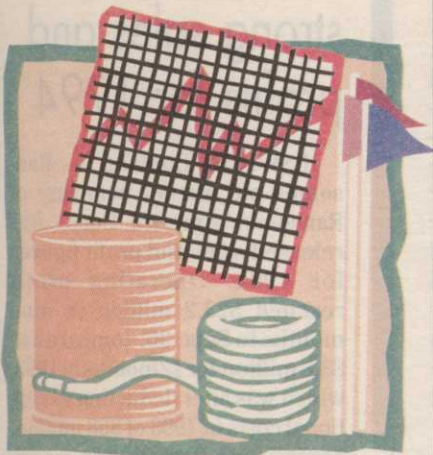


BRIEFS



MAHLMANN MOVES UP AT ZENECA

WILMINGTON, Del. — Ernie Mahlmann has been named technical sales lead for Zeneca Professional Products as the result of the company's recent restructuring. Mahlmann is responsible for sales and service support of both the pest-control and turf and ornamental product lines for Zeneca. Mahlmann's career with Zeneca Inc. began in 1992 as a technical sales associate. Since then, he has held a position in field sales in Iowa for Zeneca Ag Products.

MILES TO LEAD FERTILIZER INSTITUTE

ORLANDO, Fla. — Billy Joe Miles, president of Miles Farm Supply, has been elected to a one-year term as chairman of The Fertilizer Institute (TFI). The vote came during the TFI's annual meeting, which drew 900 industry representatives here in late January. During the meeting, Burton Joyce, president and chief executive officer of Terra International, Inc., was elected TFI's vice chairman and Gary D. Myers was re-elected TFI's president and chief staff officer.

EPA OKAYS EAGLE FROM R&H

PHILADELPHIA — Rohm and Haas Co. has received federal Environmental Protection Agency registration permitting application of the firm's new Eagle fungicide, a system product designed to control brown patch, dollar spot, leaf spot, melting out and crown rot, leaf smuts, necrotic ring spot or spring dead spot, among others. Eagle will be available as a wettable powder in premeasured, water-soluble pouches. Recommended application, as part of a regularly scheduled spray program, calls for 0.6 ounce/100 square feet.

DEVAUGHN JOINS JAKE AS VP

RACINE, Wis. — Officials at Jacobsen Division of Textron Inc. have named Richard E. DeVaughn vice president, engineering. Before joining Jacobsen, DeVaughn spent 16 years with Ford Motor Co., most recently serving as systems and advanced engineering manager. DeVaughn received a bachelor's degree in mechanical engineering from GMI Engineering & Management Institute, and a master's degree in management from the Massachusetts Institute of Technology, where he attended as a Sloan Fellow.



Richard DeVaughn

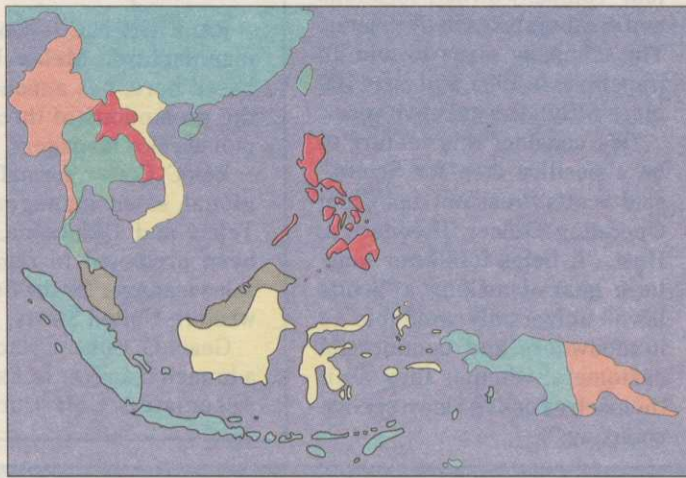
New shot fired in Asia-Pacific trade show wars

By HAL PHILLIPS

HONG KONG — Just when the Asia-Pacific golf course industry had consolidated its trade show universe, another has emerged.

