

# Ransomes names new managers

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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

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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  
Hazeltine National Golf Club

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