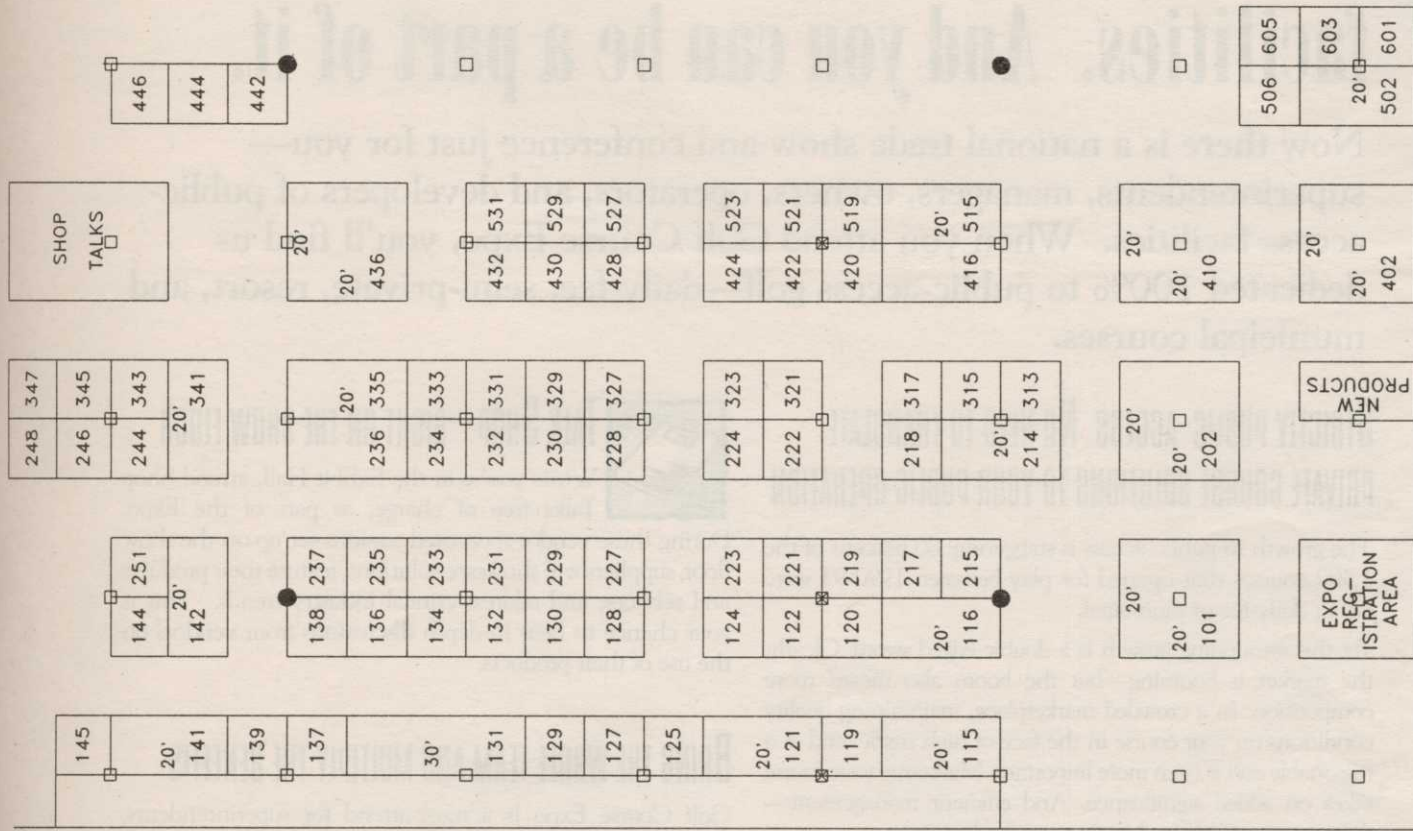


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AIMCOR
1 Parkway N., Ste. 400
Deerfield, IL 60015
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800-654-8793
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BOOTH 251

Protected above ground fuel and chemical storage systems, from 125 to 12,000 gallons with dual storage tanks available.

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McDonough, GA 30253-5916
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PCMS covers all operational aspects of golf club management and consists of golf registration, tee-time scheduling, handicapping and tournament processing.

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FORE BETTER GOLF, INC.
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Bloomington, IL 60108
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800-468-8672
BOOTH 313

Scorecards and yardage books custom designed and printed. Course laser measuring and sprinkler tagging service. Customers include major tournament playing fields and world famous resorts.