The first International Hong Kong and China Golf Exhibition and Conference, organized by Golf World Exhibitions, will be held here Nov. 9-11, at the Hong Kong Convention & Exhibition Centre. The Hong Kong show stands to compete with the annual Golf Asia trade show and conference, a three-way joint venture involving Singapore-based Connex Private Ltd., Cleveland-based International Management Group (IMG), and the Lawrence, Kan.-based Golf Course Superintendents Association of America (GCSAA). Golf Asia '95 is scheduled for the World Trade Centre in Singapore, March 21-26.

Golf World Exhibitions, the new kid on



the block, is a division of the Perth, Western Australia-based Golf Media Group (GMG). However, GMG is the brainchild of an industry veteran, Stephen Allen, a former vice president at Connex who managed Golf Asia from 1992-94.

Allen said Golf World exhibitions will organize trade shows "on behalf of the industry," wherever the market demands:

India, Indonesia, Myanmar, the Philippines, Taiwan and Vietnam.

The convoluted history of Asia-Pacific's trade show wars is worth reviewing:

- Connex launched Golf Asia in 1991 at the World Trade Center, where it would remain for three years. Allen joined the firm for Golf Asia '92.

- After two years of participating in the Connex venture, the GCSAA introduced its own "Pacific Rim" show in 1993. The event was held at Singapore's Merchandise Mart — one week prior to Golf Asia '93.

- With coaxing from IMG, the sports management giant, Connex and GCSAA reconciled — but not before John Schilling, the GCSAA's executive director and the driving force behind the association's foreign interests, had resigned. IMG, Connex and GCSAA together staged Golf Asia '94

Continued on page 61



NEW PRODUCT OF THE MONTH

The Greensplex 160 from Ransomes America Corp., a hydraulic greens mower, features triplex cutting heads to provide a total cutting width of 62 inches. The reels, available in 9- or 11-blade configurations, can cut at heights from .078 to .78 of an inch. A mowing speed of 3.7 mph and a .19-inch clip combine to deliver a uniform cutting height and smooth finish. Mowing speed can be adjusted to ensure consistent clip rate. The 160's maneuverability is also enhanced through a 2-1/2 turn "lock-to-lock" power steering system. An inside turning radius of 6 inches and an "uncut" turning circle of 27 inches enhance perimeter cutting capability. For more information on the Greensplex 160, contact Ransomes at 402-475-5191. For more new products, see page 65.

RISE NOTEBOOK

EPA moves slowly toward federal model for P&N

By HAL PHILLIPS

WASHINGTON, D.C. — The federal Environmental Protection Agency (EPA) is moving, albeit slowly, on a proposal to create federal posting and notification standards for pesticides.

These guidelines are not likely to result in federal P&N law, according to Allen James, executive director of RISE (Responsible Industry for a Sound Environment), a trade association representing specialty chemical manufacturers, formulators and distributors. However, the EPA will encourage states to adopt its set of model rules.

Two states have already gone ahead and attempted to pass P&N legislation, James explained. A Wisconsin proposal that would have regulated homeowner use of pesticides died an abrupt political death when its primary backer, the mayor of Milwaukee, Democrat John Norquist,

Continued on page xx

Best Sand honors Warner at OTF ceremony

COLUMBUS, Ohio — Best Sand Corp. of Chardon presented its annual turfgrass maintenance scholarship to Tyler Warner at the 1994 Ohio Turfgrass Foundation awards luncheon here.

Warner is a second-year student at The Ohio State University Agricultural Technical Institute (ATI) in Wooster, where he is president of the school's Turf Club. He also holds a bachelor's degree from the University of Akron.

Stuart Lipp, golf course marketing manager for Best Sand, praised the recipient.

"Through his academic achievements and leadership abilities, Tyler demonstrates excellent potential for becoming a dynamic and highly talented golf course

superintendent," said Lipp.

Warner, who plans to graduate in June, is a resident of Carrollton. He has worked at the PGA National Resort and Spa in Palm Beach Gardens, Fla., and is a member of the golf course maintenance crew at Atwood Lake Resort in Dellroy.

Each year Best Sand awards its scholarship to a turfgrass management student from either the Agricultural Technical Institute, The Ohio State University in Columbus, or Clark State Community College in Springfield. To qualify, applicants must be in their second year in school.

