

BRIEFS



CYANAMID PROMOTES CLARK

WAYNE, N.J. — American Cyanamid has named Curtis Clark sales manager for the Turf, Ornamental and Pest Control group. Clark will oversee Cyanamid's sales force for consumer products. Clark will also be responsible for the group's professional products, including Pendulum herbicide. Clark, 34, previously was market manager for Cyanamid's consumer lawn and garden products.



Robert G. Bacon



Janne Viking

PARCAR FILLS SALES POSITIONS

REEDSBURG, Wis. — Columbia ParCar has announced the promotion of Robert G. Bacon as regional sales manager for Columbia ParCar-Wisconsin. Columbia ParCar-Wisconsin is the Wisconsin distributor of Columbia ParCar products throughout the state and Upper Peninsula of Michigan. Columbia ParCar also announced the addition of Janne Viking as its new regional sales manager for the Western U.S.

GREENSWAY PATENTS STABILIZER

PLACENTIA, Calif. — Chris Johnson of Greensway Golf Co. has been awarded the patent for a new stabilizing system for quick couplers, sprinkler head and mainline pipes. The patent was issued by the U.S. Patent Office in October 1995. The stabilizing system, designed for golf courses, parks and other turfed areas, prevents costly repairs from sinkage or other movement. The mainline product supports the pipes during installation so proper bedding and backfill is insured. For more information, contact Johnson at 714-528-1185 ext. 45; or fax 714-996-9387.

GALLO & BURNLEY REP AQUAMASTER

KIEL, Wis. — Aquamaster Fountains and Aerators has announced Gallo & Burnley Associates, Inc. will represent firm's Fountain Aeration and Sub-Surface Aeration product lines in New England, Delaware, Maryland, New Jersey, New York, Pennsylvania, Vermont, Virginia and West Virginia, as well as the Canadian Maritimes and Quebec. For distribution and product inquiries, contact Phil Gallo at 860-350-5111 or Kerry Burnley at 610-827-5086.

GOLF COURSE NEWS

Hueber debuts new bunker rake in Orlando

By HAL PHILLIPS

PONTE VEDRA BEACH, Fla. — David Hueber, perhaps the most widely traveled executive in golf, has resurfaced here — in the sand rake business. Sabertooth Golf, a division of D.B. Hueber Golf Co., will unveil three golf rakes — the Dual Action, Dual Tine and Professional models — at this month's International Conference and Show in Orlando.

"We started shipping the rakes last fall but our official coming out party will be in Orlando at the GCSAA show," said Hueber, who added that Sabertooth will not limit itself to rakes. "The business is going to be one that offers genuinely unique products that aren't available from many sources."

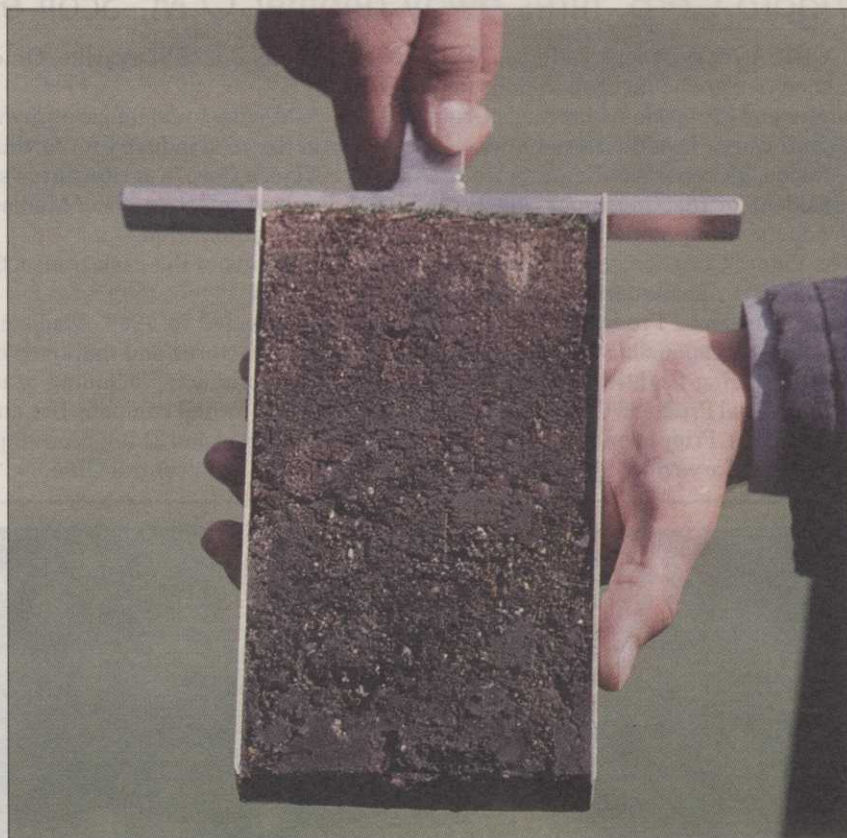
Hueber's sheer variety of golf industry experience is difficult to match; and difficult to follow without a time line. Having served as an assistant to PGA Tour Commissioner Deane Beman, Hueber joined the National Golf Foundation as president in 1984. After five years at the NGF helm, Hueber left to become an executive vice president at the Ben Hogan Co. Promoted to president and chief executive officer (CEO) in 1990, he resigned in 1992.