More exhibitors, page 30

Shop Talks — Open to All Expo Attendees

As a special feature of the Expo, show floor attendees are invited to attend vendor-sponsored sessions called Shop Talks. During these free sessions, conducted right on the show floor, suppliers will feature information on their products and services, solutions, or industry trends presented in an informal seminar style. And there will be plenty of time for Q & A.

FRIDAY, NOVEMBER 11

11 a.m.

THATCH: CAUSES, SYMPTOMS & SOLUTIONS

PRESENTED BY EMERALD ISLE, LTD.

Learn how to better manage problem thatch and reduce associated problems like localized dry spots, increased disease susceptibility, scalping, winter injury, etc. A look at the microbiology of thatch, factors that influence thatch accumulations, and proven method for thatch reductions

PRESENTER: WILLIAM D. MIDDLETON, PRESIDENT, EMERALD ISLE, LTD.



Emerald Isle Ltd.

1 p.m.

NEW AND PERMANENT SOLUTIONS TO SOME CHRONIC AND FRUSTRATING GOLF COURSE MAINTENANCE PROBLEMS

PRESENTED BY: AIMCOR

Superintendents and owners will learn how to build better greens and tees using innovative new techniques during this Shop Talk. Learn how to make the proper decision whether to rebuild or renovate a problem green. Examine methods on how to dramatically improve or eliminate compaction and drainage problems

PRESENTER: LOU HAINES, DIRECTOR OF TECHNICAL OPERATIONS, SOILS MANAGEMENT TECHNOLOGIES

PROFILE

POROUS CERAMIC SOIL MODIFIER

Topdressing and Construction Material

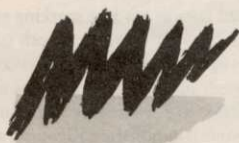
2 p.m.

WHY DO NEW USGA GOLF GREENS STILL FAIL AFTER 30 YEARS OF TRIAL AND ERROR, AND WHO PAYS THE PRICE?

PRESENTED BY: TURF DIAGNOSTICS & DESIGN

The operation of a qualified laboratory is the fulcrum point between failed greens, if properly utilized. Find out why having 18 quality golf greens was tantamount to winning the lottery over the last 30 years.

PRESENTER: STEPHEN McWILLIAMS, PRESIDENT/CEO, TURF DIAGNOSTICS & DESIGN



TURF DIAGNOSTICS & DESIGN

3 p.m.

SPRAYING: ENVIRONMENTAL COMPLIANCE CAN SAVE YOU MONEY

PRESENTED BY SMITHCO

This Shop Talk session will demonstrate how proper spraying techniques; through use of new equipment, strict calibrations standards, and attention to manufacturer's labels can save money and

GOLF COURSE NEWS

enhance the environment at the same time. Handouts will include guides and information to bring your operation up-to-date. Product displays will also be featured

PRESENTER: EMIL MILLER, SE SALES REPRESENTATIVE, SMITHCO, INC.



SATURDAY, NOVEMBER 12

SPECIAL EVENT!
10:30 -11:30 a.m.

Following his opening address, Robert Trent Jones Jr. will autograph copies of his popular book, *Golf by Design: How to Lower your Score by Reading the Features of a Course*. The book, which will be available for purchase, makes a great collector item for you or your favorite golfer.

The coffee table book is in its second printing just in time for Golf Course Expo and the holiday gift giving season. The publication provides hints for the golfer from the view of a designer and includes color photographs and drawings.

1:00 p.m.

KOHLER ENGINES: THEN & NOW PRESENTED BY SPENCER ENGINES OF JACKSONVILLE

A sales and service update from the manufacturers of the Kohler engine. Please be with us as we take an audio visual trek through Kohler Company's rich history and their bold experiments. The future of portable power and how you'll benefit from its development — its on display for you.

PRESENTED BY: DAVID "JOE" SCHRIENER, DIRECTOR OF EDUCATION, SPENCER ENGINE OF JACKSONVILLE

KOHLER
engines

SEED RESEARCH
OF OREGON, INC.

2 p.m.

OLD TECHNIQUES AND THE MODERN GOLF COURSE

PRESENTED BY SEED RESEARCH OF OREGON

A discussion of agronomic issues, focusing on the developments in turfgrass management over the last 25 years, and the direction the industry must pursue in the future. The speaker will pay special attention to management budgets, turf quality, varietal improvements & the environment.

PRESENTER: RICHIE VALENTINE, MANAGEMENT CONSULTANT/PRESIDENT, VALENTINE AND ASSOCIATES

Troubled Waters?

