

Off The Fringe

NEWS WITH A HOOK

Business briefs

Milliken acquires Emerald Isle

Spartanburg, South Carolina-based Milliken Chemical has acquired Ann Arbor, Michigan-based Emerald Isle Ltd. The two companies will co-develop new products for the turf and ornamental market, but Emerald Isle products will continue to be offered as a separate line of Milliken Chemical products.

Milliken's products include soil conditioners and non-staining spray pattern indicators. Emerald Isle offers granular soil amendments, bio-stimulants, foliar fertilizers, micro nutrients and bio augmentation materials.

Lohmann, Cedar Rapids sign deal

Marengo, Ill.-based Lohmann Golf Designs signed a long-term agreement with Cedar Rapids to renovate and expand the city's four golf course facilities this winter. LGD will renovate the city's three 18-hole golf courses in addition to its nine-hole track, Jones Park GC, in the next five to 10 years. Depending on golf's future growth in Cedar Rapids, LGD may add nine holes to Jones Park and design a new course as well.



Toro's pro business increases

Toro Co. reported a net loss of \$12.3 million during 1998's fourth quarter, but the Bloomington, Minn.-based said its professional business increased 31 percent for the fiscal year.

Toro announced that net sales for fiscal 1998 increased 5.6 percent to \$1.11 billion from \$1.05 billion in fiscal 1997. However, net income was down to \$4.1 million from \$34.8 million in 1997 because of restructuring, specifically the company's profit improvement plan.

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Fired Today, Hired Tomorrow

DISTRIBUTORS MAY EMPLOY SOME EX-SCOTTS WORKERS

Although The Scotts Company eliminated 60 of 100 jobs in its ProTurf Division to cut costs, a number of the fired employees may be hired by the independent distributors that Scotts selected to handle its sales operations. Marysville, Ohio-based Scotts made the cuts in December and announced that it would work with four independent distributors — Rancho Bernardo, Calif.-based Eco Soil Systems Inc.'s Turf Partners in the Midwest and Northeast, BWI Companies Inc. in the Southwest and Southeast, Wilbur Ellis Co. in the Pacific Northwest, and Western Farm Services Inc. in California.

Scott Todd, vice president of Scotts professional business group, said distributors were notified that the terminated employees were available for work. "We can't force [the distributors] to hire them, but there was an understanding between us that we needed to maintain coverage," he said. Todd said he has already received calls from angry golf course superintendents who were upset about the reorganization. He noted that they were usually relieved to learn about the rehire plan.

A subsequent statement from William B. Adams, ESS's chairman and CEO, confirmed that his company's Turf Partners Division will hire former Scotts employees as part of the distribution agreement.

Scotts' reorganization consolidates several previously autonomous marketing, sales management and customer service

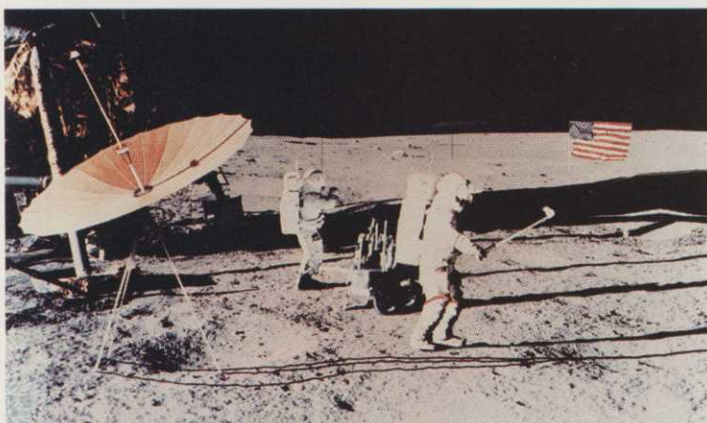


functions into a single staff. Besides cutting costs, the company said consolidation will help to integrate brand management across customer segments in the Professional Business Group for the first time. Scotts believes the reorganization will reduce annual operating expenses by about \$2.1 million.

