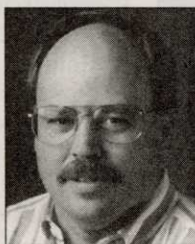


BRIEFS



ROSS TAKES ZENECA POST

WILMINGTON, Del.—Dave Ross has been named national accounts manager for Zeneca Professional Products. Ross will be responsible for coordinating all Zeneca activities with golf course management companies and national lawn-care companies throughout North America.



Dave Ross

Ross most recently served as technical business manager for the professional turf products group.

ROHM AND HAAS NAMES WIRTH

PHILADELPHIA — The Rohm and Haas Co. has named Gray C. Wirth, strategic market manager for turf and ornamental products. In this capacity, Wirth is responsible for pricing, promotion and positioning strategies for turf and ornamental products.

TORO PROMOTES FINKENBINER

RIVERSIDE, Calif. — The Irrigation Division of The Toro Co. has promoted Bob Finkenbiner marketing manager for golf. Finkenbiner will be working with sales and category management to focus products and programs. Within Toro Irrigation, Finkenbiner has been the category manager and software and central controller.



Bob Finkenbiner

PURSELL APPOINTS LACY

SYLACAUGA, Ala. — Tim Lacy has been named director of customer and facility development for Pursell Technologies, Inc. Lacy's new assignment includes development oversight of all current Pursell facilities and the construction of a new corporate office, lodge and golf course. He will also coordinate customer visits and train golf course interns.

MUTTER JOINS EI

CALABASAS, Calif. — David Mutter has joined Environmental Industries, Inc. (EI), as vice president of sales and marketing. He will be responsible for the sales and marketing programs for EI and its divisional companies: Environmental Care, Environmental Golf, Valley Crest, Valley Crest Tree Company and U.S. Lawns.

AgrEvo, Rhone-Poulenc finalize merger, launch Aventis Environmental Science

Chipco Professional Products division to serve the golf industry

By ANDREW OVERBECK

MONTVALE, N.J. — As the pace of mergers within the agrochemical industry continues to quicken, new corporate identities are starting to emerge. After a year of working out the details, the parent companies of AgrEvo Environmental Health and Rhone-Poulenc have created Aventis Environmental Science (AES). The new company is, for the time being, believed to be the largest global manufacturer of turf and ornamental industry pest products. AES is a separate legal entity of Aventis S.A., the life sciences merger of Hoechst and Rhone-Poulenc.

Within the golf industry, AES will be known as Chipco Professional Products (CPP) and will hold a 15-percent share of the turf and ornamental market.

According to Joshua Weeks, vice president of CPP, professional product lines from both companies will be carried forward.

"There is a remarkable lack of overlap," said Weeks. "There are a couple of areas in fungicides and one in insecti-

cides, but for the most part it is a complete fit."

The new company will concentrate much of its efforts on research and development.

"The reason these mergers happen is twofold," said Weeks. "The research and development requirements and the regulatory costs that it takes to be successful in this business are substantial. By joining forces you can concentrate more dollars on research and development and there are certain synergies in terms of expertise on the regulatory side."

As a result, the new product pipeline is primed.

In the coming years, CPP will be rolling out a new turf fungicide, triticonazole, as well as an ornamental insecticide, acetamiprid. Expanded turf uses for Chipco Choice are also in the works. In the long term, CPP is working on both a transgenic turfgrass that will impart herbicide resistance and a post-emergent herbicide.

To keep the new products coming, CPP

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Joshua Weeks

Flowtronex PSI, Waterscapers team up for landmark Vegas project

By ANDREW OVERBECK

BOULDER CITY, Nev. — Even golf courses are larger than life in Las Vegas. Construction work is underway here at MGM Grand's expansive 36-hole Cascata Golf Club that will feature an irrigation system that will pump 2 million gallons each day. Combining electronics with telemetry, Flowtronex PSI will be able to monitor the course systems' water usage from the company's Dallas headquarters.

"Because of the number of systems, irrigation stations and water features we have networked the pumping stations so that you can call one and get to any of the others through a single modem connection," said Flowtronex

General Manager Tom Male.

The system will use 11 different pumping stations to control the irrigation, potable water and water features on the course. The \$1-million project is one of the largest completed by the company.



According to water feature designer Richard McGuire of Buena Park, Calif.-based Waterscapers, the mountainous site has a number of unusual features.

"We have 200 to 300 feet of relief from the top to the bottom of the site, so pump stations are significant," said McGuire. "With the combination of streams, ponds and waterfalls, the most economical way to accomplish that hydraulically has been to combine the

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Deere, Toro tangle over aerator patent

By ANDREW OVERBECK

MOLINE, Ill. — Deere and Co. has filed a lawsuit in U.S. District Court in Peoria against Minneapolis-based Toro Co. alleging that the company's line of ProCore aerators directly infringe upon Deere's patented aeration technology. The suit also names Bettendorf, Iowa-based Toro distributor, Tri State Turf and Irrigation.

"The lawsuit has been in the works for awhile," said Deere spokesman Mike Scalletta. "It refers to a specific type of aeration technology that we have a patent on."

According to the complaint filed by Deere: "Acts of infringement of the patent by Toro and Tri State were undertaken with actual knowledge of the patent and in complete disregard for Deere's rights."

