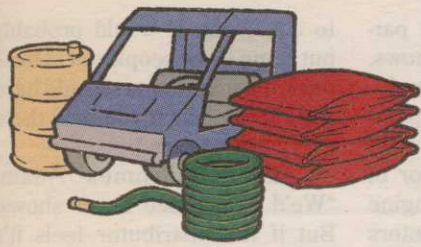


## Briefs



## MILLER PRESIDENT OF JACOBSEN

RACINE, Wis. — Richard D. Miller has been named president of Jacobsen division of Textron.

The appointment was announced recently by B.F. Dolan, chairman and chief executive officer of Textron, Inc.

Prior to joining Jacobsen, Miller served as vice president of Combat Vehicle Operations for Cadillac Gage division of Textron in Warren, Mich. He has an extensive financial and administrative background.



Richard D. Miller

Miller, 47, replaces Robert Reid, who has been named president of Textron's Homelite division in Charlotte, N.C.

Jacobsen manufactures turf care equipment used by professionals worldwide.

## HATA NAMED U.S. SALES DIRECTOR

RIVERSIDE, Calif. — Stephen S. Hata has been appointed director of U.S. sales, marketing and distributor inventory management for the Irrigation Division of The Toro Co.

He will be responsible for development and implementation of short- and long-term sales, marketing and new product strategies to meet sales, profits and market share goals of the division. He also will provide leadership, focus and coordination of Toro sales, marketing, distribution and customer education efforts.

Hata worked most recently for Cambridge Consulting Group of Chicago, specialists in marketing consulting for Fortune 100 companies. Previously, he was senior vice president for sales and business divisions at NORAND Corp., a manufacturer of microbased computer systems.

Hata received his bachelor's degree in economics from John Hopkins University.

## JACKLIN PROMOTES LIGHTBODY

POST FALLS, Idaho — Myron Lightbody, an 18-year employee of the Jacklin Seed Co., has been named administrative manager of grower services. He will continue working with the Jacklin marketing department and remain at company headquarters here.

Lightbody received his associate's degree in agribusiness at Spokane Community College and is a member of the college advisory committee. He is a member of the World Trade Club and Spokane Transportation Club.

## AQUATROLS ENTERS CANADIAN MARKET

PENNSAUKEN, N.J. — Aquatrols has expanded its toll-free territory into Canada.

Aquatrols distributors, importers and horticulture or turf professionals north of the border now may reach the "wettie gang" via 800-257-7797.

Aquatrols manufactures and markets worldwide AquaGro soil wetting agents and the transpiration minimizer, FoliCote.



GCSAA Annual Trade Show in Las Vegas

## Suppliers reel in business at Las Vegas conference

*Some say there are simply too many regional and state shows*

By Peter Blais

Exhibitors stationed themselves along the shores of the convention floor, casting their lines toward the superintendents streaming by at last month's Golf Course Superintendents Association of America Conference and Show in Las Vegas.

Many a superintendent nibbled, stopping to ask a few questions before swimming on to the next booth. Occasionally one bit, writing an order that would move a new mower, bag of seeds or golf cart out of a distant warehouse.

At the end of the three-day trade show, exhibitors checked their creels. For some, a successful catch meant a basketful of orders.

"Represent the products and write orders, that's what we're here to do," said DonuT Trimmer edging blade developer Thomas Wait, who distributes his products through Precision Small Engine Co. "We couldn't survive unless we did this show."

For others, it could take awhile to determine whether they had the right bait.

"We just do presentations, not sales at this show. We present the equipment, create relationships and hopefully set up appointments down the road," said Helmut Adam, executive director for manufacturing, finance and management information services with Ransomes America Corp.

Ransomes employees began talking about the GCSAA last July, Adam said. District sales managers met in January to critique Ransomes' and competitors' models. Salesmen were briefed, handouts prepared and speeches practiced. Sixty employees from Ransomes and its affiliated companies (Cushman, Brouwer, Steiner and Supreme Mowing) attended the show. Adam estimated Ransomes spent \$500,000 on the event.

"I think that indicates our commitment to the industry. Is it worth it? I'll be better able to answer that three years from now," Adam said.

