

"It makes the markers appear more substantial and somehow classier," Kelly says. "It's a matter of reflecting the finer things in life."

Wood products offer another alternative to traditional plastic accessories. Randy Meek, national sales manager for Louisville, Ky.-based Bristol Bench Co., says his company, which makes course accessories out of a tropical, teak-family wood called shorea, says he sees a trend toward alternative materials as well.

"Once companies can show them that wood products can stand up to the rigors of a golf course, they're intrigued," Meek says. "We're seeing an increasing move toward wood as an acceptable material for accessories."

Meek says that in response to de-



If you want your accessories to have added class, have them custom-made, as they were at Rolling Hills CC in Wichita, Kan.

mand, Bristol Bench added a divot-mix box to place beside tees and is considering adding out-of-bounds markers to its lineup.

**Environmentally friendly**

Kelly says superintendents are also demanding more environmentally friendly

products, such as biodegradable turf stakes.

"That will be a big trend, particularly as environmental restrictions become more severe," Kelly says. "Superintendents can put these stakes out to mark ground under repair and they don't have to worry about picking them up afterward. They eventually melt away."

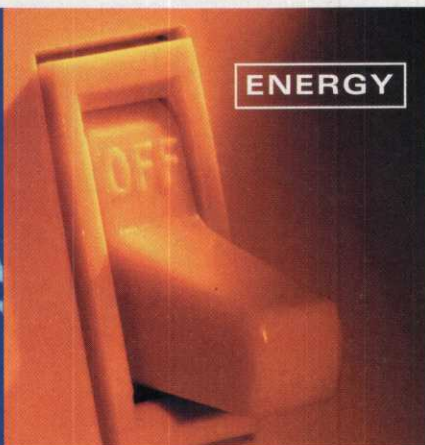
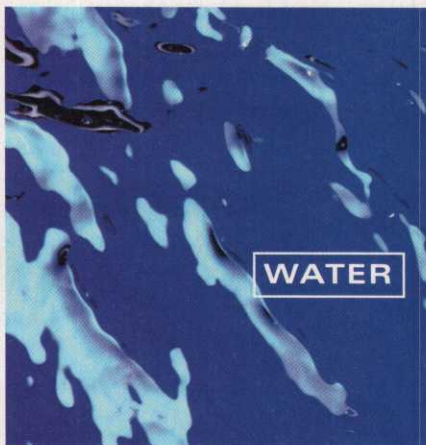
Products made from recycled materials also intrigue superintendents, who can turn such environmental awareness

into a selling point for their clubs, he says.

"Superintendents are concerned about the environment, but it's often hard for them to communicate that to golfers in a meaningful way," Kelly says.

"When you start telling people that

*Continued on page 42*



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 221 NORTH LASALLE ST.  
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## Accessorize – Naturally

*Continued from page 41*

you're using recycled materials, however, they can see and touch your efforts. It makes an impression."

### Flat market

Although new products and materials may inject some life into the market, not everyone sees optimistic trends for ac-

cessories. Steve Garske, president of Lino Lakes, Minn.-based Par Aide, says he expects the market to flatten next year as clubs tighten their budgets

"The industry's been booming for several years now, and accessory companies have benefited immensely," Garske says. "Now the industry is returning to more normal levels of busi-



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ness activity, and we'll have to adjust. You can't see tremendous growth forever."

Garske says he hasn't heard of any new ideas that will revolutionize the accessories market. Companies will likely tweak existing product lines to make them more affordable or more efficient, but the pipeline of ideas that bloomed in the 1990s has dried up.

"There was a time when everyone thought they had an idea that could make them \$1 million in the golf course industry," Garske says. "They're finding out now that it's not as easy as it looks."

On the other hand, Kelly says there is plenty of room for innovation in the industry and some of that innovation will bear fruit next year.

