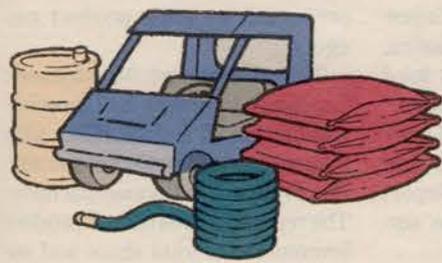


Briefs



SCOTT NAMES NEW PRESIDENT

MARYSVILLE, Ohio — A senior vice president of marketing for Coca-Cola USA has been named president and chief operating officer for O.M. Scott & Sons Co.



Theodore Host

Theodore Host will assume responsibility for Scott's Consumer Products and Professional Business groups, Operations, Information Systems, Research and Development, and Human Resources.

Host, who spent 23 years with American Home Products, was division president for Coca-Cola's Boyle-Midway Household Products Inc. division the last five years.

Scott's sales have grown from \$156 million to \$387 million since 1986, when the company was purchased from ITT Corp. through a management buyout implemented by a company formed by Clayton & Dubilier Inc. and other investors, including local management.

TOTAL CONTAINMENT TAPS FREY

EXTON, Pa. — Total Containment Inc., a manufacturer of secondary containment systems for underground storage tanks and piping, has named Charles A. Frey as chief executive officer of Highland Tank and Manufacturing Co.'s Manheim, Pa., affiliate.

Highland Tank is a licensed applicator and distributor of Total Containment's products on the East Coast.

Frey has been prominent on technical committees of the Steel Tank Institute, National Association of Corrosion Engineers, National Fire Protection Association and many state associations.

According to TCI President John D. Morrison, Frey has "contributed significant guidance to development of the company's products. His experience, particularly with effective underground storage tanks and piping systems, will contribute to expansion of the company's Tank Jacket applicators' network and continued improvements to existing products and development of new secondarily contained product lines."

JACOBSEN OPENS NEW DISTRIBUTORSHIP

Jacobsen Textron has announced the opening of Southeast Turf and Commercial, the company's newest distributorship, in Conyers, Ga. Located at 2570 Covington Highway, S.W., Southeast Turf will serve former customers of Lawn and Turf, Inc., with a complete line of Jacobsen products.

"The state of Georgia has always been a good area for Jacobsen products through Lawn and Turf. It's an important market for the company," said Ned Brinkman, Jacobsen vice president of sales. "We felt the best way to serve the people of the area was with a combination of the best local people available, and strong backing from the company."

Ransomes America realigns company

Management shake-up and new responsibilities at turf products company

By Peter Blais

Ransomes America Corp. has changed its management structure, top executive personnel and headquarters as part of the company's realignment plan and in response, some say, to lower-than-expected sales resulting from the worldwide recession.

Ransomes America, a subsidiary of Ransomes plc of Ipswich, England, has consolidated the marketing, sales and finance functions of its various North American holdings under Ransomes America Corp.

Those holdings include Cushman Inc., Ransomes Inc., Steiner Turf Equipment Inc. and Brouwer Turf Equipment. All will take direction from Ransomes America Corp., a change from the de-centralized management style of the past few years.

What does that mean for the golf business?

"We'd like to see all our turf products eventually moving through one distribution channel," said Irv Aal, recently appointed president of Ransomes America. "The timetable will vary for different products. It will be an evolution, not a revolution."

Ransomes America — whose four business units include professional lawn care, turf, industrial and commercial, and consumer — will be headquartered in Minneapolis.

Aal has extensive upper management experience, particularly in the agricultural machinery industry, having been an executive with Sperry New Holland for 21 years; president of the agricultural equipment group at International Harvester; president of Steiger Tractor Inc.; and, until recently, chief executive officer and co-owner of Phoenix International Corp., a Fargo, N.D.-based designer and manufacturer of electrical components



for construction and maintenance equipment.

Aal was at International Harvester from 1983-85. During that time, the troubled farm machinery manufacturer sold many of its assets to Tenneco and reorganized as Navistar, a smaller engine and truck company, Aal said.

Steiger was a victim of the depressed farm

'We'd like to see all our turf products eventually moving through one distribution channel.'

— New Ransomes America President Irv E. Aal

economy. The four-wheel-drive tractor manufacturer saw its sales plummet from 15,000 units in 1981 to less than 3,000 units in 1986, the year the company filed for Chapter 11 bankruptcy, Aal said.

