

BRIEFS



JORDAN JOINS RANSOMES TURF

MINNEAPOLIS — Ransomes America Corp. named David Jordan market support manager for the company's Turf Division. As market support manager, Jordan will assist territory sales managers and distributors with product demonstrations and training throughout the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee. A native of Birmingham, Ala., Jordan has nearly six years of experience in turf maintenance equipment sales.



David Jordan

ZAJAC HIRES MERRIGAN

ALBANY, Ore. — Bill Merrigan has joined Zajac Performance Seeds in the newly created position of production coordinator. His responsibilities include contracting with turf seed growers to assure a dependable supply to support Zajac's expanding seed programs. In addition to inventory management, Merrigan will be responsible for the purchase and sale of common turf and forage grasses, an expanding area for the company. He joins Zajac Performance Seeds at the company's new facilities here.



Bill Merrigan

VOGEL HONORED BY WISCONSIN GMA

Bill Vogel, President of Spring Valley Turf Products of Jackson, Wis. has won the annual Person of the Year Award from the Grounds Management Association of Wisconsin. Vogel has earned this distinguished honor as a result of his long-standing dedication and involvement with shaping legislation governing the landscape and turf industries.

ASSOCIATES OPEN KC OFFICE

OVERLAND PARK, Kan. — Associates Corp. of North America has opened a new equipment finance office to serve the Kansas City area. Located in Overland Park at 10561 Barkley, Suite 250, the office will offer financing for heavy construction equipment. The branch manager is Rick Leegwater, who can be reached by telephone at 913-385-4222; or by fax at 913-385-4210.

Budd Seed to buy Lofts

Officials: Expect few changes, including the Lofts name

WINSTON-SALEM, N.C. — Budd Seed, Inc., a wholesale grass seed and fertilizer distributor company based here, has reached an agreement in principle to purchase Lofts Seed, Inc., the world's largest marketer of turfgrass seed. A definitive agreement to purchase is expected on June 30.

New Jersey-based Lofts sells seed to golf courses, sod farms, retail stores, landscapers, lawn-care operators and municipalities. Lofts has been in the turfgrass industry since 1923. It has developed and owns patents on more than 25 seed varieties such as, Rebel II, Rebel III, Turf-Type Tall Fescue, Palmer Perennial Ryegrass and Georgetown Kentucky Bluegrass.

"We are very pleased with this agreement and look forward to welcome this outstanding group of talented professionals into our company family," said Richard Budd, chief executive officer of Budd Services and Budd Seed. "This is a major milestone in our company's history and for the seed industry. The formation of this new

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FLOWTRONEX PSI PUMPS OUT A MILESTONE

Crew members direct and watch the proceedings as the 5,000th pump station manufactured by Flowtronex PSI settles into its new home at Primm Creek Golf Course, 35 miles outside Las Vegas, Nev. (For stories, turn to page 63). Primm Creek was laid out by Tom Fazio Golf Course Designers, Inc. with irrigation consulting provided by Larry Rodgers Design Group, Inc., and irrigation contracting performed by Formost Construction, Inc.

For Deere, it's a smaller world

BY KIM ACKER LIPP

MOLINE, Ill. — In today's high-tech world a computer network lies at the heart of most organizations. To most, it's a headache simply to monitor the information being pumped between the planning and the financial departments. So imagine the challenge of tracking information as it travels across North America, Europe, Australia, South America, and Africa. That's exactly what information technology experts must do at John Deere & Co.

The international manufacturer of turf and farm equipment has established JDNet, a private worldwide net-

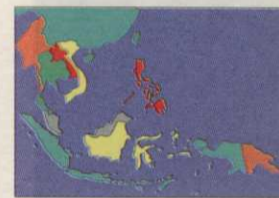
New computer network links internat'l divisions

work. At headquarters here, a mainframe system sends corporate information, such as product updates, to remote processing centers. In turn, the remote processing centers send local information, like sales orders, back to the mainframe.

"It's one corporation, but it's a decentralized company. They have a lot of local automation at the factories and branches," said John Higgins, a

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COMMENTARY



Why Shanghai?

Show organizer explains the decision to leave Hong Kong

By STEPHEN ALLEN

With just one golf course per 23 million people, it's not difficult to see why China is being touted as potentially the biggest single golf market in the world.

It's a fact clearly not lost to us here at Golf World Exhibitions (GWE). We launched our very first Hong Kong and China Golf Exhibition and Conference last year. The pioneer event, held in Hong Kong, proved successful enough to have made exhibition site reservations for not only this year, but for subsequent years up to 1999.

