufacturer of golf transportation vehicles. Tralies spent 21 years with Textron Inc., the first 14 of which were in the company's E-Z-GO golf car division, where he rose to the position of senior vice president. Subsequently, he spent seven years as president of Textron's Turf Care and Specialty Products division for the Americas.

FLOWTRONEX NAMES OLSON

DALLAS — Flowtronex PSI has named Allen Olson to head up its new fertigation initiative. His responsibilities will include support and sales across North America for the fertilizer injection systems division. Olson, a former superintendent, has owned a fertilizer business and has consulted with industry companies including Flowtronex.



Allen Olson

BASF APPOINTS AUSTIN

RESEARCH TRIANGLE PARK, N.C. — BASF has appointed Charles Austin to the post of senior sales specialist for the turf and ornamental and pest control groups headquartered here. Austin will be responsible for product sales to distributors and end-users in the Southeast.



Charles Austin

CEBECO PROMOTES JOHNSON

HALSEY, Ore. — Cebeco International Seeds has promoted Steve Johnson to director of research. He will manage all aspects of the company's turf and forage grass breeding and development programs. Johnson, who has been with Cebeco since 1989, was previously a senior research scientist for the company.



Steve Johnson

Technological advancements, alternative energy to drive improvements in vehicle efficiency

By ANDREW OVERBECK

While energy costs continue to rise across the country, alternative energy research is coming closer to providing potentially lower-cost, more efficient options for golf course vehicles.

ADD SUN, DOUBLE RANGE

Among the most simplistic alternative energy solutions that exist on the market today is the SunCaddy system from the PowerLight Corp. The company retrofits golf cars, installing solar panels on the roofs that continually replenish the vehicle's battery.

This both lengthens the run time of the golf car and reduces the amount of charge that must be replaced after a day's use, said the company's executive vice president, Dan Shugar. "This doubles the range of the car and extends the life of the battery," he said.

Several courses in Hawaii and California are currently using the SunCaddy and interest has risen due to energy concerns out west. "We have had so many inquiries it has been unbelievable," Shugar said. "We are

bringing on new manufacturing capacity and hiring more engineers and sales representatives to keep up with demand."

The system can be retrofitted onto any golf car and the cost is added onto the car's lease package. "Depending on the area, the extra cost is between \$15 and \$25 a month," said Shugar.



Astris Energi has retrofitted a golf car to run on hydrogen fuel-cells.

BUILDING A BETTER BATTERY

Metallic Power is currently developing a battery that uses zinc/air technology that packs up to 10 times the energy density of traditional lead acid batteries. The system is quiet and emission free and refuels quickly, using recyclable zinc fuel.

"Theoretically, the zinc/air battery can keep regenerating indefinitely," said Metallic Power spokeswoman Susan Connell.

The company is currently working with the Toro Co. to develop a zinc/air powered triplex greens mower and has worked with Textron to test the system in a Cushman utility vehicle. The zinc/air

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Columbia's ACE EPS car runs 115 miles on single charge in vehicle challenge

By ANDREW OVERBECK

REEDSBURG, Wis. — In a golf car endurance challenge staged in Tucson, Ariz. in April, Columbia ParCar's new ACE EPS model traveled 115 miles on a single charge, out lasting the other vehicles in the test.

Dubbed the "Duel in the Sun" by Columbia, the challenge put the ACE car up against its own standard model car and a 2000 model Club Car. "The Club Car went 62.3 miles and our standard car went 97.6 miles," said president Todd Sauey. "Our EPS car surpassed 100 miles on a single charge."

The duel was arranged after a Club Car dealer ran an ad in the *Saddlebrooke Progress* that challenged the ACE system's efficiency claims. Club Car was invited to the test, but declined to attend, said Sauey.

PERMANENT MAGNET TECHNOLOGY

The ACE system was introduced earlier this year by Briggs & Stratton and Columbia ParCar. The motor features permanent magnet technology which

allows it to be 50-percent smaller and 20 pounds lighter than the conventional electric motor. As a result the car is 30 pounds lighter and ten to 15 times more efficient than Columbia's original car.

During the test, the cars were driven around a four-mile loop. Each car was

loaded with 400 pounds and checked by Michael Olson, a Trojan Battery representative, who verified that the batteries were all of equal age, voltage and specific gravity.

After the cars were driven two loops, they rested for 15 minutes before continuing. The test started at 8:15 a.m., and the ACE car did not run out of juice until 10:30 p.m., Sauey said.

CLUB CAR'S REACTION

"Since we are not familiar with the test referenced, we cannot comment on its validity or other claims made by the manufacturer," said Gary Stough, marketing manager for Club Car. "However, we are delighted to be considered the gold standard against which other manufacturers seek to measure up."



The golf cars lined up for the challenge

Yamaha Golf-Car reshuffles top management

By ANDREW OVERBECK

NEWNAN, Ga. — Jim Robinson has stepped down as president of Yamaha Golf-Car Co. as part of the reshuffling of its corporate leadership. Robinson, who was also serving as senior vice president of Yamaha Financial Services, will now concentrate his efforts on that position. Bill Szarowicz has stepped in to run Yamaha Golf-Car.