International and Steiger's financial woes pre-dated Aal's arrival in both cases.

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Ransomes names new managers

Ransomes America Corp. has named Irv E. Aal its new president and made two other major appointments as part of the turf maintenance company's realignment program.

Aal will be based in Minneapolis, the company's new headquarters. He will also serve as a member of the Ransomes plc board of directors.

Ransomes America Corp., a subsidiary of the Ransomes Group plc of Great Britain, includes Ransomes Inc., based at Johnson Creek, Wis.; Cushman Inc., with manufacturing facilities at Lincoln, Neb., and Edgewater, Fla.; Brouwer Turf Equipment, Keswick, Ontario, Canada; and Steiner Turf Equipment Inc., Orrville,

Ohio.

Before joining Ransomes, Aal was a founder of Phoenix International Corp., a specialized electronics company based in Fargo, N.D. Previously, he was involved in the farm equipment industry, including executive positions with Sperry New Holland, International Harvester and Steiger Tractor Inc.

"Ransomes plc has demonstrated its vision and commitment to serving the worldwide markets for professional turf care equipment," Aal said.

"With the acquisition of Steiner Turf in 1988 and Cushman in 1989, Ransomes has moved into position to be a major player in

Continued on page 32

Pennington Enterprises reorganizes . . .

Pennington Enterprises, Inc., the parent company of the various Pennington Seed subsidiaries, has made several organizational changes.

Legal counsel Brooks Pennington III will also serve as vice president of finance, while Dan Pennington will be vice president for all Pennington Seed manufacturing divisions, Richard Best vice president for distribution operations, Keith Kelly vice president for product development specializing in lawn and garden chemicals and fertilizers, and Steve Triplett director of national accounts.

"We realized that the Pennington Seed operations had grown so quickly that we needed to beef up our home office management team in order to help our subsidiaries

direct their growth in a positive manner," the company announced.

Brooks Pennington III is chairman of the board of the Bank of Morgan County and is a director of Allied Bankshares of Georgia.

Dan Pennington is widely recognized for his expertise in the development and operation of high-tech manufacturing facilities.

Best's new position will provide constant supervision for the various Pennington Seed distribution centers. Best will also serve as senior buyer for the distribution centers. He has experience in the Pennington Seed organization in processing, manufacturing, sales, and as general manager of the Alabama and Georgia distribution centers.

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. . . and decides to construct new plant

Pennington Enterprises, Inc., will build a new Pennington forest products and soil amendments plant.

The new plant, located on Pennington Road nine miles South of Madison, Ga., near Shady Dale, will be a state-of-the-art facility for basic ingredient manufacturing, processing, and packing of pine bark nuggets and mulch, Cypress mulch, composted cow manure, peat moss, potting soils, play sand, and decorative rocks, Pennington said.

It will manufacture two brands of product.

The Penn Gro brand will be manufactured under an agreement with independent dealers whereby it will be marketed exclusively in independent dealer accounts.

The Pennington Pro Care brand will be sold as other Pennington Pro Care products in all classes of merchants.

Pennington said dealers now will be able to buy direct from the manufacturer mixed truck loads of Pennington forest and soil products, seed, lawn and garden chemicals and fertilizers, and bird feed.

Irrigation Association names new director

Charles S. "Pepper" Putnam, a 30-year veteran of the irrigation industry and past president of The Irrigation Association, has accepted the position as IA executive director.

Robert C. Emmerich, president of the association, said Putnam was selected after an extensive search comprising many fine candidates.

"Putnam's extensive industry experience, combined with his long-standing involvement in association activities, give him a unique insight into the specific needs of our members," Emmerich said.

Putnam will be responsible for directing the operations and staff of the association's Arlington, Va., headquarters as well as overseeing the Membership and Technical Services office, managed by R.C. "Bob" Sears in Sacramento, Calif.

The bulk of Putnam's industry experience was focused at Telsco Industries in Dallas, manufacturer of Weathermatic Irrigation Products and Telsco fittings. From 1967 to 1986 Putnam worked his way up within this organization, starting as California regional



Charles Putnam

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Ransomes names new managers

Continued from page 31

the turf equipment markets for the coming decade."

"Coupled with growing opportunities in North American market areas, we expect the Ransomes companies to show significant growth through the 1990s."