Deere is seeking damages and legal fees as well as a ruling that would force Toro to cease and desist both distribution of the dis-

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Pharmacia & Upjohn, Monsanto to merge

ST. LOUIS, Mo. — After three failed merger attempts, Monsanto Co. has agreed to terms with Pharmacia & Upjohn in what is being called a deal-of-equals. The proposed merger would create a company with combined 1999 sales of \$17 billion and a market capitalization of more than \$50 billion. The deal is subject to shareholder and regulatory approval.

Wall Street and investors have so far reacted coolly to the merger announcement amid fears of taking on Monsanto's troubled agricultural-chemical business. While sales of Monsanto's popular herbicide Roundup are impressive, the company has been embroiled in controversy over its genetically modified seed business.

Under the deal, 19.9 percent of Monsanto's agriculture business will be offered in an Initial Public Offering (IPO) and it will become a separate legal entity with a stand-alone board of directors and its own publicly traded stock upon completion of the IPO. The new agricultural business will be headquartered in St. Louis.

Leading the combined organization as president and chief executive officer will be Fred Hassan, the current CEO of Pharmacia & Upjohn. Monsanto Chairman and CEO Robert Shapiro will become the non-executive chairman for a period of 18 months, after which he will be succeeded by Hassan. Monsanto's Hendrik Verfaillie has been appointed CEO of the agricultural business.

The combined company will have a research budget of \$2 billion and will save an estimated \$600 million within three years. The merger is expected to close in the second quarter of 2000.

Golf Course News STOCK REPORT (1/14)*

Company	Symbol	Stock Price	%Change 1/1/00	%Change 12/15/99	P/E	52-week Range	Proj. 5-yr Earn. Growth
Astrazeneca	AZN	41	-1.80	-2.96	31.16	35.48-94	10.20%
Deere & Co.	DE	48	13.27	12.28	24.87	31.47-5	9.20%
Dow Chemical Co.	DOW	139.375	5.09	13.33	25.56	85.25-141.5	8.40%
Family Golf Centers	FGCI	1.53	8.80	9.29	N/A	0.72-18	25%
Golf Trust of Amer.	GTA	16.88	-0.34	13.44	13.36	14.5-26.88	8.30%
Ingersoll-Rand	IR	53.47	-2.89	9.12	15.36	44-73.82	12%
Lesco Inc.	LSO	14.88	-12.47	-3.25	12.2	12.25-19.5	15%
Nat'l Golf Prop.	TEE	21.375	8.23	13.22	18.8	18.38-29.75	10%
Toro Co.	TTC	36.375	-2.51	5.80	14.09	28.5-39.5	12.5%
Textron Inc.	TXT	68.975	-10.06	-5.36	4.79	65.88-98	15%

*DATA PROVIDED BY VALUE TREND LINKS, LINKS FUND UP 47.20% IN '99, WWW.GOLFMUTUALFUND.COM

John Deere, Toro lawsuit

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puted product and the misuse of the patent.

At the core of the disagreement is Toro's claim on its patented RotaLink system that allows the tines to enter and leave the soil vertically.

The ProCore line was part of

Toro's February 1999 acquisition of Multi-Core, a European distributor of aeration equipment.

"The product is new to the Toro family," said Toro spokeswoman, Jody Hinkle. "The history of it goes back to the Multi-Core product line and some earlier product versions that John Deere bought from the original Australian company. These are different products that

have similar applications.

"ProCore has been on the market in Europe for about five years and we feel very strongly that the patents that we have purchased are in no way in conflict with John Deere's."

The lawsuit was filed Dec. 17 and is still in the early stages.

In the meantime, Toro is rolling out the ProCore line of aerators. "We filled our first orders



The disputed Toro ProCore 660.

for ProCore at the end of January," said Hinkle. ▴

Flowtronex system

Continued from page 75

systems as much as possible. The challenge then is to get the pressure that is needed to overcome the amount of lift."

As a result, some of the stations will run at 6,000 to 8,000 gallons per minute.

The centerpiece of the course is the water feature that runs from the top of the property down to the clubhouse. "The falls are more than 250 feet long," said McGuire. "That distance is covered by sheer waterfalls and running streams."

The Rees Jones-designed course at Cascata is now under construction and is expected to be completed in October 2000. ▴

Aventis

Continued from page 75

will be building a specialty technical center. "We are finalizing the plans for a center that would be totally dedicated to turf and ornamental and structural pest control research for Aventis and will have both field and laboratory facilities for product research as well as for training and technical communications for our customer base," said Weeks.

Bolstered research and development infrastructure will keep CPP focused on the golf market.

"Both companies have a significant presence in the golf market and together we plan to be a bigger contributor," said Weeks. "The golf market is tremendously important to us."

Going forward, Weeks and his staff are still integrating the two companies.

"We have basically completed the combination of personnel and we have integrated sales, management and technical services," said Weeks. "We are now in the process of relocating to Montvale and working on cross-product training."

The structure of CPP's international business will also be tweaked in the coming months as its management teams from Asia, Latin America, Europe, South Africa and the Middle East and Africa come together to get organized on a global level.

Amid all the reorganization, Weeks is working to help keep the organization from losing its sense of identity.

"The point that I am making internally, is that being bigger does not mean that you are better," said Weeks. "We still need to prove ourselves worthy of our market share by demonstrating leadership in product innovation, participating in trade organizations and hiring and maintaining a quality employment base. We have to challenge ourselves to be a leader in the this industry, not just in market share." ▴

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