

BRIEFS

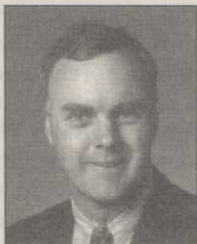


E-Z-GOLYMPICS IN 1996

AUGUSTA, Ga. — The Atlanta Committee for the Olympic Games (ACOG) have announced that E-Z-GO Textron has become an official sponsor of the 1996 Olympic Games. Joining sister divisions Bell Helicopter and Cessna Aircraft Co., E-Z-GO will provide golf cars and personnel/cargo carriers for behind-the-scenes logistical support. "Since E-Z-GO is a Georgia-based company, we are especially proud to be able to play a part in the 1996 Atlanta Olympic Games," said E-Z-GO President L.T. Walden.

THORLEY TO LEAD BAYER T&O

KANSAS CITY, Mo. — Trevor Thorley has been named director of specialty products for the agriculture division of Bayer Corp., replacing the retired Allen Haws. Thorley joined Bayer in the United Kingdom in 1981 as a sales rep, serving in various sales and marketing roles there prior to his United States transfer in 1992. In his new position, Thorley will also serve on the governing board of RISE (Responsible Industry for a Sound Environment), the specialty chemical trade association.



Trevor Thorley

ONE BILLION AND COUNTING...

DENVER, Colo. — The Watersaver Co., Inc. has produced its one billionth square foot of flexible geomembranes, according to Jim Miller, manager of lining operations at the firm. Watersaver, which fabricates liners for lakes, landfills and potable water reservoirs, is "the first company in the United States to reach this achievement fabricating non-crystalline liners and floating covers," said Stan Slifer, Watersaver national sales manager.

SHEPARD JOINS CIBA TECH STAFF

GREENSBORO, N.C. — Ciba Turf & Ornamental Products has hired Dr. Dennis P. Shepard as a technical support specialist. Shepard, who holds a doctorate in crop science, spent the past three years as an assistant professor with the Louisiana State University department of horticulture. From 1978-85, he worked as a golf course superintendent. He will work from his Overland Park, Kan., office.



Dennis Shepard

Marketing coups increase Ransomes' visibility

● Firm partners with GCSAA at Golf Asia

By HAL PHILLIPS

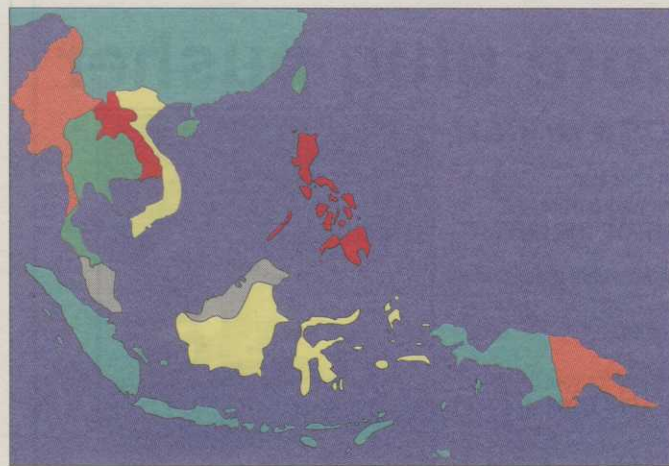
SINGAPORE — The Golf Course Superintendents Association of America (GCSAA) has taken its corporate sponsor strategy abroad.

GCSAA, which has aggressively pursued corporate sponsorships in connection with its domestic trade show and conference, has signed a three-year agreement with Ransomes Cushman Ryan to stage the Golf Asia '96 turfgrass seminar programs at the Golf Asia '96 International Golf Exhibition and Conferences, scheduled to take place here March 25-31.

Golf Course News Asia-Pacific, sister publication of *Golf Course News*, is the official trade publication of Golf Asia '96.

The conference program features development and design content, in addition to course maintenance seminars administered by GCSAA. Ransomes, a consistent exhibitor at the Golf Asia since its inception, will assist the association in formula-

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● Pebble Beach signs exclusive turf deal

PEBBLE BEACH, Calif. — The Pebble Beach Company has selected Ransomes as its exclusive supplier of turf maintenance equipment. The three-year rolling agreement with the Pebble Beach states that all new equipment for its golf courses and ground maintenance will come from the Ransomes Cushman Ryan product lines.

Pebble Beach considered the leading turf maintenance companies before arriving at their decision, said Ted Horton, Vice President of Resource Management for Pebble Beach.

"Ransomes regained our attention early this year when after the torrential rain we had experienced in California, their fairway mowers enabled us to get our course into tournament condition prior to the AT&T Pebble Beach National Pro-Am," said Horton. "During our consideration of potential suppliers, we were impressed not only by their total range of equipment, but also by the commitment of their management to support-

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Vigoro absorbed by IMC Global

CHICAGO — IMC Global Inc. (NYSE:IGL) and The Vigoro Corp. (NYSE:VGR) have signed a definitive agreement for a merger which will create a leading supplier of crop nutrients serving the global agriculture industry and having complementary retail distribution capabilities. The new company will retain the IMC Global name and be headquartered in the Chicago area.

