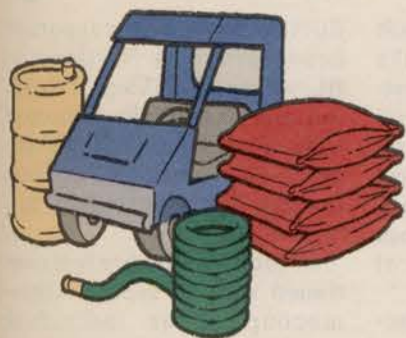


BRIEFS



SULLIVAN TO REP FOR SYNCROFLO

NORCROSS, Ga. — Sullivan Electric and Pump, Inc. of Lake Worth, Fla. has become exclusive irrigation representative in their trading area for SyncroFlo, Inc. The unique distribution and service agreement allows SyncroFlo to support all golf professionals in this important area. Sullivan Electric will also join the SyncroFlo group of support companies that can be called upon to service equipment throughout the Caribbean and South America.

GIAUQUE JOINS SUNBELT SEEDS

NORCROSS, Ga. — Sunbelt Seeds, Inc. has announced that Pete Giauque has joined its staff as an agronomist and sales representative. Giauque has an agronomy degree from Purdue University and many years of experience in the different areas of turfgrass management. His background includes positions in the research, development, and technical support departments with Chemlawn as well as experience in golf course management.



Pete Giauque

LEAHY NAMED TO PICKSEED POST

Pickseed Canada Inc. has announced the appointment of Peter Leahy as Technical Turf Sales representative for Eastern Ontario. This area was formerly served by Richard Dwyer, who has transferred to the company's Winnipeg branch. Leahy comes to Pickseed well versed in soil chemistry and with past experience in seed, fertilizer and chemical sales. He also teaches night courses on soil chemistry, possessing the essential knowledge to deal with the technical aspects of turf production.

NDS NAMES VAN NOY SALES VP

Lawrence W. Van Noy has been appointed vice president of Marketing and International Sales for NDS-National Diversified Sales, Inc. Van Noy will be responsible for international sales and product marketing. Van Noy has an extensive background in residential and commercial construction and design, working closely with architects and engineers. Headquartered in Camarillo, Calif., NDS, Inc. is the innovator of injection molded plastic exterior surface drainage products that include catch basins, grates, channel drains, sewer and drain fittings, and irrigation control valve boxes.



Lawrence Van Noy



Clark Staples

Former Cushman executive forms international consulting firm

By MARK LESLIE

LINCOLN, Neb. — Clarke H. Staples, former international marketing services director for turf products for Cushman-Ryan/Ransomes America Corp., has opened a consulting firm, Greentalk International.

Staples, who has worked extensively in the United Kingdom, Europe and Asia, will work deal with manufacturers and superintendents. He said on the one hand he is helping sales staffs in their training, understanding markets, equipment and equipment purchasing.

On the other hand, he is available to superintendent groups for advice in appraising courses for the best type of equipment, how to buy and what to buy.

"I think I can give a very knowledgeable, objective point of view," Staples said.

He is drawing on 30 years experience, consulting major manufacturers of golf course maintenance equipment on reaching foreign markets. Among his major clients have been Jacobsen, Toro, Broyhill, National Mower, Turfco and LESCO.

"The main thing is, what would be the best distribution for their needs. If we're talking about Thailand, for instance, I know the distributors pretty well and have a rating factor in my own mind as to how they would help them," he said.

"I have an empathy for, and believe in, listening to other cultures and what their

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Commentary

No boom, no bust in Asian market; U.S.-Vietnamese dilemma remains

By HAL PHILLIPS

SINGAPORE — Before I left for Asia in mid-March, much had been said to me regarding the marked slowdown in Southeast Asia. Clubs were going under, projects halting, course openings slowing to a dribble...

Well, rumors of a Southeast Asian golf bust have been greatly exaggerated. Projected course openings in most of the region are, in fact, far higher than any estimates I had seen (even higher than those printed in the *Golf Course News* media kit!).

The situation in Asia is closely analogous to that which currently exists in the United States, believe it or not. While it is still an infant in many ways, the Asian market went through a frenetic period of growth in the 1980s, fueled by speculation and ego. As a result, many ill-conceived courses closed down, money was lost, and investors were a tad leery in the early 90s.

Sound familiar?

Fact is, the vast majority of Asian projects under construction and in planning aren't even considered unless the issue of profitability is addressed up front, just as it is here in America.

The differences lie in the very immaturity of the Southeast Asian market, which translates into tremendous opportunity. Interest in golf remains phenomenally high; land is still affordable; and environmental regulation remains minimal.

One golf course supplier indicated to me his firm foresees 12-18 percent growth in the Asian market over the next 4 years. This same firm is growing 5-8 percent in North America.

All this has evolved without the money and manpower of the world's largest population. However, reports out of China indicate 50 courses will open before Hong Kong changes hands in 1997. If the Chinese continue to build on

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More than 200 companies exhibited at Golf Asia '93, held in late March in Singapore. Jon Huntsman (below), the United States Ambassador to this island nation, officially opened the four-day exhibition.



NEW PRODUCT OF THE MONTH



THE SUPER SWISSBUCK

The Greensmaster, the newest addition to the line of SwissBuck knife-tools, has been designed with the superintendent in mind. In addition to the standard Swiss accessories, the SwissBuck features a ball mark repair tool, Phillips screwdriver, and Matte-black handle with built-in grip ridges. For more information on the SwissBuck, call 619-449-110. For more new products, see page 50.

Neogen Corp. acquires Reveal diagnostic kits

LANSING, Mich. — Neogen Corp. has announced its acquisition of the Alert and Reveal plant diagnostic test kits from Agri Diagnostics Associates of Salt Lake City. The 10 diagnostic products join Neogen's line of more than 90 diagnostic kits produced and marketed to the golf course, agricultural and pharmacologic industries.

All manufacturing and marketing activities for the product line have been relocated to Neogen's Lansing operation, and the company expects to immediately begin servicing customers from that location.

These newly acquired, on-site plant disease detection test kits are rapid testing tools designed to allow users to conduct accurate disease detection and diagnosis without the need for an equipped plant pathology laboratory. The immunoassay methods in which antibodies have been developed to recognize specific plant pathogens. By simply reading a color change, the user can determine if the pathogen is

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