



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

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QUOTED

Arredondo, Julian	GCSAA	16
Benson, Larry	L.R.I. Golf	14
Bodderij, Tom	Seeds West	9
Brede, Doug	Jacklin Seed	16
Breen, Kevin	Lahontan GC	10
Chaplinsky, M.	Turf Feeding Systems	8
Costello, Brian	JMP Golf Design	11
Davies, Ray	CourseCo	12
Dunn, Bill	SRO	9
Fraser, Melodee	Turf-Seed	9
Friesen, Dave	Turf One	16
Garson, Dan	GBS Construction	12
Geilich, Chick	Quarry Hills	1
George, Peter	Ravenwood GC	6
Golden, Ken	Deere & Co.	17
Heegard, Dave	Pursell Technologies	18
Holfoth, Rick	Irondequoit CC	6
Kosak, Mike	Lahontan GC	10
Kuhns, Ron	Sun Willows GC	9
Minger, Terry	Ctr for Resource Mgmt	3
Morris, Kevin	Nat. Turfgrass Eval. Prog.	6
Morrish, Jay	ASGCA	11
Nash, Ed	PlantStar	8
Olson, Allen	Flowtronex	8
Palmer, Arnold	Palmer Golf Design	3
Porter, Ryan	Old Ranch CC	6
Ripp, John	Moyer & Son	8
Rusnic, Jim	Bear Brook CC	7
Samudio, Susan	Jacklin Seed	9
Sanfaçon, Audrey	Owl researcher	6
Scaletta, Mike	John Deere Golf & Turf	18
Smith, Matthew	University of Arizona	6
Stipec, Jeff	Intrawest Golf	14
Weeks, Josh	Bayer ES	17
Whitacre, Bill	Jacklin Seed	16
Whitman, C.	EPA	3
Zamora, John Sr.	Capitol Development	11

Roberts Seed reborn as Turf One

Continued from page 16

as account sales executive.

With the team in place, Friesen said Turf One will start to upgrade its image.

"We have a lot of great varieties like Mach I ryegrass which has placed high in the recent National Turfgrass Evaluation Program tests," he said. "We felt we needed to get more aggressive in promoting ourselves as a professional turf company."

Turf One will continue to focus on cool season turfgrass and work closely with Pickseed West. The two companies have adjoining warehouse facilities.

"We will have access to Pickseed West's product development and will share on that end," Friesen said. "But we will not co-market varieties once they are commercially available. There is a demand from customers to have distinctive product lines." ■

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