



BRIEFS

NORTH AMERICAN GREEN PROMOTES LAWSON

EVANSVILLE, Ind. — Robert Lawson has been promoted to national specifications manager by North American Green. Lawson joined the erosion control blanket manufacturer in 1990 as a regional sales manager. In his new position, he will work with government agencies, national construction companies and multinational engineering firms in developing specifications and applications for the company's erosion control products.



Robert Lawson

DOW AGROSCIENCES NAMES WOOLEY

INDIANAPOLIS — Chris Wooley has been named marketing manager for turf and ornamental insecticides at Dow AgroSciences. He will be responsible for overseeing all aspects of marketing products such as MACH 2 turf insecticide, Conserve SC insect control and Curfew soil fumigant. Wooley joined the company in 1998 and most recently was the communications manager for the Midwest crops business.



Chris Wooley

BASF APPOINTS LARSON

RESEARCH TRIANGLE PARK, N.C. — Steve Larson has been appointed to the position of senior sales specialist for BASF turf ornamental and pest control. In his new position, he will provide sales support and technical advice to golf course superintendents and regional distributors. Larson, who previously served as technical sales manager for the professional division of the Scotts Co., has more than 23 years of sales experience in the turf and ornamental industry.



Steve Larson

2001 Newsmakers

Pursell's FarmLinks dream becoming a reality

By ANDREW OVERBECK

SYLACAUGA, Ala. — Construction at Pursell Technologies Inc.'s FarmLinks golf course at Pursell Farms is in full swing and is officially set to open in spring 2003. The course will serve as the centerpiece of the PTI Tour, a program devised by company president and CEO David Pursell to introduce superintendents to its high-tech line of polymer coated fertilizers.

The company's new headquarters and the lodge officially opened this year and attention has turned now to finishing the 18-hole course that will be a living laboratory and testing ground for PTI products.

"We are in full scale construction now and the Landscapes Unlimited folks are out there and the Hurdzan, Fry team is making frequent trips," said Pursell. "The course is completely routed and the dirt work is underway."

"The golf course is going to be more spectacular than I once thought," he continued. "We will have three par-3s that have over 50 feet of elevation change and some great par-5s that get up into elevation."



David Pursell

INDUSTRY PARTNERS

In addition to educating superintendents about PTI products, Pursell has teamed up with the Toro Co. and Club Car, who have supplied equipment and other monetary support for the opportunity to showcase their products and services at the course. Other partners include Simplot Turf and Horticulture, Flowtronex, Chipco, Harrells and Honours Golf.

"We have been very choosy with the companies that we have gone after," Pursell said. "We have been working closely with Toro in the irrigation design for the course. Club Car is involved in the design of the golf car facility and Toro is also working with us in the design

of the maintenance complex."

To date, the process has been very collaborative and dynamic, according to Pursell.

"We are trying to get with all of our partners and look at the plans with them," he said. "We want them to end up with a facility that they want to bring their customers to and showcase their products as



The 17th hole under construction at PTI's FarmLinks golf course

well. They will be able to demonstrate equipment and do research. This course will answer to us, not to a membership."

When the course opens, Toro will have a staff person on site to demonstrate its turf equipment and irrigation products and

Continued on page 26

2001 Newsmakers

Textron goes orange as part of new branding strategy

By ANDREW OVERBECK

ORLANDO, Fla. — As part of a company-wide strategy to focus its product portfolio and build strong global brands, Textron Golf Turf & Specialty Products announced that it will adopt orange as its flagship color in order to visually unify its equipment line.

Since 1998, the company has marketed its four major brands (Jacobsen, Cushman, Ryan and Ransomes) in various brand identity colors. All Cushman turf vehicles and Ryan aerators will now wear Jacobsen orange, while Ransomes mowers will be integrated into the Jacobsen brand as of Nov. 1. The Ransomes brand will continue to be sold in Europe and the Asia-Pacific region.

"As a business unit of Textron we stepped back and examined where we fit in," said chairman and CEO Greg Hyland during a press conference at the Bay Hill Club, here. "Jacobsen is a powerful brand that we want to use to increase market share,

profits, customer and employee loyalty, and customer satisfaction."

WHY ORANGE?

TGT&SP decided to phase out the Ransomes brand because it never



Vice president of product management Peter Whurr with a freshly-painted Jacobsen Turfcut 600

achieved acceptance in the marketplace. According to research conducted by the company, superintendents said — by a three-to-one margin —

Continued on page 26

2001 Newsmakers

Syngenta's online services evolving

By ANDREW OVERBECK

GREENSBORO, N.C. — While turf and ornamental market leader Syngenta Professional Products spent 2001 working on providing the golf industry with new chemistry, it also embarked on an ambitious online initiative to provide its customers with value-added information and technology services. The Web site, www.greencastonline.com, was announced at the GCSAA show in Dallas (GCN April 2001) and tweaked during the course of the year before formally being introduced this fall. (GCN November 2001)

The primary feature of the site is Pest Outlooks, an online insect and disease prediction service. The service was developed in partnership with Warrenton, Va. — based Pest Forecasting Group, Inc. and was field-tested throughout the year. While the Pest Outlooks service is largely seasonal, the site also features weekly Golf Notes that are available year-round.

