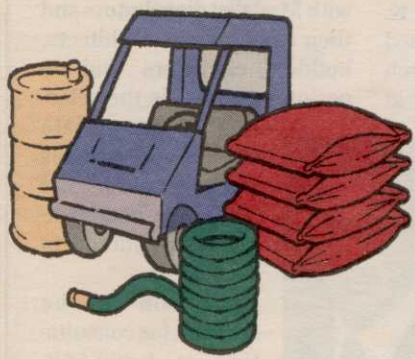


BRIEFS



HAYS PROMOTED AT HYUNDAI

SANTA ANA, Calif. — Jim Hays has been promoted to the position of national field service technician at Hyundai Golf Cars, U.S.A. Headquartered here, Hays will work with Hyundai's field service manager, Dennis Mahan, and Hyundai dealers to ensure the cars are properly serviced and maintained. He will also advise on golf car technical modifications and updates. Prior to joining Hyundai, Hays spent 15 years in the marine maintenance and manufacturing business.



Jim Hays

DAKOTA'S CHANGE OF SCENE

GRAND FORKS, N.D. — A new post office here has facilitated an address change at Dakota Peat & Blenders and Pioneer Peat Inc. Following are the new addresses and numbers (note the new p.o. box numbers): Pioneer Peat, Inc., P.O. Box 14088, Grand Forks, N.D., 58208-4088 — Telephone: 701-746-4300 — Fax: 218-773-3151; Dakota Blenders, Inc., P.O. Box 14088, Grand Forks, N.D., 58208-4088 — Telephone: 701-746-4300 — Fax: 218-773-3151.

NUMEX ROYALTIES ROLLING IN

LAS CRUCES, N.M. — An improved, seeded, turf-type Bermudagrass developed at New Mexico State University continues to bring money to the NMSU-based New Mexico Crop Improvement Association for continued agricultural research. Fourth year sales of NuMex Sahara by Phoenix-based Farmers Marketing Corp. have generated earnings of more than \$60,000 for the association. To date, royalties to NMSU from this variety exceed \$250,000. Arden Baltensperger, NMSU agronomy professor emeritus and Farmers Marketing turfgrass research director, developed NuMex Sahara with USGA support.

LESCO VIDEOS AVAILABLE

CLEVELAND — Lesco, Inc. has released seven new videotapes designed to educate viewers on various aspects of turfgrass management. The video library, which comes in standard VHS form, includes the following titles: *Common Turfgrass Weeds*, *Common Turfgrass Insects*, *Common Turfgrass Diseases*, *Rotary Spreader Calibration*, *Turfgrass Renovation*, *Irrigation Maintenance and Troubleshooting*, and *Floating Fountains*. To suggest a topic or order an existing tape, contact Art Wick at 1-800-321-5352 (in Cleveland, 333-9250), or fax your request to 216-333-9664.

Golf Car Report

Manufacturers brace for Calif. emissions ruling

By HAL PHILLIPS

SACRAMENTO, Calif. — Later this month, the Air Resources Board (ARB) of California — the state agency dealing with atmospheric regulation — will issue its recommendation on when and how gas-powered golf cars will be eliminated from America's most emissions-conscious state.

Golf car manufacturers are preparing for the worst.

Industry estimates place the number of gas-powered golf cars in California at approximately 14,000. Eventually, state mandate — in some form or another — will force the switch to an entirely electric-powered golf car fleet.

The National Golf Car Manufacturers Association (NGCMA) — which estimates the cost of this switch-over, for an individual golf course operator, to be \$300,000 to \$1 million — argues that gas and electric cars cannot be stored together, meaning a new cart storage facility must be built during the transition to electric.

The best indication of how harshly gas-powered carts will be treated may lie in the



Manufacturers normally resist control put on them by this agency and those regulated for the first time react most vociferously.'

— Jerry Martin, California Air Resources Board

regulation of lawn and garden machines. For instance: All lawn and garden engines (riding mowers) produced after Dec. 31, 1993, will be required to comply with stringent exhaust emission standards relating to hydrocarbons, oxides of nitrogen, carbon monoxide and particulate matter. Further, no new lawn and garden engines will be allowed to replace pre-1993 models after Dec. 31, 1998.

In ARB lingo these are considered "first-tier" regulations — and the NGCMA would like nothing better than to be considered for first-tier status. However, the ARB-recommended regulations may well be more harsh than those assigned to lawn and garden equipment.

"The fact is, there are no rules — so there is no timetable regarding the elimination of gas-power golf cars," said Jerry Martin, a spokesman for the ARB. "The staff is now preparing its recommendations. The staff report is due out in late October."

In 1991, the NGCMA petitioned the ARB to regulate golf cars by first tier standards because, "similar engines should be similarly regulated," reads the NGCMA position paper. "Lawn and garden equipment

Continued on page 33

Playing the market: Club Car, Inc. to offer public stock

AUGUSTA, Ga. — Add Club Car Inc. to the growing number of golf industry firms attempting to quickly raise cash through public stock offerings.

The golf car manufacturer, based here, has filed a registration statement with the Securities and Exchange Commission to offer 4.125 million shares via NASDAQ. The initial offering is scheduled to begin later this month.

According to a prospectus filed with the SEC, Club Car expects to garner between \$14 and \$16 per share, 2.7 million of which will be offered in the form of common stock. The remaining 1.425 million shares are to be sold only by designated stockholders.

Offering public stock is nothing new to the consumer side of the golf industry. Shaft and club manufacturers like Aldila and Callaway have already blazed that trail. For the non-playing golf course industry, Club Car and National Golf Properties, Inc. (NGP) — the American Golf Corp. spinoff — are pioneers.

