

BRIEFS



HUNDT TO HEAD NATIONAL SALES FOR VERMEER

PELLA, Iowa — Doug Hundt has been named national sales manager for Vermeer Manufacturing Co. In addition to overseeing sale of all Vermeer's industrial product in North America, Hundt will oversee a staff of seven regional managers and work with the firm's distribution network, which consists of 75 dealerships in all 50 states, as well as five Canadian provinces. Previously, Hundt was a regional sales manager for Vermeer, cooperating with dealers in the Northeast region.



Doug Hundt

PRECISION TOOL BUYS RIGHTS TO WETTING FORK

SALINE, Mich. — Precision Tool Products Co. has purchased U.S. distribution rights to the Wetting Fork, a tool used to combat hot spots on turf. The Fork, which will continue to be manufactured by the Hermitage, Tenn.-based Thinking Superintendent Co., features tines mounted on a foot-square platform which connects an ordinary water hose. The tines are pressed into the earth and, under 20 to 200 pounds of pressure, ejects water that saturates an area in 10 seconds. For more information on the wetting fork, contact Precision Tool at 313-429-9571.

Verti-Drain suits multiply

By HAL PHILLIPS

BATON ROUGE, La. — A cease and desist order, followed by ongoing product confusion in the field, has led to a pair of lawsuits; both concerning anti-compaction products; both filed here in federal court.

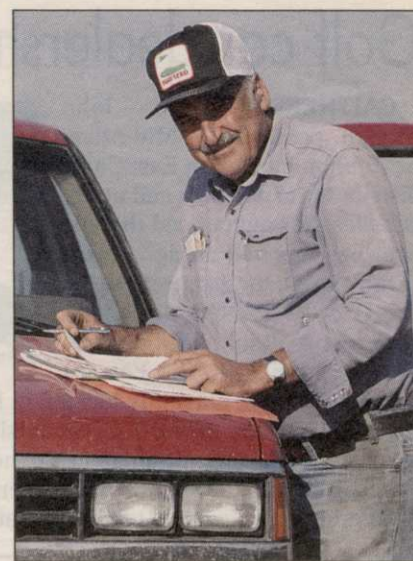
Redexim, the Dutch company which developed the Verti-Drain line of products, and distributors of Verti-Drain deep-tine soil aeration machines are pursuing litigation in the United States against a former distributor, Southern Green, Inc., marketers of the Soil Reliever aerator, for infringement of Redexim's patent and trademark rights.



In its lawsuit, Redexim alleges that Southern Green, Inc., of Baton Rouge, La., a former distributor of Verti-Drain equipment, has infringed Redexim's United States patent and the Verti-Drain trademark, misappropriated trade secrets, and engaged in unfair competition.

"It's actually a countersuit," explained K.V. Estes, co-owner of Southern Green. "We sued them last November [1994] and we received their countersuit [in August]. We sued last year because they were telling everyone in the industry that we had infringed on their patents and they

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Tee-2-Green President Bill Rose

Marking four decades of Pennncross

By HAL PHILLIPS

The challengers are legion, some of them even originate in-house. But the long-standing king of bentgrass stolons — Pennncross, which turns 40 years old this year — remains the putting turf of choice in transition and Northern climes.

"I would say, before they get contaminated with *Poa annua*, 85 percent of bentgrass greens in America are Pennncross," said Bill Rose, president of Tee-2-Green, the marketing group with exclusive rights to Dr. Bert Musser's famous creeper. "Everybody's trying to do better, but I can't see anything lasting 10 years, much less 40 years. There isn't anything like it; never has been and probably never will be again."

Rose explained that today's Pennncross seed — the first generation, straight from the parent stolons — is the same seed produced by Penn State's Prof. Musser in 1955. This direct line to Musser's innovation helps explain the product's unparalleled longevity, he said.

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Harper Bros. storm Florida sand market

PALMDALE, Fla. — A 535-acre silica sand mine and state-of-the-art processing facility here, just west of Lake Okeechobee, now offers sand that meets U.S. Golf Association recommended specifications to golf course designers, developers and operators throughout South Florida.

The mine is owned and operated by Fort Myers-based Harper Bros. Inc., one of the region's largest producers of raw materials for road building and site development. The technologically advanced processing facility will monitor the sand's gradation and

colorimetric standards on a daily basis and use a washing & scrubbing operation designed to ensure production of a superior quality sand with no iron, clay or organic matter impurities, according to Ron Inge, Harper Bros. vice president.

"The Palmdale Sand Mine establishes Harper Bros. as a major player in the production of top quality sand for the construction and maintenance of golf courses throughout South Florida," said Inge. "The Palmdale site was selected because of the quality of the sand deposit." For more information on Harper Bros., call 941-481-2350.



NEW PRODUCT OF THE MONTH

Parker Sweeper has introduced the 11-hp Portable Truck Loader for picking up leaves, grass clippings and mulch. Equipped with a high-speed, 6-blade impeller, the Loader is equipped with a durable, lightweight pick-up wand and an 8- x 15-foot flexible, steel ribbed intake hose. For more information, call 708-627-6900. For more new products, see page 42.

