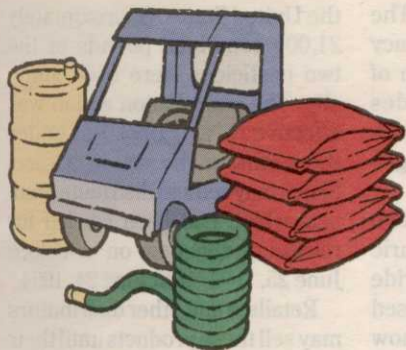


BRIEFS



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.

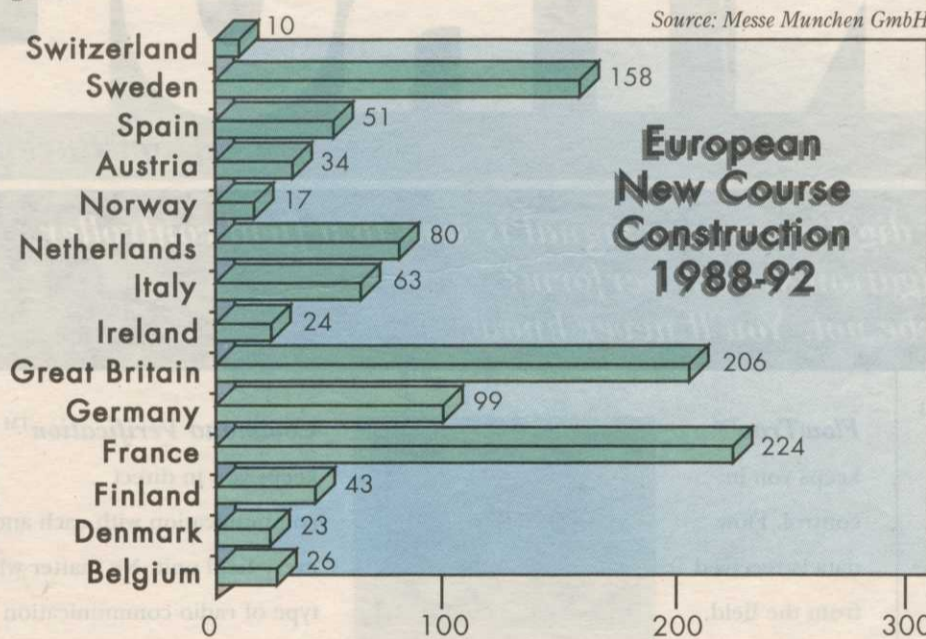
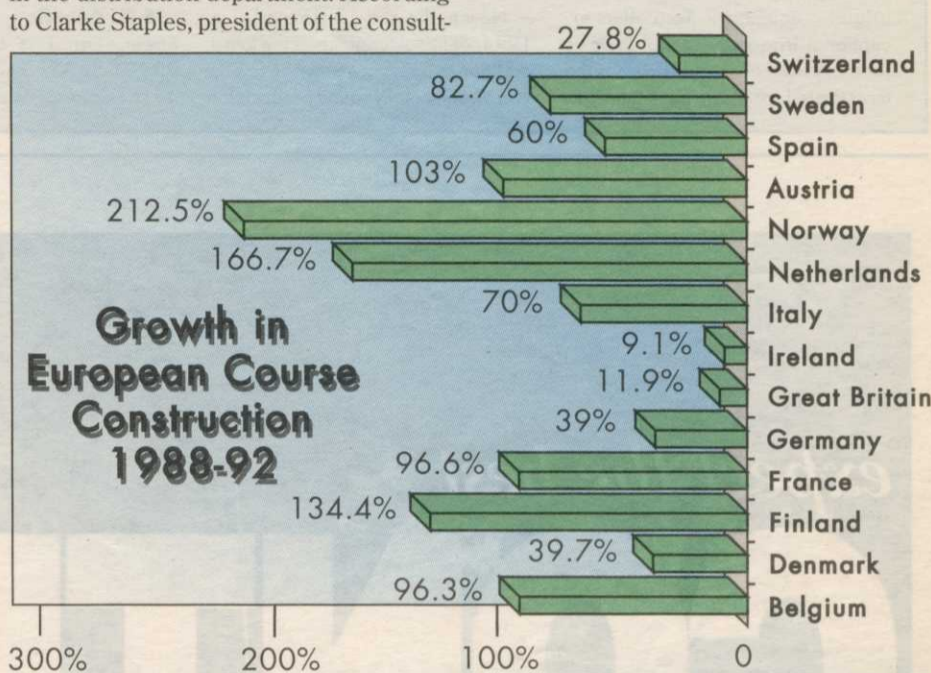
"I also don't think people in the U.S. realize the extent of the recession over here. We have 10 percent unemployment in most every country... But economies can't continue to shrink forever."

