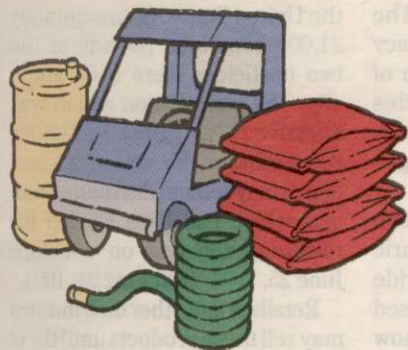


BRIEFS



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.

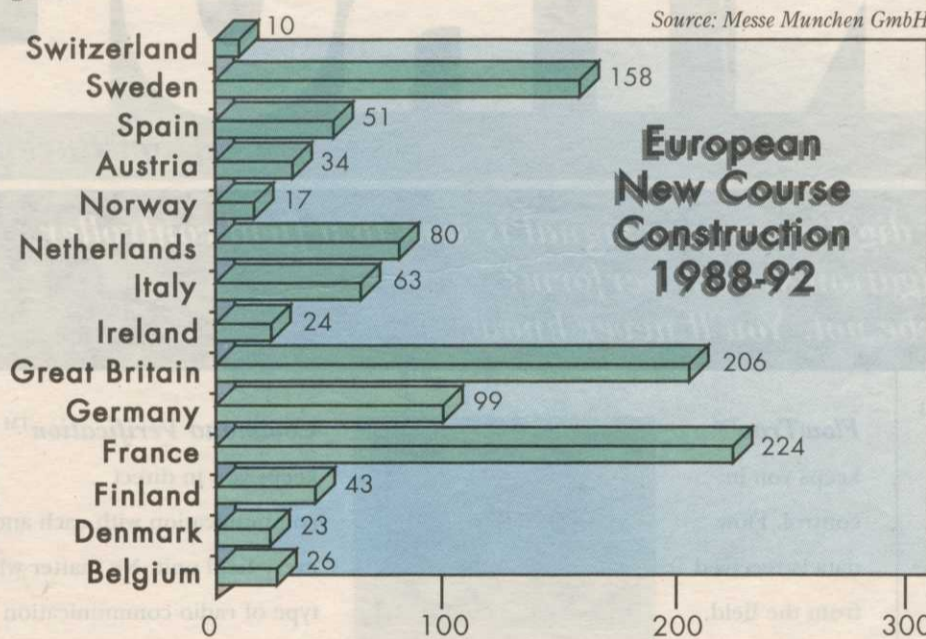
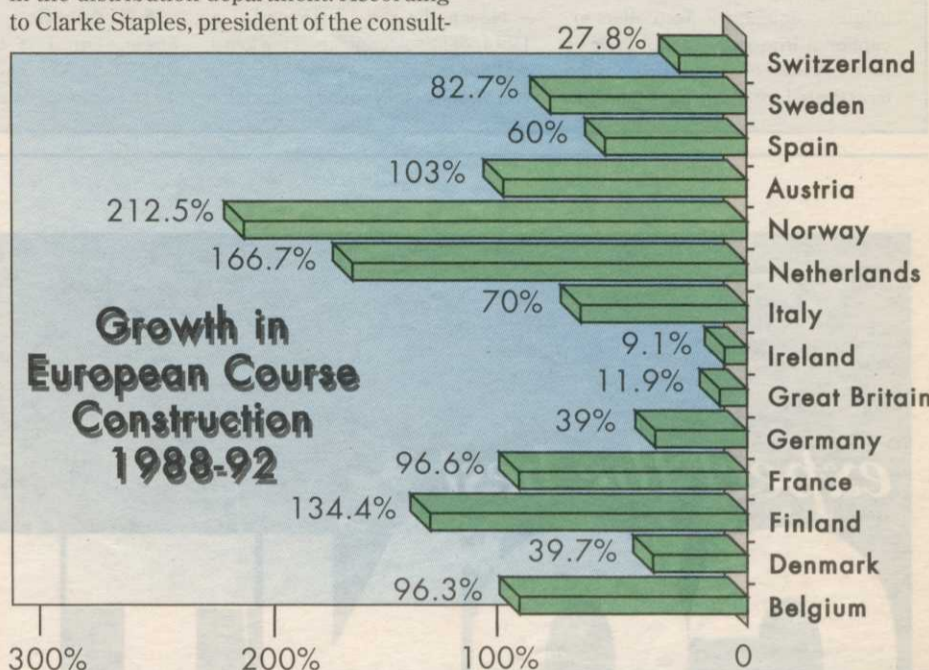
"I also don't think people in the U.S. realize the extent of the recession over here. We have 10 percent unemployment in most every country... But economies can't continue to shrink forever."

