

Speakers announced for GCN marketing conference

YARMOUTH, Maine — Seminar speakers have been announced for "Marketing to Golf Facilities" a two-day program for suppliers of products and services to the golf course industry.

According to Charles von Brecht, Publisher of Golf Course News, the program's sponsor, the speakers and panelists include successful industry leaders, experts, and marketing innovators who will share their knowledge and experience during the seminar, scheduled for September 16-17 in Oak Brook, Ill.

Trends in growth of facilities will be the topic of the kick-off presentation by Richard Norton of the National Golf Foundation. He will provide a forecast on industry trends affecting marketing.

"Successful suppliers to the golf course industry in the 1990s will stay close to their customers and their needs" says von Brecht.

During the first seminar, attendees will hear from experienced superintendents, golf course developers and management company executives who will discuss their needs, buying habits and ways to influence their decisions.

A buying-habits panel of superintendents will include Kevin Downing, Willoughby Golf Club; Tim Hiers, Johns Island Club; and John Potts, Peoria Park District. It will focus on how they evaluate, recommend, specify and purchase supplies and services. John "Jack"

Frost, Marketing Resources Group, will moderate.

How to reach developers and renovators will be examined by panelists Paul Eldredge, James McLoughlin, and Dick Nugent. Paul Eldredge is with Wadsworth Golf Construction Company; James McLoughlin is the principal of The McLoughlin Group; and Dick Nugent is a golf course architect and the principal in Dick Nugent Associates.

As management companies take on a wider role in specifying and

supplying their clients courses, reaching these key decision makers becomes critical. Management company executives Joe Black of Western Golf Properties; Jerry Diamond, of Club Corporation of America; and Bob Wallace, of Kemper Sports Management will help attendees discover ways to identify and reach key individuals within management companies.

With the international golf boom, many industry suppliers are taking advantage of international markets. During the session, "Global Op-

portunities in the Golf Course Market", Monica De Bartolo of the Illinois Trade Center will provide a nuts and bolts introduction to international trade. And Scott Johnson of Rhone-Poulenc Ag Company will discuss his company's strategic marketing approach.

Dennis Chase, executive editor of Advertising Age, worked with the Gallup Organization to develop a special report on Green Marketing. During his session, "Marketing to Environmental Concerns," Chase will examine the report's

findings. He will be joined by Owen Town, of Ciba-Geigy, who will provide an overview of a comprehensive program and campaign to promote a more environmentally responsible use of product.

In addition, M.H. "Mac" McIntosh, one of America's leading authorities on inquiry handling and sales lead management, will share new ideas on how to expand sales.

For more information about the seminar, contact Rebecca Quinlan, Conference Group Manager, at 207-846-0600.

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LESCO tallies 2nd quarter sales record

CLEVELAND, Ohio — LESCO, Inc. had record sales of \$41,645,000 in the second quarter ended May 31, up nearly 20 percent from the year-ago sales of \$34,853,000, it was reported by James II FitzGibbon, chairman and chief executive officer.

FitzGibbon also reported that directors declared an increased annual dividend of 8 cents per common share, payable July 9, to shareholders of record June 28. The previous annual dividend was 7 cents a share.

Earnings for the quarter were \$1,715,000, or 42 cents a share. "While earnings were strong in a very competitive marketplace, they were below last year's record quarterly earnings of \$1,889,000, or 46 cents a share," FitzGibbon said.

Earnings reflected lower profit margins from competitive pressures to reduce some prices. "We believe competitors lowered prices to move excess inventories and generate cash flow without regard for reasonable profits," he said. "While this impacted our profit margins on particular products, our broad product line and geographic diversification enable us to maintain overall profitability."

Sales of each of the company's major product lines, fertilizers, turf protection products, seed and turfcare equipment, increased in the quarter.