Also joining the Ransomes America management team are Doug McCormick and Ed Nachtsheim.

McCormick is Ransomes America's new vice president of sales and marketing. He is respon-



Doug McCormick

sible for sales and marketing for all Ransomes companies with a network of 300 dealers in North America. He will also have support responsibilities for international marketing efforts of Ransomes Sims & Jeffries in Great Britain.

McCormick joined Cushman in 1989 as market manager for in-

dustrial and commercial vehicles. He was promoted to director of sales and distribution for Cushman I & C products in 1990. Previously, he was sales executive for RPI Inc. and Air Power Equipment Corp. in Minneapolis.

Nachtsheim has been named vice president of finance. He had been vice president of finance and treasurer at Cushman.

He formerly was chief financial officer for the Reach All Co., a manufacturer of aerial platforms in Duluth, Minn. and executive vice president of operations for FWD Corp.

GCSAA releases product reports

The Center for Golf Course Management, the marketing research division for the Golf Course Superintendents Association of America, has released its second and third 1991 marketing research reports.

The Golf Car and Turf Utility Vehicle Report and Mower and Maintenance Equipment Report offer statistics compiled from surveys of superintendents.

The golf car and utility vehicle report presents statistics on the market share, typical lifespan and product ratings of golf cars, modified golf cars for maintenance tasks, and light and heavy-duty turf utility

vehicles, cross-tabulated by manufacturers. Capital expense data is presented for each product category.

The Mower and Maintenance Equipment Report will provide manufacturers and suppliers with information and statistical summaries, broken down by manufacturer. The report features data on product inventories, market share and superintendents' ratings of specific products' performance, reliability, service and support. It also includes sections on demographics and capital expenditures.

CGCM will release one more marketing research report later this year — The Buying Habits of Golf Course Superintendents Report. It will feature summarized information from the golf car and mower reports and the previously released Pesticide and Fertilizer Usage Report, and a section devoted to maintenance trends in the golf course management industry.

The reports cost \$1,500 each. The Buying Habits of Golf Course Superintendents Report was to be released in late October at a price of \$185. The Pesticide and Fertilizer Usage Report is available for \$2,500.

Interested people may contact Robert Shively, director of marketing for CGCM and GCSAA, at 913-841-2240.

Putnam

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manager, then national sales manager and ultimately vice president and corporate director.

He also held positions at Turfco, Inc., in Seattle, Wash.; Bay Irrigation and Turf Supply in Los Angeles; Ewing Irrigation Products, in the San Francisco Bay area; and Champion Irrigation Products in Los Angeles.

Putnam has been active and an officer in a number of industry and commerce groups, including the Sprinkler Irrigation Association, the Texas Turf Irrigation Association and the California Green Industry Council.

He will reside in the Washington, D.C. metropolitan area.

Pennington

Continued from page 31

Triplet's national accounts department has been increased from six to 12 employees.

Floyd Allen, long-time Pennington Seed, Inc. of Madison employee, has transferred to the national accounts department. He will be assigned certain accounts and will assist in coordinating shows and public relations.

Meanwhile, Grady Gill will remain as vice president for accounting and computer operations and Ronnie Stapp will continue as vice president for all seed operations.

Gill is responsible for all aspects of the corporate bookkeeping network.

Stapp has a master's degree in genetics.

"Watertronics provided a high quality, reliable pumping source..."



"Thank you for the outstanding design, service and operational ease of my Watertronics Vertical Turbine (VT) Pumping Station."

"After a full season of operation I can truthfully say that Watertronics has met my expectations of what a system can do. I now view Watertronics as one of the leaders in the irrigation pumping industry."

"The help and technical guidance I received was first rate, correct and understandable. We were in full operation within 90 days, which says a lot for your attention to detail, scheduling and company resource networking."

"I've had previous experience with hydraulic regulating valves and seemed to have continual problems with them. Since changing to Watertronics' Programmable Logic Pumping System with Electrically Actuated Butterfly Valves, these difficulties have been virtually eliminated."

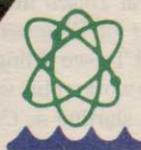
"The bottom line is that Watertronics provided me with a high quality, reliable pumping source capable of keeping my flow and pressure right where they should be. This has meant more uniform sprinkler coverage and better playing conditions."

Sincerely,

Chris L. Hague

Chris L. Hague, CGCS
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