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

Continued on page 54

SMT emerges

Continued from page 51

Player Design, Hurdzan Design Group and Gene Bates Golf Design have all expressed a willingness to work with SMT. "Several project agreements are being finalized for the near term," said Parker.

"Our services are based on the precept that all soil properties — chemical, physical and biological — should be monitored and managed," said Haines. "Historically, the industry has focused primarily on the management and manipulation of chemical properties, while hoping the physical and biological properties would somehow take care of themselves.

"We want to help architects and superintendents become more completely informed concerning soil deficiencies *before* the golf course is built. Once the deficiencies are identified, sound modification and management programs can be implemented."

Porous ceramics and humate materials will play a significant role in these modification and management programs — this should come as no surprise, seeing as SMT rose from the ashes of Innova Corp., a firm that concentrated on the U.S. distribution of Isolite, a porous ceramic.

Parker was executive VP at Innova, while Haines served as VP of technical operations. Though Isolite was a useful product and the firm was owned by Japanese industrial giant Sumitomo Corp., Innova encountered all sorts of financial difficulties before declaring bankruptcy in February 1993.

"If you boiled it all down," Parker explained, "it simply failed financially. It filed Chapter 11 to reorganize but couldn't come up with a plan... It was a public company so anyone could've offered an alternative plan. But no one did."

At the request of the Innova board of directors, Parker and Haines stayed on during the early stages of protection. But after three months, they left and the case was dismissed from Chapter 11 and Innova formally went under last June.

"When we left Innova, Lou and I felt we had a new lease on life — we were freed from being Isolite salesmen," Parker said. "Innova centered on one product, Isolite... But Innova was all about establishing fiscal opportunities for distributors, whereas Lou and I were more interested in establishing a place in the golf course industry, getting superintendents and architects on board, and starting the long process of product introduction."

During his three years at Innova, Haines had plenty of time to find out what porous ceramics can and cannot do. For instance, he firmly believes porous ceramics are not necessarily water savers.

"They increase water *storage* in certain coarse soils," he said. "But they're best at oxygenizing the root zone. And when it comes to drainage, they increase percolation rates in bad-draining soil."

SMT has contracted with Aimcor to provide porous ceramic

products, said Parker.

Haines also discovered the power of humate materials — very concentrated forms of peat that have been composted over millions of years. By manipulating the humus content in soil mixtures, the environment for rootzones can be markedly improved with limited chemical intervention, especially when fine-tuning USGA greens mixes, he said.

"I keep coming back to this," Haines said, "but there are three important soil properties: physical, biological and chemical. If you can keep these three things in balance, you don't need so many chemicals."

Terra settles with Dupont; acquires Androc Products

SIOUX CITY, Iowa — Terra Industries Inc. has announced that its subsidiary, Terra International, Inc., has reached a settlement of its dispute with E.I. du Pont de Nemours and Company (DuPont) over Benlate claims.

According to the settlement, both Terra's lawsuit against DuPont in Iowa state court and Dupont's lawsuit against Terra and its insurers in Delaware state court will be dismissed. In addition, DuPont will assume responsibility for all pending Benlate claims.

In the coming months, Terra will resume its role as a wholesale and retail marketer of DuPont agricultural products. Benlate is a DuPont fungicide product that Terra, along with other crop protection product manufacturers, formulated for DuPont under contract in 1988-1990, growers who

used Benlate began to file claims alleging that Benlate had damaged their crops and plants. In 1991, Terra and DuPont each filed suits against the other over settlement of the Benlate claims. With this agreement those suits are being withdrawn.

Terra has also announced the acquisition of Androc Products, Inc. of Hopkins, Minn., a marketer and distributor of specialty and vegetation management products. According to Larry Pfeleiderer, professional products sales manager of Terra's Northern Division, Androc's customers can expect their current business relationship with Androc to continue with Terra. Joining Terra as a result of the acquisition are salesmen Ted Weidenfeller, Mark Crosswell and Richard Schulte; and Daryl Olson, warehouse manager/inside salesman.



We cover th

Make us part of your hole maintenance program. From greens aeration to fairway aeration to core cleanup, nobody covers more ground.

Cushman® GA™ 60—Aerate a wide range of turf conditions on fairways, tees and greens at the rate of up to 1.1 acres per hour.

Ryan® GA™ 30—Ryan pioneered variable hole spacing six years ago with the GA 30. Designed for greens, fairways and tees.

Ryan Greensaire® 24—Developed for greens and other fine turf areas, it delivers 110,000 more holes on 10,000 square feet than the competition, making it the ultimate in greens aeration.