Applications for the scholarship are available from school advisers or by contacting Lipp at Best Sand at 800-237-4986.



Tyler Warner

Killian Joins Kubota

TORRANCE, Calif. — Robert "Robin" F. Killian Jr. has been named Kubota's senior vice president of sales and marketing. Killian brings to Kubota 20 years of sales and marketing experience in the equipment manufacturing industry, primarily at J.I. Case. Since joining Case in 1975, Killian has held a number of key sales and marketing positions throughout the U.S. Most recently, he served as regional manager for Case's Eastern region.



Robin Killian

Mikel the new VP at Sandoz Agro

DES PLAINES, ILL. — Guy G. Mikel has been promoted to vice president of the Specialty Business Unit of Sandoz Agro, Inc. Mikel will be responsible for Sandoz Agro's businesses in the specifically targeted markets, such as turf and lawn care, professional pest control and industrial weed control. He also heads



Guy Mikel

the Canadian Business Unit and Strategic Products Group. Prior to his appointment, Mikel served as executive director of Sandoz Agro's specialty business Unit. Between 1990 and 1994, he was executive director of strategic products, coordinating the company's global herbicide strategies.

Through Olathe, Toro enters tub grinder market

MINNEAPOLIS — The Toro Co. has formed a new division to manufacture and market equipment for the growing global recycling equipment industry. Toro's Recycling Equipment Division was formed from the 1994 completion of an earlier partial acquisition of Olathe Manufacturing, a Kansas-based recycling equipment manufacturer.

Toro's recycling equipment will be exhibited at the Waste Expo in Chicago, April 26-28.

Toro had held an active interest in Olathe Manufacturing since 1985, when it purchased approximately 50 percent of the business. In 1991, Toro acquired the assets of Olathe Manufacturing's turf product line, providing Olathe with additional funding to support the development and introduction of a line of high performance green waste

processing systems known as tub grinders. In 1994, Toro completed the acquisition of the business to establish its Recycling Equipment Division as a broad base supplier of recycling products and services.

"This new division is consistent with our mission to develop and deliver products that enhance and protect the environment," said Mike Hoffman, managing director of Toro's Recycling Equipment Division. "Managing green waste produced through outdoor beautification and construction is a logical next step for Toro."

Green waste recycling involves converting grass clippings, leaves, brush, logs and stumps into a usable end product such as mulch, compost, topsoil and other humus-based materials, all of which can be used beneficially in outdoor landscapes.

Asian Trade show

Continued from page 61

at Merchandise Mart.

Now it's 1995. Golf Asia has moved back to the World Trade Centre and Allen has launched his own show in Hong Kong, maintaining the two events will not necessarily compete with each other.

"This will be more of a development show," said Allen. "Further, our show will concentrate on North Asia and China. If we wanted to compete directly with Golf Asia, we would have scheduled it for March in Singapore."

Allen has taken full advantage of the relationships he developed when managing Golf Asia. Several big-name architects — Robert Trent Jones Jr., Palmer Course Design, Nelson Wright Haworth, JMP Golf Design Group, Nicklaus Design — agreed to exhibit in Hong Kong well before the show was even announced.

"The location in Hong Kong is ideal, being at the center of the largest potential golf market ever," Allen explained. "The North Asia-Pacific zone is one of the fastest-growing economic regions in the world."

"It will provide exhibitors with a unique opportunity to present their golfing products and services to the leading industry professionals, including developers, golf course owners, golf sponsors, membership brokers, tournament organizers, club managers, professionals, potential distributors and retailers, among others."

Like Golf Asia's, the trade show floor in Hong Kong will feature golf course buyers and consumers, said Allen. Architects will pitch their wares alongside lawn and garden equipment manufacturers, alongside golf club manufacturers, alongside private courses trying to sell memberships.

This hodge-podge approach wouldn't fly in the United States, where the market is mature enough to have been thoroughly segmented. However, in Asia-Pacific, the market remains development-oriented — fueled by individual golfers buying memberships. These golfers support new construction, but they also purchase clubs and shoes, explaining the duality of Asia-Pacific trade show floors.

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