"We are all going to keep trying to think of better tools that will make superintendents' jobs easier," Kelly says. "That's why we got into this business in the first place. I don't see that work ever stopping." ■

# The Floratine Approach

...Invested in the Wonder of Science



## **"Floratine...The Leader"**

*Floratine offers everything I need in a complete package but also gives me the flexibility to tweak my fertility by specifying products, amounts, and rates. Floratine not only offered me exceptional products but also the best service, lab testing, and consultation of any company in the market.*

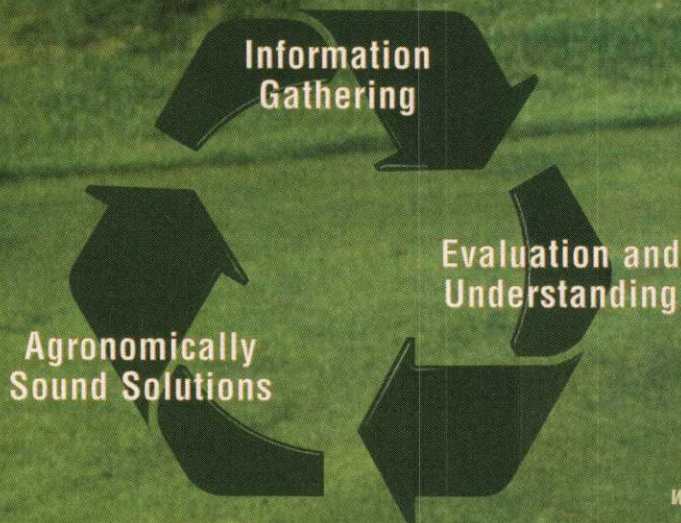
**-Kevin Cavanaugh, Superintendent**  
*Plantation at Ponte Vedra - Ponte Vedra Beach, Florida*



## **"Sound Science... The Products Work"**

*Floratine products are based on good, sound science to get results, and that's a comfort for superintendents. The products work. I attribute maintaining 5-6 inch roots (on bent green) in 100 degree weather to the Floratine Program.*

**Mike Wooten, Superintendent**  
*Cedar Ridge Country Club, Broken Arrow, Oklahoma*



**Floratine**

*Invested In The Wonder*

*Committed to the turf quality of our clients, the Keepers of the Green.*

CIRCLE NO. 123



# Agrotain International

## Agrotain International - Turf & Ornamental Sales

11431 N. Port Washington Rd.  
Suite 105-8  
Mequon, Wis. 53092  
262-240-0870  
Fax: 262-240-0871

### Web address:

[www.agrotain.com](http://www.agrotain.com)

### E-mail address:

[anees@agrotain.com](mailto:anees@agrotain.com)

**Date founded:** August 2000

### Staff

**Mike Stegmann**, President  
**Alan Nees**, Vice President  
**Nick Rhodes**, Regional Manager  
**Steven L. Phillips**, Vice President  
Agricultural Sales

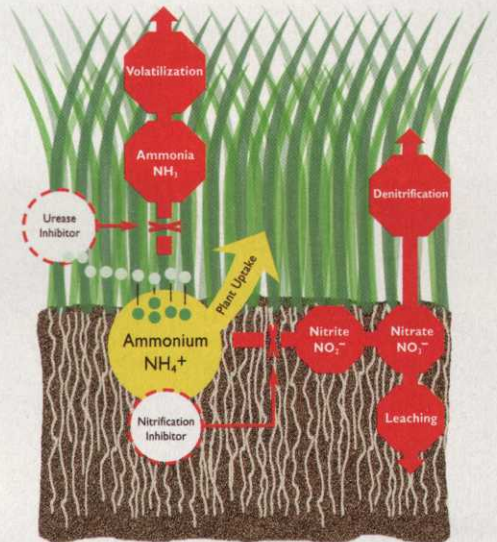
### Product focus:

Agrotain International serves the professional lawn care, turf and agricultural industries through the development and marketing of UMAXX™ and UFLEXX™ stabilized nitrogen fertilizers, along with nitrogen efficiency products such as Agrotain® and Super N Concentrate®. Stabilized nitrogen products improve nitrogen efficiency using a urease inhibitor and a nitrification inhibitor. The inhibitors modify soil chemistry to extend nitrogen availability. *R&D Magazine* recognized the AGROTAIN technology in UMAXX as one of the most technologically significant new products in 1997.

UMAXX has been on the market since 1995 and was previously known as Agrico-Turf II®. UFLEXX is a sister product developed specifically for turf applications desiring a moderate length response and exceptional value. In August 2000, Lange-Stegmann Co. acquired the urease inhibitor technology and formed Agrotain International to market the products under their new names.