However, unlike NGP, which plans to use the public money to fund more course acquisitions, Club

Continued on page 33

Earthgro, Harmony sign joint marketing, manufacturing pact

LEBANON, Conn. — Earthgro, Inc., a manufacturer of natural horticultural products here, has reached a joint marketing/manufacturing agreement with Harmony Products, Inc., an organic-based fertilizer manufacturer and waste management firm based in Chesapeake, Vir.

The allied companies will offer a full line of organic, organic base and natural fertilizers in areas of the United States where the firms believe environmental sensitivity is very high.

Under the five-year agreement, Earthgro will be the primary distributor of Harmony's high-analysis, slow-release organic base turf and garden fertilizers for both the retail and professional markets in the Northeast. Harmony will be the sole manufacturer of Earthgro's natural fertilizers products in the Eastern U.S. The relationship, which includes certain per-performance requirements on both companies, is designed to combine the talents of

Continued on page 34

IA Exposition sold out in San Diego

By HAL PHILLIPS

SAN DIEGO — Attendees at the upcoming Irrigation Association Exposition and Technical Conference will witness the largest display floor in the event's history, according to Irrigation Association Executive Director Charles "Pepper" Putnam.

"It'll be the largest floor we've ever had and we're going to sell out," said Putnam, whose Association will play host to the world's largest irrigation products and service expo Oct. 31-Nov. 3, at the Convention Center here.

"As far as registrations are concerned, the volume of inquiries has been enormous," Putnam continued. "But we've averaged about 3,200 the last few years and I estimate about 3,800 this year."

"Because we're holding the event in such a large market, we'll have a huge number of one-day, walk-in attendees — specifiers and contractors who've probably never seen anything like it."

"I'm really very enthusiastic about how things are going, despite the economy. We never dreamed we would sell out."

Question about the Exposition and Technical Conference can be directed to the IA at its new number: 703-575-3551; or fax: 703-573-1913.

The Irrigation Association has moved its national offices from Washington, D.C. to Northern Virginia. The new address is:

Irrigation Association
Suite 120
8260 Willow Oaks Corporate Drive
Fairfax, Va. 22031

Century Supply Corp. purchased for \$40 million

MADISON HEIGHTS, Mich. — Century Supply Corp., one of the nation's largest wholesale irrigation distributors, has been purchased by the New Jersey-based holding company, Richton International Corp.

Headquartered here, Century maintains 25 branch offices in Florida, Illinois, Indiana, Wisconsin, Kentucky, Georgia and Missouri. The distributor

boasts annual sales in excess of \$40 million.

Richton officials have indicated the closing of the transaction is subject to conditions including the completion by Richton of proposed financing by the Michigan National Bank, additional subordinated financing to be provided by individuals, and the favorable action of the Richton Board of Directors.

Trend continues: Flowtronex joins forces with PSI

Continued from page 1

the economy."

Childers added that each of the two companies had "a vastly different, but both very successful, sales philosophy. The combination should prove interesting."

"It really is a match made in heaven," said David Brockway, who helped found Flowtronex in Tyler, Texas, in 1986 and will serve as president of the new Flowtronex PSI Ltd. "Everyone's excited about it. It's a case where one and one equal four. Basically, we had strengths where they had weaknesses, and *vice versa*."

Brockway said: "PSI has been known for

its very strong distributor and sales rep network. Flowtronex, on the other hand, has had a strong factory-direct sales network.

"PSI had made a real move over the last couple years into the technological forefront. That's been our [Flowtronex's] whole bag. We hung our hat on the VFD."

With the merger, signed on Sept. 8, Flowtronex is moving its operations to PSI's Dallas plant. PSI founder Jerry Pettengill is serving as chairman of the board and Emil Gram is general manager of the plant, where all production will take place.

"Competition was the driving force" for the merger, said Gram. "It's not unlike

what we're seeing throughout industry in general. We're ecstatic that we can take two good companies and make one great one.

"This merger will provide an outstanding opportunity to serve our buying and operating public."

Brockway pointed to improvements in service with the merger. Flowtronex and PSI each had 35 to 40 service centers. The 70 service centers "is unheard-of in this industry in terms of taking care of customers," he said. "In this industry, with this type of equipment, all of us realize service is the name of the game. The reason is that golf course superintendents are not trained

as mechanical or electrical engineers, and when the pump station goes down, they don't have people on the course who can fix it. They rely on the manufacturer."

Brockway said the new firm will do "a lot of product development that we couldn't do alone. People need to keep their eyes open for new developments."

Flowtronex PSI Ltd. will maintain close ties to Flowtronex International, which manufactures industrial pumping systems. And Brockway predicted, "We will continue to get spinoff development from that."

Flowtronex employed 37 in its turf division, while PSI employed around 65. Flowtronex employees will either move to Dallas, be absorbed in Flowtronex International, or elect to leave the company, Brockway said.

Brockway predicted the new company "will more aggressively pursue the total global market because that's where we will get the biggest increase in sales."

PSI and Flowtronex both have been independently selling equipment in Asia. "That is a very important market to us. And we are going to become a bigger player in that market," he said.

Stateside, Childers said the merger will help in one way: It will give customers "one less proposal to consider."



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CIRCLE #135

Earthgro-Harmony joint agreement

Continued from page 31

each firm by combining Earthgro's extensive marketing and distribution networks with Harmony's fertilizer/manufacturing know-how and capabilities.

Earthgro manufactures and distributes bagged soils, natural fertilizers and bark products from Virginia to Maine, while Harmony is best known for its patented, slow-release nitrogen technology. For more information, contact Earthgro at 203-642-7591 or Harmony at 804-523-2849.

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