The shift to independent distribution will more than double the number of sales representatives to serve its professional turf customers, according to Scotts. Todd said that superintendents were notified by mail of the changes.

In a related matter, Scotts named James Hagedorn as president of Scotts North America. Hagedorn admitted that the timing for organizational changes was not good, but "we felt that the sales, service and cost savings benefits were substantial enough that we wanted to capture them in time for the 1999 season."

The changes come on the heels of last October's agreement between Scotts and Monsanto for international agency and marketing rights for Monsanto's consumer Roundup herbicide products, and the recent announcement that the two companies would collaborate on biotech product development and marketing.



ADMIRAL ALAN SHEPARD

To The Moon, Alan

We couldn't relaunch *Golfdom* magazine without paying tribute to the recent passing of the man who truly expanded the boundaries of the kingdom. Alan Shepard hit the shot of a lifetime when he let into this ball while strolling on the Moon in 1971 as part of the Apollo XIV mission. When Shepard found out he was going to the Moon, he had Johnson Space Center designers construct a telescoping golf shaft fitted with a six-iron head. Shepard, who became the first American in space on May 5, 1961, was the fifth man to walk on the Moon and the first — and last — to tee it up. He died late last year.

Arnie Honored By Architects

Arnold Palmer has rooms for trophies as a player, but now the awards are rolling in for his architectural accomplishments. Palmer recently received the 1999 Donald Ross Award by the American Society of Golf Course Architects. The award is given to an individual who has made "significant contributions to the golf game and golf course architecture."

"[Palmer] focused the eyes of millions on great golf courses throughout his career, showcasing great golf course architecture to the rest of the world," said Bob Lohmann, president of the ASGCA. "He has been a consistent voice for fair and affordable courses for more than five decades."

Palmer, who has won 92 championships including four Masters crowns, entered the golf



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course architecture industry in the 1960s when he purchased and redesigned Bay Hill Club in Orlando, Fla. His firm, Arnold Palmer Golf Management, has designed more than 200 golf courses around the world.

Quotable



"It wasn't golf course architects who made it necessary to have 175 acres for a golf course — it was lawyers. Safety is everything."

— Dr. Michael Hurdzan, ASGCA, on who's really designing courses these days (10/98).

"If you ask us where we'll be six or eight months from now, I'd have to say that I don't have a clue."

— GCSAA's ever-candid Joe O'Brien on the curious lack of purpose behind the "Golf & the Environment" process being driven by *Golf Digest* and the Center for Resource Management (12/98).

"Where's the @%\$*!!# bar?"

— A superintendent who lost his grip on a new titanium driver and flung it into a water hazard on the first hole of an 8 a.m. shotgun (9/98).

"It's Golfdom ... like 'kingdom' you yutz."

— A testy Editor/Publisher Pat Jones explaining the publication's name for the umpteenth time (12/98).

"It's a criteria of mine to make sure to get to each property."

— Greg "Who Has My Check" Norman on his hands-on philosophy of architecture (10/98).



PETE MAROVICH/GOLFSTOCK

Business briefs

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Toro said its professional business equaled 66 percent of total revenues in fiscal 1998 compared to 39 percent in 1988.

Bayer building herbicide facility

Bayer Corp. is solidifying its presence in Kansas City, Mo. The company will build a \$30 million herbicide facility in the city. It recently dedicated a new \$45 million facility to manufacture the active ingredients in the new corn herbicide Axiom, as well as a \$60 million animal health manufacturing facility in Shawnee, Kan.

Palmer purchases Kayak Point

Arnold Palmer Golf Management purchased the lease of Snohomish County, Wash.-based Kayak Point Golf Course in December. The course, named to *Golf Digest's* list of America's 50 Best Public Golf Courses, covers 250 acres of a park located on Puget Sound.

Palmer Golf also acquired Crofton, Md.-based Walden Golf Club in December.

