

Off The Fringe

Jacobsen names Withers president

David Withers has been promoted to the position of president of Jacobsen. Withers had been serving as managing director of the Ransomes division of Jacobsen, located in the United Kingdom, since January 2005, overseeing international operations for all Jacobsen brands as well as the E-Z-GO brand in Europe.

"Having worked in the golf and turf maintenance industry for over 25 years, 19 of those with the Jacobsen team, this appointment is what I have always aspired to do," Withers said. "I look forward to working with the team to grow our market share around the world and continuing to establish Jacobsen as a leader in turf maintenance products."

"This new leadership is exciting for us, our customers and the industry overall," Ric Stone, Jacobsen's vice president of sales, told *Golfdom*. "He clearly understands the needs of the marketplace and is dedicated to building strong relationships for Jacobsen."

Withers joined Textron in 1992 as a regional sales manager for Jacobsen. In 2002, he was promoted to the position of sales and marketing director before his appointment in 2005 as managing director of Ransomes Jacobsen.

Withers will succeed Dan Wilkinson, who is retiring from the company after 14 years. Under Wilkinson's leadership, Jacobsen improved its operating efficiency and reinvigorated its product offering, including the introduction of the Eclipse 322 — the first hybrid riding greens mower.

David Withers was named Jacobsen's new president in late September.

GCSAA HQ adds another new tenant

HALF OF SECOND FLOOR,
ALL OF THIRD FLOOR
NOW RENTED TO OUTSIDE
GROUPS

GCSAA members who visit the GCSAA national headquarters in Lawrence, Kan., will notice a much more populated parking lot than in recent years. However, GCSAA staff size remains the same.

The additional cars in the lot can be attributed to the new businesses that are now housed at GCSAA headquarters.

The association — which employs approximately 80 people — has been consolidating the space it occupies in the building as employee numbers have dropped over the past few years. GCSAA owns the four-story, 44,000-square-foot building, which was built in 1991 and housed 120 GCSAA employees as recently as 2007.

"We've been adding tenants over the last couple of years," GCSAA president Robert Randquist, CGCS, said. "It really helps out with revenue, and it makes sense not having the empty space just sitting there."

The businesses currently renting space inside GCSAA headquarters include the Rezolve Group, specialists in student financial aid (wing 3A); the Professional Renewal Center, which performs psychiatric



GCSAA headquarters now includes three outside businesses that are leasing space, along with the association itself.

evaluations for professionals (wing 3B); and the newest addition of an architecture firm (wing 2A).

Visitors to GCSAA headquarters might remember 2A as the wing that housed the association's library. Plans are in the works to relocate the library to the first floor, which has primarily been used for storage in the past.

"GCSAA has had other tenants in its headquarters building for significant periods of time," Rhett Evans, GCSAA's CEO, said. "We will continue this policy as long as it does not negatively impact our ability to serve members."

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Film competition recognizes water conservation

Rain Bird's fourth Intelligent Use of Water Film Competition honored three short films recently. The screening and awards ceremony, held in Beverly Hills, Calif., was presented by Rain Bird and event partners The Chronicles Group, Film L.A., Denver Botanic Gardens, Southern Nevada Water Authority and Questex Media Group, publisher of *Golfdom* and *Landscape Management* magazines.

Winners were: "Fun and Games" by Ben Mills, Basingstoke, Hants, U.K. (2011 Jury Award winner); "Just Don't Flush It" by Brian McAndrew, North Bend, Ore. (2011 Audience Award winner); and "Water Ways" by Jall Cowasji (2011 Green Industry Award winner). The winners shared a \$15,000 purse.

"The high level of ingenuity and creativity we found in this year's film competition truly demonstrates the importance of water conservation," said Rain Bird Director of Corporation Marketing Dave Johnson. The contest, he added, gives filmmakers "a voice that can inspire others to take personal action."



Dave Johnson, director of corporation marketing for Rain Bird, presents 2011 Jury Award winner Ben Mills a check for \$6,000 at the Intelligent Use of Water film competition in Beverly Hills, Calif.

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Know of someone in the industry who has taken an idea, put it into action and the end result was a better bottom line for the facility?

If so, we want you to nominate them for the first ever Herb Graffis Business Person of the Year award. We'll feature the winner in an upcoming issue of *Golfdom*, as well as host the winner as our guest to the 2012 Golf Industry Show in Las Vegas.

Visit www.golfdom.com/graffis for more details on the award and to make your nomination. We'll be accepting nominations until 11/11/11.

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