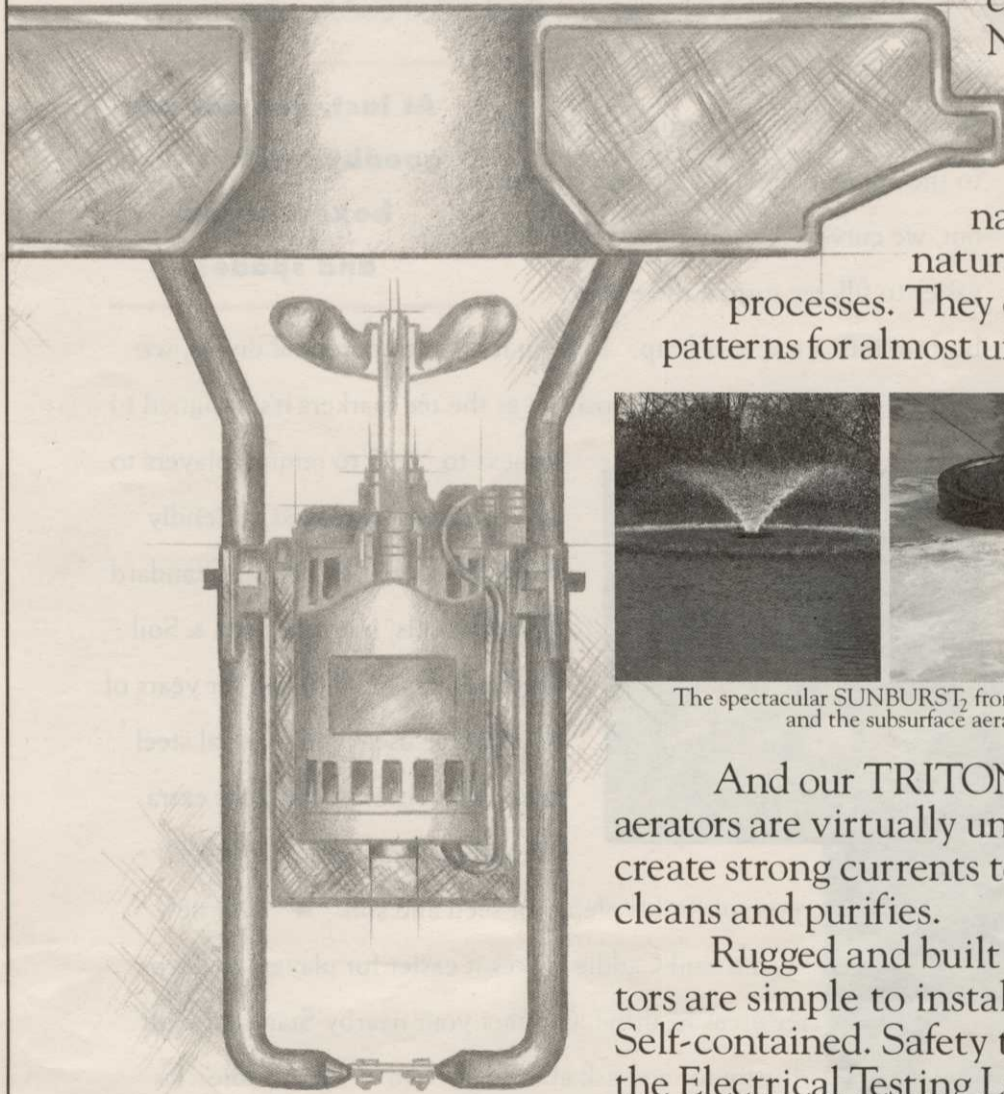
Before water can enhance a landscape, it has to be healthy. The results of poor water management can be unsightly, smelly and costly.

Otterbine quality water management keeps ponds and lakes sparkling, clear and odor-free.

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Our comprehensive product line ranges from the highest technology in aeration systems to OTTERSIELD, the new environmental lake dye. And we stand behind a 35-year tradition of quality, pride and fast, effective service.

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CIRCLE #120





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BOOTH 222

Nonprofit trade association comprised of leading golf course builders and suppliers to the construction industry. Builder Certification Program fast becoming the industry standard.

GOLF COURSE NEWS

227 Second Ave. N.
St. Petersburg, FL 33701
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BOOTH 436

The newspaper for the golf course industry offers timely news on maintenance, development, management and supplier business.

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Golf Property Analysts provide specialized appraisal feasibility analysis and consulting services for the golf course industry. GPA is a leader in providing professional real estate services and has a wide array of experience on a national basis.

