

# 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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