Under terms of the agreement, each Vigoro shareholder will receive 0.8 shares of IMC stock, assuming IMC's stock price remains between \$61.875 and \$80.00. The 0.8 ratio is subject to proportional adjustment down to 0.75 so that the maximum exchange value for Vigoro stock will remain at \$64.00 if IMC stock trades between \$80.00 and \$85.333. Similarly, the ratio will adjust proportionately up to 0.85 so that the minimum exchange value for Vigoro stock will remain at \$49.50 if IMC stock trades between \$58.235 and \$61.875. The exchange ratios and per share amounts will be adjusted to reflect IMC's previously announced 2-for-1 stock split.

The transaction, which will be a tax-free exchange and be accounted for as a pooling-of-interests, has been approved by the boards of directors of both companies, is subject to approval by the shareholders of both companies and necessary regulatory approvals. The merger is expected to be completed early this year.

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Changes in Environmental Steward format

ORLANDO — Together with the Golf Course Superintendents Association of America (GCSAA), the four sponsors of the Environmental Steward Award have announced format changes for the 1995-96 program.

Ciba Turf & Ornamental Products, Rain Bird's Golf Division, Jacobsen Division of Textron Inc. and Lebanon Turf Products will present the award during the Environmental General Session at the GCSAA International Golf Course Conference and Show Feb. 11, 1996 here at the Orange County Convention Center. In addition, according to GCSAA officials, the Environmental General Session now

is sponsored by Ciba, Rain Bird, Jacobsen and Lebanon.

"GCSAA's Environmental Steward Award program provides an outstanding opportunity to recognize our members who have implemented progressive and effective environmental programs," said Gary Grigg, CGCS, president of GCSAA. "By combining this program with Environmental General Session, we will increase the exposure of the award winners not only within our own association, but also on a national basis as well. We would also like to thank the four sponsors for supporting the program and promoting

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NEW PRODUCT OF THE MONTH

The Keeyn Co. has introduced a versatile golf bag rack. According to Keeyn's Richard Thompson, the Vail-based firm is the only North American supplier of specific golf bag racks. Said Thompson: "Not only does the rack handle both pro and standard bags, but it can also be used to control pedestrian and golf cart traffic." These lightweight racks are maintenance-free and available in custom colors or a galvanized finish. They're stable on both turf and hard surfaces and are available in free standing or wall-mounted versions. The 8-foot rack holds 14 bags and a 5-foot rack can handle eight. For more information, call 800-260-7599. For more new products, see page 42.

Ransomes Asia

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tion and presentation of seminar content.

"This is a very exciting opportunity for us," said Paul Pesci, vice president of sales and marketing for Ransomes Cushman Ryan. "Not only do we take a lead in golf course turf maintenance equipment, we also actively research and lead the industry in environmental, safety and quality issues. Like GCSAA, we believe that education has to be at the heart of these issues and of our industry, particularly in developing areas."

"GCSAA's education program at Golf Asia enhances the knowledge and technical ability of course personnel in the Pacific Rim area and we are proud to be involved."

The Golf Asia venture, begun in 1991, is organized by the International Management Group (IMG) and Golf Asia Exhibitions, a division of Singapore-based Connex Private Ltd. GCSAA's new partnership with Ransomes is the latest shift in the association's role at Golf Asia.

In March 1993, one week before Golf Asia '93, GCSAA launched its own trade show in direct competition with the Connex-sponsored exhibition. Later that year, GCSAA folded its show and merged its interests with Connex and IMG. Following Golf Asia '95, under pressure from U.S. members uneasy with the association's overseas ventures, GCSAA opted out of its booth sales role at Golf Asia altogether.

Citing its mission to educate, the association agreed to continue its participation in Golf Asia by conducting the turfgrass portion of the conference — a role it now shares with Ransomes Cushman Ryan.

Pebble Beach

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ing Pebble Beach; and by the fact that we shared common goals and philosophies which was important for us in ensuring the maintenance of the image of Pebble Beach."

"The exclusive agreement to Pebble Beach is significant because it emphasizes our company's leadership role in the turf maintenance industry," said Peter Wilson, group chief executive of Ransomes plc. "This endorsement of Ransomes products by Pebble Beach gives further credence to our belief that we now offer the most complete range of quality turf care products available today."

Pebble Beach is recognized not only as one of the leading courses in the world, but also one of the most beautiful. This agreement links two companies who have leading brand recognition and share a common concern for, and give an industry lead in, environmental, safety and quality issues.

GOLF COURSE NEWS

Golf Ventures teams with Helena Chemical Co. in Florida

LAKELAND, Fla. — Helena Chemical Co. has selected Golf Ventures, Inc. as its exclusive distributor for the sale of Chemicals and turf Products to the turf industry in the state of Florida.

