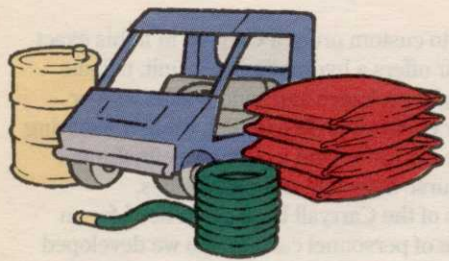


Briefs



LACY JOINS PARKER FERTILIZER

SYLACAUGA, Ala. — Parker Fertilizer Co., Inc. has named Tim Lacy Director of Sales of its Professional Turf Division.

According to Division President David Pursell, Lacy's "knowledge and experience in golf as well as the lawn care industry, will enable us to identify and better serve those customers."

Lacy will leave his position at Mississippi State University, where he has served as campus horticulturist and golf course superintendent since 1985. He has instructed many future golf course superintendents through MSU's golf course operations class. Prior to working at MSU, Lacy managed a Jackson, Miss.-based lawn care company for seven years.

Lacy holds memberships in the Golf Course Superintendents Association of America as well as many regional associations. He is past president of the Mississippi Turfgrass Association, and is president of the Southern Turfgrass Association.

RANSOMES OPENS JAPANESE SUBSIDIARY

Ransomes has announced formation of Ransomes KK in Osaka, Japan.

Ransomes has been trading successfully in Japan for a number of years, and over the last five years the volume of sales has increased significantly, officials report.

As a result, Ransomes has decided to form its own company, based in Osaka and staffed by Japanese nationals. Katsuji Ohashi has been appointed managing director.

Commenting on this new development, Group Chief Executive Bob Dodsworth said, "This is the latest step by the Ransomes Commercial Division to increase international business in the Pacific Basin where it has been very successful in recent years."

EDINGS COMPANY FORMED

VILLA PARK, Ill. — Oly-Ola Sales, Inc. has formed Oly-Ola Recreational Edgings, Inc. to develop and market polyethylene/vinyl edging products for the athletic, parks and recreation industries.

The first products available from Oly-Ola Recreational Edgings include Safety-Edg curbing and Safety-Line marker.

Safety-Edg is a flexible, low-maintenance landscape curb.

Safety-Line marker is designed to replace chalk lines on outdoor athletic fields and golf course driving ranges.

EPA REGISTRATION GRANTED

INDIANAPOLIS — New Pageant DF insecticide from DowElanco has received federal EPA registration for mole cricket control in turfgrasses.

Likewise, Dursban 50WSP insecticide — already used to control a broad spectrum of pests on turf, ornamentals and trees — has received a label amendment, allowing for its use to control mole crickets in turfgrasses.

Suppliers see boom in Southeast Asia

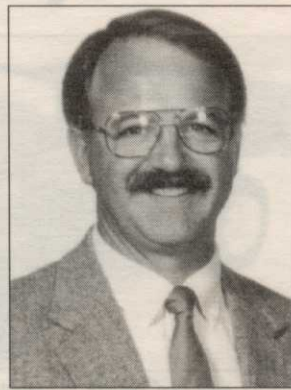
Japan remains biggest market but land scarcity and ecological requirements will slow growth

By Bob Spiwak

Golf industry executives dealing with the Pacific Rim seem unanimous in the thought that Southeast Asia, now in bud, will bloom as the industry's next hot spot.

While Japan is the biggest market currently, a slowdown is foreseen there as land becomes more scarce and ecological requirements grow ever tighter. And, contrary to the automotive fallout after President Bush's "Jobs-jobs-jobs" mission to Tokyo in January, there has been little problem with protectionism or closed markets in the Land of the Rising Sun.

Says Steve Garske, president of Par Aide in St. Paul, Minn., "Our relationship with the Japanese is very, very good" ... "On



both a business and personal basis."

Garske relates that the Japanese business people his company deals with tend to view the trade problems between the two countries as political, not economic. "They look at it (the growing hostilities) and just shake their heads," Garske said.

The manufacturer of ball washers, cups,

China will be a strong market 'when they enter the 21st century.'

— Mike Robinson

Seed Research of Oregon

tee signs and other course equipment noted that Japan has been the steadiest and best market over the years, but sees his "greatest potential in Thailand and Malaysia."

Standard Golf, Par Aide's largest competitor, has been in the golf course equipment business for almost 70 years. Direc-

Continued on page 46

Ocean Course to become environmental model

KIAWAH ISLAND, S.C. — A prototype golf course that's good for the environment is the aim of The Monsanto Agricultural Co., the United States Golf Association and the PGA of America. The three have established a \$400,000 grant to make the Ocean Course at Kiawah Island a national example of how to manage a golf course with the environment's best interest in mind.

