

BRIEFS



CLUB CAR PROMOTES TWO

AUGUSTA, GA — Club Car Inc. announced the promotion of Thomas Wright to vice president, golf car sales/North America. Wright has held a variety of management positions, primarily in the company's golf car sales division. Club Car has also promoted Fred Palmer to vice president, national accounts. Palmer, a 12-year veteran of Club Car, most recently held the position of director of sales, Eastern United States. During his tenure with the company, he has also held sales management positions overseeing the Southeast and Central United States regions.



Tom Wright



Fred Palmer

KNIGHT JOINS SCOTTS IN ASIA

MARYSVILLE, Ohio — The Scotts Co. has announced that Phillip Knight has joined the company as golf sales manager, Asia. Currently based in Kuala Lumpur, Knight has lived and worked in a number of Pacific Rim countries. In this role, he will be responsible for growing Scott's golf business in Japan and throughout Southeast Asia.

HEEGARD TO JOIN GOWAN TEAM

YUMA, Ariz. — Gowan Co. announced that Dave Heegard of Dave Heegard, Inc. will represent Gowan products in the turf industry. His primary focus will be to provide sales and marketing expertise in the golf and turf markets.

SHUCK NAMED TO SRO'S PHOENIX OFFICE

CORVALLIS, Ore. — Kelley Shuck has been appointed turfseed specialist of the new Seed Research of Oregon sales office in Phoenix. Shuck will handle the company's professional turf sales in Arizona and the Southwest and will assist in marketing Seed Research Bermudagrasses: Primavera and Primo Blend, as well as common Bermudagrass. Shuck has 13 years of experience in the seed industry, working for Valley Seed, Farmers marketing and most recently Seeds West.

Toro to help supers hunt the ideal "green"

By MICHAEL LEVANS

BLOOMINGTON, Minn. — In an effort to supplement its existing Near Infra-red Reflectance Spectroscopy (NIRS) service, Toro has added its Universal Green Turf Scale that incorporates proprietary turf analysis equations designed to monitor the "greenness" of grass.

Toro said the new service, which is

available to Toro's major accounts and key partners using its NIRS, offers superintendents a more accurate way to predict and maintain nutritional levels that result in "green" grass.

The ultimate goal, said Toro, is to arrive at a "universal green."

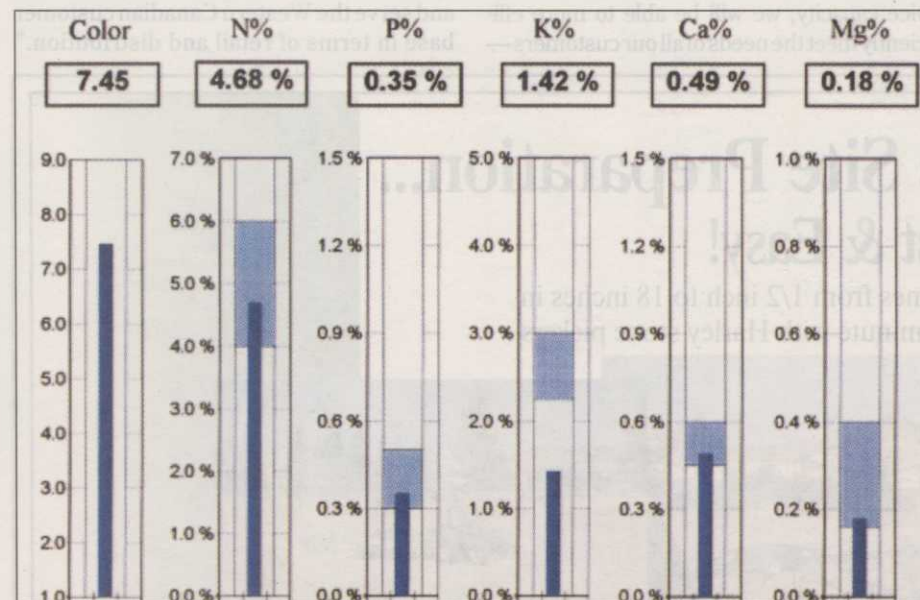
Since Toro launched its NIRS service three years ago, Dr. Syed Dara, Toro's

leading researcher on turf tissue, has accumulated thousands of turf samples that he said enabled him to formulate these color comparison equations.

