

Off The Fringe

NEWS WITH A HOOK

Business briefs

As expected, BASF buys from Bayer

It was assumed that BASF AG would be Bayer CropScience's sole customer when the latter announced it would divest several insecticide and fungicide ingredients after its acquisition of Aventis CropScience earlier this year. Assumption came to fruition in late October. Bayer CropScience, in line with the Federal Trade Commission's (FTC) requirement to divest the ingredients, said it will sell a package of selected insecticides and fungicides to BASF AG while retaining certain back licenses for nonagricultural applications. The total package is valued at \$1.3 billion.

The transaction is subject to approval by the European Commission and the FTC.

The insecticide ingredients include fipronil and ethiprole. The fungicide ingredients include prochloraz, iprodione, triticonazole, fluquinconazole and pyrimethanil for certain regions and application fields. BASF will also acquire the Aventis CropScience manufacturing plant in Elbeuf, France.

"After the sale of these products, Bayer CropScience can now focus entirely on developing its business and expanding its market position," said Werner Wenning, chairman of the Board of Management for Bayer AG.

BASF said it has strengthened its Agricultural Products Division by purchasing the ingredients.

"This acquisition allows us to considerably strengthen our insecticide business, especially in growing and attractive specialty markets," says Peter Oakley, a member of BASF's board of executive directors.

Dow AgroSciences to reorganize, eliminate 500 positions

In September, Indianapolis-based Dow AgroSciences LLC announced it was eliminating

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GCSAA May Move Headquarters

ASSOCIATION MAY ALSO MERGE ITS ANNUAL CONVENTION WITH NATIONAL GOLF COURSE OWNERS' SHOW

By Larry Aylward, Editor

The GCSAA may be on the move. The association is talking about relocating its Lawrence, Kan.-based headquarters to another location, preferably a city in a "high-traffic, golf-intensive region" that "facilitates high accessibility for constituents."

At the association's Chapter Delegates Meeting in November, it was agreed the GCSAA Articles of Incorporation should be changed to allow the GCSAA board of directors to determine where the headquarters should be located. Delegates from GCSAA's 102 chapters also agreed that GCSAA "should engage in the next phase of the feasibility study to narrow the number of potential headquarters communities and to determine what opportunities exist."



Steve Mona: "When you think of golf organizations, they're usually located in big golf destinations."

GCSAA hired a consultant more than 18 months ago to research the feasibility of a move.

"The firm has engaged in a variety of research projects for us," GCSAA CEO Steve Mona told *Golfdom*. "There were three critical junctures where we could have aborted [the project]. But [the firm] advised us to continue to explore [the option of moving]. For us to go to the next level, we had to go public with it."

Mona then said GCSAA approached the subject with chapter delegates, who advised the association to explore it further.

GCSAA said any relocation must bring long-term financial and growth benefits to the association and its members. Cities meeting "ideal site criteria" for a move include Atlanta, Dallas, Jacksonville, Fla., Orlando, Fla., and Phoenix.

In December, Mona said the Board of Directors will make a determination on what cities can best meet the needs of the association. The consultant will then study the cities in accordance with the association's needs.

Despite the talk of a move, Mona stressed that a decision has not already been made.

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500 positions as part of a reorganization to address consolidation in the worldwide agriculture market. About 300 employees (less than 5 percent of the workforce) will leave the company, with the remaining 200 reductions involving jobs either not currently staffed or slated for elimination by attrition.

Dow said the job cuts come at the same time it is "focusing resources to align with ongoing key business initiatives."

"The new structure will allow us to focus even more intently on key growth areas with plant genetics and biotechnology, agrochemicals and urban pest management and better positions us to innovate in this very competitive global industry," said A. Charlie Fischer, president and CEO for Dow AgroSciences. "These changes will leave us more focused and better able to address the needs of our customers."

EAGL acquires ClubCorp properties

You could say the following transaction between two management companies has a Texas twist. Irving, Texas-based Evergreen

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"We have no offers in hand," Mona said. "We have no preconceived notions of where we should be, but there are some positive attributes to being in what I would call a golf-centric location."

Mona told the *Lawrence Journal-World* that "when you think of golf organizations, they are usually located in big golf destinations like Florida, California and Arizona." But Mona said the association would have to be "wowed" by another city to leave Lawrence, where GCSAA has been since 1972.

Mona also said the GCSAA has received previous offers to sell its building and relocate. The last time was in 1998 when the association considered a move to Jacksonville, but decided in the end it was not economically feasible.

The lingering question, Mona said, is whether the GCSAA can accomplish its future goals while based in Lawrence. "We don't unequivocally know the answer to that question," he added.

Mona also said the GCSAA and the National Golf Course Owners Association (NGCOA) may merge their annual conference and trade shows.

"That's actively being discussed, and it's something both parties would like to see happen," Mona said. "We've been talking with NGCOA for a couple years. We're trying to work it out, and we both have the will to get it done."

Mona said a joint trade show will not happen any sooner than 2005. The GCSAA currently holds its annual show in February. The NGCOA had held its annual show in January, but is moving it to February next year.

ORLANDO CVB



Sunny Orlando, Fla., where the GCSAA often holds its annual show, is what GCSAA CEO Steve Mona considers a "golf-centric" location.

Quotable

"I'm really irritated that the GCSAA is asking for a dues increase and making continuing education more expensive when the economy has hit a lot of superintendents hard."

— Mark Claburn, superintendent for the Golf Club at Bradshaw Farm in Woodstock, Ga., on GCSAA's proposal to increase dues for members.

"We need our talent to shine. It wants to; it just hasn't. We have to play not for ourselves but for each other, for the

team. It's not asking too much to be a team for a week, is it?"

— Hal Sutton, captain of the U.S. Ryder Cup team in 2004.

"I'm sure Hootie will probably have a female member by then."

— Tiger Woods, predicting that Hootie Johnson, chairman of Augusta National, will accept a female member by The Masters next April.

"I used more sun block than I ever used. I wish I could have gotten some on the fairways. There's an idea — sun block for your fairways."

— Don Abraham, certified superintendent of the Steubenville (Ohio) CC, on the high number of sunny days last summer.