TWEAKING THE SITE

After gauging user response from its initial launch, Syngenta is now in the process of tweaking the site, said golf market manager Joe DiPaola.

"There are a number of things that are being evaluated," he said. "The whole idea is to provide information that makes it easier to be more effective and environmentally

Continued on next page

GOLF COURSE NEWS

Textron drops Ransomes brand, paints all equipment orange

Continued from page 24

that they would be more receptive to Ransomes-style products if they were branded Jacobsen.

According to executive vice president David Rivers, brand and color are a very important marketing tool. "Color is the key visual identification," he said. "And brand still influences purchasing decisions. We wanted to link our brands with a common family color. This will not diminish their individual leadership in their categories. Jacobsen, Ryan and Cushman

each have a strong and unique heritage and product position which we are committed to preserving."

The rebranding strategy by TGT&SP is a continuation of its move to consolidate its manufacturing and management structure. In late December 2000, it closed its Jacobsen factory in Racine, Wis. and moved that operation to its newly expanded plant in Charlotte, N.C. In addition to the state of the art facility that employs 300 workers, the company has also moved its corporate headquarters to

the site allowing engineers, manufacturing managers, product management and executives to be located in one place.

PRODUCT CHANGES

In addition to the color and name changes under the brand restructuring, some product consolidation may also be considered.

"We are still completing our product rationalization," said Peter Whurr, vice president of product management. "The products will have to meet superintendent's needs and dollar value."

NEW COLOR, NEW NAMES

- Ransomes AR-250 articulating mower is now the Jacobsen AR-2500
- Ransomes E-Plex II electric greens mower is now the Jacobsen E-Plex
- Ransomes G-Plex triplex greens mower is now the Jacobsen G-Plex
- Ransomes LF-250 fairway mower is now the Jacobsen LF-2500
- Ransomes 700 Series is now the Jacobsen Turfcut 600 Series rotary mower
- Cushman Groom Master is now the Jacobsen Groom Master

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- ☐ A. Golf Course Superintendent
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- ☐ L. Golf Course Management Company Executive
- ☐ B. Green Chairman/Grounds Director
- ☐ C. Director of Golf/Head Pro
- ☐ D. Club President
- ☐ E. General Manager
- ☐ K. Assistant Superintendent
- ☐ G. Builder/Developer
- ☐ H. Architect/Engineer
- ☐ I. Research Professional
- ☐ Z. Others allied to field: (please specify) _____

2 My primary business is: (check one only)

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- ☐ 22. Private Golf Course
- ☐ 23. Semi-Private Golf Course
- ☐ 24. Municipal/County/State/Military Golf Course
- ☐ 25. Hotel/Resort Course
- ☐ 29. Other Golf Course (please specify) _____
- ☐ 30. Golf Course Management Company
- ☐ 31. Golf Course Architect
- ☐ 32. Golf Course Developer
- ☐ 33. Golf Course Builder
- ☐ 39. Supplier/Sales Rep
- ☐ 99. Other (please specify) _____

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3 Number of holes:

- ☐ A. 9 holes
- ☐ B. 18 holes
- ☐ C. 27 holes
- ☐ D. 36 holes
- ☐ F. More than 36 holes
- ☐ Z. Other (please specify) _____

4 Purchasing involvement: (check all that apply)

- ☐ 1. Recommend equipment for purchase
- ☐ 2. Specify equipment for purchase
- ☐ 3. Approve equipment for purchase

He also pointed out that the company is trying to get all products on a common platform at its new manufacturing facility in Charlotte.

For now the major changes will be in name and color, with one exception. Cushman vehicles will still be available in green per customer request. ■

FarmLinks

Continued from page 24

gather feedback from superintendents.

"The chance to spend time with customers is a key part of our strategy," explained John Wright, Toro's director of marketing. "This will add to our existing programs, but to get feedback from small groups like this will be very effective. We will demonstrate existing, new and prototype equipment at Pursell Farms."

Fred Palmer, Club Car's vice president of national accounts, echoed Wright's sentiments. "It is an honor to participate in this project," he said. "It is going to be a place where partners can do research and get actual feedback from superintendents on real equipment in real time."

Club Car will be providing golf cars, utility vehicles, beverage cars, as well as camouflaged ATV's for use in hunting and off-roading.

STRONG 2002 OUTLOOK

FarmLinks will be the ideal testing ground for PTI's new line of coated pesticide products. While the company introduced its POLYON-coated acephate product this year, it is currently in talks with other chemical companies to use the technology on new products.

"This is getting a lot of interest from other chemical companies," said Pursell. "We will have a testing ground right outside my office. We will still do university testing, but it means a lot to go out on a working course and have sales, marketing and research and development people right there. It will give everyone an idea of what we need to do to be successful."

2001 was a good year for PTI, and Pursell expects more of the same for 2002 despite a slowing economy. "We are a niche marketer," he said. "We are selling value and long term benefits. We will have the facility to demonstrate that one or two applications of our product are equal to four to six of others. If we can do that, it will help us even in a down economy."

Developing a golf course has also been beneficial to the marketing knowledge of the company, said Pursell.

"Walking in the shoes of a golf course owner has provided a unique perspective," he said. "The better you understand the market, the better off you are going to be. This has been well worth the expense." ■

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