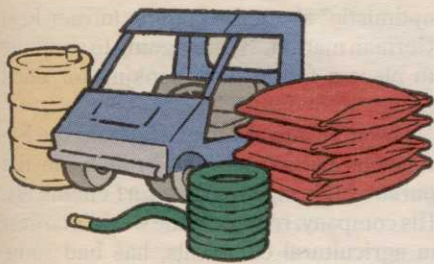


Briefs



NK MEDALIST ADDS TO SALES STAFF

GOLDEN VALLEY, Minn. — NK Medalist Turf Division of NK Lawn & Garden Co. has added three turf sales specialists to its staff.

Michael W. Tentis will handle sales and service in the Western region, which includes California, Nevada, Arizona, New Mexico and Utah. Tentis formerly was a technical representative at O.M. Scott & Sons.

Luis B. Mendoza will cover southern Wisconsin, Illinois, Indiana, northern Kentucky and eastern Missouri. Mendoza had been with Cory Orchard & Turf of Indianapolis, Ind.

Lee Record will handle turf sales and service in the Southeast region. He has been associated with the U.S. Golf Association Greens Section and Chemlawn Corp.

NK Medalist markets improved turfgrass varieties and regionally-adapted mixtures and blends.



Michael Tentis

RISE MEMBERSHIP CLIMBING

WASHINGTON— The number of RISE members continues to climb, officials say.

Current membership in Responsible Industry for a Sound Environment includes such industry groups as basic manufacturers American Cyanamid, BASF, Ciba-Geigy, DowElanco, DuPont, FMC, Hoechst-Roussel, ICI, ISK Biotech, Mobay, Monsanto, Nor-Am, Rhone-Poulenc, Rohm & Haas, Sandoz and Zocon.

Formulator members include The Andersons, Howard Johnson's, Knox Fertilizer, Koos, Lebanon Chemical, Lescro, Olympic Chemical, Parker Fertilizer/Purcell Industries, PBI/Gordon, Riverdale Chemical, Sanex, Scotts and Tyler Enterprises.

Distributors include Beckman Turf & Irrigation Supply, Estes, Rick Apgar Sales, Stephenson Chemical, Terra International, Turf Grass, Turf & Nursery Supply, UAP Special Products and Wilbur-Ellis.

AGRIDYNE TAPS BEACH

SALT LAKE CITY, Utah — Michael Beach has been named area sales manager for AgriDyne Technologies Inc., formerly NPI (Native Plants Incorporated).

Beach is experienced in sales and marketing of biological crop protection products, including biological insecticides, herbicides and plant growth regulators. He has worked in major agricultural chemical markets across the country and in Mexico and Chile.

Beach will lead the sales of Gibrel, a naturally occurring plant growth regulator used on grapes, citrus and other high value crops, as well as Azatin, an experimental, naturally derived insect growth regulator under review by the Environmental Protection Agency.

Beach will be based at AgriDyne's western regional office, Fresno, Calif.

Europe proving a bonanza for some

France and Germany still hot spots but boom may be over

By Bob Spiwak

American companies involved with golf see a bright future in the European community. With varying amounts of experience and market penetration overseas, executives of golf-oriented companies, or subsidiaries, reached consensus on two points: France and Germany are the hottest markets for golf right now, and the "boom" in European golf may be over.

On the latter point, Charlie Barebo, vice president of sales at Otterbine-Barebo, doesn't agree. As a manufacturer of water aeration products, he sees the market still expanding. Having been in the Euromarket but four years, Barebo said his company "has planted the seeds" to what he sees as an eventual crop.

His optimism makes sense. Curt Kimpfbeck, director of international sales at Jacobsen, cited growing signs of a world recession. Among causes of a golf slowdown is the "green" or ecological movement. Since Otterbine aerators reclaim water, that segment of the market seems to be in concert with ecologists' worries over excess water consumption and pollutant transportation.

Kimpfbeck said his company's primary strength is in golf course maintenance. Jacobsen, he said, introduced the first diesel powered triplex greens mower several years ago. While it is still resisted in the United States, he noted that it was a hit overseas because of the lower price of diesel versus gasoline and more stringent regulations placed on gasoline storage in Europe than in America.

Knute Jacobsen, founder of the company, contacted "someone in Switzerland" in the 1920s, and the company has had a firm foothold since, with about 30 percent of sales in Europe and Great Britain.

