

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

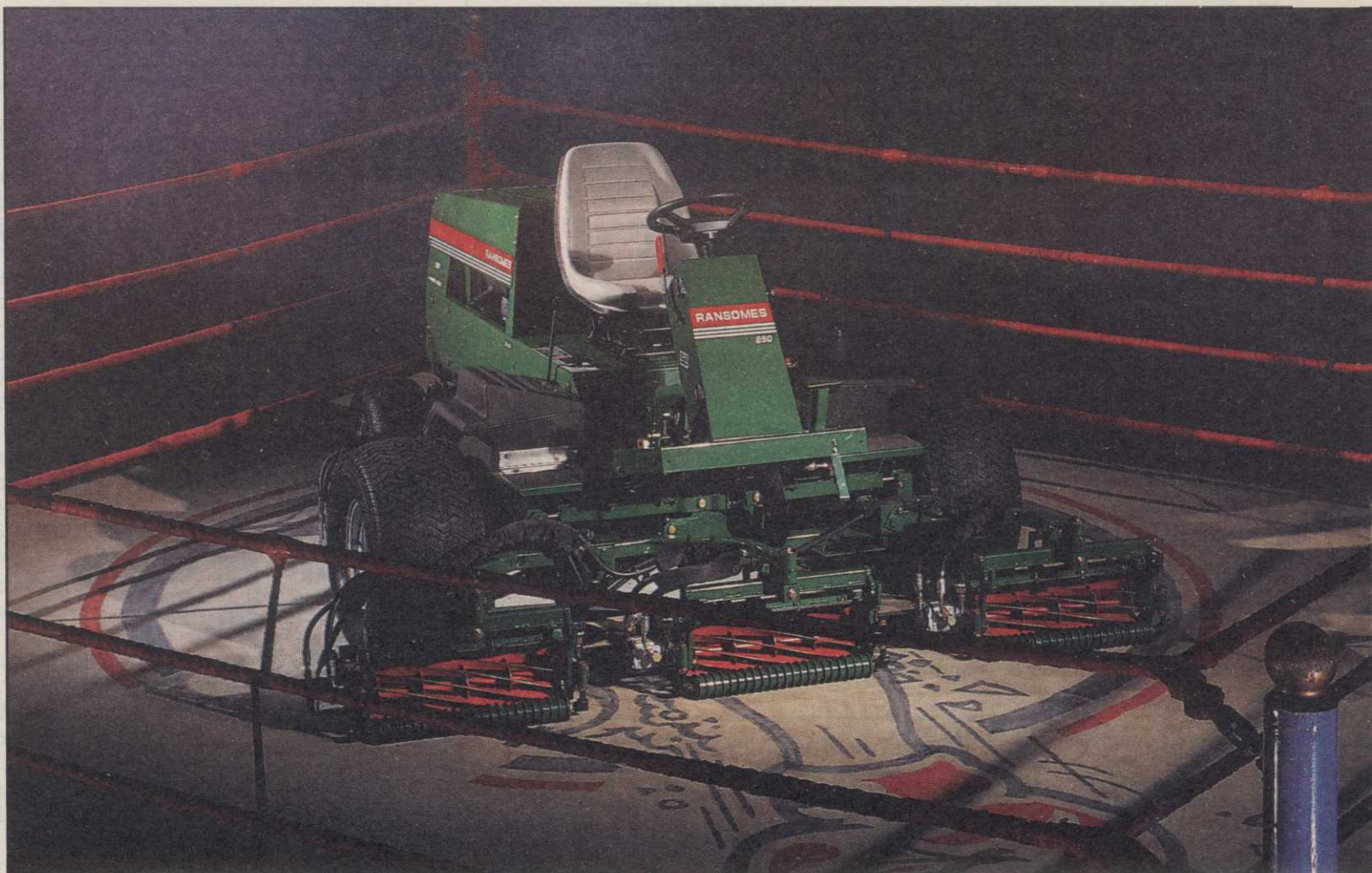
products, adjuvants and seed. Helena is also a leading primary distributor for other manufacturers of chemicals for the turf industry. The Helena Specialty Division is managed by Robert H. ("Buddy") Reid.

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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