

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.

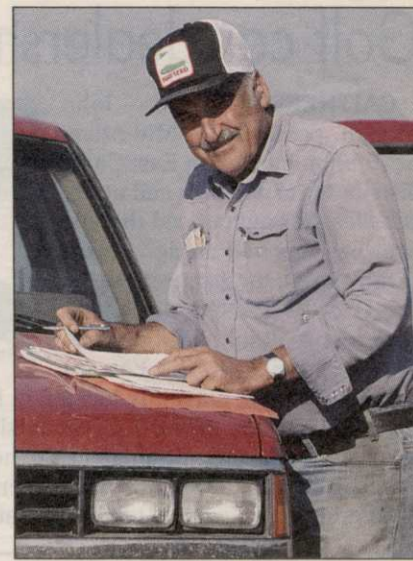
Redexim, the Dutch company which developed the Verti-Drain line of products, and distributors of Verti-Drain deep-tine soil aeration machines are pursuing litigation in the United States against a former distributor, Southern Green, Inc., marketers of the Soil Reliever aerator, for infringement of Redexim's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

By HAL PHILLIPS

The challengers are legion, some of them even originate in-house. But the long-standing king of bentgrass stolons — Penncross, 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 Penncross," 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 Penncross 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

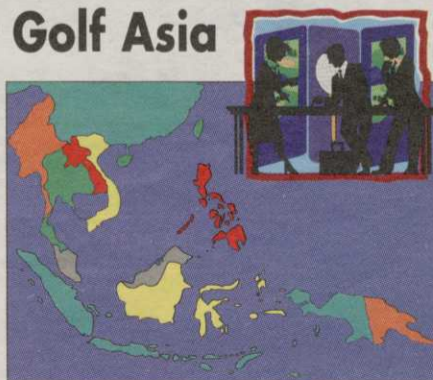
By HAL PHILLIPS

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 car dealership purchase adds to Mid-Atlantic's reach

GAITHERSBURG, Md. — John Clough, president of Mid-Atlantic Equipment Co., an East Coast distributor of golf cars and utility vehicles, has announced that his firm has reached an agreement with Textron, Inc. to purchase the assets of its E-Z-GO dealership here. As a result, Mid-Atlantic Equipment will merge its Eastern Golf Car branch, currently located in Laurel, Md., with the new E-Z-GO acquisition to form Mid-Atlantic Equipment Co. here.

According to Clough, the newly-merged dealership will cover a territory that in-



John Clough

cludes Maryland, Southern Delaware, Virginia and parts of West Virginia. It will now offer golf course and industrial customers a full line E-Z-GO and Yamaha vehicles.

The new Mid-Atlantic Equipment location will be staffed by 20 employees, composed of 10 service specialists and 10 administrative and sales people. Rich Arnold, formerly with E-Z-GO, has been appointed general manager of the dealership, while Jim Cobb of Eastern Golf Car will oversee industrial and commercial sales. The distributorship is also maintain-

ing a Richmond, Va., satellite office, offering sales and service.

Clough projects \$28 million in total sales for his firm in 1995, of which \$15 million should be generated by the new Gaithersburg facility. "We believe this new initiative will help us expand and enhance our product and service offerings to customers up and down the East Coast," he said.

This latest acquisition follows close on the heels of its purchase of Stuart, Florida-based Flying Dutchman Inc. last year. Renamed Golf Cars of Florida, the dealership is providing personalized golf cars to a booming South Florida market.

Hong Kong show

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tre Nov. 9-10. Organized by Golf World Exhibitions — a Perth, Australia-based firm founded by former Golf Asia vice president Stephen Allen — the Hong Kong show is the first to challenge Singapore-based Golf Asia in size and scope.

While some turf maintenance firms have committed to exhibit (The Toro Co., Ransomes Cushman Ryan, Yamaha and John Deere), the Hong Kong show has a distinct development flavor. The show's six original sponsors are, with the exception of course construction giant Pacific Golf, all golf course architecture firms: JMP Golf Design Group, Nelson Wright Haworth, Palmer Course Design Co., Nicklaus Design, and Robert Trent Jones II International.

The exhibitor list also includes several Hong Kong-area clubs-in-development, all looking to sell memberships on the show floor. This is typical of the Asia-Pacific market, said Allen, where the sale of memberships drive a club's liquidity through and beyond the course opening.

While its competitor, Golf Asia, endeavors to serve the entire Asia-Pacific region, Allen also makes no apologies for the show's concentration on the southern Chinese market.

"I do consider it to be a regional event," said Allen, who reported that 74 percent of the hall's available booth space has been sold, and another 15 percent committed pending payment.

"Interest is high in Hong Kong and China and I believe this interest will increase, but certain issues have to be addressed, such as environmental concerns and the acquisition of land. A lot of these issues will be addressed at our conference."

The Hong Kong show is being held simultaneously, but not in conjunction with the Heineken World Cup, the event pitting two-man teams from more than 60 countries. This year's tournament marks the first World Cup ever held in China, at Nicklaus-design Mission Hills Country Club in nearby Shenzhen.

"We have no contractual arrangement with the organizers of the Heineken World Cup," said Allen. "However, we are liaising closely with them for the benefit of the golfing industry in general."

Allen has made a point of noting that Golf World Exhibitions (GWE) is committed exclusively to the organizing of golf shows only, of which the Hong Kong exhibition is the first. While the Hong Kong show is a regional event, look for GWE to target other developmental hot spots in Asia-Pacific.

For more information on the Hong Kong show, call GWE in Perth at 619-322-3222; or fax 619-321-6461.

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