### Manufacturing facilities:

Agrotain International does not own manu-



**UMAXX stabilized nitrogen is uniquely formulated with a urease inhibitor to stop volatilization and with a nitrification inhibitor to stop leaching. It does not rely on outside agents to release its nutrients, but works in tandem with nature to keep it in a usable form longer in the root zone, providing steady growth and optimum results.**

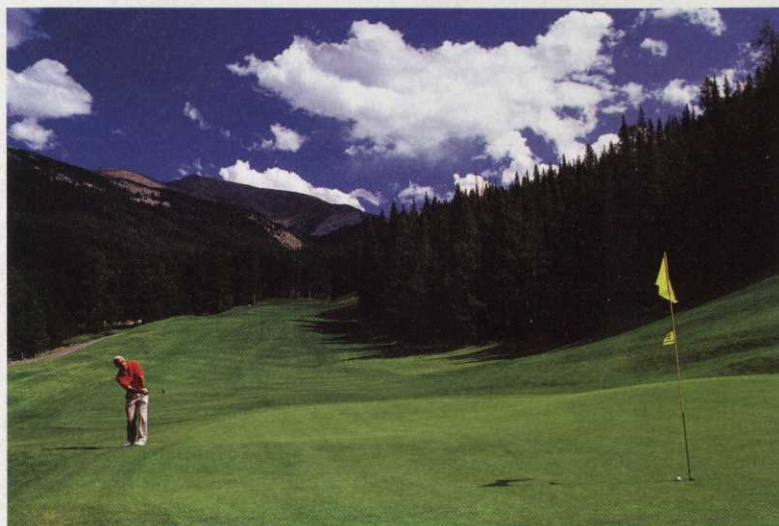
facturing facilities. All products are made through contract agreements.

### Customer service, technical support:

The Agrotain customer service department handles grower, dealer and distributor product requests and questions. Materials can also be requested through the department. Call 888-425-8732 for more information.

### Major product lines:

Agrotain International offers two stabilized nitrogen fertilizer products to turf and professional lawn-care industries. UMAXX stabilized nitrogen improves nitrogen efficiency by preventing nitrogen loss through volatilization for up to 14 days, and by keeping nitrogen in its stable ammoniacal form for 12 to 16 weeks. UFLEXX offers the same volatility protection and stabilizes nitrogen for approximately six to eight weeks. Stabilized nitrogen minimizes leaching potential and delivers optimum results and value.



**Nitrogen efficiency is a key component for every turf management program. UMAXX provides turf with ammoniacal nitrogen for 12 to 16 weeks, ensuring outstanding color, growth and preventing turf injury.**

# BASF Agricultural Products

## BASF Corp.

3000 Continental Drive North  
Mount Olive, N.J. 07828  
973-426-2600

## Product Information:

800-669-BASF  
[www.basf.com](http://www.basf.com)

## BASF Agricultural Products

Specialty Product Dept.  
26 Davis Dr.  
Research Triangle Park, N.C.  
27709  
800-669-1770

## Product information:

800-545-9525  
[www.spd.basf-corp.com](http://www.spd.basf-corp.com)  
[www.turfacts.com](http://www.turfacts.com)

## Staff

**Evelyn Lemly**, Director  
Specialty Products  
Department  
**Bill Baxter**, Business Manager  
Turf, Ornamental and Pest  
Control  
**William Strickland**,  
Marketing Manager  
Turf & Ornamental  
**Dave Davies**,  
Senior Marketing Manager  
Pest Control  
**Derek Miller**,  
Marketing Communications  
Manager — Turf, Ornamental  
and Pest Control  
**Allison Moskal**,  
National Sales Manager  
Turf, Ornamental and Pest  
Control  
**Rich Kalik**,  
National Accounts Manager  
Turf & Ornamental  
**Kyle Miller**,  
Market Development  
Specialist, Turf & Ornamental  
**Tom Nishimura**,  
Market Development  
Specialist, Pest Control

## Focus:

The BASF Agricultural Products business in North America, Specialty Products Department, markets a wide range of innovative products and active ingredients designed to help superintendents maintain healthy turf with maximum efficiency of



labor and other resources. BASF products for turf professionals include pre-emergent and post-emergent herbicides, fungicides and a fumigant. The

products that make up the BASF Turf portfolio provide unparalleled efficacy and value combined with an unwavering commitment to environmental responsibility.

## Facilities:

The BASF Agricultural Products business in North America, Specialty Products Department, is headquartered in Research Triangle Park, N.C. It is a unit of the BASF Global Agricultural Products Division located in Mount Olive, N.J.