A company's commitment to the national show can vary with the show's location. For

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## PGA Merchandise Show draws record crowd

By Kit Bradshaw

ORLANDO, Fla. — They came in droves, filling the Orange County Convention/Civic Center from Jan. 25-28 and setting a new attendance record for the PGA Merchandise Show.

More than 600 exhibitors — 75 of them new to the show — stood ready to explain, demonstrate and sell their wares and services to the 24,000 potential customers attending the four-day event.

For many exhibitors, order books bulged by the end of the show. For others, while traffic was high, concrete results — measured by sales and orders — were harder to come by.

Larger companies did well, according to reports. Driving range equipment companies saw considerable activity as practice ranges become increasingly popular.

Bob Reiter, owner of Range Master/Golf Development, said in the past he talked to people at the show who wanted to develop driving ranges but didn't have the land.

"But this year I talked to quite a few who are under construction," he said. "A lot of them are building driving ranges on property that was earmarked for high-rise or commercial development that is now going to be used as a range until it becomes profitable to develop the land."

Reiter also noted a greater interest in automated driving range equipment.

"There are a lot more ranges using automated ball dispensers and automatic ball washers than before," he said. "We've been involved in quite a few of these projects in the last year, and we anticipate we will be active in this area this year as well."

Terry Sopko, vice president of marketing and sales for Wittek Golf Supply Co., said his company's consulting services and range equipment sales are on the rise.

"We see a lot of people who are building teaching centers and looking to make them profitable," Sopko said. "In addition, there are ranges out there upgrading their facilities to create a family-type teaching center so

## Toro and Motorola reach agreement

LAS VEGAS, Nev. — The Toro Irrigation Division and Motorola, Inc. have reached a distribution agreement for the second generation OSMAC system.

The second generation of OSMAC (On Site Management and Control) has evolved beyond the first version.

The system can function either as a low-cost upgrade to an existing control system, or as a complete control system for new golf installations.

OSMAC is an easy-to-use, central-based irrigation control system.

The Central communicates to satellites with a paging radio system, eliminating the cost and inconvenience of communications wire installation.

As a retrofit controller, OSMAC is quick and easy to install, often causing no disruption of play.

System features include a basic receiver unit expandable from eight to 48 stations (each individually addressed) with up to 255 field units per Central.

Other features include stations that are individually accessible from the Central and/or from a hand-held remote; multi-valve syringe; alarm paging capability from key sensors monitoring flow, power and pumps; and two addresses for individual and group commands and start time linking.

Toro is a major manufacturer and distributor of landscape maintenance and irrigation equipment.

Motorola provides electronic equipment, systems, components and services.

Motorola was the winner of the first Malcolm Baldrige National Quality Award in 1988 in recognition of its company-wide quality management process.

"The joining of Toro and Motorola will lead to many more products," predicted Toro marketing and sales manager Phil Walter. "The partnership should give us the opportunity to bring new products to market that we could only dream about before."

Those interested in additional information regarding the OSMAC system or other Toro products should write The Toro Co., Irrigation Division, 5825 Jasmine St., Riverside, Calif. 92504 or telephone 714-688-9221.

they can compete with the new type of ranges that are now becoming popular.

"As a result, it was a tremendous show for us. People were buying the necessary equipment for driving ranges, including lighting, a new product for us this year. I think they appreciated the one-stop shopping we offer."

Nancy Akel, vice president of marketing and director of advertising for Here's Fred Golf Co., said the show provided the company exposure to the golf market.

"Our range equipment is going well, and from what we know, a lot of courses, particularly in Florida and the Myrtle Beach (S.C.) area, are still planning to complete their projects," he said.

Some golf professionals, particularly those in year-round areas, said ordering was completed before the show. They attended to gather new ideas to increase profits by offering the unusual, gifts that would trigger impulse buying in their shops.

Akel said: "Most customers came to our

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# GCSAA Show is active shopping place again this year

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instance, Southern Turf Nurseries spent about \$3,000 for booth space and brought five employees to the Las Vegas show, said Director of Golf Course Sales Tommy Nalls. At last year's show in Orlando, Fla., the southeastern U.S.-based firm spent closer to \$15,000 for four booths, a hospitality suite, translation service for foreign customers and a dozen employees who attended the show. Nalls expects the higher numbers again when the show moves back south to New

Orleans next February.

