

Yazoo/Kees

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CheTech's manufacturing facility in Chetek and will continue to build Haul Master vehicles at its plant in Jackson. The utility vehicles will continue to be sold under both the Haul Master and CheTech names.

In addition, Bill Figura, CheTech's founder, will remain with the company to head up the Chetek-based utility vehicle design and development facility.

Yazoo/Kees is now working to integrate the two companies and implement a marketing plan. "We are strategizing and going through our branding and marketing procedures to put packages together for our dealers that focus on the markets that we are going after," said Chestnut. Yazoo/Kees is also in the process of selecting additional dealers.

Strategizing will be key if Yazoo/Kees is to be successful in the utility vehicle arena that is

dominated by significantly larger companies like Toro, Club Car and Textron. Chestnut, however, remains undaunted pointing to the advantages that Yazoo/Kees holds.

"We already have an established product line," said Chestnut. "Our vehicles offer durability, ease of service and versatility."

Yazoo/Kees will also offer impressive product depth.

"We will have somewhere between 12 and 17 different mod-

els available," said Chestnut. "We will be able to put together some products and packages that people have never seen before."

To Chestnut, being successful in the utility vehicle business will come down to offering choices.

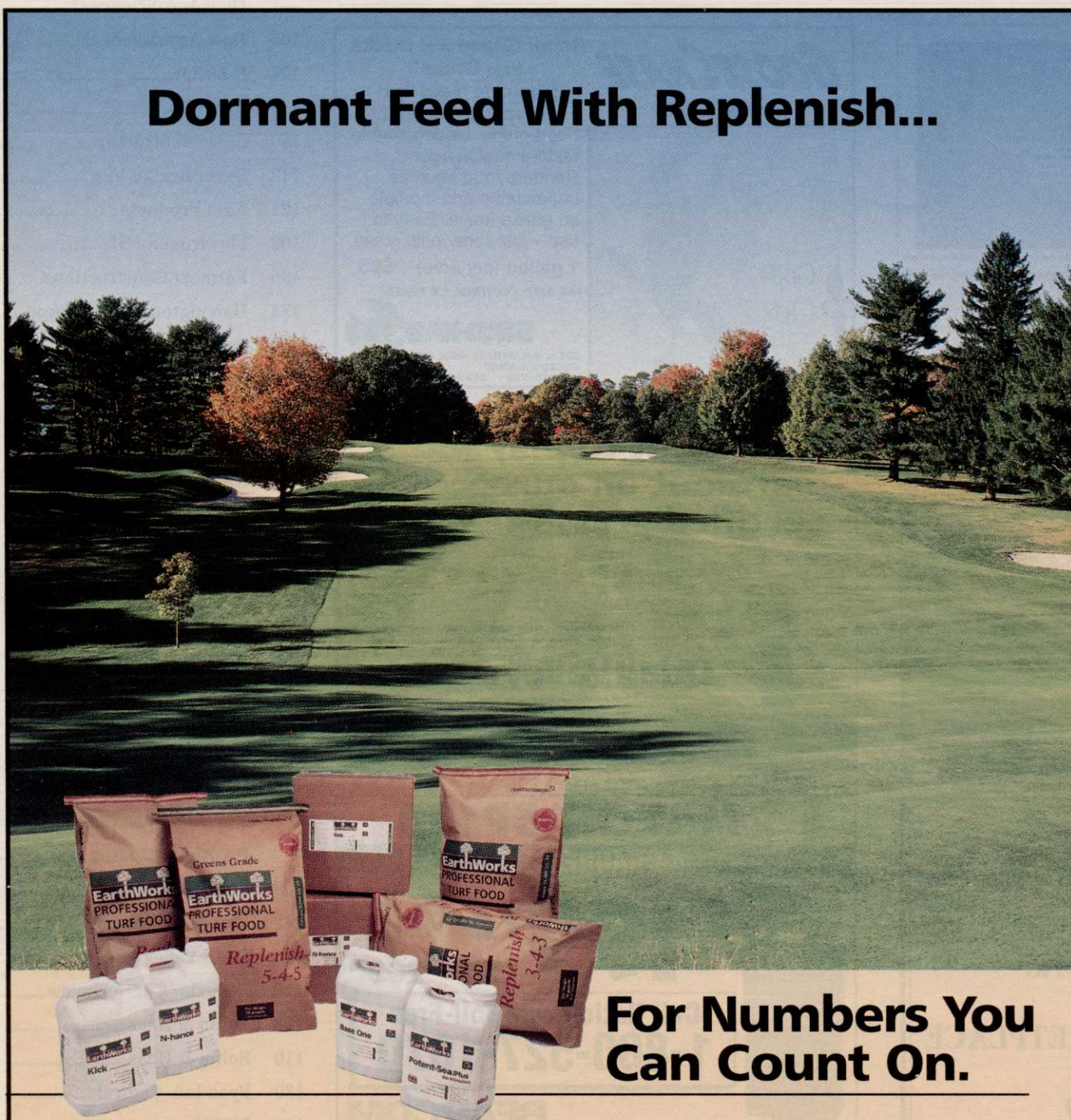
"The reason why a company like Textron has all these different models is because customers like to make choices," said Chestnut. "But it is hard to meet the needs of everyone in the marketplace. We will be coming in

there with our models that will show customers that we understand their needs."

In order to meet those needs, new products are already in the works, according to Chestnut. However, he also acknowledges that responding to market demand is going to be a challenge.

"The utility vehicle market changes rapidly," said Chestnut. "We will have to be able to meet increasing needs while still maintaining a speed to market."

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Calendar

September

9 — GCSAA Seminar on Maximizing Job Satisfaction in Phoenix. *

9-10 — Southwest Horticultural Trade Show in Phoenix. Contact 602-966-0923.

10 — GCSAA Seminar on Advanced Weed Management in Kauai, Hawaii. *

14 — Southern Illinois University Turf Field Day in Carbondale. Contact SIU Division of Continuing Education at 618-536-7751.

14-15 — Turfgrass and Landscape Research Conferences and Field Days in Riverside, Calif. Contact Victor Gibeault at 909-787-3575.

21 — GCSAA Seminar on Human Resource Management in Orlando, Fla. *

October

4 — GCSAA Seminar on Protecting Natural Resources on the Golf Course in Syracuse, N.Y. *

7 — GCSAA Seminar on Bentgrass Management and Rootzone Maintenance in Billings, Mont. *

13 — GCSAA Seminar on Bentgrass Management and Rootzone Maintenance in Hauppauge, N.Y. *

13 — GCSAA Seminar on Sustainable Golf Course Landscape Design: Enhancing Aesthetics, Function and Maintenance in Jackson Hole, Wyo. *

18 — GCSAA Seminar on Advanced Weed Management in Little Rock, Ark. *

19 — GCSAA Seminar on Lake and Aquatic Plant Management in Little Rock, Ark. *

19 — GCSAA Seminar on Protecting Natural Resources on the Golf Course in Grand Rapids, Mich. *

25 — GCSAA Seminar on Wildlife Management and Habitat Conservation in Manchester, N.H. *

26 — GCSAA Seminar on Management Strategies for the Turfgrass System in Lexington, Ky. *

26 — GCSAA Seminar on Bentgrass Management and Rootzone Maintenance in Rockford, Ill. *

* For more information contact the GCSAA Education Office at 800-472-7878.