Although we saw Hong Kong as a convenient hub for both the international industry and its potential partners in China, there were some restrictions on travel for visitors from China. This was something we had to respond to, on behalf of our exhibitors, who represented some of the biggest names in the golf business.

With this priority in mind we went to China, moving to the bustling and

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NEW PRODUCT OF THE MONTH

E-Z Rinse, new from Phil Worth Mfg., quickly rinses pesticide containers at a stationary load-out point or on the job site. Only 40 pounds of pump pressure are needed. Rinse solutions go directly into the spray tank and onto the target area. For more information, contact Phil-Worth Mfg. at 419-424-5793. For more new products, turn to page 65.



Stephen Allen is president of Perth, Australia-based Golf Media Group, organizer of the International Hong Kong & China Golf Exhibition and Conference.

Allen comment

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vibrant commercial city of Shanghai, which will be the host for the event until the end of this century.

Mainland China was always the target site for the show and Shanghai has been chosen after considering the city's premier role as the business capital of China. Beijing, Shanghai's primary rival, was considered as well as other provinces (Guangzhou, Shenzhen and Zhuhai). But in the final analysis, the decision was easily made.

Shanghai stood out as the most promising, with the potential for huge growth and expansion, leaning strongly towards real estate development, tourism and many other golf-related industries. This was the opinion shared not only by our partners but also by senior officials in China with whom we spoke when we visited earlier this year.

The Shanghai-based organizers and I realized there was a logical alliance. So this year The Hong Kong and China Golf Exhibition will be held from October 20-23, 1996, at the Shanghai International Exhibition Center

— coinciding with the Real Estate China '96 show. The two exhibitions will be held on the same floor, linked by walkways, representing 6,000 square meters of exhibition space, twice what we had for our first show in Hong Kong.

Golf course development in China cannot function without some sort of real-estate component. Our marriage is perfect, encompassing golf finance, real-estate development and construction.

Our report shows strong response for the Shanghai show, with 68 percent of space being

filled in less than three months. The bookings have come predominantly from mainland China and the USA. Bookings have also come from countries such as Singapore, Taiwan, Hong Kong, Malaysia, Australia, the UK, Japan, Canada, Indonesia, Korea, Thailand and the Philippines.

This indicates there are enough people interested in developing the game in China to justify the confidence for future growth. Here we are seeing the game building, literally, from the ground up. Exhibitors that are showing their products and services know they must enter the Chinese market

now if they are to be on the band wagon for future business relationships in China.

Clearly the show at this stage is concentrated heavily on the trade, because of the fledgling nature of the industry at the moment. But I look forward to the day when the mathematics of China's population will add up favorably for the suppliers of clubs, balls and accessories alike. But for this to happen, the trade needs to go in first and build, finance, design and construct. That's why we are holding the show in Shanghai.

Shanghai itself has a growing population of 15 million, and an area of 5,825 square kilometers. This city alone has five times the population of the highly developed market of Singapore and approximately 10 times the land area.

Singapore has now moved into the last phase of the golf industry, i.e. consumable. This is a natural state in the evolution of the golf industry and will happen in all markets sooner or later. China's golf is at the very first stage of its development and, therefore, we will see a surge in all industries associated with the world of golf.

It takes time to get a foothold in the Chinese market and that first step could well lay the foundation for future business. I have learned that it is of paramount importance to maintain good personal relationships within the region and that way doors open a lot easier and quicker, and they remain open.

I feel the major inroads into China are being made by multinational corporations, such as AT&T, Coca-Cola, Daimler-Benz, Ricoh, Volkswagen and many others. These multi-nationals, through their senior executives, will make a significant contribution to the growth of the game by buying club memberships for not only themselves but their Chinese joint venture partners. As more multi-nationals go into China, so the demand will increase.

In Asia senior executives turn to the golf course to mix business with pleasure. The golf industry will have its work cut out to meet the demand which is likely to come from this sector, which will also spin off into the local business community — it's a multiplier effect.

On a different note, but still within the industry, Golf World Exhibitions have also been asked to organize exhibitions in the Middle East, Europe and South Africa, but I personally have not committed to any additional projects. I prefer to take one step at a time. It's very important to me that we develop the China market first and then pursue other geographical locations.

Considering the results a multiplier effect could have in a country which has around a fifth of the world's population, we might just have our work cut out for us in China. That's our challenge.



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