

# Tips:

## Equipment Financing

Your fairway mower is tearing up your fairways. Your tractors are falling apart. Clearly, you need new equipment. But how can you convince skeptical members or owners to get you the equipment the course needs? Here are the strategies that Todd Gray, director of golf and turf leasing for John Deere Credit, and Dan Gilmore, director of leasing and financing for Textron Turf Care And Specialty Products, suggest you use to sell your club on an equipment program:

### ■ Leasing instead of buying the equipment allows the club to spread the cost over a longer period.

Fifteen years ago, most golf courses wouldn't have considered leasing equipment, Gray says. Today, paying cash and owning the equipment is the exception rather than the rule.

"You're often able to get more equipment for less money over the term of a lease," Gray says. "You'll be able to keep your equipment fresh without breaking the bank."

### ■ Getting an entire fleet under lease or through financing will bring the course a volume discount.

This doesn't mean you have to acquire all your equipment through Sam's Club, BJ's Wholesale Club or Costco Wholesale. It does mean that you should group your needs together when you talk to a finance specialist, Gilmore says.

"The more equipment you can place under one lease agreement, the better deal you're going to get on each individual piece of equipment," Gilmore says. "It also establishes a long-term relationship with the company with more interaction. It's good for both sides."

### ■ Owners can plan more easily when equipment is a fixed cost during the lease.

Leasing allows the course to know how much they are going to spend on a piece of equipment each year without worrying about the added costs of parts and labor if the equipment begins to break down, Gilmore says.

"As golf becomes more of a business, superintendents who think of their equipment in terms of how to make it easier on the owners' pocketbook will be more valuable," Gilmore says. "A fixed cost is always more attractive than a variable one."

### ■ Newer equipment will create better conditions.

Take the argument to the place it most affects the members: the course itself.

"Members at courses around the country now expect an unparalleled golf experience every time they get on the course," Gray says. "That puts pressure on superintendents to produce perfect conditions. It's hard to do that with old equipment. Most owners understand that."

— Frank H. Andorka Jr.

## Leaders

### ■ PEOPLE ON THE MOVE

**Dan Dinelli**, superintendent at the North Shore CC in Glenview, Ill., was awarded the 2000 Scotts Tradition of Excellence award from Marysville, Ohio-based The Scotts Co.



Phoenix-based Intrawest Golf hired **Kathy Bryant** as its vice president of sales and marketing.

**Mike Archer** was named marketing development and research coordinator for Milwaukee-based Milorganite Division — MMSD.

Elwood, Ill.-based Tyler Enterprises named **Sam Huff** as its sales and marketing manager for northern Kentucky.



**Gregory J. Hofstetter** was promoted to vice president of east coast operations for Lakeland, Fla.-based International Golf Maintenance.

**Merlin Affleck** was elected president of the Canadian Golf Superintendents Association.

Chardon, Ohio-based Best Sand awarded **Chad Alan Mark** the Best Sand Annual Turf Scholarship, a one-year scholarship selected by superintendents from Ohio. Mark is pursuing a four-year degree in turf science from The Ohio State University.

Meadowbrook Golf Group promoted **Cindy Geiger** to compliance manager.

**Kurt Krause** was named the director of golf operations at the Prescott Lakes GC in Prescott, Ariz.

GCSA of New England elected its new officers for 2000: **Robert Ruszala**, Hickory Ridge CC, president; **James R. Fitzroy**, Presidents

GC, vice president; **Michael Iacono**, Pine Brook CC, secretary; **Daniel Higgins**, Winchester CC, treasurer; **Arthur Silva**, Belmont CC, finance chairman; and **Michael J. Hermanson**, Gardner Municipal GC, golf chairman.

Jones Mills, Pa.-based Frontier Construction Co. named **Jerry Pierman** as vice president of the firm's new southeastern division, based in North Palm Beach, Fla.

**Michael Murphy**, superintendent at Waterville Golf Links in Ring of Kerry, Ireland, won the 1999 Toro Award for Professional Golf Course Management in Ireland.

Seed Research of Oregon, based in Corvallis, Ore., presented its Superintendent of the Year award to **Dave Davis**, superintendent at Palo Alto GC in Palo Alto, Calif.

Palm Harbor, Fla.-based Highland Lakes GC named **Van Mitchell** as its superintendent.

### Deaths

**Karsten Solheim**, longtime president and CEO of Karsten Manufacturing Corp., died on Feb. 16 at his home in Phoenix. He was 88. In addition to revolutionizing the golf club industry with his Ping putters and other clubs, Solheim's company also managed a turf division. He is survived by his wife Louise, three sons and one daughter.

Let us know about your people on the move. Send information/color photos to *Golfdom's Frank Andorka at 7500 Old Oak Blvd., Cleveland, 44130. Fax information to 440-891-2675 or e-mail to [fandorka@advanstar.com](mailto:fandorka@advanstar.com).*