Hoechst, R-P form Aventis

Hoechst and Rhone Poulenc will join forces and businesses in life sciences and form a new global company called Aventis. Both will contribute assets of their agro-businesses to the new France-based company.

ClubCorp, Golden Bear team up

BirchRiver, a 1,043 mixed-use development in Dahlonaga, Ga., is the first joint-venture project by Dallas-based ClubCorp and North Palm Beach, Fla.-based Golden Bear International, which recently united to build, own and operate Jack Nicklaus signature golf courses.

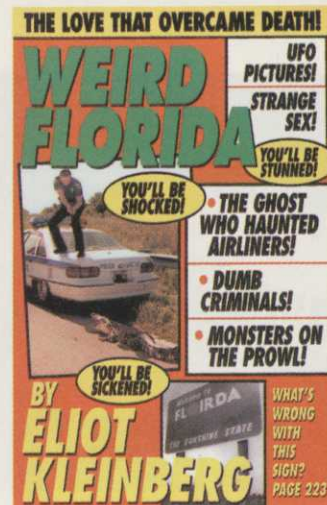
Goofy Golf

TALES FROM 'WEIRD FLORIDA'

Some say that Florida has more weirdness per square mile than any place on earth. That includes golf-related weirdness.

Miami born Eliot Kleinberg, a *Palm Beach Post* reporter, was so fascinated with his state's oddness that he compiled a book, *Weird Florida* (Longstreet Press), listing many of the strange stories.

"Any time you jam descendants of slaves, red-necks, Indians, con artists, carpetbaggers, drug smugglers, fugitives, UFO abductees, strippers, alligators and political refugees into a flat peninsula surrounded by water but with hardly a drop to drink, you get a pretty weird place," says Kleinberg, who gathered stories from wire services and data bases.



Here's a collection of golf-related weirdness from *Weird Florida*:

- A golfer who suffered a fatal heart attack lay dead for three hours on the 16th green of a Winter Haven course while police argued over which funeral home to call. Donald De-Greve, 65, died while putting at the city-owned Willowbrook Golf Course with about 40 of his neighbors from Swiss Village Mobile Home Park. As his body lay covered by a sheet, his three partners went to find his widow, but the other groups played through.

Associated Press/Fort Lauderdale Sun-Sentinel, Nov. 16, 1991

- A 23-year-old Tallahassee man who hoped to get in a few holes of golf before dark was beaten with his clubs on the course by about 10 young men. Alan Cheatwood, who suffered broken ribs, cuts and bruises, said he was quitting the game.

Associated Press/Miami Herald, Aug. 12, 1989

- An angry golfer at a Tamarac course struck one partner with his club, and when the head snapped off, he stabbed another player with the broken end, police said. He was charged with two counts of aggravated battery.

Associated Press/Orlando Sentinel, June 12, 1993

- When retired municipal worker John Webster died at 78, relatives found he had glued thousands of slippers, golf balls, cigarette butts and other discarded items to the walls of his suburban Lake Worth mobile home.

Palm Beach Post, Dec. 31, 1994

A Plague Upon Pseudo-Science

The activists who wrote "Plagued by Pesticides," a report alleging that drinking water in Long Island was contaminated by pesticides, were crestfallen to learn that the water is fine after all.

According to RISE, recent presentations by the Nassau and Suffolk County Boards of Health confirmed that area drinking water contained few if any traces of pesti-

cides that reached or exceeded the Environmental Protection Agency's maximum contamination level.

If this latest "report" seems like déjà vu, it's because a former New York state attorney general released a similarly dubious document in 1991 called "Toxic Fairways." The attorney general (who was running for the U.S. Senate at the time) claimed that

because golf courses on Long Island use a lot of fungicides, they must be contaminating groundwater. No monitoring, no data, no testing — nothing but a bald-faced assertion that, "if you use them, they will leach."

This pseudo-scientific and blatantly political attack still turns up like a bad penny in development disputes. Don't be surprised if "Plagued by Pesticides" plagues the industry the same way.