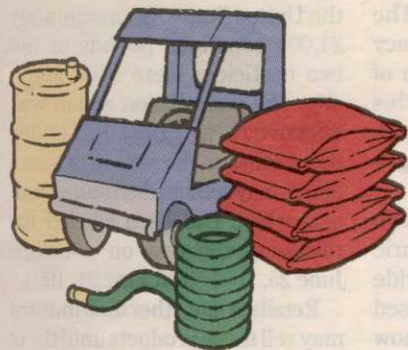


BRIEFS



**HUNTER SIGNS ON WITH ROOTSINC.**

NEW HAVEN, Conn. — Rootsinc. has announced the hiring of Fred Hunter as vice president, sales and marketing. Hunter joins Rootsinc. after an extended career at Mead Paper, where he held several marketing positions. He will now be responsible for sales and marketing of the entire Rootsinc. product line, including products previously manufactured by RGB Labs of Kansas City, which Rootsinc. recently purchased.



Fred Hunter

**HENDRIX TO LEAD TORO IRRIGATION**

RIVERSIDE, Calif. — Calvin R. "Cap" Hendrix has been named vice president and general manager of The Irrigation Division of The Toro Company. Hendrix formerly served as president of the Thermador Corp., a subsidiary of Masco Corp., which manufactures and markets residential kitchen appliances.

**RANSOMES PROMOTES NEHLS**

MINNEAPOLIS — Ransomes America Corp. has announced the appointment of Sandi Nehls as market planning analyst. She will work out of the Johnson Creek, Wis., office. In her new position, Nehls will assist in sales forecasting for all Cushman, Ransomes and Ryan product lines. Nehls, who joined Ransomes 10 years ago, most recently held the title of sales coordinator in the marketing and sales department.



Sandi Nehls

**CHRISTY TO REP AQUAMASTER**

KIEL, Wis. — AquaMaster Fountains and Aerators, the Kiel-based manufacturer of aquatic management equipment, has announced that T. Christy Enterprises will represent its product line in California, Arizona, Nevada and Hawaii. For product inquiries, contact Jon Christy at 1-800-BLU-GLUE.

**ATLANTIC MOVES BRITISH OFFICE**

READING, Berkshire, England — Atlantic Tehncology has moved its offices to the following address: Clock House, 286 Kings Road, Reading, Berkshire RG1 4HP, England; Phone — 011-44-0734-510033; Fax — 011-44-0734-510044. Atlantic represents a number of British and American turfcare manufacturers, including Becker-Underwood, Bayco, Turf-Ex and FAL. Atlantic markets these products through 15 distributors in the U.K. and Europe.

# Europe looking to shake low-growth image

By HAL PHILLIPS

When U.S. golf course suppliers first turned their attention to overseas markets early in the 1970s, Europe represented the sum and total of their ambitions. Led by the long-established British market, Europe displayed consistent, albeit modest, growth before the Asia-Pacific market exploded in the 1980s, wooing U.S. suppliers across the larger pond to the west.

Despite the boom in Asia-Pacific, European construction continues to show marked growth. France, for example, opened 224 golf courses between 1988-92, increasing its course pool by 96.6 percent. The Netherlands has only 128 golf courses nationwide, but 80 were opened in the last five years. And Sweden — a larger percentage of whose citizens play golf than any other country on Earth — opened 158 courses between '88 and '92, an increase of 82.7 percent.

In all, Europe boasts nearly 4,300 golf courses, 1,100 of which have opened since 1988. More than 400 are scheduled to open before 1996.

"The fundamentals for golf in Europe continue to look very strong," said Owen Towne, Paris-based manager of international business development for Ciba. "But compared to the big numbers you can throw out for Southeast Asia, it doesn't look that great.