## Technical support, customer service:

Technical field support for BASF Turf products is provided by eight regional sales representatives, a national sales manager, a national accounts manager, a product development specialist and a Basamid Granular Soil Fumigant specialist. In addition, BASF maintains professional relationships with many of the nation's leading university researchers, who often provide recommendations and advice for BASF customers. Golf professionals can also find a wealth of useful information at [www.turfacts.com](http://www.turfacts.com).

## Major product lines:

**Pendulum® Pre-emergent Herbicide** is the proven performer for preventing more than 40 troublesome grassy and

broadleaf weeds. This long-time industry leader combines unbeatable performance with unmatched value.

**Drive® 75 DF Postemergent Herbicide** controls a more extensive combination of broadleaf and grassy weeds and offers greater overseeding flexibility than any other postemergent herbicide.

**Image® 70 DG Herbicide** kills "uncontrollable" weeds, such as purple nutsedge, green kyllinga, dollarweed, wild onion and many more.

**Basamid® Granular Soil Fumigant**, the only granular soil fumigant on the market, quickly eliminates weeds, nematodes, grasses and soil diseases without tanks or tarps so you can reseed in as little as 10 to 12 days.

**Plateau® DG Herbicide** provides effective pre-emergent and postemergent weed control in fine turf and controls vertical growth and suppresses seedheads in labeled turfgrass species.

**Sahara® DG Herbicide** turns your jungle into desert with dependable bareground weed control of more than 150 weeds, as well as most turfgrasses, with a single application.

*Pendulum, Sahara and Plateau are registered trademarks of BASF. Basamid and Drive are registered trademarks of BASF AG. Image is a registered trademark of Central Garden and Pet Co.*



# Dow AgroSciences LLC

## Dow AgroSciences LLC

9330 Zionsville Rd.  
Indianapolis 46268-1054  
800-255-3726  
Fax: 800-905-7326

### Web address:

[www.dowagro.com/turf](http://www.dowagro.com/turf)

### E-mail address:

[info@dowagro.com](mailto:info@dowagro.com)

**Date founded:** 1989

### Staff

**A. Charles Fischer,**

President/CEO

**Elin Miller,** Vice President

**Bruce Miehle,** General  
Manager

**Scott Eicher,** Senior Marketing  
Manager

**Chris Wooley,** Marketing  
Manager

**Martin Posset,**  
Communications Manager

**Susanne Wasson, Mike Lind,**

**Phil Ranck,** District Sales  
Managers

**Dr. Jamie Breuninger,** Technical  
Development Manager

**Mike Melichar,** Customer  
Agronomist

### Product focus:

Dow AgroSciences has a full product portfolio offering branded insecticides, herbicides and fungicides that improve the quality and quantity of the earth's food supply, and contribute to the safety and health of the world's growing population.

### Facilities:

Headquartered in Indianapolis, Dow AgroSciences is a global company that delivers in-



novative technology to provide pest management, agricultural and biotechnology products. The company employs more than 6,000 people in more than 50 countries and has worldwide sales of more than \$3 billion. Dow AgroSciences is a wholly owned subsidiary of The Dow Chemical Co.

### Technical support:

Seventeen sales representatives, three sales managers and three field development biologists provide stewardship, training and answers to formulators, distributors, university researchers and end users nationwide. Specimen labels and material-safety data sheets are available from the Customer Information Center or online. Publications include product fact sheets and *Panorama*, an eight-page newsletter for professional turf and landscape managers.

### Major product lines:

Professional turf, ornamental and technical products for golf courses, lawn care and landscape contracting. Products include:

**Confirm\* insecticide** — Controls worms, caterpillars and moths.

**Confront\* postemergence herbicide** — Dandelion, clover and other hard-to-control broadleaf weeds.

**Conserve\* SC insect control** — Highly effective worm and lepidoptera product; doesn't harm beneficials.

**Curfew\* soil fumigant** — The most effective product for the management of nematodes; currently only available for use in Florida.

**Dimension\* herbicide** — Never stains; pre-emergent and early postemergent control of crabgrass.

**Dursban\* Pro insecticide** — Controls 280 insect pests.

**Eagle\* fungicide** — Controls dollar spot and brown patch.

**Fore\* Rainshield\* fungicide** — Most cost-effective control of brown patch and other key golf course diseases; prevents pythium.

**MACH 2 turf insecticide** — Prevents grub and lepidopteran larvae from ruining turf.

**Gallery\* pre-emergence herbicide** — Prevents growth of 95 species of broadleaf weeds for up to eight months.

**Goal\* herbicide** — A good choice for pre-emergent and early postemergent control of more than 50 grassy and broadleaf weeds.

