

# BUSINESS NEWS

## Blower wins award for RedMax

RedMax received an Innovative Products Award for its EBA440 autostart backpack power blower at the International Lawn, Garden & Power Equipment Expo in July. In last year's competition RedMax received two Innovative Products Awards — one for the Reciprocating Edger and one Overall Winner Award for the reciprocating blade design on the RedMax Reciprocator.

The awards are sponsored by Lawn & Garden Marketing and endorsed by Expo 90. Winners of Innovative Products Awards were selected from more than 50 entries. Each manufacturer's product was judged on safety, investment value, effectiveness, innovativeness, ease of operation, and appearance.

A division of Komatsu Zenoah, RedMax manufactures a wide range of yard and garden equipment.

## Pickseed opens warehouse, plant

Pickseed has opened a 30,000-square-foot warehouse and cleaning plant that will encompass a state-of-the-art system for processing chaffy grasses at Sherwood Park in Edmonton, Alberta.

At opening ceremonies on July 24, Western Region Manager Karl Fiander welcomed the guests, including management and production personnel from Pickseed centers in Tangent, Ore.; Regina, Saskatchewan; Winnipeg, Manitoba;

and Richmond Hill and Oakwood, Ontario.

President Thomas J. Pick explained the facility will process chaffy grasses, especially Creeping red fescue.

Pickseed's new variety, Jasper, will be produced in northern Alberta and processed at Sherwood Park, he said.

Pickseed operates accumulation centers in Dawson Creek, British Columbia, in the Peace

River region. Seed will be bulk shipped to Sherwood Park and stored and processed. From this location, seed will be distributed to other Pickseed locations and customers.

The Western sales operation headquartered at Sherwood Park will cover Saskatchewan, Alberta and British Columbia.

In association with Pickseed West Inc., the company also distributes proprietary turfgrasses.

## Columbia ParCar honors best dealers

Ben Sherwood, director of marketing and sales for Columbia ParCar Corp. in Deerfield, Wis., announced the Columbia ParCar

dealers who have received 1990 Model Columbia ParCar Dealer Achievement Awards.

Frank Priddy, Joyce Ruether and

Steve Brown of Great Texas Golf Cars in Stafford, Texas, were awarded the 1990 Eagle Award. The award is given to the distributor that has achieved the highest excellence in marketing and selling. ParCar Corp. Chairman W.R. Sautey also awarded Priddy the rare Tiger Award for outstanding work in aggressively selling ParCars in Texas.

Fred Leach of Wolverine Golf Cars in Pontiac, Mich., was awarded the 1990 Champion Award, given to the distributor with the highest sales for the model year.

Bill and Mary Strohbusch of P.J. Enterprises in Ft. Atkinson, Wis., were presented the Foundation Award, given to the distributor who has done the best job of using Columbia ParCar's marketing and sales programs to build their business.

Scott Gobrecht of Golf Cart Services, Inc. in New Oxford, Pa., was awarded the Phoenix Award. The Phoenix Award is given to the distributor who has shown the greatest improvement in ParCar unit and parts sales.

Bill Manto of Golf Car Sales & Supply in Peachtree City, Ga., was given the Genesis Award for the best sales and service excellence within the first year of becoming a ParCar dealer.

Jock Mackie of Sportline, Inc. in Wanchai, Hong Kong, was awarded the Alpha Award for the highest parts sales for that model year.

## Jacobsen sets student reunion

Jacobsen Division of Textron will hold a reunion for golf course superintendents who attended the company's annual College Student Seminars. The reunion will be held Feb. 10 during the International Golf Course Conference and Show in Las Vegas, Nev.

Jacobsen President Robert Reid said that with more than two decades of classes to draw from, the potential attendance is substantial.

"We've been fortunate enough to have had hundreds of the best students from the top turfgrass programs in the country come to Racine (Wis.) during the 23 years we've held this seminar," Reid said. "We know most of them belong to the GCSAA and we'd like to see them again and find out what they're doing."

Reid said the reunion will give former students a chance to renew acquaintances with seminar classmates.

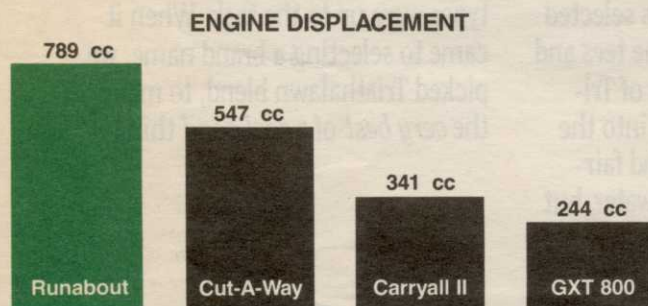
The Jacobsen College Student Seminar allows top college turfgrass students from throughout North America to learn from working professionals in their field.



# Why does the competition shrink from a side-by-side comparison to the Cushman® Runabout?

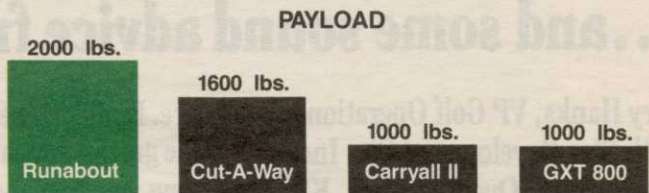
Why? Because the Cushman® Runabout gives you more payload and more power to do more jobs for more years. And at \$5,520\*, no other utility vehicle can match its blend of value and performance.

It's that simple.



The proven, Cushman 222 overhead valve engine provides greater displacement for more torque and horsepower in the critical RPM range required for turf applications. A beefier, boxed-channel frame of carbon steel accommodates heavier implements and a one-ton payload.

The heavy-duty Runabout is more maneuverable. More durable. And it's backed by the industry's finest network of dealer service.



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\*Does not include sales tax, freight, or dealer prep; suggested price listed in U.S. dollars. Prices may vary with dealer and region.