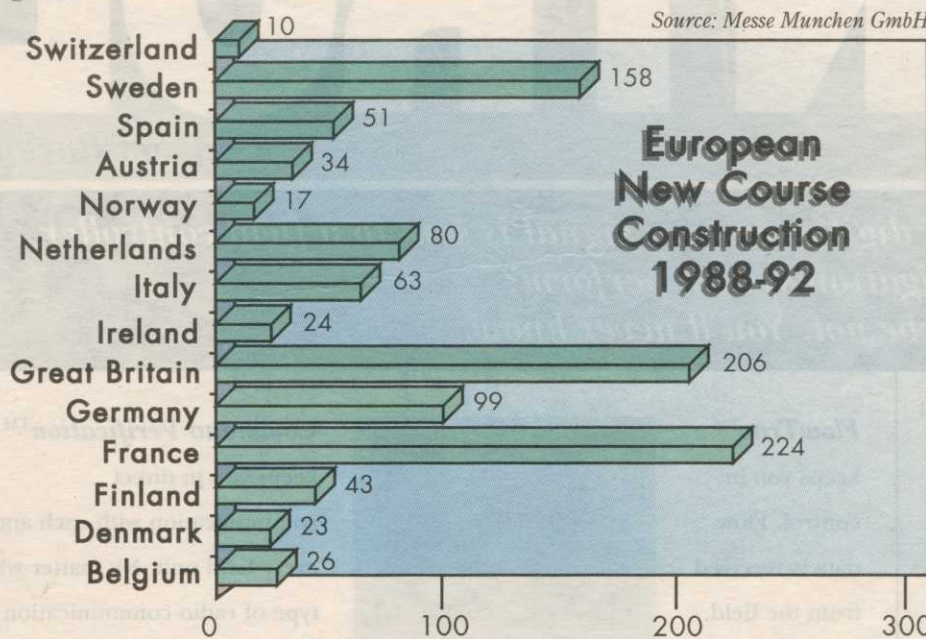
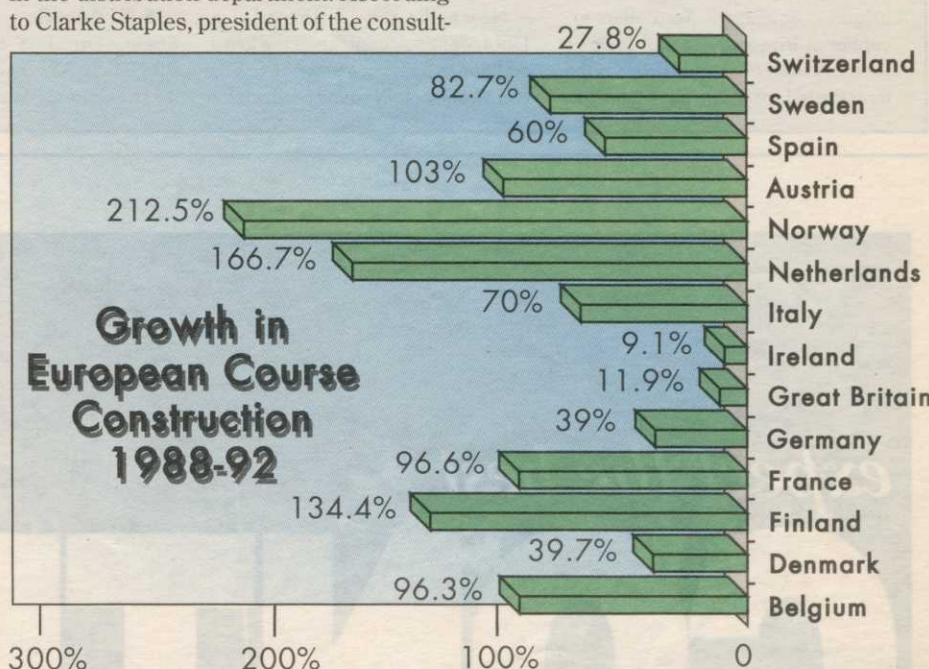
"I also don't think people in the U.S. realize the extent of the recession over here. We have 10 percent unemployment in most every country... But economies can't continue to shrink forever."

Because the U.S. golf course industry has fostered growth in Europe for some time, many suppliers — of iron, particularly — have established strong footholds in the distribution department. According to Clarke Staples, president of the consult-

ing firm Greentalk International, this provides an opportunity and a challenge.

"If the increase in golf course construction is that good, I don't think U.S. suppliers will lose market share. But they won't necessarily gain, either," said Staples. "There's always the chance that European firms will respond to the growth and pick

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Country	Existing Golf Courses	Golf Course Equipment Expenditures (US millions)
Germany	353	\$24
Belgium	53	\$2.8
Denmark	81	\$6.8
Finland	75	\$4.1
France	456	\$21.6
Great Britain	2,062	\$71.1
Ireland	289	\$10.2
Italy	153	\$16.1
Netherlands	128	\$6.5
Norway	25	\$3
Austria	67	\$5.9
Spain	136	\$5.9
Sweden	349	\$44.5
Switzerland	46	\$3.6



**NEW PRODUCT OF THE MONTH**

RGF Environmental Systems has introduced a negative-pressure, dust- and vapor-free, protective, hands-free chemical mixing chamber designed to protect employees and the environment from exposure to pesticides. The RGF Hands Free Mix & Load Chamber contains a water wash down and patent-pending venturi drain that can be connected to the loading station. For more information, call RGF at 1-800-842-7771. For more new products, see page 57.

## SMT emerges from the ashes of Innova Corp.

By HAL PHILLIPS

LAKEWOOD, Colo. — "Every time we apply a fungicide, we're treating a symptom — not a problem," said Lou Haines, one of two principals at newly formed Soils Management Technology (SMT), a consulting firm with a fresh take on the dynamics of agronomy. "We'll spend less money on treating symptoms if we begin by treating the place where it all starts, and that's the soil," said Haines.

Lakewood-based SMT provides consulting services combining technology derived from environmental, soils and agronomic disciplines. Haines is a certified superintendent and past secretary-treasurer of the Golf Course Superintendents Association of America, while Roy Parker worked for the National Golf Foundation before getting involved with soil development.

According to Haines and Parker, Palmer Course Design, Robert Trent Jones II, Gary

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