

## Deere honored for mower design

CHICAGO — The Chicago Athenaeum: Museum of Architecture and Design has recognized three John Deere mowers for their excellence in design, as part of the museum's Good Design program.

The three mowers included the F1145 commercial front mower, the LX188 lawn tractor, and the model 320 lawn and garden tractor.

The Chicago Athenaeum Museum defines the art of design in a multi-disciplinary fashion. Architecture, industrial and product design, graphics and urban planning are all taken into account. The museum sees its mission as the advancement of public education about the value of good design, and how design can have a positive effect on people.

"John Deere human-factors engineers, working with our industrial design partners, have been practicing ergonomics for decades," said Myron McCunn, manager of Advanced Machine Concepts at the John Deere Technical Center in Moline, Ill. "That's the science and the art of designing machines that are comfortable for people to operate. We strive to make the practical also aesthetically pleasing."

More than 200 designs were submitted for the 1992 Good Design award program.

•••

In other John Deere news, the company has announced a warranty extension. Beginning with the 1993 models, the warranty period will be two years, unlimited hours for John Deere F900 series wide-area front mowers and the F1145 front mower. The warranty for personal use continues unchanged: two years, unlimited hours.

## Royalties from NuMex Sahara benefit NMSU

LAS CRUCES, N.M. — Royalties continue to accrue from sales of a seeded Bermudagrass developed at New Mexico State University.

Third-year sales of NuMex Sahara, sold exclusively by Farmers Marketing Corporation of Phoenix, have generated royalties of \$102,187 for New Mexico State. The New Mexico Crop Improvement Association (NMCIA) recently accepted the check

at NMSU's Gerald Thomas Hall.

"The major portion of that royalty will be distributed back to NMSU's Agricultural Experiment Station for research and other distribution within the College of Agriculture and Home Economics," explained Charles Glover, MMCIA administrative officer.

NuMex Sahara is designed for use on golf courses, sports arenas, parks, play-

grounds, military bases, cemeteries, home lawns and highway rights-of-way. The grass has been planted in 17 states and more than 40 countries.

The Bermudagrass variety is noted for its drought tolerance, dark green color and medium fine texture. NuMex Sahara, which was developed after more than 20 years of NMSU research, was designed not to grow as tall as other Bermuda strains.

## BIG-small partnerships

Continued from page 1

megafirms look to use their name recognition to carve a larger piece of a growing market.

Does this sort of agreement make the golf industry healthier? Or does the one-stop-shopping mentality threaten competition?

Answers, of course, depend on who's issuing them.

"It's great for us — we make money," said Peter Gross, president of Aeromix. "A company like Toro, this behemoth, can do a lot of things very well. But there are a lot of niche markets they can't reach very well. Entering into the partnership with us is a way for them to get at those niche markets."

"Toro profits indirectly by our profiting and expands its involvement in a field it's already involved with."

Gross indicated the recognizable red & white of Toro was very important to the agreement. "How do you compete with the Toro brand name?" he asked rhetorically.

According to Charlie Barebo, president and CEO of Otterbine/Barebo, Toro approached his firm about "seven or eight years ago" looking for a partnership or buyout agreement. O/B declined and now finds itself competing with the Toro brand name.

It that intimidating?

"Hell, yes!" Barebo said with a laugh. "Here we are, a family-owned business up against a company selling \$1 billion worth of product. I don't feel threatened by it, but I'm alerted by it. It's made us more competitive. It's made us a better company."

"The big advantage we have, as a small company, is we make decisions very quickly and implement them very quickly. We also have a loving relationship with our distributors. Now, not all of our distributors would say that. But we consider them family, and we're going to use that to beat the hell out of Toro."

Barebo is quick to point out, however, that all firms reach agreements of this type, though not necessarily on the same scale. The relationship between O/B and its distributors is also a partnership, he pointed out.

"Seventy percent of all our distributors are also Toro distributors, all independently operated," he added. "And the feedback we're getting is, they're happy with our product and service. Many aren't taking on the Aeromix line."

Gross and Barebo disagree on many things, but they agree the golf industry will witness the creation of similar partnerships with increasing frequency.

Last spring, Toro added Bio Humatics, a bio-tech liquid fertilizer manufacturer, to its list of "junior partners." This year alone, biosys — a small producer of biological pesticides — has forged separate marketing relationships with three heavy hitters in the chemical industry, Ciba-

Geigy, Archer Daniel Midland and Sandoz.

"The bottom line is, it's an efficiency strategy," explained Adrienne Ste. Marie, product manager for Palo Alto-based biosys. "By aligning ourselves with Ciba-Geigy, for example, we reach more people. There are 50 people in our company, but only two salespeople. Ciba-Geigy has 18 to 20 [salespeople]."

Ste. Marie also indicated the alliance with Ciba-Geigy gave biosys instant credibility. If an established company like Ciba-Geigy invests time and money, customers can be sure biosys isn't selling snake oil, she said.

Before joining biosys, Ste. Marie worked in the pharmaceutical industry, where BIG-small partnerships thrived. While they've been more common in the bio-tech portion of the golf course industry, expect to see more BIG-small agreements in the turf and machinery sectors, she said.

Barebo already sees this phenomenon sweeping the American economic landscape. In Barebo's 13 years with the company, O-B has been with four different banks. "And all of those relationships dissolved because these little banks were purchased by big banks," he said.

"I think it's definitely a trend," said Gross. "All you have to do is look at today's world. They just built a Walgreens next to my house. They sell pizza now!"

"You have to realize you can't develop all this stuff on your own. There isn't enough time in the marketplace anymore. Toro doesn't have five years to develop an aeration line. They need it today."

**MAXON CS-0510** Regularly \$279.75  
**NOW \$199.75**  
**You Save \$80.00 per unit!**

5 watt, 4 channel compact radio complete with crystals on Ch-1, flexible antenna, nickel cadmium battery, belt clip, audio connector, AC wall-type charger, and one year warranty.

**PAGE COM**  
**800-527-1670**  
 10935 Alder Circle, Dallas, Texas 75238  
 (214) 680-9750 Fax: (214) 349-8950

## Put A Ranger In Every Cart!



**CARTROL**  
 THE GOLF CART CONTROL SYSTEM™

This amazing new system controls golf cart traffic and eliminates confrontation with cart patrons. The system helps prevent soil compaction and turf crushing problems and it maintains play quality around the greens. Cartrol also provides security for the course storage area.

Call the CARTROL Company for more information  
**215-651-0999**

© 1992 The Cartrol Company, a division of Invisible Fence Co., Inc.