

## 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

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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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