

LESTER TO HANDLE MULCH MAGIC

AMES, Iowa - Brent Lester, a graduate of Iowa State University, was promoted from his specialty sales position at Becker-Underwood to Mulch Magic PF sales manager. Lester has been employed at Becker-Underwood for two years and has worked extensively with Mulch Magic. Lester can be reached at 1-800-232-5907.

...... ANCHOR, ARMOR CHANGE LOCALES

Changes in scenery for two industry suppliers: Anchor Wall Systems can now be reached at 6101 Baker Road, Suite 201, Minnetonka, MN 5545-5973; phone — 1-800-473-4452, 612-933-8855; fax — 612-933-8833. Meanwhile, Armor Systems Inc. has moved to 1626 W. Airport Blvd., Sanford, FL 32773-4814; phone — 407-323-9787; fax — 407-330-0442

STIDHAM MOVES UP AT CYANAMID

WAYNE, N.J. - Brian W. Stidham has been promoted to national sales manager for the Turf and Ornamental and Pest Control Products Group at American Cyanamid Co. Previously, Stidham directed all Midwest Sales accounts for golf course, lawn care, landscape and nursery markets. Before joining Cyanamid in 1993, Stidham was the professional products manager for Terra International, Inc.

MONTANO THE NEW VP AT WESTERN

THOUSAND PALMS, Calif. — Aaron R. Montano has been promoted to vice president of Western Golf, Inc., a manufacturer of golf course accessories, driving range equipment and miniature golf supplies. Montano has been national sales manager since 1990 and will now assume responsibility over operations, marketing and sales. Montano currently serves on the Southern California District Export Council.

...... HENDRICKSON BROS. TAP SHEPPARD

CORONA, Calif. - Richard Sheppard has been appointed the new marketing director for Hendrickson Bros., the micro-irrigation manufacturer.

Sheppard will coordinate representative and OEM sales, while assisting in market and product development. For more information, contact Sheppard at 909-737-6822.



Richard Sheppard

Scotts & Pursell settle their differences

By HAL PHILLIPS

Pursell Industries of Sylacauga, Ala., and O.M. Scotts & Sons Co. of Marysville, Ohio, have reached an out-of-court settlement following a pair of lawsuits pertaining to an advertising campaign waged by Pursell in 1993.

The ads, which compared Pursell's Polyon fertilizer technology with Scotts' Poly-S technology, appeared in several trade magazines during a four-month period in 1993. Scotts brought suit in September of that year, claiming the ads were misleading. Shortly thereafter, Pursell countersued on similar grounds.

Both suits were settled on Sept. 28 of this year. The U.S. District Court for the



Southern District of Ohio dismissed them Sept. 30. As part of the settlement, Pursell and Scotts agreed not to publish - for a period of four years - any advertisements comparing any Scotts coated fertilizer, including Poly-S, with any Pursell coated fertilizer product, including Polyon, unless they have first run a series of agreed-upon tests.

"It's a joint settlement agreement," said Chris Schmenk, associate general counsel for Scotts. "I'm not at liberty to discuss any more about the settlement. We had some confidential provisions.

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Claiming breach of HydroJect patent, Toro sues Landpride

The Minneapolis-based Toro Co. has filed a lawsuit in the Federal District Court of Minnesota against Assaria, Kan.-based Great Plains Manufacturing, Inc. for alleged patent infringement of Toro's HydroJect 3000 turf injector.

In its suit, Toro alleges that Great Plains, through its Land Pride division, has infringed four U.S. patents. Toro indicated it is seeking compensatory damages and an injunction against Great Plains.

At the Dallas GCSAA show this year, Land Pride did display a liquid injector. The company could not be reached for comment.

International PVP law takes effect in spring 1995

By MARK LESLIE

7 ASHINGTON, D.C. — A new Plant Variety Protection law, which had split many in the American seed industry, was signed by President Bill Clinton on Oct. 6, and will take effect next April. The legislation will make the United States the first nation to come into compliance with the new international Union for Protection of Varieties (UPOV) treaty.

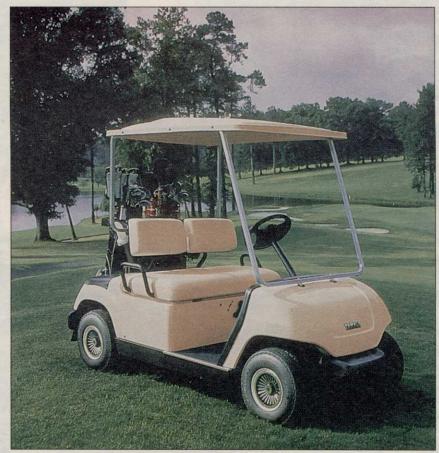
Four other countries must join the United States in order for the UPOV treaty to take effect. UPOV was first passed by 21 countries in 1978 and rewritten in 1991. "Some are very close but no one has officially signed on yet," said Leslie Cahill, American Seed Trade Association vice president of governmental affairs.

