



BRIEFS

BRIDGES JOINS NU-GRO TECHNOLOGIES

GRAND RAPIDS, Mich. — Jason Bridges has joined Nu-Gro Technologies Inc. as a sales representative covering key accounts in states east of the Mississippi River. Bridges previously worked as an assistant golf course superintendent at Tanglewood Park Golf Club in Clemmons, N.C.



Jason Bridges

GOLF VENTURES ADDS FORD

LAKELAND, Fla. — Golf Ventures has added Scott Ford to its staff as territory manager for the Southwest Florida region. In his position, Scott joins current Golf Ventures territory manager, Jason Gray, to provide sales and technical support and knowledge in Charlotte, Glades, Lee, Hendry and Collier counties. Scott has been in the turf and ornamental business for 17 years and most recently was a regional manager for Southern States.

BECKER UNDERWOOD NAMES BUCKALLEW

AMES, Iowa — Becker Underwood, Inc. has named Brian Buckallew product manager for its distribution sales business unit. In his new position, Buckallew is responsible for the development, marketing and sales of the company's bioagronomic, pest management and specialty products in the turf, ornamental, horticulture, aquatic and forestry markets. Before joining Becker Underwood, Buckallew held numerous positions within Pioneer Hi-Bred, Intl.



Brian Buckallew

KEIZER LEAVES GCSAA

LAWRENCE, Kan. — Clair Keizer, director of corporate marketing and sales for the Golf Course Superintendents Association of America, has left the organization to pursue other marketing and advertising interests. Keizer joined the GCSAA in December 2000 and was responsible for its corporate marketing and sales initiatives, including advertising, sponsorships and the trade show portion of the International Golf Course Conference and Show.

GCSAA, industry working to keep show vibrant

By A. OVERBECK

LAWRENCE, Kan. — As tough economic times continue to impact the golf industry, it is no surprise that many companies are re-evaluating the investment they make on the annual GCSAA Conference and Show. Recognizing that it depends on industry suppliers to support its programs, the GCSAA and the Industrial Advisory Council (IAC) are working to maintain the show's value proposition.

"The show is still number one in the industry, but we don't want to rest on our laurels," said GCSAA CFO Julian Arredondo. "Because some of our partners are hurting right now, they are challenging their marketing dollars. We are trying to be as responsive as we can be because we rely on the industry dollars to support programs that otherwise don't pay for themselves."



Julian Arredondo

According to trade show consultant Steve Miller, the trade show business on the whole has been in decline since 2001 and the trend has spilled into 2002. First-quarter trade show attendance was down 8.1 percent and exhibitor participation fell by 2.4 percent.

While these trends have not been directly evident at the GCSAA Show (*Trade Show Week* magazine placed the show in its top 100), the GCSAA has changed the role of the IAC to allow exhibitors more input in shaping future shows.

"In the past the IAC has been more trade show policy-oriented," Arredondo said. "The shift has been a strategic one. We are examining how the industry can help the GCSAA create an even stronger, must-attend event."

While there are no firm directives to date, the IAC is

Continued on page 18

Jacklin to release new bentgrass, bluegrass

By ANDREW OVERBECK

POST FALLS, Idaho — As the seed industry continues to work through tough times, Jacklin Seed has kept pouring money into research and development — and has new bluegrass and bentgrass varieties to show for it.

"Have we slowed production? Absolutely. Have we slowed research and development? Absolutely not," said Bill Whitacre, president of J.R. Simplot's agribusiness group.

During its 2002 distributor meeting and field day



A test plot of Jacklin's new T-2 bentgrass

in June, Jacklin's research director Doug Brede showcased the company's newest releases and latest successes.

Dubbing Jacklin Seed the "bluegrass kings," Brede pointed out that the company's varieties recently swept the top rankings in the 2000 national Kentucky bluegrass test conducted by the National Turfgrass Evaluation Program. In the Northeast, Jacklin's Award took top honors, in the Midwest its new J-2695 finished first, Impact and Award topped the Great Plains, and Total Eclipse won out in the Mountain West.

"We still have some new experimental ones that will be coming out," said Brede. "They are being bred to grow tight to out-compete Poa annua, have good color and

Continued on next page

Yamaha Golf Car rolls out G-MAX line

Six more new vehicles to come next year

NEWNAN, Ga. — Yamaha Golf Car officially unveiled its 2003 golf car line June 8 during the opening ceremony of its new \$31 million manufacturing facility.

The G-MAX models include the gas-powered 4-stroke and the electric 48 V. In addition to the G-MAX line, vice president Bill Szarowicz said the company would be unveiling six new models in 2003. Improved utility vehicles will likely be included in the new product mix.

Major new features of the G-MAX golf cars include:

- The Tru-Trak suspension system has automobile-style struts and self-adjusting rack-and-pinion steering.
- The Ergo-Shade sun top has integrated grab handles, allowing golfers to keep their entire bodies within the

vehicle, improving safety and comfort.

