

Off The Fringe

Business briefs

Textron, ProLink form alliance

Textron Turf Care And Specialty Products has formed a strategic alliance with Tempe, Ariz.-based ProLink, an inventor of Global Positioning Satellite (GPS) golf course information management systems. Under the agreement, ProLink will utilize Textron's E-Z-GO branch network to sell and service GPS systems in the United States and Mexico.

Simplot buys Lange-Stegmann line

Boise, Idaho-based Simplot Turf & Horticulture purchased the professional product line from St. Louis-based fertilizer formulator Lange-Stegmann, which includes Lange-Stegmann's production facilities for its professional products in the golf market.

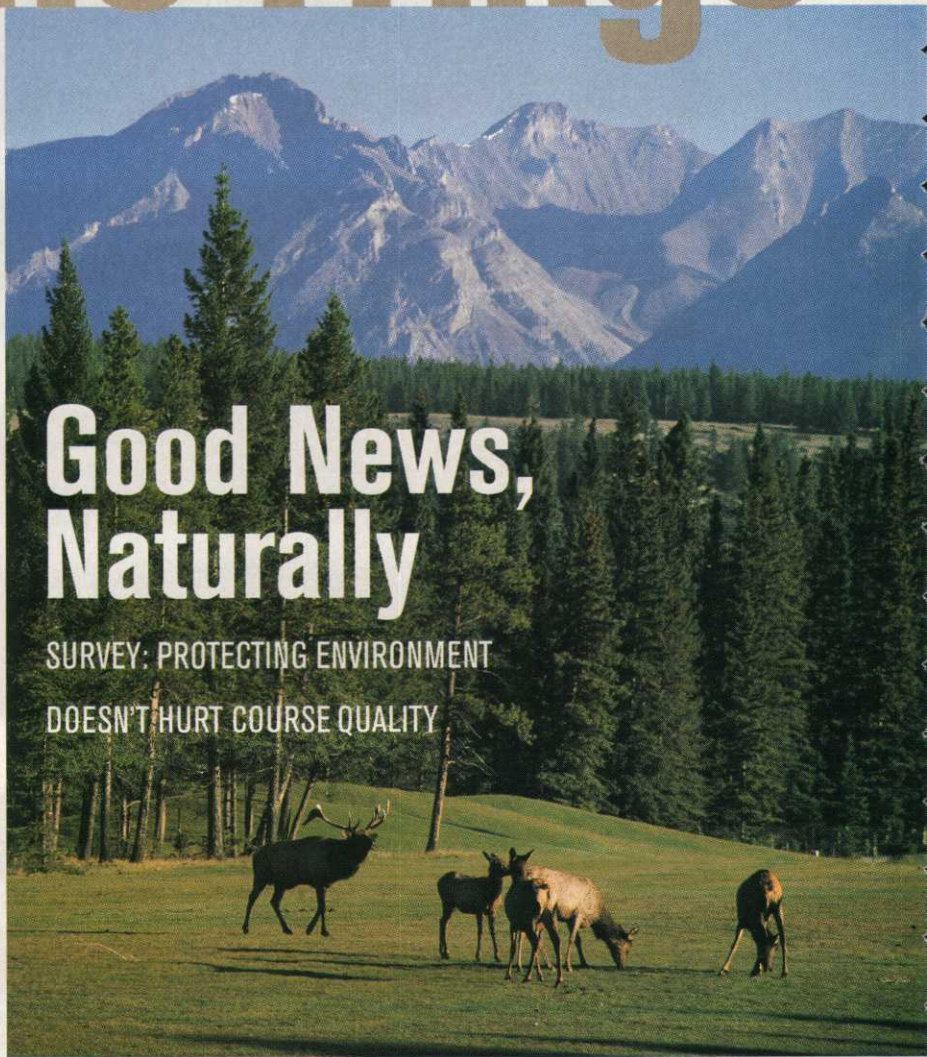
E-businesses open for business

Tampa-based Golfbusiness.com has opened its business-to-business e-commerce network, a joint venture between Apollo Real Estate Advisors Principals and the National Golf Course Owners Association. Golfbusiness.com is an open market place for all golf courses and ranges. Golfbusiness.com will target the current 5,000 NGCOA members and customers in the United States.

Sacramento, Calif.-based golfgm.com recently launched its site, a Web-based marketplace for golf industry business-to-business buyers and sellers

Husqvarna purchases Bluebird

Charlotte, N.C.-based Husqvarna finalized an agreement to purchase Denver-based Bluebird International. Husqvarna will continue to market the Bluebird brand through its existing dealer and distributor network and will also introduce Husqvarna branded models. The Bluebird operation will be organized as part of Husqvarna's U.S. turf care operations.



Good News, Naturally

SURVEY: PROTECTING ENVIRONMENT
DOESN'T HURT COURSE QUALITY

Consider this a victory for golf course wildlife and natural resources.

Eighty-six percent of golf courses participating in the Audubon Cooperative Sanctuary Program for Golf Courses (ACSP) have reduced pesticide use without sacrificing playing quality, according to a recent survey by Selkirk, N.Y.-based Audubon International, which launched the ACSP program in 1991.

ACSP is an environmental education program designed to help golf courses enhance and protect wildlife habitat and natural resources. About

2,140 U.S. courses are enrolled in the program and 219 have achieved designation as Certified Audubon Cooperative Sanctuaries.

Audubon International's survey also reveals that members increased acres devoted to wildlife habitat nearly 75 percent — from 40 acres to 75 acres per course, on average — after joining the program. Seventy-nine percent of members decreased the amount of managed turfgrass after joining ACSP. Sixty-four percent of members now monitor wildlife activity, a 48 percent increase since they joined the program.

MIKE KLEMM