Public Law 103-349 passed the Senate May 25, passed the House with minor modifications on Aug. 12, and went back to the Senate for final approval before Clinton's signature.

UPOV's purpose is to ensure quality control; truth in advertising; and enforcement, ensuring the seed in a bag is exactly what its label states.

"Overall, this was very good for not only the seed industry but, most impor-

Continued on page 52



NEW PRODUCT OF THE MONTH

The new Ultima golf car from Yamaha is ready for shipment. In fact, the Country Club of South Carolina in Florence and Franklin (Mass.) Country Club — two of the first courses to purchase the new Ultima - give it high marks. Both clubs cited the Ultima's Sentry Body Protection System, featuring vinyl-covered side sills made of durable heavy-gauge material. The worm gear and pitman pin steering is designed to emulate power steering. For more information on the Ultima, call Yamaha at 404-254-4150. For more new product information, see page 49.

Jacobsen names Florida distributor, realigns sales & marketing

FT. LAUDERDALE, Fla. - Kilpatrick Turf Equipment has been named the Jacobsen dealer in South Florida. Kilpatrick Turf Equipment will be responsible for Lee, Glades, Hendry, Collier, and Charlotte counties along Florida's West coast; and Indian River, Okeechobee, St. Lucie, Martin, Palm Beach, Broward, Dade and Monroe counties along the state's East coast. Kilpatrick can be reached at 1-800-432-0066. ...

RACINE, Wis. - Officials at Jacobsen Division of Textron Inc. have announced a realignment of the company's sales and marketing departments, now combined under the direction of Harold Pinto, vice president sales and marketing.

Ralph Nicotera, director of North



Harold Pinto



Ralph Nicotera

American Sales, is now responsible for product sales to golf and non-golf markets through Jacobsen dealers and company-owned retail outlets.

Jacobsen has also announced personnel changes in the company's service parts and whole goods distribution areas.

Steve Nelson has been named direc-

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Laura Kozenski



Gene Majewski



Steve Nelson



Wayne Whitehead

Golf Course Marketplace

To reserve space in this section, call Mary Anderson, 813-898-7077

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INSIDE INFO

Get the jump on your competition by subscribing to the Golf Course News Development Letter which tracks golf course projects under consideration across the nation. This twice-monthly newsletter is packed with news items detailing where and when projects will be undertaken, and by whom. Just \$195 for a year's subscription. For more information, contact Editor Peter Blais at 207-846-2295, ext.239

Scotts/Pursell suit

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"I will say, we think that both companies worked very hard and amicably to reach a settlement."

Added Pursell's Executive Vice President David Pursell, "There are some confidential provisions we can't discuss."

The legal tussle started in 1993 when Pursell published a series of comparative advertisements. One ad posed the question, "All poly-coated fertilizers are created equal, right?" Another employed apples and oranges.

The part we objected to," said Schmenk, "was a side-by-side comparison chart that used four different criteria, the figures for which they had no proof of."

Pursell has a different point of view.

"We came out with our Polyon technology in 1991," Pursell explained, "and

Scotts introduced Poly-S shortly after that. And there was quite a bit of confusion among superintendents about which was which. Scotts chose a trade name that is

"Scotts would have you believe they were the same, while we would disagree. Poly-S is polymer-sulfur coated, while Pursell is just polymer-coated.

"We ran the ad, which we still hold is 100 percent factual, in May 1993. We ran it in May, June, July and August to clear up the misperception that these products

"The bottom line is, they forced us to withdraw the ad, which wasn't run all this year anyway. The ad did its duty last year. They make a big deal that they forced us to withdraw the ad. So we're making a big deal about forcing Scotts to do these comparative tests... Basically, the lawyers made out pretty well."

Classic Design Group Continued from page 3

be outsourced to Central Florida Turf of Avon Park, while club management will be provided by Neil W. Harris of Orlando, said deBoer.

A civil engineer who's designed several executive-length courses — including the Hamptons in Auburndale - deBoer will erve as CGG's course architect. He also explained the firm has a continuing agreement with Snead to provide "signature" design consultation and endorsement.

"We're working with Pringle Development in Leesburg — right in the state's central corridor, retirement haven," said deBoer. "We're looking to take this right through to the management stages... We started this company six months ago with two ideas in mind: Design a level of golf course suited to the senior golfer; and eliminate the biggest headache for developers - namely, dealing with all the consultants and contractors. We do it all."

DeBoer said CGG is primarily interested in real estate-based golf communities. "But we have talked to some counties and municipalities about projects like these," he added.

Once the hot, new design approach, executive-length courses have proven taboo over the last 15 years. Does deBoer see a correlation between senior-length and executive-length?

'No. The primary people who will be playing these courses will not know they're playing a short course. They'll make a few more pars and spend three and a half hours instead of five.

"Once people see the challenge is there, despite the length, it will be an enormous success."