



GCN SEPTEMBER

## One-stop equipment deals on rise

By MICHAEL LEVANS

BLOOMINGTON, Minn. — As the industry sees more courses gathering under management umbrellas, the number of exclusive provider deals between management companies and manufacturers — including equipment, equipment maintenance and ancillary services — appears to be following suit.

In the past month, both the Toro Co. and Ransomes America Corp. have added substantial new agreements to their growing list of exclusive arrangements.

Toro cut a five-year deal with Whitbread/Marriott Hotels to be exclusive provider of turf equipment and maintenance for Whitbread's eight existing courses and two currently in development. Ransomes will be the exclusive manufacturer and maintainer for the eight courses under the watchful eye

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GCN APRIL

## PGA Tour, Deere ink 3-prong deal

By HAL PHILLIPS

MOLINE, Ill. — In a deal that impacts three distinct segments of the golf industry, John Deere has reached an unprecedented nine-year agreement with the PGA Tour to provide turf equipment to the Tournament Players Club (TPC) network of courses, assume title sponsorship of the Quad City Classic and provide 385 acres for a new TPC course development here.

The nine-year partnership — comprising three consecutive 3-year leases — was an-

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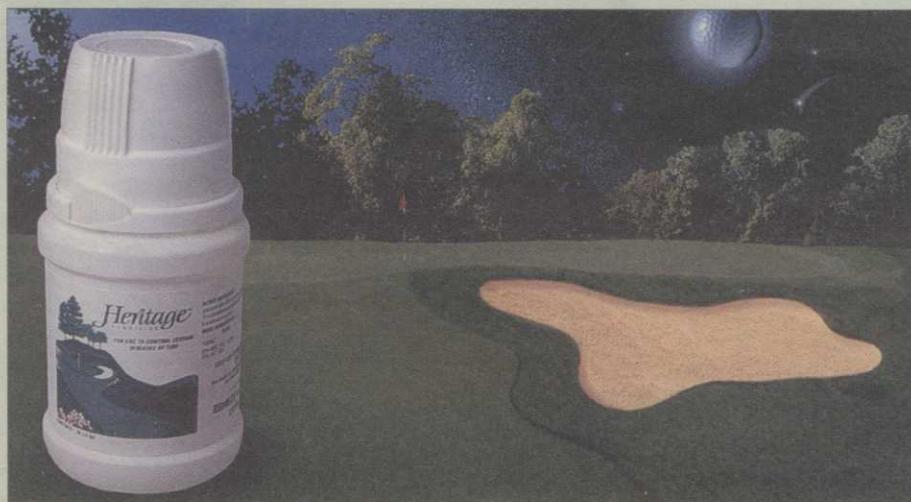
GCN MARCH

## Heritage introduced in Las Vegas

By MARK LESLIE

LAS VEGAS — The federal Environmental Protection Agency (EPA) has expedited registration of the first

fungicide ever approved in its "reduced-risk pesticide" category — the broad-spectrum *azoxystrobin*, which represents a new and different class of chemistry.



"We are extremely excited," said Keelan Pulliam, business director of Zeneca Professional Products which, he said, mandated for *azoxystrobin* "the most extensive research in turf, ever — both by universities and companies."

"We are committed, with research and development, to support this market [turfgrass]," Zeneca President Robert Woods said at a press conference at the International Golf Course Conference and Show here announcing the new product, which is being marketed as Heritage. "It has significant importance to Zeneca as we move forward." Scotts and Zeneca will distribute Heritage.

Developed from natural compounds found in certain species of wood-decaying mushrooms, it has activity against plant pathogens from all four major fungal groups,

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GCN FEBRUARY



NEW PRODUCT OF THE YEAR: THE DRAGONFLY

## Solo cart leads British invasion

By MARK LESLIE

CARMEL, Calif. — When Englishman John Tullis began to lose the mobility in his legs from illness, he didn't quit golf. Along with business partner Tony Brown, he put on his inventor's cap. The result: A one-man golf car designed to speed up play, defy worries about soil compaction and, for the physically challenged, make golf a viable recreation.

"Suddenly the cart is starting to move [in sales]," said Tullis from the Surrey, England, headquarters of his firm, CF Leisure Mobility Ltd., or A La Carts. "For years, we've been batting our heads against the traditional

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GCN FEBRUARY

## FTC gives blessing to Ciba, Sandoz merger

WASHINGTON, D.C. — The United States Federal Trade Commission (FTC) has cleared the creation of Novartis through the merger of Ciba and Sandoz.

Though the merger was first announced back in March of 1996, Novartis Crop Protection, Inc., was not formed until Jan. 1, 1997.

And the timing couldn't be better, as the new Novartis operation will conduct a week-long coming out party at the Golf Course Superintendents

Association of America show in Las Vegas, Feb. 6-12. So said Gene Hintze, formerly of Sandoz and now the head of Novartis Turf & Ornamental.

"For right now, you can call me director of Novartis Turf & Ornamental," said Hintze, who relocated to Novartis' North Carolina office. "In Las Vegas, we plan on hosting a media reception, Sunday evening the 9th of February. We will have a joint presence on the floor. A brand new Novartis booth. Distributor meetings — you name it."

GCN FEBRUARY

## RohMid partnership a work in progress

By HAL PHILLIPS

PHILADELPHIA, Pa. — It's been nearly six months since American Cyanamid Co. and Rohm & Haas Co. formed RohMid L.L.C., a marketing and sales joint venture charged with developing, registering and commercializing a new insecticide, RH-0345.

The eagerly awaited product has a name, Mach II, and RohMid officials seem confident the federal Environmental Protection Agency (EPA) will register the product this year.

Yet the fate of grubs and soil-borne pests — the targets of Mach II — have taken something of a back seat, as observers of the turf and ornamental industry gauge the success of this unprecedented partnership. In a time of unmatched competition, mergers and acquisitions among multinational chemi-

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