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413-586-4653, Fax 413-586-3299
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BOOTH 145

Hollrock Engineering and Golf Range Systems, is a 21 year veteran at manufacturing high quality range equipment. At Hollrock, we feel that a company's warranty is a revealing self portrait of its quality, integrity and philosophy. We are very proud and confident to offer the best warranties in the world with three year and lifetime warranties on our range equipment. Hollrock Engineering is the leader in completely automated, range ball collection, and pneumatic delivery systems to multiple and remote dispensers.

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Evansville, IN 47724
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**At last, you can say
goodbye to buckets,
boxes, scoops
and spades.**

bottom into a screw-off cap. To keep it close to potential divots, we made it as easy to move and position as the tee markers it's designed to sit next to. And to remind players to use it, we even included a friendly reminder decal. ♦ Like all Standard Golf products, our new Seed & Soil Caddie is designed to last for years of trouble-free use. The integral steel spike is precision-welded for extra strength, and the large capacity



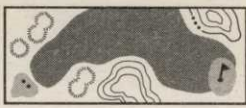
reservoir holds plenty of seed and soil. ♦ Our new Seed & Soil Caddie makes it easier for players to keep tee areas healthy! Contact your nearby Standard Golf distributor and ask about our Seed & Soil Caddie. It's good medicine for your tees!

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GOLF Pro-Line**

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FAX 319-266-9627

CIRCLE #121

SG-181



LANDSCAPE MANAGEMENT
MAGAZINE
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Cleveland, OH 44130
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800-225-4569
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Landscape Management magazine serves the landscape and golf industries on a monthly frequency and is an information source and link between product manufacturers and end users of manufacturers' products.

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Golf industry trade association specializing in market research, golf course development and operations publications, maintenance and environmental studies, and golf course development feasibility studies.

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More Exhibitors on page 32

EVERY MORNING, THERE ARE TWO THINGS YOU CAN COUNT ON: THE SUN WILL COME UP. YOUR CARRYALL WILL GO TO WORK. THAT'S RELIABILITY. [ACCORDING TO A RECENT SURVEY OF GOLF COURSE SUPERINTENDENTS, THE CARRYALL BY CLUB CAR® IS THE MOST RELIABLE LIGHTWEIGHT TURF UTILITY VEHICLE ON THE MARKET.*] AND NOW THAT OUR CARRYALL II PLUS HAS A NEW, MORE POWERFUL 11-HP, 4-CYCLE ENGINE, IT CAN ONLY GET BETTER. FOR PERFORMANCE, SERVICE, AND SUPPORT, RELY ON CARRYALL. CALL 1-800-643-1010 AND DRIVE IT TO WORK.



*Based on research conducted by the Center for Golf Course Management, a subsidiary of the Golf Course Superintendents Association of America.



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Akron, OH 44320
216-239-2828, Fax 216-239-2668,
800-321-3411 Eastern U.S.,
800-821-3880 Western U.S.
BOOTH 527

SGD is a major manufacturer and distributor of equipment for golf practice facilities, golf courses (Standard Golf and Par Aide), and family fun centers.

SMITHCO, INC.
11 West Ave.
Wayne, PA 19087
215-688-4009, Fax 215-688-6069
BOOTH 402

Smithco is a manufacturer of golf course maintenance equipment, including bunker rakes, sprayers, sweepers, and utility vehicles, that are marketed through an international distribution network.

SOUTHEASTERN PRESENTATIONS, INC.
6845 Narcoossee Rd., Ste. 50
Orland, FL 32822
407-281-8465, Fax 407-281-8468
800-749-6966
BOOTH 144

The company your golf development needs to know. Specializing in golf course and resort scale models, sales center design and manufacturing, custom golf course and development signage conveniently under one roof.

SPENCER ENGINE OF JACKSONVILLE, INC.
5200 Sunbeam Rd.
Jacksonville, FL 32257
904-262-1661, Fax 904-262-6229
800-749-3834
BOOTH 115

The company provides Kohler engines and parts.

STANDARD GOLF COMPANY
6620 Nordic Dr.
Cedar Falls, IA 50613
319-266-2638, Fax 319-266-9627
800-553-1707
BOOTH 333

Standard Golf Company is the largest manufacturer of golf course accessories in the world. Founded in 1910, their product line consists of ball washers, flag sticks, flags, putting cups, bunker rakes and many maintenance tools for the golf course superintendent.

