

Off The Fringe

Business briefs

Mona: A Tough Decision

Steve Mona says it's difficult to put into words how tough of a decision it was for him to resign as CEO of the Golf Course Superintendents Association of America to accept the newly-created position as CEO of the World Golf Foundation.

"The GCSAA is a wonderful organization and I will miss my direct association with it. The professional members — the superintendents and their assistants — are extremely talented, possess great integrity, are passionately loyal and are tireless in their support of each other. They truly are golf's unseen heroes," Mona said in a statement.

Mona will remain with the GCSAA for up to six more months. He has served as the GCSAA's CEO since 1993.

"We are sad to lose Steve as our leader," said GCSAA President Ricky D. Heine, the certified golf course superintendent and general manager at The Golf Club Star Ranch in Austin, Texas. "He has meant so much to the association. In his nearly 14 years, the association not only developed highly valuable programs and services that benefited not only the members, but the facility, the business and the game as well."

Summer Rounds Rise

Same-store rounds in the United States rose in 2007 vs. 2006 in the important summer months of May, June and July, according to the National Golf Foundation.

Rounds were up 4.1 percent in July nationwide, bringing the year-to-date number to -0.4 percent. Premium and mid-fee public courses moved into positive territory through the first seven months of the year.

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Jerry Corbett is technical services manager for Quali-Pro.

A Service Economy

COMPANY EXPANDS TECHNICAL SUPPORT By David Frabotta, Senior Editor

Generic chemical producers aren't typically known for their customer service. Superintendents largely need to rely on their own expertise when applying post-patent products.

Enter Jerry Corbett. Many know him as the long-time biology manager at Bayer Environmental Science's research facility in Clayton, N.C. He helped the product managers conduct trials and collect data on burgeoning active ingredients, combination products and other application trials. The data he collected was one of the reasons Bayer could prove how their products work compared to others in the market.

Now, Corbett uses his expertise with Quali-Pro, the turf division of Maktsheshim Agan, the largest post-patent chemical formulator in the world. As technical services manager for the company, Corbett is in charge of conducting research, developing product data and shepherding support for end-users. That means someone is on hand to field your questions, comments or concerns when using Quali-Pro products.

"Superintendents can't afford to make a mistake with inferior products," Corbett says. "That's why data is important in this industry, and why we're taking it to the next level with technical support."

Corbett began his tenure in January, and his acquisition represents a deliberate shift for the Israeli company, which conducts business in North America from Raleigh, N.C., where the company invited distributors and the media in August for a press tour.

Quali-Pro Product and Marketing Director Russ Mitchell says its "hybrid model" will help differentiate it from other post-patent manufacturers, even if the company might never have the research, development and testing prowess that name-brand manufacturers possess.

About half of Quali-Pro's business plan involves traditional post-patent formulations; about one-quarter of its business plans to involve creating new combination formulations, and about one-quarter will strive to produce new chemistries and active ingredients.

Corbett will be on hand to help navigate new and old products alike. ■

