

## Business briefs

*Briefs continued from page 10*

William A. Meyer, Ph.D., professor and director of the Turfgrass Breeding Project at Rutgers University, Cook College, are the recipients of the 2007 Golf Course Superintendents Association of America's Distinguished Service Award.

### Toro Is First Victory Club Member

The Environmental Institute for Golf, the philanthropic organization of the Golf Course Superintendents Association of America, announced that The Toro Co. has become the first member of the Victory Club, recognizing its cumulative giving of more than \$1 million during the last 19 years.

"The Institute could not have accomplished what it has without the support of Toro," GCSAA CEO Steve Mona said.

### USGA Teams With American Express

American Express and the United States Golf Association (USGA) agreed to make American Express the USGA's first corporate partner in the association's 112-year history. The USGA said the agreement will allow it to broaden its communication with golfers.

"We believe this partnership will allow us to reach more golfers and make them more aware of our many programs that benefit their golf game," said USGA President Walter W. Driver Jr.

### Club Car Teams With EWGA

Club Car will help provide opportunities for women to learn, play and enjoy the game in conjunction with the Executive Women's Golf Association (EWGA).

"The Executive Women's Golf Association has led the way to make golf more accessible and welcoming for thousands of women who in turn have made the game and our industry stronger," said Phil Tralies, president and CEO of Club Car, a business of Ingersoll-Rand Company Limited, a diversified industrial firm.

As a supporting sponsor of the EWGA, Club Car will provide financial assistance and encourage EWGA membership among its employees, among other things. ■

## In the Blood

### REDEXIM'S HOLLIS GREW UP TO BE IN THE GOLF BUSINESS

By Larry Aylward, Editor in Chief

**T**he golf industry is in his blood, Paul Hollis says. But it was not a lineage he was particularly fond of while growing up.

The 43-year-old Hollis is the executive vice president of Redexim Charterhouse, a Zeist, Holland-based company that sells turf-management equipment for aerification, seeding and topdressing. But a funny thing happened to Hollis on his way to joining Redexim Charterhouse. He didn't want anything to do with the golf industry.

Hollis worked on his uncle's golf course during four summers in Carlisle, Ill., when he was growing up. He raked bunkers, ran weed eaters and washed golf cars.

"I did all the grunt work," he says.

Because it was a family business, Hollis wasn't paid a dime.

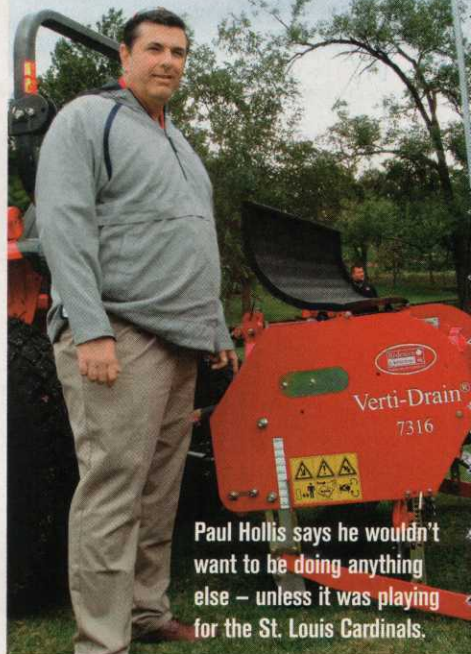
"It wasn't the most attractive job in the world," he says. "I almost felt like it was punishment. It was a lot of hours and a lot of dirty work."

Hollis didn't think highly of his uncle's profession of owning and maintaining a golf course. When he went to college at Arkansas State University, Hollis vowed he'd never work in the golf industry.

But Hollis landed a job after college with a turf and irrigation supply distributor in St. Louis. Seven years later he was hired as a salesman at another distributor that served golf courses. The bad memories of raking bunkers came back to him.

"At first I was apprehensive," Hollis says. "I began calling on superintendents. I had images of my uncle."

But Hollis soon developed an



Paul Hollis says he wouldn't want to be doing anything else – unless it was playing for the St. Louis Cardinals.

appreciation for the industry. He began to understand why superintendents had to work long hours. Hollis understood why they had to get dirty.

"I found a respect for what superintendents do, instead of a resentment," he says.

At Redexim, Hollis began as the Western sales manager. He was promoted to product manager, general sales manager and then general manager. He was named executive vice president in 2003. Hollis, a huge St. Louis Cardinals fan, resides near the city.

"It's a challenge," Hollis says of his role. "The fun aspect is coming up with marketing and business plans, putting them on paper and seeing them come to fruition."

One thing he misses is making sales calls to superintendents on golf courses.

"I see superintendents at trade shows, but I don't get out and see them at their golf courses as much as I'd like."

That's quite a revelation coming from a guy who once wanted nothing to do with the golf industry.

"I don't know that I'd want to do anything else," Hollis says now. "Once it's in your blood, you don't want to leave." ■