In January 1993, Hueber joined Golfsmith as executive VP and chief marketing officer, only to resign five months later. He then joined Canadian rake and club manufacturer Accuform Golf Corp. as president and CEO in January 1994, only to resign after nine months. In October 1994, he joined the Raymond Floyd Group as president and CEO, only to resign shortly thereafter.

"I was at Floyd for less than two months," Hueber explained. "I was recruited to go there. That's why I left Accuform. It just didn't work out [with Floyd]. No hard feelings."

"I was introduced to rakes at Accuform. I saw it was a good business and while I was there, it grew rather significantly. So when I was looking for business opportunities after the Floyd Group, it seemed like a good fit — designing my own product. It's the essence of entrepreneurship."

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NEW PRODUCT OF THE MONTH

Now it's easy to pull a quick, clean sample of the root zone anywhere on your course, with surgical precision. Standard Golf's new Soil Profile Sampler produces an 8-inch by 4-inch slice of soil only three-quarters of an inch thick. Constructed of steel with a zinc-plated, case-hardened blade, the Sampler is designed for checking root development, compaction and other soil characteristics within 8 inches of the surface. Just pick a spot, grab the handles, step down and pull. For more information, contact Standard at 319-266-2638; or drop by the booth (#1551) in Orlando. For more new products, see pages 88-90.

Seaboard added to Lebanon identity

LEBANON, Pa. — Katherine Bishop, vice president and chief operating officer of Lebanon Chemical Corp., has announced the company name change to Lebanon Seaboard Corp.

"The new company name reflects Lebanon's expanding role in the turf marketplace," said Bishop, whose multi-national firm manufactures and distributes a wide range of turf products for the professional, retail and agricultural markets.

Lebanon Chemical, founded in 1948 by Vernon Bishop, acquired Seaboard Seed Co. — a grass seed producer — in 1993.

Jake, Gravely team in Europe, Australia

RACINE, Wis. — The Jacobsen Division of Textron, Inc. and Gravely International have formed a strategic alliance for distribution of turf maintenance products in Europe and Australia, according to Harold Pinto, vice president of sales and marketing for the Jacobsen Division of Textron.

The agreement means Jacobsen and Gravely will use Jacobsen's distribution network to provide products and service throughout Europe and Australia, according to Zen Kulpa, director of international marketing for Gravely.

Gravely International, a division of Ariens Company of Brillion, Wis., producing lawn and grounds maintenance equipment since 1916, is headquartered in Winston-Salem, N.C.

TEXAS FIVESOME CLAIMS JOHN DEERE CHAMPIONSHIP

The team representing the Tony Butler Golf Club in Rancho Viejo, Texas, took first place in the ninth annual international John Deere Team Championship Golf Tournament, held late last year on the Falcon Course at Wild Wing Plantation in Myrtle Beach, S.C. The Deere Team Championship is designed to promote teamwork at individual golf facilities, as each club team is comprised of the superintendent, pro, manager and president — plus their local Deere distributor. Members of the winning team include (from left) golf course superintendent Richard Flores, pro Randy Walker, board member Michael Murphy, city commissioner Dr. James Rowe, and Chad Mobley, representative of Austin Turf & Tractor, the club's local John Deere golf and turf products distributor. The Tony Butler team outplayed 30 teams from across the U.S. and Canada to win the title.



Hover-mower manufacturer recapitalizes

By HAL PHILLIPS

YARMOUTH, Maine — Banking on their domestic manufacturing operation, engine-design innovation and an influx of capital, the new owners of Grasscraft, Inc. hope to make a dent in the hover mower market this year.

Grasscraft is celebrating its fifth anniversary in 1996. Unfortunately, the first four were marked by a woeful lack of working capital, making service and expansion extremely difficult. Steven Searle, Grasscraft's new president and chief executive officer, hopes to change all that.

