

Off The Fringe

NEWS WITH A HOOK

Business briefs

Bayer says purchase will affect profit margins

Reuters said a spokesman for Bayer AG confirmed a report citing CEO Manfred Schneider as saying margins would fall in the first year after its purchase of Aventis CropScience unit. The executive also stated margins would return to current levels in the third year after the purchase. Bayer is in exclusive negotiations with Aventis SA to purchase its CropScience unit for around \$6 billion, including debt.

Eco Soil reorganizing

Rancho Bernardo, Calif.-based Eco Soil Systems said in a letter to shareholders that it has engaged an investment banker to help it reorganize its core business. The company also said it's seeking to sell non-core assets and use proceeds from any sales to pay down debt and improve its working capital position.

Pursell opens Pursell Farms

Pursell Technologies officially opened Pursell Farms, its new 3,000-acre corporate headquarters, in July in Sylacauga, Ala. The headquarters includes demonstration sites, research stations and a guest lodge. During the grand opening, ground was broke on the construction of FarmLinks, a championship 18-hole research and demonstration golf course that will be the focal point of the complex. FarmLinks will also include a prototype learning facility for kids called The First Tee at Pursell Farms.

Lesco income down for first half

Cleveland-based Lesco reports that it achieved record sales of \$164.1 million for the quarter ended June 30, an increase of 3.7 percent over \$158.3 million in the 2000 second

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Worth the Trouble?

SUPERINTENDENTS WEIGH PROS, CONS OF RECEIVING GOLF CAR CASH

By Frank H. Andorka Jr.,
Managing Editor

Should superintendents push for a share of the golf car revenue that traditionally goes to golf professionals? The answer depends on what extra headaches they're willing to endure.

According to the National Golf Foundation's 1999 U.S. Golf Facility Compensation Study, 17.1 percent of golf professionals receive a percentage of the money as compensation, while less than 1 percent of superintendents do.

Ensuring the golf car fleet is in working order is a 24/7 job, said Dennis Watkins, superintendent at Lords Valley CC in Newfoundland, Pa. Superintendents who receive revenues from golf car rentals are often asked to take on the additional responsibility of servicing them, he added.

"You'd have to pay me big bucks for that aggravation," Watkins said. "Extra work is involved, often during the season. You have to have a daylight-to-dark commitment."

On the other hand, if superintendents don't mind the additional maintenance responsibilities, golf car revenues can add substantially to their compensation packages. In



DIGITALSTOCK

Golf car rentals can bring superintendents additional revenue, but they come with added responsibility.

George Manuel's case, the extra money he received at Pine Forest CC in Houston was between \$14,000 and \$16,000 annually, representing 2 percent of golf car fees. Manuel, now superintendent at River Oaks CC in Houston, said he enjoyed the extra revenue and the added responsibility.

"I liked having responsibility for the golf car fleet, but you have to hire a good technician to oversee daily maintenance because it's too much for your regular mechanic to do," Manuel said. "I felt I could keep the cars better maintained than they would be otherwise because I controlled the service, and my standards are pretty high."

Parin Schmidt, superintendent at Naperbrook GC in Naperville, Ill.,

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quarter. But net income for the quarter was \$7.5 million, lower than the record \$10 million reported in the second quarter of 2000.

Sales for the six months ended June 30 were \$254.9 million, down from \$257.2 million from the first half last year. Net income for the 2001 first half was \$1.9 million, compared with \$8.8 million for the same period last year. Lesco said first-half sales were impacted by adverse weather and difficult economic conditions.

Toro launches PartsViewer

The Toro Co. is now providing customers with round-the-clock access to parts information with the launch of its Toro Master PartsViewer on the Internet at www.toro.com. The Toro Master PartsViewer includes replacement parts lists and illustrations for equipment dating back to 1960.

Roundup sales set record

St. Louis-based Monsanto Co. said net sales were flat at \$2 billion for the second quarter of 2001, but global sales of Roundup herbicide increased 4 percent and set a quarterly record.

ASIC honors Ewing

Ewing Irrigation Products was the recent recipient of the American Society of Irrigation Consultants' Roy Williams Award, named in member of the co-founder and first president of the society.

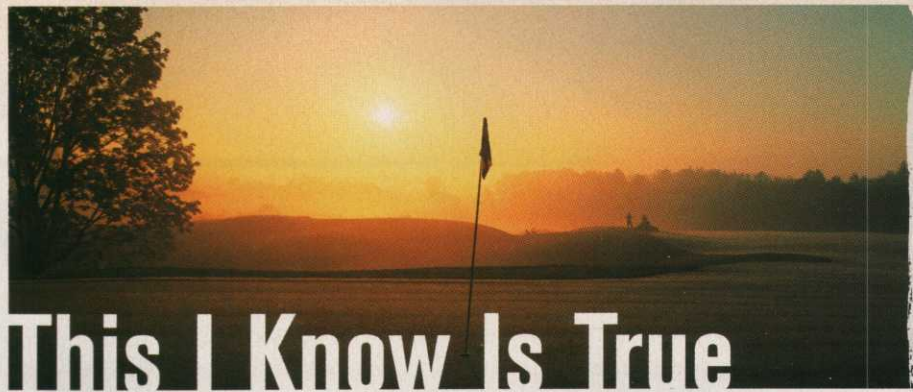
September In Turfgrass Trends:

EVALUATING NTEP: NTEP is a great tool in helping superintendents choose the appropriate variety for their courses. But is it as simple as choosing a variety from the top of the Grand Mean column to construct a blend? Doug Breede, a noted plant breeder, explains what some of the NTEP rating values really mean.

GENETIC FINGERPRINTING: Genetic fingerprinting of turfgrass varieties helps

plant breeders develop more sophisticated varieties. Louisiana State University researcher Ida Wenefrida explains the latest exciting discoveries that her university has made as it has fine-tuned the art of turfgrass fingerprinting.

LABOR AND FATE: Are today's students receiving the proper vocational training they need to meet future labor needs? Turfgrass Trends Managing Editor Curt Harler weighs in.



This I Know Is True

Editor's note: They write like poets, but David and Faye Pulley, the authors of this poem, are actually in the golf course maintenance industry. David is superintendent of Pine Valley CC in Wilmington, N.C. The Pulleys originally posted the poem on a GCSAA online forum last summer. We liked it so much we asked David if we could print it. Watch out, Robert Frost!

MIKE KLEMM

Nematodes, fairy rings, hot spots and some weeds,
Add a few hundred mole crickets out to do their nasty deeds.
Drought in June, rain in July, is it always 90 degrees?
Oh yeah — when am I going to get around to building new ladies' tees?

Sprayer went down, fairway mower is dead and the budget's due this week,
Where's all that water coming from? Oh no, I've got a leak!
Men's Golf Association called today, would like for me to speak,
The rough's so tall, the golfers fuss 'cause they're playing hide and seek.

My wife just called, her car broke down, better pick her up *right* now,
Oh yeah, the secretary wants the bills, she's about to have a cow.
Lightning hit the transformer again, I heard it go kapow,
Haven't done the newsletter yet,
No, sir, I haven't forgotten how.

Hurricane? Tropical storm? There are how many off the coast?
Say what, the aerifier blew a seal just when I need it most.
Some kids took a cart to 17 and turned that green to toast,
And "Talking It Over" is warming up — man, I need to make a post.

Another summer's almost gone, and I guess I'll make it through,
Just when I think it's all too much, I walk out in the morning dew.
Sniff the air, here comes the sun, watch the sky turn blue,
There's nowhere else I'd rather be — this I know is true.



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