**Kerb\* herbicide** — Controls poa annua on non-overseeded courses; controls ryegrass in overseeded warm-season grasses.

**Lontrel\* Turf and Ornamental postemergence herbicide** — Broadleaf weed control on even the most sensitive turfgrass species.

**Snapshot\* pre-emergence herbicide** — Controls 111 grassy and broadleaf weeds.

**Surflan\* pre-emergence herbicide** — Safe on more than 400 ornamentals and provides season-long control of crabgrass, chickweed and more than 50 other weeds found in warm-season turf.

**Team\* Pro pre-emergence herbicide** — Crabgrass, spurge and oxalis control.

**Rubigan\* specialty fungicide** — Controls dollar spot along with poa annua in overseeded warm-season turf.

*\*Trademark of Dow AgroSciences LLC*



# Floratine Products Group



## Floratine Products Group

144 Mid South Cove  
Collierville, Tenn. 38017  
901-853-2898  
Fax: 901-853-3101

### Web address:

[www.floratine.com](http://www.floratine.com)

### E-mail address:

[techinfo@floratine.com](mailto:techinfo@floratine.com)

Date founded: 1991

### Staff

**William Byrnes**, Key Golf  
Corporate Contact  
**Travis Jones**, Key Golf  
Technical/Service Contact  
**Richard Price**, Key Golf  
Sales Contact  
**William Byrnes**,  
President/CEO

### Product focus:

Floratine focuses on advanced technology, environmentally responsible products and scientifically sound methods to assist superintendents in growing healthy, stress-resistant turf. The innovative, premium-quality products are designed to address chemical, physical and biological shortfalls in the soil and to provide foliar nutritional and biostimulant supplementation to meet linear requirements for healthy growth.

### Facility:

Floratine's headquarters, in the Memphis suburb of Collierville, is a 24,000-square-foot building that houses its management and sales staff offices as well as its manufacturing facilities.

### Technical support, customer service:

Floratine maintains a technical support team

of five agronomists and scientists. Its technical services division oversees agronomic and product-use training required of more than 100 field representatives associated with 50 independent distributorships in North America and Europe. Floratine's staff and distributors offer direct, in-depth service to clients.

### Major product lines:

- The foliar biostimulant nutrients (**Astron**, **Per"4"Max**, **Perk Up** and others) are balanced phytochemical products for stress management.
- **ProteSyn** and **Floradox** are natural/organic compounds to promote plant health and strength.
- Floratine's wetting agents (**Pervade**, **Retain** and **Retain Max**) address excessive and deficient soil moisture problems.
- Floratine's several microorganism/enzyme products target remediation of specific microbial soil function deficiencies.

## The Floratine Approach

- Accumulation of comprehensive, site specific information.
- Evaluation and interpretation of information to understand and explain agronomic conditions.
- Recommendation of scientifically sound, environmentally responsible methods and materials.
- Continuing conscientious monitoring and appropriate program adjustment.



  
**Floratine**  
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Measuring our success by the turfgrass quality of each of our clients.

144 Mid South Cove  
Collierville, TN 38017 • Phone 901- 853-2898  
Fax 901-853-3101 • email: [techinfo@floratine.com](mailto:techinfo@floratine.com)



# TH!NK Mobility LLC

**THINK Mobility LLC**  
5920 Pasteur Court  
Carlsbad, Calif. 92008  
760-438-6107  
Fax: 760-438-6103

**Web address:**  
[www.thinkmobility.com](http://www.thinkmobility.com)

**Date founded:** Ford Motor Co. announced its new THINK Mobility enterprise in January 2000.

**Staff**  
**Bryan Taylor**, Key Golf  
Corporate Contact  
321-951-4430

## Product focus:

TH!NK Mobility, an enterprise of the Ford Motor Co., offers a zero-emission, low-speed electric battery-powered personal vehicle. The TH!NK *neighbor* is the most technologically advanced vehicle to enter the relatively new but fast-growing federally recognized low-speed electric vehicle market.

The TH!NK *neighbor* will be rolled out at Ford dealerships first in the West and South and later in the Northeast and Canada. The new *neighbor* sport package is a tailor-made solution for superintendents who want to provide their customers with a revolutionary, environmentally conscious mode of golf course transportation.

## Manufacturing facility:

The TH!NK *neighbor* will be assembled at the Detroit Chassis Plant, which has built a reputation for flexibility in developing new and unique products on short timetables with a new approach to urban community labor relations.

