



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

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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 —

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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

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GOLF COURSE NEWS

Club Car lays off 25 workers

AUGUSTA, Ga. — Reacting to slow economic conditions in the golf and travel industries, Club Car announced the first personnel reduction in the company's 39-year history. The layoffs affected 14 employees locally and 11 in branch offices.

The company's largest customers are golf courses and re-

sorts that use its golf cars, hospitality and food-and-beverage vehicles. "We regret having to take this action," said Phil Tralies, Club Car's president and CEO. "Unfortunately, the severity and length of the economic downturn forced us to make the decision."

Tralies said that the company

in recent months had reduced expenses, including curtailing marketing and advertising programs, and instituted hiring restrictions in an effort to avoid reducing personnel.

"The health of our business is a function of the health of our customers' busi-



Phil Tralies

nesses," he said. "It's been an extremely challenging year for many of our customers, and the tragic events of Sept. 11 only made conditions more difficult. Since Sept 11, we have seen a number of accounts delay decisions to place orders."

Club Car employs more than 1,000 people worldwide with the majority of those here in the Augusta area. The affected employees in the area worked in manufacturing, engineering, information technology and sales and marketing. Employees affected at branch offices throughout the U.S. provided sales and service to Club Car customers. No branch offices were closed.

greencast

Continued from previous page

sound. As we move along, you will see more aspects of the site become customized."

Currently, Pest Outlooks utilizes weather data from the National Oceanographic and Atmospheric Administration, historical data and pest models to identify weekly climatic conditions that favor outbreaks of a variety of diseases and insects. While the information available now is regional in scope, DiPaola is working on providing more localized data.

"We are looking at the possibility of enhancing this with local data," said DiPaola. "We met with Chicago-based Interactive Pest Group that is collecting data from area courses. We are discussing how we can work together to enhance the viability of this system going forward."

Another possible add-on to the site would be the integration of Global Positioning Systems to track, record and measure the use of pest control products.

"GPS lets you know where you are, what you did and in what weather conditions," said DiPaola. "Having that be a part of your data record automatically would be highly advantageous."

MEMBERSHIP NECESSARY

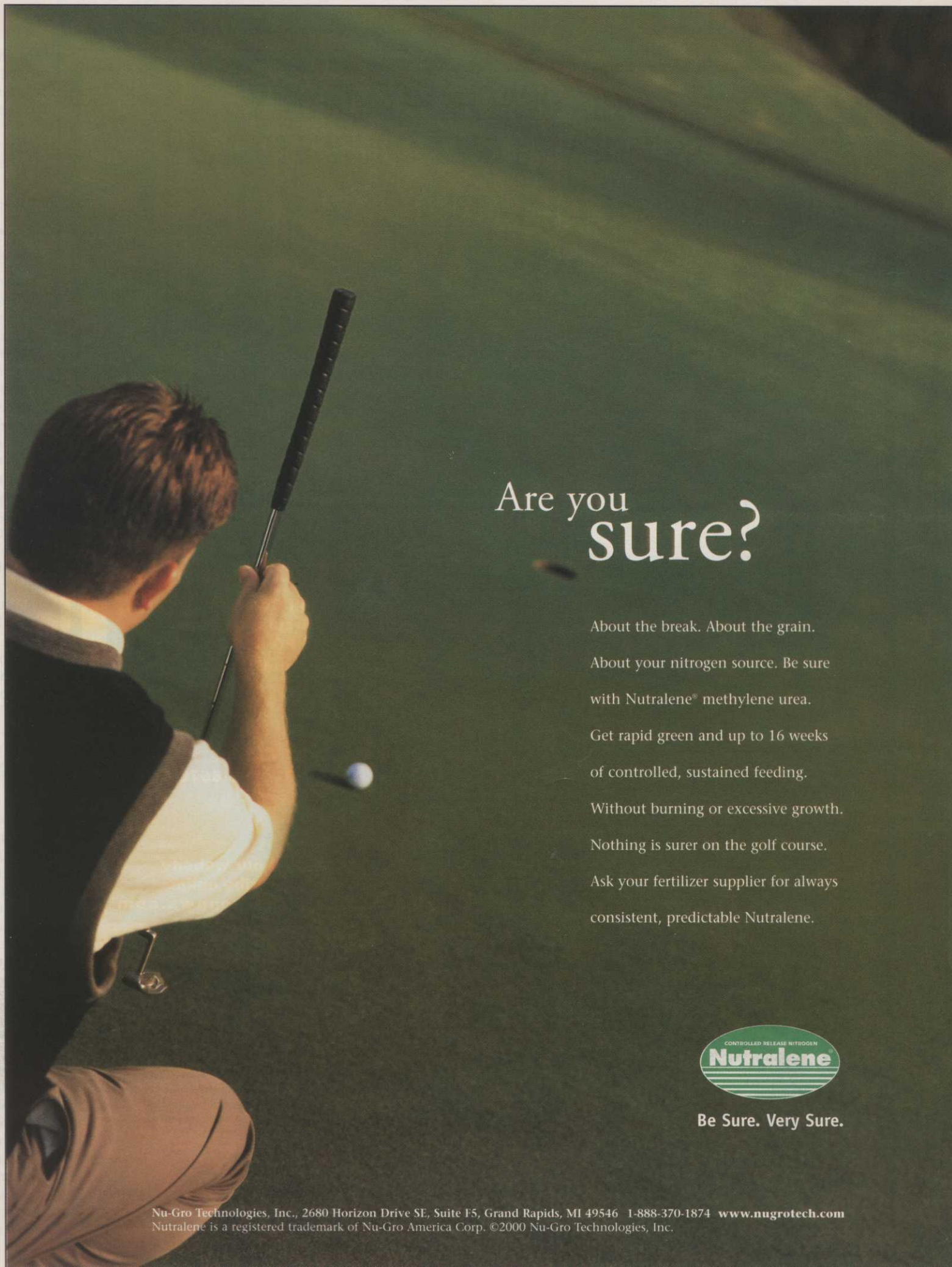
Before superintendents can use the features on the site, they must first log on and agree to become a member of Syngenta's Green Partner program. Initially, the site will be available to everyone, even non-Syngenta customers. While some portion of the site will always be available for free, DiPaola said that access to some of the features would have charges attached.

"Down the road, as we start to add more aspects to the site that are more technical and expensive, access will be tiered," he said.

While there is no firm timetable on the additions to the site, DiPaola is looking forward to introducing the service to more superintendents in 2002.

"We got a lot of information back from this season," he said. "This service is not designed to tell people what to do or what not to do. It is designed as a series of tools to help them use their professional experience and other tools to make better judgements on how to manage their facilities." ■

GOLF COURSE NEWS



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