• The Genius diagnostic system allows fleet service technicians and eventually golf courses to use any personal digital assistant to perform diagnostics via infrared.

The gas car also features a more powerful 11.4-hp, 357 cc engine and the 48 V electric model now has an inline battery layout to allow for more convenient battery tray removal.

— Andrew Overbeck



Yamaha's new G-MAX 4-stroke

NEW PRODUCT OF THE MONTH



GROUNDHOG TURNS ATV INTO FULL-FUNCTIONED LOADER

Concord Environmental Equipment has rolled out the Groundhog, a front-end loader attachment that mounts on all makes of ATVs. The unit is a full-functioning loader using a hydraulic pump powered by the ATV battery. Controls for the loader are positioned on the handlebars. Once mounted, the loader can be unmounted in approximately five minutes. The Groundhog has a lift capacity of 300 pounds and a lift height of 48 inches. A forklift and blade attachment are also available. For more information, contact: 800-330-8907.

Roberts Seed now Turf One

By ANDREW OVERBECK

TANGENT, Ore. — The Pickseed Companies Group has renewed its commitment to its Roberts Seed subsidiary, quelling any rumors that the 29-year-old entity would be folded into Pickseed West.

As part of the new plan, Roberts Seed will be relaunched Aug. 1 as Turf One.

"We are staffing up with some experienced people and we are going to continue to build on Roberts' existing customer base and put an added emphasis on professional turf," said new marketing director Dave Friesen, who worked for Pickseed West from 1987 to 1995.

In addition to Friesen, the company has brought in veteran seedsman Tom Burns as general manager and Mary Beth Menard

Continued on page 21

GOLF COURSE NEWS

Weeks reformulating Bayer ES

Continued from page 1

be allowed to license back its fipronil products (Chipco Choice, Top Choice and Fire Star) and compete alongside the purchasing company.

"The trademarks for Chipco Choice and Top Choice will remain with Bayer, and Fire Star will go to the acquiring company," said Weeks. "As Bayer

sells these products, it will be with those provisions. In all likelihood the golf business will have two suppliers of fipronil that will be sold through different brand names."

Bayer has six months to complete the divestiture of fipronil. It remains to be seen what definitive interest, if any, top industry players such as BASF, Dow

AgroSciences, or Syngenta Professional Products have in acquiring the product line.

FORMING A NEW TEAM

Weeks' other challenge is pooling the best talent from each organization. The integration process will happen in stages over the next several months and two key appointments have already been announced. Dan Carrothers, formerly the head of sales and marketing for Bayer GPC, will

head the U.S. green industry business for Bayer ES, and Nick Hamon will head development and technical services, a position he previously held at Aventis Environmental Science.

"We will continue to operate in parallel throughout the integration process, but by 2003 we will be on a combined platform operating as one company," said Weeks.

According to Weeks, the big-

gest benefit the buyout will provide to superintendents will be the ability of the combined com-

'We are all about investing, developing and delivering new tools for the golf industry'

— Josh Weeks

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1 My primary title is: (check one only)

- A. Golf Course Superintendent
- F. Course Owner
- 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)

- 21. Public Golf Course
- 22. Private Golf Course
- 23. Semi-Private Golf Course
- 24. Municipal/County/State/Military Golf Course
- 25. Hotel/Resort Course
- 26. Par 3/Executive Course
- 27. Practice Facility
- 29. Other Golf Course (please specify) _____
- 30. Golf Course Management Company
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- 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

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HA02

pany to concentrate on research and development.

"We have the capability to bring new technology to the market faster," said Weeks. "The bar has been raised. New products are going to have to be more effective, less expensive and distinguish themselves from other products on the market. We are all about investing, developing and delivering new tools for the golf industry by focusing more research dollars on the task at hand." ■

GCSAA plans show changes

Continued from page 16

working to create several return on investment formulas, improve location selection and increase superintendent attendance.

"At the spring IAC meeting we decided that we should take a more hands-on approach to the show," said Mike Scaletta, advertising and promotions manager for John Deere Golf and Turf. "We need to act now to keep the show vibrant five to 10 years from now. Shows don't die overnight, they slowly erode."

With marketing dollars harder to come by, many exhibitors on the council said their booths might be scaled back next year.

"We are responsible for making sure people come to our booth, but we also have to make sure it makes financial sense," said Dave Heegard, vice president of sales and marketing for Pursell Technologies Inc. "On the other side, the GCSAA is responsible for putting together shows in venues that attract a majority of their membership."

Arredondo and his staff are now working to provide incentives for both exhibitors and members.

While he wouldn't specifically say what the GCSAA had in store, Arredondo said there are plans to co-market the show with industry partners and put more education sessions and activities directly on the show floor. Arredondo also confirmed that the GCSAA is having discussions with the National Golf Course Owners Association about the possibility of combining efforts and creating one show for superintendents and owners. ■