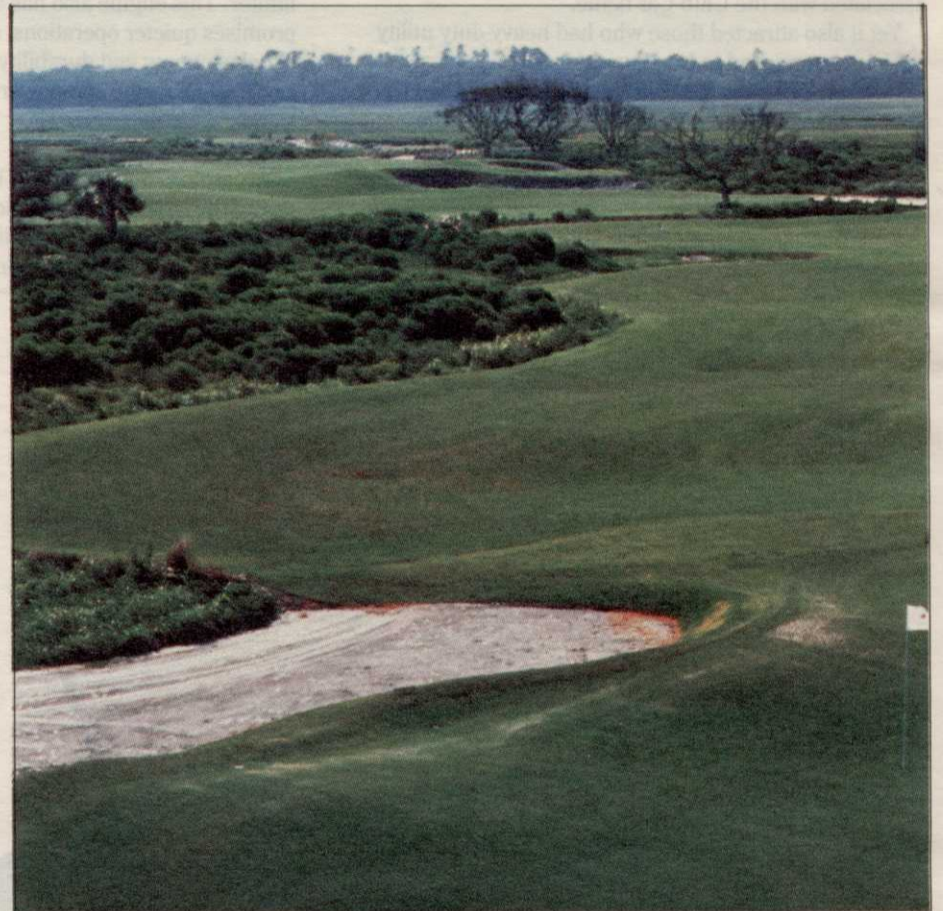
The grant was donated to Clemson University's Institute of Wildlife and Environmental Toxicology, which is conducting the three-year research program.

Ron Kendall, head of the project and the director of the Institute of Wildlife and Environmental Toxicology, was quoted recently as saying, "The findings from our research can be applied at all golf courses, to improve turf management and minimize the impact chemicals and golf course management procedures may have on wildlife."

The research project will have a long-term impact on future development and maintenance of courses throughout the United States. PGA Executive Director and Chief Executive Officer Jim Awtrey noted, "The partnership between the golf associations, corporate America and the scientific community is an excellent example of the teamwork needed to study and promote the development and maintenance of environmentally sensitive golf courses."

Monsanto donated half the grant. The USGA added \$150,000 and the PGA — which sanctions the Ryder Cup, held last fall at The Ocean Course — contributed \$50,000.

The course, designed by Pete Dye, is in view of the Atlantic and surrounded by wet-



The Ocean Course at Kiawah Island will become a national example of sound environmental management

lands and marsh areas. Both water and wildlife are abundant, making it an ideal place for environmental research.

Robert B. Shapiro, president of Monsanto, said: "This grant will help provide valuable information to address a variety of environ-

mental concerns in the golf industry. We're looking at the entire spectrum of controls on golf courses — from biological to chemical — and deciding how to make the best selection of these controls based on the golf course's ecosystem."

Exhibitors optimistic about show and future

By Peter Blais

Confidence was not as high as the boom years of the late 1980s, but exhibitors at the recent Golf Course Superintendents Association of America Conference and Show in New Orleans were more optimistic than a year ago when the Persian Gulf War and recession were both grabbing headlines.

"We've seen a phenomenal change from a year ago at the Las Vegas show," said Rain Bird Director of Sales Steve Christie. "There is a lot more activity."

The introduction of three new products and an updated computer controller helped

generate more interest, Christie said. So, too, have the lack of international hostilities and an economy seemingly poised for recovery.

"Architects and contractors say they have a fair amount of work coming up. That wasn't so last year. International work was strong then, but not the domestic side. This year the domestic market seems stronger and the international market is still going well," he said.

Dakota Peat President Michael Pierce was even more optimistic. Orders were four times higher than a year earlier for the company's contractor-size 2200 soil blender.

Additionally, at least 30 superintendents said

they would approach their greens committees with proposals to buy the smaller 220 unit, designed for fertilizer and top dressing applications as well as in-house renovation jobs.

It's a combination of increased name recognition (the company entered the blender business just three years ago) and the economy picking up," Pierce said. "It appears many projects are starting to come off hold."

Dave Derrick, sales and marketing manager for Patterson Fan Co., said he was getting twice as many responses as at the 1991 show. The United States Golf Association's

Continued on page 43