

Off The Fringe

Business briefs

Textron combines E-Z-GO, Turf Care

Textron has consolidated E-Z-GO Textron and Textron Turf Care And Specialty Products into a single organization — Textron Golf and Turf.

The organization, headquartered in Augusta, Ga., will continue to offer golf cars, professional/commercial turf care equipment and utility vehicles under the Bob-Cat, Brouwer, Bunton, Cushman, E-Z-GO, Jacobsen, Ransomes, Ryan and Steiner brand names.

L.T. Walden Jr. was named chairman and CEO of Textron Golf & Turf. Textron says the move strengthens the company's position in the golf, turf care and industrial markets.

Simplot, Budd to purchase ABT

Henderson, Nev.-based AgriBioTech Inc. will sell its turfgrass seed assets and specialty division to Kenneth R. Budd and J. R. Simplot Co. for about \$65 million, according to a report on Turfnet.com. Budd is a former president and chief operating officer of ABT, and J.R. Simplot is a privately held agribusiness company in Boise, Idaho.

Toro raises forecast

The Toro Co. is raising its forecast for the year after posting second-quarter earnings per share that exceeded analyst expectations. Net sales for the quarter were \$441.8 million compared to \$433.1 million for the quarter last year, a 2 percent increase. Net sales for the first half of 2000 were \$722 million, compared to \$683.9 for the first half of 1999.

Golf equipment sales were up but golf irrigation was down in comparisons to an unusually strong first half last year, Toro said.

The company also announced a com-

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A Funny Thing About PDI

By Larry Aylward, Managing Editor

It was time for Arizona superintendents to get serious and talk about the Professional Development Initiative, GCSAA's controversial proposal "to improve the knowledge, skills and abilities of the professional superintendent." So all became quiet when a no-nonsense-looking Kevin Smith, president of the Cactus and Pine GCSA, took the podium at the group's annual meeting in April.

Smith would introduce Jim DeMoux of Franklin Covey Consultants, who would address the members and discuss their concerns regarding PDI. The tall, good-looking and well-dressed DeMoux waited in the wings as Smith introduced him. "He has degrees in underground water erosion and intergender communications from Green Valley Community College," Smith said. "After graduation, he landed a job at Acme Irrigation. He was nominated twice for employee of the month, but never won."

Then DeMoux took center stage. He asked members if they had any burning questions about PDI — they had none — and announced he wanted to review the competency-based performance assessment, a part of PDI that's a sticking point among superintendents. DeMoux then asked for a volunteer to answer sample questions from the competency-based performance assessment to give



Does this guy look like a PDI expert? Depends on whom you ask. His name is Sean Hoy, but he was Jim DeMoux to members of the Cactus and Pine GCSA.

audience members a better idea what it was about. Dan DeVere, former Cactus and Pine president, agreed to be the guinea pig.

Then DeMoux began asking DeVere a series of outrageous and hilarious questions, such as:

- Who do you call if someone accidentally runs himself over with a golf cart? 911, First Aid or the maintenance facility to repair the golf course?
- What kind of soap do you use in

a ball washer, and how many pumps does it take to get a Titleist clean?

• If Johnny spent \$18 on eight beers and played an extra nine holes on Saturday, how much will his wife get in the divorce settlement?

The quick-witted DeVere, who had no idea what was going on, had some great comebacks for the questions.

DeMoux: "Out of everything you've learned, what is it that you never do right?" DeVere: "Lie to my wife."

DeMoux: "Have you ever kicked a person off the course for indecent exposure?" DeVere: "I asked her to come back."

About 10 minutes into the presentation, the crowd was roaring — and wondering how this bit could really be about PDI. Finally, DeMoux let on. He confessed his real name was Sean Hoy, a Phoenix-area comedian and cartoonist who's president of Pranks Galore, a company that specializes in customized corporate comedy.

Yeah, this was supposed to be about PDI — but with a twist. The Cactus and Pine GCSA leaders figured that PDI, which is as humorless as Congressional budget negotiations, would be better off presented in a jocular light. Most audience members enjoyed the presentation and probably appreciated not being banged over the head with PDI logic.

Smith took the podium after Hoy, and told the audience on a more serious note — a short one, too — that the association was committed to getting out information about PDI in a serious and informative fashion. Just as important, Smith reminded members never to lose their sense of humor — even when it comes to PDI.

Industry Off EPA's Hook

Superintendents don't have to worry about finding an alternative product for Dursban. EPA spared the golf course maintenance industry in its ban of chlorpyrifos because of kids ages 1 to 6 — rather, lack of them on golf courses.

In its June 8 ruling, EPA cited health risks to children for its ban of the insecticide's use in gardens and homes. But because kids ages 1 to 6 won't normally be found on golf courses and won't be exposed to chlorpyrifos, EPA let the golf course maintenance industry slide.

"I haven't talked to any superintendents yet, but I assume they're pleased," said Tim Maniscalco, manager of government and public affairs for Indianapolis-based Dow AgroSciences LLC,

manufacturer of Dursban, a chlorpyrifos-based insecticide.

Chlorpyrifos products were among the first inspected under the Food Quality Protection Act of 1996. In regard to the new ruling, Maniscalco says EPA "has raised the hurdle so high that you can't jump over it."

"There's no new scientific evidence regarding it," he adds. "It's just that the exposure standards are set at such a high hurdle that very little exposure for almost any use is allowed. EPA felt compelled to protect children and give them an extra safety margin."

Retail sale of chlorpyrifos products in the United States will be allowed through 2001.

Quotable

"A two handicap on your resume will get you more attention than a two-year degree."

— Mike Rewinski, a New York superintendent, responding on a GCSAA Web site forum about the importance of superintendents playing golf.

"It's in the shop getting new brakes right now."

— Dennis Cone, founder of the Worldwide Caddie Hall of Fame, updating a Palm Beach Post reporter on the status of the "Hall" — a 1978 Winnebago.

"His influence on the profession cannot be understated ... He helped transform golf course architecture into the highly specialized profession it is today."

— Brian Ault, president of the American Society of Golf Course Architects, on the death of Robert Trent Jones Sr.

"I'm glad that we didn't lose it. Superintendents are a very educated and trained group of professionals who are aware of uses of chemicals. We're licensed to use them and must continue our education of them."

— Alan Puckett, superintendent of the Club at Eaglebrook in Lakeland, Fla., on EPA's Dursban ruling.