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

Continued on page 55



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

Continued on page 54

Scotts, Shemin Nurseries join forces

MARYSVILLE, Ohio — The Scotts Company and Shemin Nurseries, Inc., have announced a new agreement between the two companies for the sale and distribution of Scotts Professional products to lawn and landscape maintenance contractors, and other commercial customers. The product line includes a broad mix of fertilizers, herbicides, insecticides and grass seed products.

Each Shemin location will have a technically trained Scotts representative serving that area. In ad-

dition, Scotts' strong R&D will continue to provide new products to the industry and technical support for each location.

With 10 locations in the Northeast, Mid-atlantic, Southeast and Midwest servicing the professional lawn care and landscape, Shemin Nurseries is the largest wholesale distributor of horticultural products in the U.S. For more information about this new alliance, contact Scotts Paulette Grimme at 513-644-0011; or Shemin's Larry Wegman at 203-438-2331.

TMI purchases KWS breeding program

TANGENT, Ore. — Turf Merchants, Inc. (TMI) has announced its purchase of the Turf and Forage Grass Breeding Program from KWS of Einbeck, Germany. The program, carried on by Dr. Fred Ledebauer in Aurora, Ore., has produced such notable varieties as the Bonsai Tall Fescue, Cypress Poa Trivialis, and Patriot II Perennial Ryegrass. Ledebauer will continue to oversee the operation in Aurora.

The purchase of the program happens to coincide with TMI's 10th anniversary.

In a related move, Dr. Mike Richardson has joined TMI as its research director and assistant to Ledebauer. Richardson is a stress psychologist most recently associated with the USDA in Athens, Ga. His primary role will be to introduce combinations of various fungal endophytes into TMI's line of current and experimental varieties.

European market grows in shadow of Asia-Pacific

Continued from page 51

up that business, lessening the need for U.S. supplies.

"The saving grace is Toro, Jacobsen, Deere and Ransomes — the home team, so to speak — all have solid distribution networks. And I know Toro, Jake and Deere are working hard to get that business."

Despite the great continental growth, England, Ireland and Scotland still comprise the core of the European golf market. Nearly half the continent's golf courses are located in the United Kingdom, which explains why American firms have always targeted Great Britain when venturing into the European market, said Staples.

But there are cultural distinctions in Britain which make it hard for U.S. companies to justify their investments.

"They maintain their golf courses to different standards," Towne explained. "Not better standards. Not worse. Just different. And those standards simply don't measure up to U.S. conditions. They probably think we overdo it, but it's a problem for suppliers."

Towne noted that golf cars are almost non-existent in England. He also explained that climatically, the biggest problems for English turf are winter diseases while the largest problems for American courses tend to be summer diseases. For example, the number-one turf disease in the U.K. is fusarium or snow mold — which ranks about fifth in the United States, where dollar spot is the number-one problem.

Poa annua management products would sell well in Britain, said Towne, but American product lines are largely geared to American troubleshooting. Further, superintendents' overall technical training and expertise in disease diagnosis is generally lacking in Britain, said Towne.

...

Herein lies the irony: Britain has the courses and players, but their idea of "maintenance" won't support the fiscal expectations of many American golf course suppliers. In Europe, where the American maintenance model is more prevalent, there doesn't yet exist the necessary course or player base.

"The golf course supply relative to the population in Britain is very close to that in the United States," said Towne. "And golf has always been a game of the people: You can always plop down five or 10 pounds and play."

"In continental Europe, golf is far more elitist. But that's beginning to change. Half the golfers in Europe are over 50 years old, and that will be the fastest-growing portion of the population over the next 20 years."



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