New era for Golf Asia

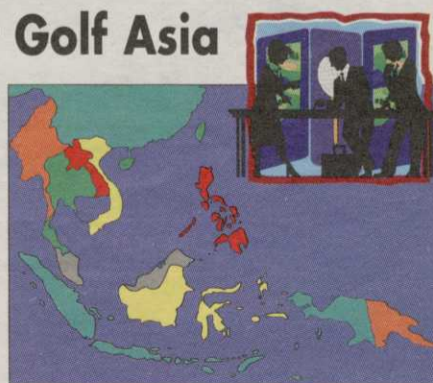
By HAL PHILLIPS

SINGAPORE — With seven months remaining before the ribbon is cut here at the World Trade Centre, Golf Asia '96 has booked more than 60 percent of its available booth space, according to the show's new marketing manager, Clare Milford. And though it drew a record 21,000 visitors from a reported 31 countries in 1995 — and 82 percent of last year's 212 exhibitors reported they achieved their pre-show objectives — Golf Asia faces many new challenges in 1996.

The number of show organizers has been trimmed from three to two, leaving Singapore-based Connex Private Ltd. and International Management Group (IMG) in charge of booth sales, show operations and marketing. The Golf Course Superintendents Association of America (GCSAA), which had been a co-organizer for Golf Asia '94 & '95, has relinquished its U.S. booth sales role. The GCSAA will continue to conduct the Golf Asia education conference, however.

While Connex is responsible for the bulk of Asia-Pacific sales,

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Hong Kong show reports first-year occupancy of 74%

By HAL PHILLIPS

HONG KONG — Since the end of World War II, Hong Kong and Singapore have openly cultivated their rivalry of little tigers. Whose standard of living is higher? Whose container port is bigger? Whose Chinese population sends more money back to the mainland?

Come November, the market will begin to mete out the next big question: Whose golf trade show is more successful?

The first International Hong Kong & China Golf Exhibition and Conference is scheduled to take place here at the Hong Kong Convention and Exhibition Cen-

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Golf Asia's new era

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booth sales in the U.S. are now being handled Newport Beach, Calif.-based Interport Ltd., IMG Singapore and IMG Cleveland.

"We're all cooperating on marketing booth sales effort for Golf Asia," said Chris Roderick, head of IMG's Golf Division. "Obviously, we'll concentrate on the U.S. and [IMG] Singapore will concentrate on the Asia-Pacific region."

Roderick said Golf Asia is eager to expand its retail exhibitors, meaning an increase in the ball, shoe and club vendors that often make turf maintenance vendors squirm. "Industry" firms insist on industry-only shows in the United States, where the market is fully mature. Here in Asia-Pacific, Roderick noted, a less mature market means cross-pollination is not only unavoidable but advantageous.

"We've always looked at this show as eventually developing a section of retail, due to the market still maturing. But we never want to lose sight of the industry sector," said Roderick. "Developing a retail sector is a perfect extension of what's being done. When development comes on line [in Asia-Pacific], they're looking for a source. That means turf equipment and pro shop items."

"We don't want to lose our focus, but that's what Golf Asia has always been about: the market sectors interlinking. The resort or golf development business needs an overall one-stop shop. Obviously, we want to segment components in order to give them their own arenas to do business in. But we also want to make that whole week more vibrant."

Perhaps more important than Golf Asia's organizational and sectors shifts is the emergence of competition. The first International Hong Kong & China Golf Exhibition is scheduled to take place at the Hong Kong Convention and Exhibition Centre Nov. 9-10. Organized by Golf World Exhibitions — a firm founded by former Golf Asia vice president Stephen Allen — the Hong Kong show is the first to challenge Golf Asia in size and scope.

"I've heard so many different things about it," said Roderick. "Stephen's a great promoter. And sometimes you read things and they sound tremendous. But who knows? We wish him well, I'll say that."

Be it new competition or newly streamlined organization, Golf Asia is not resting on its laurels. Representatives from India have recently been appointed to promote the exhibition in the country's north and southwest regions. In addition to sourcing representatives for the Philippines and Indonesia, organizers have stated their intention to recruit agents in Vietnam, Myanmar (Burma), China and the Middle East. For more information on Golf Asia, contact Milford here in Singapore at 65-296-6961.

Milford replaces Parr at Golf Asia

SINGAPORE — Jonathan Parr, formerly the marketing manager for Golf Asia, has accepted a position at the International Management Group (IMG) office here. Parr is now manager of the IMG Singapore's Events Group.

Replacing Parr at Golf Asia — an event co-owned by IMG and Singapore-based Connex Private Ltd. — is Clare Milford, the former advertising manager at *Asian Golfer* magazine.

Milford joins an established team at Golf Asia, including Director of Sales and Operations M.S. Mathy and Director of Administration Dharel Tan.

Parr now reports to IMG's International Vice President Mike Reilly, who heads up IMG Singapore.

Golf Asia '96 is scheduled for March 28-31, here at the World Trade Centre. For more information, contact Milford at 65-296-6961.

Kelty succeeds Stahl at O.M. Scotts

MARYSVILLE, Ohio — Michael P. Kelty, PhD, has been named senior vice president, Professional Business Group (PBG) at The Scotts Co., replacing the recently retired Richard B. Stahl. Kelty will oversee the growth and development of Scotts' three PBG divisions: ProTurf, which serves golf courses and other professional turf markets; ProGrow, which serves the commercial lawn and garden sector; and Horticul-



Michael Kelty

ture, which serves the greenhouse, specialty agriculture businesses.

Kelty joined Scotts in 1979 and most recently served as senior vice president of Technology & Operations. Stahl had been with Scotts since 1967, holding a succession of positions including technical representative, regional manager, director of ProTurf sales, and vice president/director of corporate sales. He had led the PBG since 1976.



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