



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

Continued on page 42

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-

Continued on page 42

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.



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

Continued on page 42

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-

Continued on page 41

Rohmid

Continued from page 39

cal conglomerates, can cooperation really work? What lessons are there to learn?

In search of answers, *Golf Course News* sought out two primary players in the partnership: Janet Giesselman, Turf and Ornamental product manager for Rohm and Haas and chair of the

four-person board overseeing the joint venture; and John Thomas, PhD, manager of the RohMid project.

Golf Course News: How has the partnership worked out so far?

Janet Giesselman: It really couldn't be better. We're having a great time and we're getting a lot done. We've submitted for registration on target for a launch in 1997. But more important, we've laid the groundwork. Because

these are such large organizations, we had to be sure we had the processes in place—for manufacturing, administration, processing, delivery. How the joint sales force will be selling through distribution... These people needed to get to know each other.

GCN: How are the responsibilities divided up?

John Thomas: What we've decide is, we'll be using the full resources of both companies. We

have formal agreement on that, an administrative services agreement, that outlines all marketing and logistic functions.

JG: We spent a lot of time here—a year of negotiations. And we covered a lot of ground. We covered everything that we could think of. So there wasn't a lot of disagreement on responsibilities before we formed the company.

JT: We're governed by a series of agreements. We took it in

a step-wise fashion. The development agreement was sorted out before the joint-venture agreement, for example. Then we had an agreement for manufacturing, administrative services, etc. It allowed us to focus on each step one at a time.

GCN: We've been told you had a unique incentive for sorting out disagreements.

JG: Well, we have a four-person board. There's no tie breaker. If the board can't agree on an issue, it goes to upper management of the parent companies. So, we're highly motivated to work things out... We've had heated discussions, but we've also reached resolutions fairly quickly.

JT: The incentive is, we recognize that our higher management has said, "Hey, you know the business. The issues aren't unusual. We believe you can handle them and we've empowered you to do so."

Heritage

Continued from page 39 according to research.

Steve Gipson, superintendent at Fairlawn Country Club in Cleveland, said at the conference that using the product "can break the pattern of using sterile inhibitors after sterile inhibitors. It gives us an opportunity to break that cycle. Sterile inhibitors aren't bad, but this will extend the life of sterile inhibitors."

"It is the only fungicide to control both brown patch and pythium," said Dr. Bruce Clark of Rutgers University, one of several university researchers who studied *azoxystrobin*. "It provides up to 28 days of control."

Dr. Joseph Vargas of Michigan State University also touted its replacement of mercury-based products and "excellent control of snow mold."

Clark pointed to Heritage's low .2- to .4-ounce usage rate and "low-risk environmental profile." Indeed, when mixed at four and eight times the mix rate, it reportedly did not harm turf.

Superintendent Mike McNulty of Philadelphia Country Club, one of more than 170 superintendents to test the product, said: "The only thing it does not control is dollar spot, and there are many other products that do that."

It has proven effective against summer patch, takeall patch, anthracnose, pink and gray snow mold, red thread, fusarium patch and other fungi, according to Clark.

"It's wonderful to see a different mode of action come on the market," he said, adding that it is compatible when mixed with other products, such as those that fight dollar spot.

"We looked at a dozen [products] and there is no sign of incompatibility."

A Ransomes Greens Mower Can Make in Your Operation



Demo the Ransomes Greensplex™ 160



Keep your greens in peak condition with the Ransomes Greensplex™ 160. Features such as Turf Protector™ biodegradable oil, a wider range of cutting heights, fewer hydraulic fittings and an operator-friendly design are just a few of the reasons the Greensplex 160 is a major player on courses everywhere. Feature-for-feature, the 160 is the finest mower you can buy for maintaining your greens.



In addition to the 160, check out Ransomes' other greens mowers. The E-Plex™ is the industry's first all-electric greens mower. For no noise, no pollution, less maintenance and a closer clip rate, the E-Plex delivers a quality cut and fewer headaches. The walk-behind GS 55 is precisely balanced from front to back and from left to right for a perfectly uniform cut. Flex-mounted handlebars allow the mower to hug the green for superior results.

Give the Ransomes Greensplex 160, E-Plex or GS 55 a try, and we'll give you a free pair of leather work gloves. Call 1-800-228-4444 to arrange a demo or for the name of the dealer nearest you.



**RANSOMES
CUSHMAN
RYAN**
For The Best Results