"We try to attend a show in every state where we do business," said Nalls, whose company concentrates its efforts in about a dozen states.

While it is the biggest, the GCSAA show is by no means the only U.S. golf or turf exhibit. Regional and state shows abound.

National companies usually pick up the tab and staff the booths at the national show. Distributors foot most of the bill at regional and state affairs, although corpo-

rate headquarters often contribute some money and expertise.

Ohio distributors were mainly responsible for representing Toro at December's Ohio Turfgrass Foundation show in Columbus, said George Reese, director of irrigation sales with North Coast Distributing, Inc. of Cleveland.

"The introduction of new products and building customer awareness of the Toro name, those are the benefits," Reese said.

Similar responses came from corporate and distributor repre-

sentatives explaining their participation in golf and turf shows. But are there too many shows?

"We may be reaching the point where we're over-showed," said D. Bruce McMillan, director of Kubota Tractor Corp.'s Engine Division. Many Kubota distributors participate in local shows.

"You compare the dollars spent to close down your operation for a week against the dollars generated and sometimes you wonder," he said. "It seems to take about three years for really new products

to come out. It would probably put some show people out of business, but many shows would have a higher impact if you held them every three years."

Added Ransomes' Adam: "We'd like to see fewer shows. But if the distributor feels it's justified, we'll support him."

Wait's company participates in five shows, but plans to drop one in North Carolina from its schedule next year.

"It's just not worth it for us," Wait said.



## Staples promoted by Cushman

LINCOLN, Neb. — Clarke Staples has been promoted to director of sales and distribution for turf and lawn care products at Cushman.

He will be responsible for sales of Cushman and Ryan products throughout North America and Japan, as well as supplying support to Ransomes Sims & Jefferies of Great Britain.

Staples will have overall direction of the North American network of more than 105 dealers who sell Cushman Turf, Cushman Front Line and Ryan lawn care equipment.

The last 17 of Staples' 29 years in the turf and lawn care equipment industry were spent with Cushman. He became Cushman and Ryan turf care products market manager in 1988.

## Lesco appoints Augustin to post

CLEVELAND, Ohio — Dr. Bruce J. Augustin has been named director of fertilizer marketing and development at Lesco, Inc.

"I'm looking forward to continued growth in the fertilizer products area, particularly in light of Lesco's expansion in service centers and golf courses sales territories," Augustin said.

Augustin had been Lesco's director of technical support. Prior to joining Lesco, he was associate professor at the University of Florida and extension turfgrass and water specialist.

A frequent speaker at turf conferences and other green industry meetings, Augustin has written numerous articles on turfgrass management.

## Ransomes makes KinKade director

LINCOLN, Neb. — Gregg W. KinKade has been named director of creative support services for Ransomes America Corp.

He will be responsible for overall direction of corporate communications programs, including marketing communications, for all Ransomes-owned companies in North America.

Most recently, KinKade was senior account executive with Miller Friendt Ludemann advertising here.

## "We chose Triathalawn Tall Fescue for Deer Creek based on National performance trials for our region ...and some sound advice from Williams Lawn Seed."

Larry Hanks, VP Golf Operations; North Star Development Co., Inc. at Deer Creek, Overland Park, KS.

"When planning our World-class, Robert Trent Jones II designed golf course in the Kansas City area, we had to seriously consider our hot, dry summers. We simply could not leave the all-important turf areas to

chance. Penncross bent was selected for the greens, zoysia for the tees and fairways, and tons and tons of Triathalawn blend was seeded into the roughs. Our tees, greens and fairways will receive adequate water, but we're counting on Triathalawn's deep-rooting to look good in the unirrigated areas ... especially around our stately trees.

Deer Creek is a privately owned course open for fee play. After observing how tall fescues handled the wear, shade and 1988 drought at neighboring private and public courses, we agreed that the new turf-

types were up to the task. When it came to selecting a brand name, we picked Triathalawn blend, to make the *very best of a real good thing*."



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