"The market (in Europe) is so huge that,

if you manufacture a good product, the potential is always there," Kimpfbeck said.

It depends on the product. While optimistic, American turf seed distributors are frustrated by regulations on their products that they feel constitute trade barriers.

Mike Robinson of Seed Research of Oregon in Corvallis, Ore., said the licensing

procedures for U.S. seeds "to a certain degree is a trade barrier. The Dutch have dominated the market for years."

Said Bill Rose, president of Oregon's Tee-2-Green, marketers of the Penn variety bentgrasses, "We've been working really hard the last four years to crack that mar-

Continued on page 38



Par Aide President Steve Garske has made great strides into the European golf course market.

Infrared photos help find problems

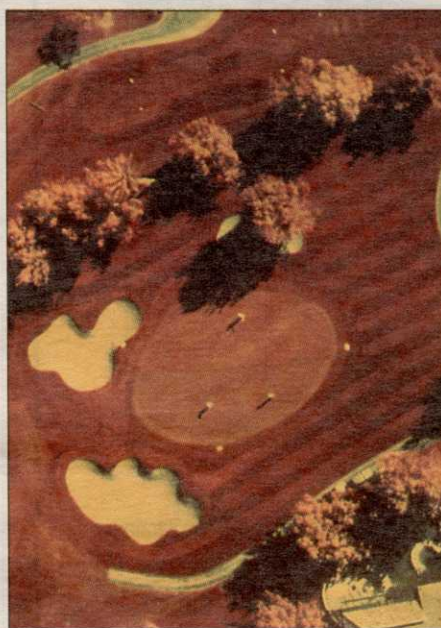
DENVER, Colo. — The Innova Corp., formerly New Golf Concepts, Inc., has added infrared photography to its list of products for the golf and environmental industries.

John Seid, an expert in the remote sensing technology who brought the use of infrared photography from agriculture to the golf course industry, has been named manager of infrared services.

This photography, applied to golf courses and other agricultural tracts, records changes in the photosynthesis of plants, an early indicator of stress or disease in plants and turf. It also detects breaks in irrigation systems, soil changes and drainage problems.

Full color enlargements, together with aerial slides and complete analysis, give superintendents concrete proof of problems that may not be visible to the naked eye.

Innova, national distributor of Isolite soil amendments, plans to use infrared photography to graphically illustrate the effects of Isolite in the soil. Isolite, a porous ceramic soil conditioner, is said to reduce water consumption up to 50 percent, reduce compaction in soils, and improve absorption of



Innova infrared photograph shows trouble spots.

nutrients.

Through the use of infrared photography, it will be possible for courses to use Isolite more efficiently, officials say.

For more information on infrared services Seid may be contacted at (800) 533-7165.

Innova headquarters can be reached by writing 8670 Wolff Court, Suite 220, Westminster, Colo. 80030 or calling 303-426-4383.

Rain Bird unveils Maxi certification

GLENDORA, Calif. — Rain Bird Golf Sales, Inc., manufacturer of irrigation systems for golf courses, has unveiled the first multi-level certification program for the MAXI Computer Water Management System.

Designed to help golf course superintendents become more proficient in the daily use of their irrigation control systems, the four-level instructional course covers all aspects of MAXI operation, from computer basics to advanced schedule writing, detailed database implementation and diagnostic troubleshooting.

The first three certification levels consist of comprehensive seminars which cover various aspects of MAXI operation. The fourth level is an instructor level for irrigation consultants and others desiring to teach MAXI's many water management features to end users.

Level 1 participants must understand the basics of golf irrigation design, computer operation and fundamentals of DOS. Course exercises cover computer operating and MAXI basics, including schedule and database structures, writing schedules, hardware hookup and software loading.

Level 2 spans weather station interface,

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Many firms cashing in on lucrative European market

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ket." Rose called the Euromarket "extremely restrictive," but sees a good future if his product continues to get on the approved list. To make the list, each country being wooed requires a fee ranging from \$500 to \$3,000. Every few years the license is subject to renewal.

Robinson noted that while Holland may dominate the market, there are countries, such as the Scandinavian, that do not wish to be dominated by another nation. They may ease the marketing process.

Seed Research has been involved in the Euromarket for eight years. "While the boom has peaked," Robinson said, "the popularity of golf in Europe is just taking off, resort and resident courses alike." His company has test plots of its SR 10/20 and SR 10/19 bentgrasses in a half-dozen countries.

