BECKER UNDERWOOD NAMES BUCKALLEW

GRAND RAPIDS, Mich. — Becker Underwood, Inc. has named Brian Buckallew as a regional sales representative for its distribution sales and marketing business.

Buckallew has been with Becker Underwood for 17 years, most recently as territory manager for the Southwest Florida region. In his position, Buckallew is responsible for the development, marketing and sales of the company’s turf and ornamental business.

BECKER UNDERWOOD NAMES BUCKALLEW

LAKELAND, Fla. — Golf Ventures has added Scott Ford to its sales and technical support and knowledge management team in Charlotte, Glades, Lee, Hendry and Collier counties. Scott has been in the turf and ornamental business for 17 years and most recently was a regional sales manager for Southern States.

KEIZER LEAVES GCSAA

LAWRENCE, Kan. — Clair Keizer, director of corporate marketing and sales for the Golf Course Superintendents Association of America, has left the organization to pursue other marketing and advertising interests.

KEIZER LEAVES GCSAA

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Yamaha Golf Car rolls out G-MAX line

Six more new vehicles to come next year

NEWNAN, Ga. — Yamaha Golf Car officially unveiled its 2003 golf car line June 8 during the opening ceremony of its new $31 million manufacturing facility.

The G-MAX models include the gas-powered 4-stroke and electric 48 V. In addition to the G-MAX line, vice president Bill Szarowicz said the company would be unveiling six new models in 2003. Improved utility vehicles will likely be included in the new product mix.

Major new features of the G-MAX golf cars include:

• The Tru-Trak suspension system has automobile-style strut and self-adjusting rack-and-pinion steering.
• The Ergo-Shape sun top has integrated grab handles, allowing golfers to keep their entire bodies within the vehicle, improving safety and comfort.
• The Genius diagnostic system allows fleet service technicians to perform diagnostics via infrared.

The gas car also features a more powerful 11.4 hp, 357 cc engine and the 48 V electric model now has an inline battery layout to allow for more convenient battery tray removal.

NEW PRODUCT OF THE MONTH

GROUNDHOG TURNS ATV INTO FULL-FUNCTIONED LOADER

Concord Environmental Equipment has rolled out the Groundhog, a front-end loader attachment that mounts on all makes of ATVs. The unit is a full-functioning loader using a hydraulic pump powered by the ATV battery. Controls for the loader are positioned on the handlebars. Once mounted, the loader can be unmounted in approximately five minutes. The Groundhog has a lift capacity of 300 pounds and a lift height of 48 inches. A forkift and blade attachment are also available. For more information, contact: 800-330-8907.

Jacklin to release new bentgrass, bluegrass

By ANDREW OVERBECK

POST FALLS, Idaho — As the seed industry continues to work through tough times, Jacklin Seed has kept pouring money into research and development—and has new bluegrass and bentgrass varieties to show for it.

“Have we slowed production? Absolutely. Have we slowed research and development? Absolutely not,” said Bill Whitacre, president of J.R. Simplot’s agribusiness group.

During its 2002 distributor meeting and field day in June, Jacklin’s research director Doug Brede showcased the company’s newest releases and latest successes.

Dubbing Jacklin Seed the “bluegrass kings,” Brede pointed out that the company’s varieties recently swept the top rankings in the 2000 national Kentucky bluegrass test conducted by the National Turfgrass Evaluation Program. In the Northeast, Jacklin’s Award took top honors, in the Midwest its new J-2695 finished first, and Impact and Total Eclipse topped the Great Plains, and Total Eclipse won out in the Mountain West.

“We still have some new experimental ones that will be coming out,” said Brede. “They are being bred to grow tight to out-compete Poa annua, have good color and post fall growth and will continue to impact the golf industry.”

As part of the new plan, Roberts Seed will be relaunched Aug. 1 as Turf One.

Roberts Seed now Turf One
Weeks reformulating Bayer ES
Continued from page 1

be allowed to license back its fipronil products (Chipco Choice, Top Choice and Fire Star) and compete alongside the purchasing company.

"The trademarks for Chipco Choice and Top Choice will remain with Bayer, and Fire Star will go to the acquiring company," said Weeks. "As Bayer sells these products, it will be with those provisions. In all likelihood the golf business will have two suppliers of fipronil that will be sold through different brand names."

Bayer has six months to complete the divestiture of fipronil. It remains to be seen what definitive interest, if any, top industry players such as BASF, Dow AgroSciences, or Syngenta Professional Products have in acquiring the product line.

FORMING A NEW TEAM

Weeks' other challenge is pooling the best talent from each organization. The integration process will happen in stages over the next several months and two key appointments have already been announced. Dan Carrothers, formerly the head of sales and marketing for Bayer GPC, will head the U.S. green industry business for Bayer ES, and Nick Hamon will head development and technical services, a position he previously held at Aventis Environmental Science.

"We will continue to operate in parallel throughout the integration process, but by 2003 we will be on a combined platform operating as one company," said Weeks. According to Weeks, the biggest benefit the buyout will provide to superintendents will be the ability of the combined company to concentrate on research and development.

"We have the capability to bring new technology to the market faster," said Weeks. "The bar has been raised. New products are going to have to be more effective, less expensive and distinguish themselves from other products on the market. We are all about investing, developing and delivering new tools for the golf industry by focusing more research dollars on the task at hand."

GCSAA plans show changes
Continued from page 16

working to create several return on investment formulas, improve location selection and increase superintendent attendance.

"At the spring IAC meeting we decided that we should take a more hands-on approach to the show," said Mike Scalleta, advertising and promotions manager for John Deere Golf and Turf. "We need to act now to keep the show vibrant five to 10 years from now. Shows don't die overnight, they slowly erode."

With marketing dollars harder to come by, many exhibitors on the council said their booths might be scaled back next year.

"We are responsible for making sure people come to our booth, but we also have to make sure it makes financial sense," said Dave Heegard, vice president of sales and marketing for Pursell Technologies Inc. "On the other side, the GCSAA is responsible for putting together shows in venues that attract a majority of their membership."

Arredondo and his staff are now working to provide incentives for both exhibitors and members.

While he wouldn't specifically say what the GCSAA had in store, Arredondo said there are plans to co-market the show with industry partners and put more education sessions and activities directly on the show floor.

Arredondo also confirmed that the GCSAA is having discussions with the National Golf Course Owners Association about the possibility of combining efforts and creating one show for superintendents and owners.

'We are all about investing, developing and delivering new tools for the golf industry' — Josh Weeks