"Those samples allowed us to characterize a lot of color changes and the color variability in the turf compositions," said Dara. "That allowed me to write equations which relate growing turf color to dry and brown turf color, which NIRS sees." The more samples that Dara can collect, the more accurate the reading will be.

In turn, superintendents are given an additional color number on their NIRS tissue analysis report that is based on the current composition detailed in the NIRS

Continued on page 71



A sample of Toro's NIRS report for participating superintendents. The turf scale figure is on the far left.

Textron/Ransomes: The pending deal is buzz of the golf industry

By MICHAEL LEVANS

[Dec. 22]—The industry has been buzzing since the word of Providence, R.I.-based Textron Inc.'s probable purchase of Ransomes PLC hit the streets (see GCN December, pg. 3). Now the golf course industry is waiting to see just how the \$144 million deal could affect the dynamics of the "iron" marketplace if Ransomes' shareholder's should accept.

According to Peter Wilson, president and chief executive officer of Ransomes, the deal is currently out of his hands.

"The first possible closing date, the first date when our shareholders could respond, could be Dec. 23," said Wilson. "But there are certain conditions to the bid...and everything may not be in place by that time for everybody to make a decision."

There are a number of factors, said Wilson, including British regulatory issues, that could postpone the timing of the deal.

Meanwhile, Ransomes and Jacobsen distributors are among those most anxious to receive word. Although no formal structure or alignment of Ransomes and Jacobsen equipment has been announced, U.S. distributors are busy crunching the myriad factors and possibilities.

"We're pretty excited about it," said Don DeLaney, vice president of Lakeland, Fla.-based Golf Ventures, an exclusive Ransomes house. "It gives us a leasing source above and beyond what we had in the past. It may also make more funds available to do a lot more marketing. As far as we're concerned, it can do nothing but make us stronger."

"It's pretty good news for us," said Gale Fitzgerald, president of Krigger & Company in Gibsonia, Pa., a distributor for

both Jacobsen and Ransomes. "I think it would certainly help us cut costs, since we might be doing accounting for one major manufacturer instead of two."

"It's going to be good for Ransomes," said Paul Stovall, president of Atlanta-based Stovall Turf, an exclusive Ransomes distributor. "Textron will give them [Ransomes] some avenues that they haven't had available to them before."

MMSD to privatize

MILWAUKEE — The Milwaukee Metropolitan Sewerage District (MMSD), the governmental agency that oversees the production of Milorganite fertilizer, is on the verge of privatizing two waste-water production plants and a Milorganite production facility.

United Water Resources announced that its affiliate, United Water Services, has been selected to negotiate a final agreement for a 10-year contract with the MMSD.

Once negotiations are completed, United Water will manage MMSD's two large wastewater treatment plants, a Milorganite bio-solids fertilizer plant, the sewer interceptor system and deep-tunnel storage networks in addition to its 30-megawatt power plant.

"As far as Milorganite, this won't have any impact at all," said Larry

Continued on page 70



NEW PRODUCT OF THE MONTH

Terrapin Ltd. has introduced the Aerragreen, an aerator that aerates upward from below the root zone from depths as much as 12 inches. Narrow probes penetrate the soil, then air is forced into the ground from the bottom up, creating a series of fissures and cracks. Almost immediately, air and polystyrene beads are inserted under pressure to keep the voids open, allowing long-term aeration and percolation of water, oxygen and fertilizer. The Aerragreen is equipped with three or four probes that can be adjusted to two- or three-foot centers. The walk behind unit may be towed up to seven miles per hour using the optional tow bar. For more information, contact Terrapin at 888-298-4272