

Off The Fringe

Business briefs

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Textron reports increase

Providence, R.I.-based Textron Inc. reported second-quarter diluted earnings per share from continuing operations of \$1.05, up from \$0.70 last year, marking the company's 39th consecutive quarter of year-to-year income improvement.

Lesco announces record sales

Cleveland-based Lesco Inc. announced record sales and earnings for the second quarter and first half of 1999.

Second-quarter sales of \$150.7 million were an increase of 12.1 percent over sales of \$134.4 million in last year's quarter.

Deere breaks ground on plant

John Deere has broken ground for its new Vehicle Group plant in the western end of James City County, Virginia.

The \$30 million project, which was announced in April, will occupy about 300,000 square feet on 75 acres.

The plant, to open next summer, will manufacture

John Deere's line of Gator utility vehicles.

Olympus invests more in Palmer

Olympus Real Estate Corp., a Dallas-based private real estate investment firm, gave an additional \$50 million to San Francisco-based Arnold Palmer Golf Management LLC to expand its partnership to consolidate the golf course industry in a branded chain format.

Toro, ClubCorp extend agreement

Bloomington, Minn.-based The Toro Co. and Dallas-based ClubCorp entered into a six-year extended agreement to make Toro the supplier of turf and landscape equipment, irrigation, and precision turf management technology to all ClubCorp properties.

Correction

An item in the Business Briefs in the May/June issue of *Golfdom* incorrectly spelled the last name of Drew Kinder, co-president and director of retail for AgriBioTech.



One of Our Favorite Ads

▲ When Lincolnshire, Ill.-based Hewitt Associates LLC had an advertising campaign designed to show it believes that people are a company's No. 1 asset, it envisioned what golf greens might look like without superintendents, assistants and crew members. This graphically manipulated photograph, used in one of the global-management consulting firm's advertisements, cleverly conceptualizes a not-so-manicured green.

Quotable

"It's a great alternative to network television. Nobody gets shot, nobody gets stabbed, nobody gets raped and there aren't any drugs involved."

— *Broadcaster Denny Schreiner talking about The Golf Channel.*

"It's one of the few things in life that is better than advertised. The Super Bowl is two weeks of hype and three hours of tripe. The Ryder Cup is three days of blast furnace. How tense is it? One year Corey Pavin was so nervous he couldn't get the tee in the ground — and nobody had hit a shot yet."

— *Rick Reilly, Sports Illustrated columnist, writing on the pressure-packed Ryder Cup.*

"People are sick of issues like this in the sports world. When you can't just show up and play for your country, I don't know. If that's not reward enough, then my heart bleeds for the game of golf."

— *Ben Crenshaw, as told to ESPN, on unnamed PGA players (could it be David Duval, Tiger Woods and Mark O'Meara?) who have said they should be paid for playing in the prestigious Ryder Cup.*