Rose mentioned that European interests have bought American seed companies Northrup-King and Ferry Morse. His concern is that government subsidies in the overseas market will place American seedsmen in a non-competitive situation. He feels that, long term, the former communist countries may be one of the best markets.

Steve Garske, president of Par Aide which does business in nine European countries, said: "The European market will



'While the boom has peaked, the popularity of golf in Europe is just taking off, resort and resident courses alike.'

— Mike Robinson
Seed Research of Oregon

continue to grow. We're going to see a settling down and tapering off. The boom growth has settled, and may have already peaked."

Garske feels Sweden and Germany hold the greatest potential for Par Aide.

The maker of cups, flagsticks and washers, among other products, has worked through dealers since entering the Euromarket in the 1960s. Garske feels his products get a boost through recognition by Europeans playing golf in this country.

"We're pleased with what we've seen. We've done quite well against local manufacturers," Garske said.

Tim Young is director of sales and marketing for Rainbird International. Rainbird has been in Europe for two decades. He

said, "France is the hottest in a cooling market."

Young's focus appears to be on Berlin, an area he sees with the potential of burgeoning golf. Now that East and West are one, the region, and what once was "no man's land," offer land and populace to expand golf. Germany, he said, has the best chance to jump-start itself forward.

Rainbird's regional managers and staffs are natives to the countries in which they work — a Spaniard in Spain, a German in Germany and so on. Young feels this produces not only market savvy personnel, but people who are broad-based and culturally and linguistically sensitive to their markets.

O M. Scott of Marysville, Ohio, markets about 20 pro-turf fertilizers and a commercial spreader line in Europe. International business manager Korbin Riley found France and Germany the greatest potential golf markets.

Pursuing business in the 13 West European countries, he said company involvement in the former Eastern Bloc countries is "not something we are rushing."

Riley's sense of the European market is that it is still growing rapidly but, put in perspective, should not be overstated. There were many years, he said, when nothing happened.

He acknowledges a steady growth in business for his company. He also is "very

optimistic" about the coming former East German market. "We are going to continue to place a focus there, looking for good things in the future."

Owen Towne of Ciba-Geigy said the Europeans, particularly the French, do not pursue high maintenance turf chemicals. His company, reputedly the world's largest in agricultural chemicals, has had some frustration in this regard.

He cited France as a country heavily into ornamental plantings, without a lot of emphasis on turf. He stated: "Europe is going through a growth phase as we did years ago. We're trying to convince them to get into the turf market, so far without much success."

Definite optimism for the future of the European golf market was tempered somewhat by the two seed companies. They see the subsidizing of Dutch growers and restrictive "approved lists" as a hindrance to doing business.

And while France and Germany may be the current darlings in the expanding golf arena, the Mediterranean countries, including Turkey, are not being overlooked by American business.

And, the once-isolated "communist" nations in Eastern Europe, perhaps after drifting into a capitalist economy, present another market opportunity.

A trade show in Warsaw or Belgrade? In golfdom, anything is possible.

Biosys, Archer Daniels reach mfg. agreement

PALO ALTO, Calif. — Biosys, a manufacturer of environmentally safe biological pesticide products, has reached manufacturing agreement with Archer Daniels Midland Co.'s (ADM's) biochem products division.

The companies will mass-produce nematodes, insect-killing biological pesticides, at ADM's newly constructed biochemical facility in Decatur, Ill.

ADM will provide facilities and operation personnel, Biosys on-site technical staffing and expertise in nematode production technology.

Nematodes, microscopic organisms that kill a host of insect pests, are the active component in Biosys' family of biological insecticide products. Harmless to humans, plants and animals, they leave no harmful residue in soil or groundwater, and as such are exempt from EPA registration requirements.

ADM is an \$8-billion producer of food and feed ingredients.

MAXI

Continued from page 37

ET concept, database computing and entering, and advanced schedule writing and sensor functions. Level 3 covers flow management table structure. Detailed implementation of databases, such as acquisition and creation of flow zone and branch zone data, is included.

The Instructor Level program is based upon attaining a Level 3 certification and the submission of applicant's teaching materials, training aids and other documentation of MAXI certification teaching skills.

For more information, contact Cozz Regele at Rain Bird Golf Sales, Inc., 145 North Grand Ave., Glendora, Calif. 91740 or call 818-852-7353.

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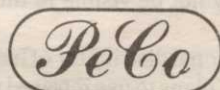
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