"Robinson was wearing two hats," said Szarowicz. "He came on 18 months ago to help Yamaha Golf-Car out, but as the business is growing and leasing is becoming such an important issue for all of our divisions, it got to be too much. He will still play an active role on the golf car side because 60 percent of our business is leasing."

Szarowicz comes to Yamaha Golf-Car from 24 years at lawn mower manufacturer Snapper Inc., where he served in every position from sales and marketing to advertising.

"My background is heavy into two-step distribution, and that is exactly what we do here at Yamaha," he said.

GROWING THE COMPANY

Szarowicz comes to Yamaha
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Textron Golf and Turf teams with ProLink

AUGUSTA, Ga. — Textron Golf, Turf & Specialty Products (TGTSP) has announced a strategic alliance with ProLink, a maker of GPS golf course information management systems.

Under the terms of the agreement, ProLink will utilize the E-Z-GO branch network to sell and service GPS systems in the United States and Mexico.

"We see this partnership as an opportunity to enhance our customer support by combining the latest in GPS technology with our golf cars," said TGTSP executive vice president David Rivers.

One of the primary reasons for the strategic alliance is the synergistic applications that complement TGTSP's current and future products. ProLink's core competency focuses on hardware and software technology development. ProLink holds six patents for the use of GPS and has several more patents pending. One of the unique characteristics of ProLink is that all of its technology was developed in-house, allowing for greater control of quality, reliability and time-to-market for new features.

"We have closely monitored the development of this technology since its inception," said L.T. Walden, TGTSP chairman and CEO. "ProLink has clearly set the standard for the GPS industry. It made sense for us to establish a strategic relationship with ProLink."

Headquartered in Tempe, Ariz., ProLink is currently featured at over 120 courses throughout the United States and Japan.

KANSAS CITY, Mo. — Bayer Corp. has reorganized its corporate staff and changed the name of its professional products division.

"We have increased our focus on this sector of our business because it is the largest market for Bayer in the United States," said communications manager Renee Holmes.

The division, formerly known as Bayer Garden & Professional

Bayer refocuses on professional care market

Care, is now simply called Bayer Professional Care.

"We think of our target audience as professional service providers and professional end users," Holmes said. "But when you throw in 'garden' then a lot of people think of that as the consumer side."

ADDING PRODUCTS AND PEOPLE

In addition to the name change, Bayer has added Michael Daly to manage the turf and ornamental brands. Daly, formerly with Novartis, was involved in the launch of that company's Compass strobilurin fungicide. Bayer acquired the rights to Compass last fall as a result of Novartis' merger with

AstraZeneca.

Bayer has also made changes in the field. Neil Cleveland, former turf and ornamental brand manager, now serves as sales manager for the East Coast. Mike Ruizzo will cover the West and Rich Burns will be responsible for Florida.

New products are also on the

PROFESSIONAL CARE PRODUCTS

Merit insecticide
Bayleton fungicide
Dylox grub control
Compass fungicide
Tempo GC insecticide

horizon, said Holmes. "In addition to Compass, we are looking to grow the market with new products," she said.

— Andrew Overbeck

Riverdale nets two herbicides

BURR RIDGE, Ill. — Riverdale, a subsidiary of Nufarm Inc., has been granted marketing and subregistration rights for Formula 40 herbicide and Esteron 99 Concentrate branded herbicide products by Dow AgroSciences.

The products, which are manufactured by Dow, will be marketed into the industrial vegetation and turf markets. While this is a new agreement between the two companies, these products are established brands in their market segments.

Esteron 99 Concentrate provides control of weeds and dependable performance under adverse weather conditions. Formula 40 is a low odor amine formulation that can be easily mixed with other products.

Both products are formulations of 2,4-D and provide performance in a wide variety of uses.

Yamaha

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during a period of growth. "We are building a new manufacturing facility dedicated to golf cars," said the new executive. "We expect that to open in June 2002."

Product development will also consume much of his time.

"There has not been much new in a while," Szarowicz said. "We are looking at some new ways of doing business and some new models that are still in the design phase. We are always trying to do things more efficiently and environmentally correct in both the end product and the manufacturing process."

RE-ESTABLISHING THE BRAND

Szarowicz will put effort into re-establishing the Yamaha brand.

"We need to focus on good customer relationships and try to make everyone in the supply channel more of a partner in our group," he said.

Leasing will also continue to be a focus for the company as it creates custom leasing deals and builds its service and reconditioning programs. "We own our own leasing company," said Szarowicz. "We have a lot of flexibility to meet the needs of an existing or new golf course." ■

GOLF COURSE NEWS

Tools of the Trade

The advertisement features a large photograph of a golf course seen through an open garage door. Inside the garage, various golf course maintenance tools are visible, including rakes, hoses, and a lawnmower. In the center of the garage, several boxes and containers of Nutramax Laboratories products are displayed. These include a large blue barrel of QUELANT-Ca, several white jugs of QUELANT-K, and several red and green jugs of MACRO-SORB (radicular and foliar). The Nutramax Laboratories logo is prominently displayed in the center of the advertisement.

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- Use QUELANT®-K to enhance synthesis of carbohydrates and increase turfgrass tolerance to heat, drought, cold, traffic, disease, and other adverse conditions.

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