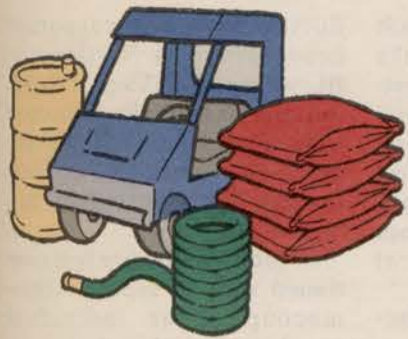


BRIEFS



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

Continued on page 44

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

Continued on page 47



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

Continued on page 49

Market impressions from Southeast Asia

Continued from page 43

their emerging free market attitudes, this formerly closed nation could drive the golf industry for decades to come.

•••

• Immediately following the Gulf War, then-President Bush made a point of exorcising the specter of America's Vietnamese experience. And while he assured us this chapter in U.S. history was closed, his mere mention was proof that we, as Americans, have yet to put it

behind us.

Recently uncovered documents revealing the Vietnamese government has not been truthful about the fate of American POWs presents yet another obstacle to the normalization of relations.

While it is difficult for U.S. citizens to forget the war-torn images of Vietnam in the 1960s and 70s, it's important to remember the Vietnam of today is a very different place. From all accounts, its people are

avidly interested in developing a free market, industrialization and, yes, attracting tourist dollars. The story on page 31 of this issue indicates the broad-based Vietnamese interest in making their country accessible to golfers, businessmen and foreign investors.

The pain of POW families can't be swept under the rug of capitalist venture. But Americans will find themselves behind the eight-ball in this emerging nation if they don't recognize current realities and opportunities. Every day the embargo remains in place, U.S.

companies fall further behind.

Eventually, the embargo will be lifted. Indeed, many American firms are already in Hanoi, poised for an end to sanctions.

This is not insensitive, traitorous behavior. This is not carpetbagging. It's good business.

•••

• Sobering news item #1: Singaporeans — typical of many people in Southeast Asia — are very serious about their country's economic place in the world. Further, the level of personal savings and investment is phenomenally high. Shortly

after Golf Asia '93 came to a close, an investment expo was scheduled for Singapore. A video advertisement for the upcoming show was shown in a busy downtown mall. A large crowd gathered to watch, completely engrossed.

Can you imagine a crowd of American mall rats watching a 10-minute promo for an investment exposition?

•••

• Sobering news item #2: Wealthy Southeast Asians often hold memberships in three or four different golf clubs around the region. Can they afford a fifth? Luckily, the fast-emerging middle class — stocked with savings and eager for status — are prepared to pick up the slack. In emerging nations with minute native golf populations, the development of player pools is essential. Public golf is still difficult to come by in this region, but many are perfectly content to spend years learning the game at a range, and flying to Bali or Batam for their golf weekends.

•••

• Last but certainly not least, kudos to Steve Allen and the staff at Connex Private Ltd., who put on a great show at Golf Asia '93. Everything went smooth as Thai silk. The crowds were large and many a deal was struck. Allen, in particular, was a whirling dervish. He was all over the show floor with his walky-talky, accommodating exhibitors, escorting guests (like the Sultan of Jawar), and personally handling the smallest details. At the end of the day, he could be seen out in front of the World Trade Center, hailing cabs.

Steve Allen, clearly the hardest working man in show business.

Hopkins the new Southeast rep for Sostram Corp.

ATLANTA, Ga. — Sostram Corp. has named Robert Hopkins sales representative for Florida, Alabama, Georgia, North and South Carolina.

Hopkins will be based in the company's Atlanta office. Hopkins was previously national accounts manager for Oil Dri Corporation.

In other management changes, Jim Bryan has been named business manager with responsibilities for the Sostram line of herbicides, including: atrazine, Sim-Trol (simazine) and Trophy. Bryan remains based in Memphis.

Ron Dezember has been named business manager with responsibilities for fungicides, including Echo and other chlorothalonil formulations. Dezember will also be responsible for the Sostram line of specialty chemical products. Dezember remains based in Cleveland, Ohio.

While golfers sleep, you don't.

Because a

superintendent

doesn't just work

from nine to five. Your course

is a 24 hour concern.

We see things your way. So we don't measure the performance of Toro equipment solely in terms of horsepower and rpms. We measure it in your terms.

Consistently superb quality of cut.

For example, we know that your climate, terrain and turf are unique.

That's why Toro offers a complete range

of fairway mowers.

So you can

choose the one

that best keeps your

fairways strikingly

beautiful and eminently playable.

No better way to enjoy your morning drive.



Reelmaster® 5100-D. With Automatic Control Electronics™ for advanced reliability and serviceability.



Reelmaster® 450-D. Has variable clip control for highest quality of cut in varying course conditions.

TORO

Helping You Put Quality Into Play.™