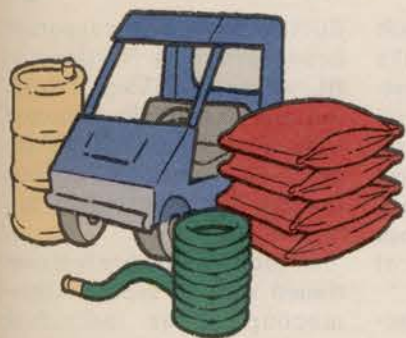


BRIEFS



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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Trade policy

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explained.

U.S. seed producers have no problem getting product into China, a burgeoning market.

"The problem is they sometimes steal a variety and then sell it back a few years later," Hays said.

New Zealand and Australian seed producers receive government subsidies, giving them a competitive advantage over their unsubsidized American counterparts, he added.

The golf car industry's marketing problems have also happened elsewhere in Asia, according to Club Car Chairman and CEO George Inman. Inman is also president of the National Golf Car Manufacturers Association.

Japanese tariffs on imported golf cars are very low compared to other countries, where the added levies often add 40 and 100 percent to the final price, according to Inman. Few of those countries manufacture golf cars.

"They're usually trying to protect the jobs of their caddy force," Inman said. "It's viewed as luxury tax. We don't like it. But at least

it's the same for everyone."

American golf car makers have never had problems getting into the Japanese market. "If anything, it's more open now than it's ever been," the Club Car executive said. Inman added he couldn't speak for all members of the manufacturers' group regarding higher U.S. tariffs on Japanese products to get the Asian country to further open its doors.

"Personally, I don't think they are a good idea," Inman said. "Tariffs may have a place on some occasions. But, in general, all they do is encourage a lack of investment and the entrepreneurship

needed to be competitive in a global economy.

"Anyone who doesn't think we are in a global economy today just isn't in the ballgame. Tariffs inevitably lead to protectionism. And that's just counterproductive."

American turf equipment manufacturers don't meet the barriers in Japan that producers of generic products like steel or food do, said international marketing consultant Clark Staples, former international marketing services director of turf products with Cushman-Ryan/Ransomes America Corp.

"U.S. golf equipment is the

equipment of choice there. The Japanese view golf as an American game and buy American equipment," Staples said.

Japanese manufacturers have copied most American turf equipment, Staples said. Japan-based companies like Baroness and Toshia have even sold turf products in the United States through American distributors like Brouwer and Bunton, he noted.

But Baroness, Toshia and other Japanese manufacturers have no advantage over companies like Ransomes, Jacobsen or Toro when it comes to selling in Japan, he assured.

"What it all comes down to in Japan is distribution," Staples said. "If you have good distributors you will do well."

While on a professional level Staples sees no need for higher tariffs on golf products, America's \$1 billion weekly trade deficit with Japan bothers him on a personal level.

"I favor some equalization to make [overall] trade fairer," he said. "The Japanese should be buying some of our beef, steel or something to lower the trade deficit. We need more free trade in those areas."

Chemical manufacturers report some problems in the Japanese registration process.

"We haven't done any formal studies, but we have received some anecdotal information," said John McCarthy, vice president of science and registry affairs with the National Agricultural Chemicals Association, an industry trade group.

"Foreign companies must get their products approved for use in Japan. Japanese companies seem to have an easier time getting approval than U.S. manufacturers.

"A number of years ago the Japanese required that all testing be done there. With the help of the State Department, we got that waived."

Paul Grosh, sales manager of Lebanon Turf Products professional group, said his company unsuccessfully tried to register a fertilizer in Japan 18 months ago.

"We didn't have a whole lot of luck. We would be interested in marketing products there, but our first experience wasn't very positive," he said.

Neogen acquisition

Continued from page 43

present and semiquantitate the pathogen load.

The Reveal diagnostic kits, used predominantly by golf course superintendents, are used to detect fungal diseases of turf including pythium blight, brown patch and dollar spot. The kit is designed to complement Neogen's EnviroCaster, which superintendents can use to monitor environmental conditions and predict the onset of plant diseases and insect emergence.

For more information on the acquisition and other Neogen products, call 1-800-234-5333.

**NOW YOU CAN
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AN UNENDING ONE.**

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That's why many of today's top superintendents are tank-mixing Banner® with an effective contact fungicide like Daconil 2787® Flowable.

It allows them to use the most economical rates for the prevailing disease conditions. And its dual mode of action fights disease both inside and outside the plant.

Which doesn't just make turf disease go away. It makes it stay away.