Helena Chemical is one of the country's largest distributors of chemicals and turf products, with more than 170 locations and more than 300 salespeople nationwide. Helena manufactures and distributes its own proprietary line of chemicals, fertilizers and additives, specialty

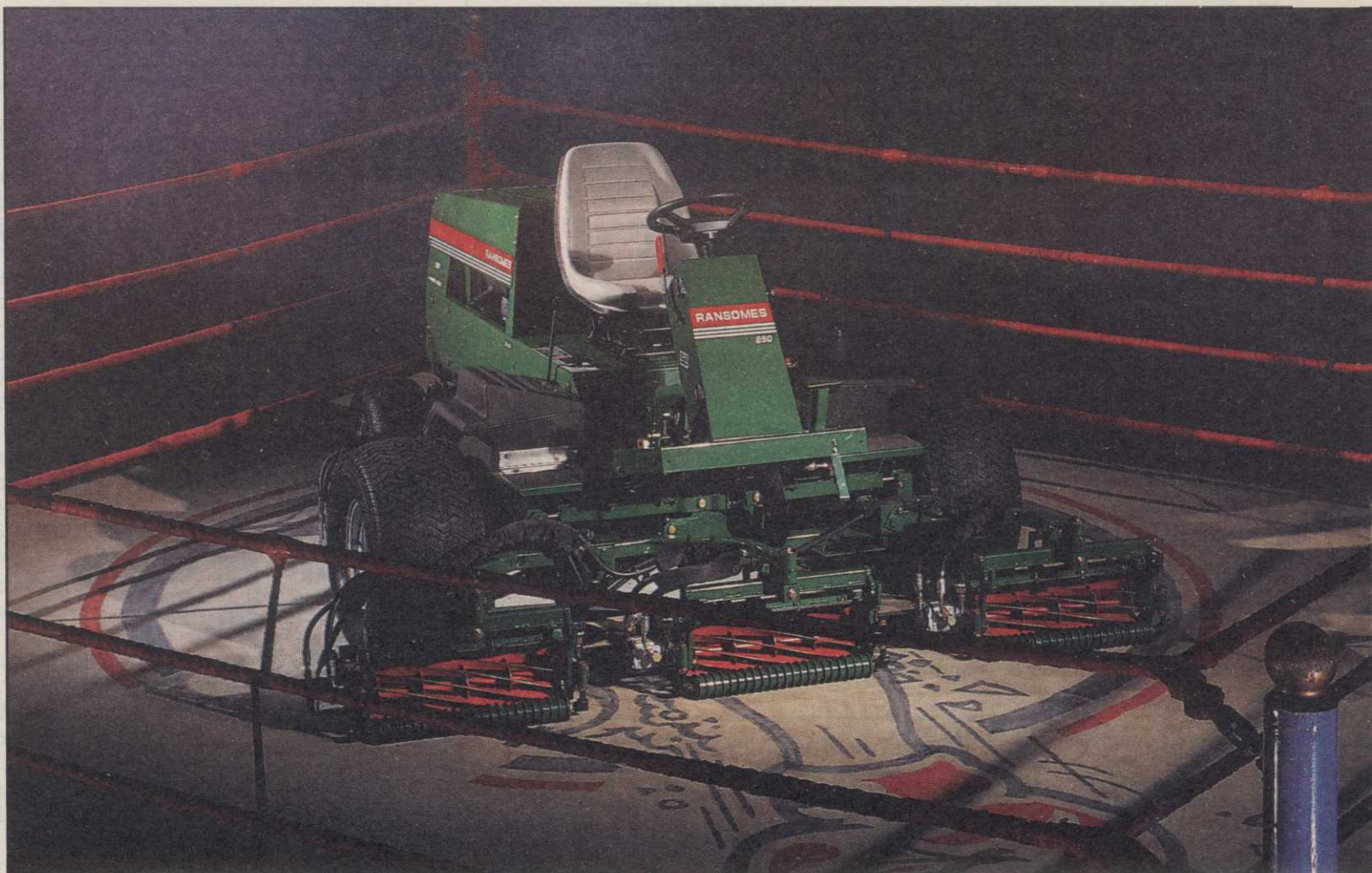
products, adjuvants and seed. Helena is also a leading primary distributor for other manufacturers of chemicals for the turf industry. The Helena Specialty Division is managed by Robert H. ("Buddy") Reid.

Golf Ventures is one of the leading full suppliers to the turfgrass industry in the state of Florida. Established in 1986, Golf Ventures maintains a headquarters here in Lakeland with an additional facility in Ft. Myers. Golf Ventures has 12 dedicated sales representatives

covering the state of Florida.

Steve Sorrell has joined Golf Ventures, Inc. as a sales representative for Turf Products — fertilizer, chemicals, soil amendments and other specialty products. Sorrell is a 1988 graduate of the Penn State University Turfgrass Management Program. Prior to joining Golf Ventures, he was the golf course superintendent at TPC of Tampa Bay. Prior to that, he was the superintendent at Colleton River Plantation in Hilton Head, S.C.

Jeff Hayden has also joined Golf Ventures as a sales representative for Equipment and Turf Products. Hayden is a 1974 graduate of Lake City Community College of Golf and Landscape Operations, and he currently serves on the Advisory Board for the Golf and Landscape Program for LCCC. He is a past director of the Florida Turfgrass Association, and past president of both the Seven Rivers Golf Course Superintendents Association and the North Florida Golf Course Superintendents Association.



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