"We're prepared to invest the needed capital and manpower to meet our goals: A three-fold increase in sales and production over the next three years," said

Searle, who purchased the firm in October 1995.

In a market dominated by Flymo and Allen — two British firms with U.S. distribution — Grasscraft sees its Maine-based manufacturing operation as a selling point.

"People realize that since we manufacture domestically and sell direct to our customers, we can offer lower pricing and better service," said Searle. "Getting warranty work done and ordering parts from a foreign company can be a real problem."

Added David Rodway, Grass-

craft's VP of sales: "A big part of our marketing program is dealing direct... I think we're going to sell half the mowers at dealer price. We want to pass that savings on to the course by dealing direct."

Searle and Rodway said the golf course market has always been receptive to the Grasscraft product, with its nylon safety cutter blades, unbreakable polyethylene deck, 5-hp, two-stroke Tecumseh engine and aircraft quality, computer-designed impeller.

However, the firm isn't standing pat. Current research and

development efforts are focused on a 4-cycle prototype now being tested in North Carolina.

"The 4-cycle engine is about five times quieter," Rodway explained. "It doesn't pollute near as much as the 2-cycle because the oil and gas are separate... It's also much more durable. The best example of that? Well, when you get into heavy grass with a 2-cycle, it bogs a little bit and you may have to pull off. The 4-cycle blows right through it."

While Grasscraft intends to deal directly with superintendents, some distributor relationships are inevitable. The firm has already lined up Agri-Pacific to rep the

product in Asia-Pacific.

"Our mower is made in the USA, every piece of it," Rodway said. "We've visited a lot of superintendents and it's very difficult to get parts. We have the capital and the manpower to service this product. We realize the sale doesn't stop when the mower is shipped."

"We think it's important people realize we have the funding, the capital to back this thing up — to have enough stock, to have enough parts to make it work."

For more information, contact Grasscraft at 1-800-646-6013, PIN #4319; or drop by their booth (#293) in Orlando.

Hueber resurfaces

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"If Accuform had insisted on a non-compete clause, then it would have been a different matter. But they didn't."

However, Hueber's plans to launch the Sabertooth rake line were diverted this past fall when Accuform, citing U.S. patent protection (no. 4,41,150), demanded that Sabertooth cease and desist marketing, selling and manufacturing its round-backed rake called the Original.

"Our patent is pretty broad and protects us with regard to rounded backs," said Accuform spokesman Neil McDougall.

Hueber never admitted liability but discontinued the Original line.

"My former partners felt that one of our rake designs came a little too close to the design of the Accuform rake," he said. "They made their points very aggressively. But I didn't want any bad feelings. In the interest of goodwill, I've made alterations to the rake in question and have applied for patent protections."

The rake once known as the Original has been modified and renamed the Dual Action. The new model features on its rounded back a ridge designed for smoothing traps and squeezing water off greens.

All Sabertooth rakes sport an egg-shaped cylindrical head providing an elongated sleeve designed to hold the handle more securely. They also feature a golf grip to avoid splinters from sun-worn fiberglass handles.

"The tines are also shaped differently — like a saber tooth, wider at the base — so they're stronger and don't break off as easily," noted Hueber. "The rake is really very different. Injection molded. Difficult to crack. Far different from any other rake out there."

Hueber said he has secured several distribution channels and will pursue more. "I do have some sales reps and we will direct market the product," he added.

The firm can be reached by calling 1-800-664-3545. It's booth number in Orlando is 2692.

GOLF COURSE NEWS

EVERY MORNING, THERE ARE TWO THINGS YOU CAN COUNT ON: THE SUN WILL COME UP. YOUR CARRYALL WILL GO TO WORK. THAT'S RELIABILITY. [*ACCORDING TO A RECENT SURVEY OF GOLF COURSE SUPERINTENDENTS, THE CARRYALL BY CLUB CAR® IS THE MOST RELIABLE LIGHTWEIGHT TURF UTILITY VEHICLE ON THE MARKET.**] **AND NOW THAT OUR CARRYALL II PLUS HAS A NEW, MORE POWERFUL 11-HP, 4-CYCLE ENGINE, IT CAN ONLY GET BETTER. FOR PERFORMANCE, SERVICE, AND SUPPORT, RELY ON CARRYALL. CALL 1-800-643-1010 AND DRIVE IT TO WORK.**



*Based on research conducted by the Center for Golf Course Management, a subsidiary of the Golf Course Superintendents Association of America.

CIRCLE #166 / GCSAA BOOTH #2543