

## 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

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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

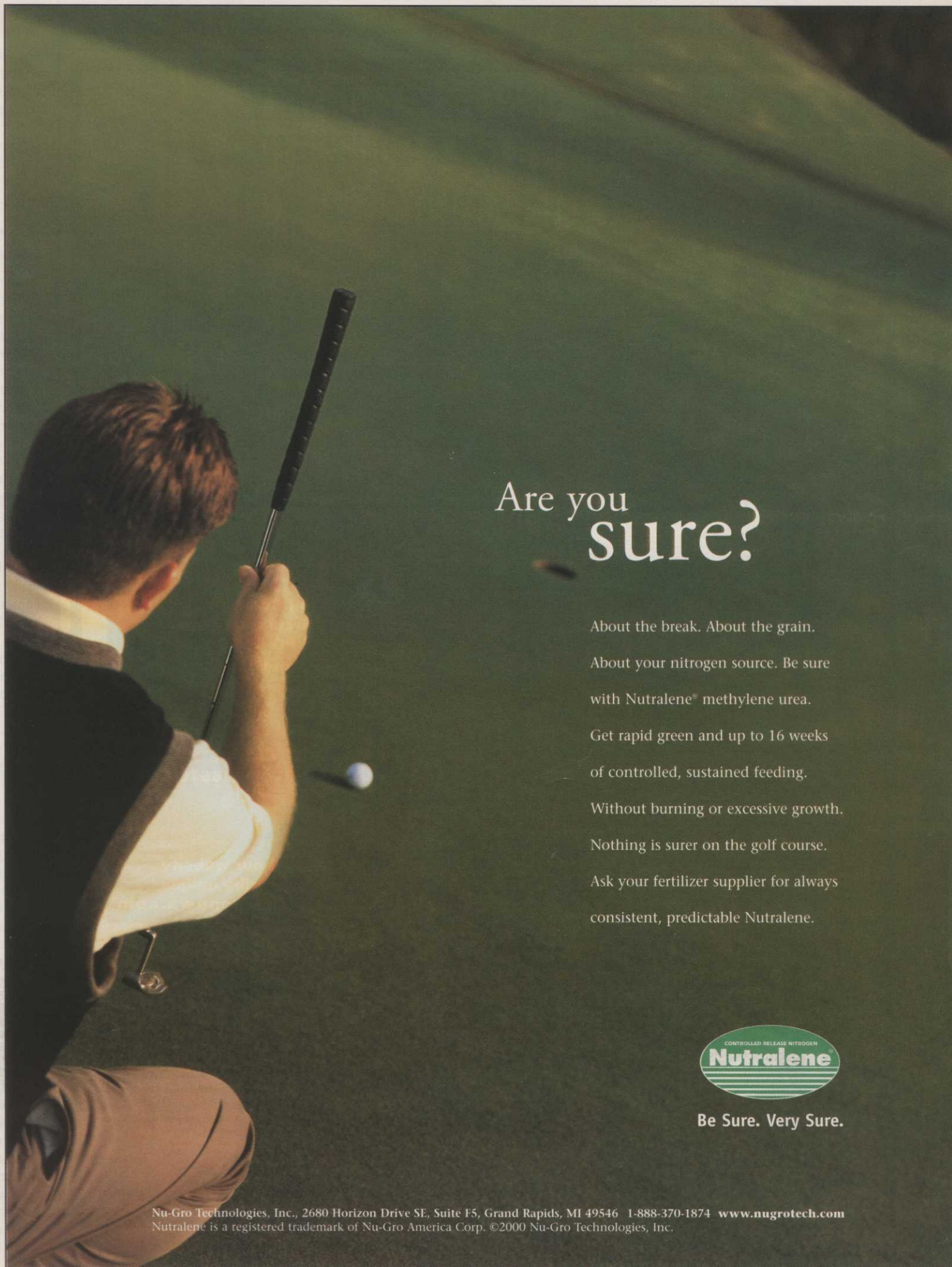
Before superintendents can use the features on the site, they must first log on and agree to become a member of Syngenta's Green Partner program. Initially, the site will be available to everyone, even non-Syngenta customers. While some portion of the site will always be available for free, DiPaola said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

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