STROKE SAVER™
PO Box 26236
Rochester, NY 14626
716-227-9350, Fax 716-227-9350
800-546-5798
BOOTH 446

Stroke Saver™ ultrasonic golf club cleaner, a high tech, low cost, user friendly method to clean a full set of clubs in just minutes. Truly a "rags to riches" vending machine opportunity.

SUNBELT SERVICES
7610 U.S. Highway 41 North
Palmetto, FL 34221
813-723-1494, Fax 813-729-2814
800-726-5215
BOOTH 515

Our goal is to provide quality service and an outstanding product while maintaining a low cost to our customers.

TEE ENTERPRISES, INC.
1005 N. Decatur St., PO Box 308
Watkins Glen, NY 14891
607-535-9216, Fax 607-535-4669
800-831-0302
BOOTH 315

Provides custom-built redwood teemarkers signs and benches to golf courses free of charge with annual maintenance, guaranteed delivery and immediate replacement if vandalized.

TERRACARE PRODUCTS CO., INC.
W6179 Hwy. 33
Pardeeville, WI 53954
608-429-3402, Fax 608-429-2889
BOOTH 121

Terracare Products Inc. manufactures aerators, top dresser, pick up sweeper and a broom.

TORO COMPANY, THE
300 Technology Park
Lake Mary, FL 32746
407-333-3600, Fax 407-333-9246
800-393-8873
BOOTH 122

Toro is the leading edge manufacturer of top quality turf maintenance equipment, vehicles, and computerized irrigation systems for the golf industry.

TRAIL SAW AND MOWER SERVICE, INC.
4440 N. Orange Blossom Trail
Orlando, FL 32804
407-293-1861, Fax 407-295-4263
800-881-1861
BOOTH 430

Serving central Florida for 30 years, we proudly offer 40 lines of outdoor power equipment, parts and service. We are a full line Kubota Tractor dealer.

TREEGATOR - SPECTRUM PRODUCTS
PO Box 18187
Raleigh, NC 27604
919-878-8911, Fax 919-872-6173
800-800-7391
BOOTH 424

Treegrator - Portable drip irrigation system for trees, up to 50 gallons of water with no runoff. Zips around trunk and fills in seconds. Reduce frequency by 50%. Save time, money, trees, and water.

TURF DIAGNOSTICS & DESIGN, INC.
310-A North Winchester St.
Olathe, KS 66062
913-780-6725, Fax 913-780-6759
BOOTH 531

Turf Diagnostics & Design, Inc. is a physical evaluation laboratory and agronomic consulting company serving the golf and sports turf industry. We are applying the innovative use of technology in the design, implementation and agronomic operation of high performance turf systems.

TURFCO MFG., INC.
1655 101st Ave., NE
Minneapolis, MN 55449
612-785-1000, Fax 612-785-0556
BOOTH 402

VERTI-DRAIN/EMREX, INC.
PO Box 1349
Kingston, PA 18704
717-288-9360, Fax 717-288-9023
800-521-5350
BOOTH 116

Verti-Drain deep tine aerators are available in a full range of sizes. All ten models feature a unique patented "pitchfork-type" action. Maximum penetration to 24".

YAMAHA USA GOLF CAR GROUP
1000 Hwy. 34 E.
Newnan, GA 30265
404-254-4150, Fax 404-254-4158
800-843-3354 ext. U1
BOOTH 142

YAMAHA USA Golf Car Group represents Yamaha Motor Co. in the golf and utility vehicle industry. The company introduced a new gas and electric golf car, the G14 "Ultima" in September 1994. Yamaha products are sold and serviced through Yamaha's dealer network in conjunction with complete sales and service support from the Georgia National Headquarters.

YELLOW PAGES OF GOLF
8122 Southpark Ln.,
Ste. 200
Littleton, CO 80120
303-730-3030, Fax 303-730-3092
800-864-2754
BOOTH 244

A complete industry buying guide featuring course, report, manufacturers, and distributors encompassed in a yellow pages format. Everything from A to Z in golf.

YORK BRIDGE CONCEPTS
1426 W. Busch Blvd.
Tampa, FL 33612
813-933-1304, Fax 813-932-6486
800-226-4178
BOOTH 323

Providing the golf course industry with a complete scope of services in timber bridge and bulkhead construction. We specialize in wetlands installation using the highest standards of design and quality.

ZURICH-AMERICAN INSURANCE
1400 American Lane
Schaumburg, IL 60196
708-605-6500, Fax 708-605-7605
BOOTH 519

One of the leading insurance companies in the U.S. with an A+ rating, Zurich-American specializes in insurance coverages for upscale golf facilities.

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