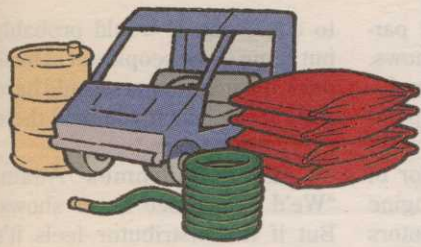


Briefs



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

Continued on page 50

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

Continued on page 51

PGA Show

Continued from page 49

booth to get new ideas, pick up our catalog and price list. They planned to order after the show. However, we did take more orders than last year, and for us, it was a good show overall."

Issy Ramos of Baystar Promotions, an award and trophy manufacturer, said there was a significant change from the 1990 to 1991 shows.

"Last year, the decisions had been made by the tournament committees before the professionals came to the show," he said. "This year, some of these committees haven't made up their minds as to what trophies and gifts they want. I suspect eventually we'll have as many orders as we have had in the past. But instead of ordering 90 days in advance, customers will want to order 30 days ahead of the event."

James Olman, president of The Golf Shop Collection, said his company's orders were up about 50 percent from the year before.

"We offer a large selection of artwork, a variety of prizes and quality gift items, particularly the unusual, special gifts a professional may want," he said. "We find our customers range from the large resort shops to the smaller clubs that need specialized services, a member decorating his office or vacation home or needing special gifts for a corporate outing."

There seemed to be more comparison shopping than at past shows, according to golf professionals. Some said they were checking new lines. Others said they were comparing value and advertising support programs from manufacturers before placing orders.

Still others admitted the show had an almost surrealistic quality, allowing participants eight hours away from CNN and the Persian Gulf War to concentrate on the narrower boundaries of their own club and individual budgets.

Although the show caters to golf professionals already established at clubs, there were companies catering to new courses. Some said they noted a downturn in activity.

Brad Shirley is with Designer Golf Co., which specializes in granite and wood signs. He's seen a decline in business since Iraq's invasion of Kuwait.

"Since late this summer," he said, "a large majority of golf courses that were going to be under development are now on hold. They have found that, although the desire to develop is still there, the money has dried up. The courses that have started to build, for the most part, are all right."

"But most of the signs we sell to golf courses is ordered two years in advance of the completion of the course. If these courses that were planning on opening in two years are put on hold, then I don't know if a company such as mine can survive two years from now."

For many, the show provided an opportunity to introduce new products, services and people.

Teledyne enters agreement with M-K Power Corp.

MEMPHIS, Tenn. — Teledyne Total Power has appointed M-K Power Products Corp. of Mississauga, Ont., as its distributor for Canada, representing the Wisconsin, Wisconsin Robin,

Continental and Continental "R" product lines.

M-K Power Products, headquartered in Mississauga, Ontario, is prominent in the Canadian industrial engine

market, and distributes construction equipment to a broad customer base.

As a full-line distributor, M-K Power will offer Teledyne Total Power engines, replacement parts

and collateral materials.

It will also provide a complete range of technical assistance and after-market support services to dealers and OEM's throughout the Canadian markets.

LandCadd Int'l and Toro forge new relationship

The Toro Co. has joined LandCadd in an agreement to market and distribute Irripro™, an irrigation design program developed by LandCadd.

Toro will market and distribute

the Irripro package through its distribution network.

Irripro features the capability to automatically handle sprinkler layout and automatic pipe sizing while locating them on the drawing com-

plete with quantity take-offs.

The program is based in Autocad and was designed exclusively for use with Toro equipment. User defined data files allow the user to incorporate all related equipment

needed for irrigation systems as well.

LandCadd users can prepare contour maps and site analyses, plan the site, design landscapes and more.

One that's dependable, yet economical. One that won't color you or your cart paths a sick

is Pennant.® And although it's brutal on stubborn weeds,

your bahiagrass and Bermudagrass beautiful, your cen-

UNLESS YOU MANAGE FAIRWAYS LIKE THIS, YOU NEED PENNANT HERBICIDE.

it won't stunt or otherwise harm the warm-season turfgrasses on fairways as well as non-

tipegrass stunning, and your St. Augustinegrass awesome.

Apply Pennant by impregnating it on fertilizer or simply spraying.

Since weed protection lasts up to 4 months, all you'll have to worry about in the meantime is too much rain, too little rain, too many pests, and divot-digging golfers.

Weeds are to turfgrass what hot, sticky wads of gum are to astroturf. They're aggravating, unyielding, and downright offensive.

So in order to keep weeds off of your turf, you need a tough preemergence herbicide.

shade of orange. And one that will take care of annual sedges, crabgrass – even yellow nutsedge.

The only herbicide that meets all these criteria

So you can use Pennant to keep

PENNANT

© 1991 CIBA-GEIGY Corporation, Turf and Ornamental Products, Box 18300, Greensboro, NC 27419. Always read and follow label directions.