## Technical support, customer service:

TH!NK dealers will deliver all new *neighbors* directly to their customers and will pick up and deliver the vehicles for service as necessary. Visit [www.thinkmobility.com](http://www.thinkmobility.com) for the nearest TH!NK dealer or call 866-24THINK for information about TH!NK's growing dealer network.

## Major product lines:

The TH!NK *neighbor* is offered in a two- and four-passenger model. The base package includes a trunk with lockable lid, driver's side mirror, solar windshield with washer and wiper, front cupholders, floor mats, an instrument cluster that includes state-of-charge indicator, reverse warning chime and horn. Available exterior colors include Snow White, Midnight Blue and Forest Green.

The Sport features a special golf package that includes a golf bag rack and platform, ball and club washer, sweater basket, sand/seed bot-



**TH!NK Mobility introduces the *neighbor* zero-emissions, electric battery-powered vehicle.**

tle holder for divot repairs, street/turf tires, golf ball and tee holder, scorecard holder, rubber floor mats and cooler attachment.

Additional options include soft-side and rear-weather enclosures and a vented moon roof. Later in the year, heater/defogger and cooler/mister systems will be available.

In addition to the basic and sport packages, the *neighbor* is offered in the family neighborhood package.

Among the *neighbor* advantages:

- Class-leading driving dynamics — including a fully independent suspension, robust brakes and precise rack-and-pinion steering — that offer more safety, comfort and driving pleasure.

- Powerful 72-volt motor that delivers ample low-end power for quick takeoffs and maintains the vehicle's speed even while fully loaded in hilly terrain.

- Class-leading safety features, including three-point safety belts and head restraints for all seating position, an anti-rollaway feature, 3 mph bumpers, seatbelt reminder system, car-type brake and signal lights and mirrors.

- Easy charging from any 110-volt outlet in six to eight hours.

- Zero-emissions operations, with a top speed of 25 mph and range of up to 30 miles.

- Industry-leading total payload of up to 900 pounds in the longer-wheelbase four-passenger model, and 550 pounds for the two-passenger model.

- Among the most recyclable on the road, 98 percent of the *neighbor's* parts by weight can be recycled.





# John Deere Worldwide

**John Deere Worldwide  
Commercial & Consumer  
Equipment Division**

P.O. Box 12217  
Research Triangle Park, N.C.  
27709  
800-537-8233

**Web address:**

[www.johndeere.com](http://www.johndeere.com)

**Date founded:** Deere & Co. was founded in 1837. The John Deere Worldwide Commercial & Consumer Division, a division of Deere & Co., was founded in 1992.

**Staff**

**Aaron Wetzel**, National Sales Manager, Key Golf Corporate Contact

**Chuck Greif**, Manager, Worldwide Market & Development

**John J. Jenkins**, President, John Deere Worldwide Commercial & Consumer Equipment Division

**Mike Scaletta**, Advertising Manager Golf & Turf Products/Utility Vehicles

**Product focus:**

The John Deere Worldwide Commercial & Consumer Equipment Division manufactures and distributes a full line of lawn-care products for residential, commercial, and golf and turf applications, including irrigation supplies. The John Deere organization is noted for more than 160 years of innovation, the highest quality products, and its product and operator safety initiatives.

**Manufacturing facilities:**

The John Deere Worldwide Commercial & Consumer Equipment Division manufactures its line of golf and turf equipment at manufacturing facilities in Raleigh, N.C.; Williamsburg, Va.; and Welland, Ontario. In addition, John Deere manufactures commercial, residential and portable power equipment at facilities in Horicon, Wis.; Augusta, Ga.; Knoxville, Tenn.; Greenville, Tenn.; and Jefferson, Ind.

**Technical support, sales, training and customer support:**

At [www.johndeere.com](http://www.johndeere.com), golf and turf customers can find more information on a variety of training and support functions, including online operator manuals, customer information bulletins, technician training courses and product information. In addition, customers can call the John Deere Customer Communications Center at 800-537-8233.

**Major product lines:**

John Deere Golf & Turf manufactures a complete line of products for superintendents and sports turf managers, including a variety of specialty mowers, utility vehicles, aeration and root-zone conditioning equipment, utility tractors and portable power equipment.



**John Deere 3225B Lightweight Fairway Mower**

# Milliken Turf Products

**Milliken Turf Products  
Business of Milliken Chemical,  
Division of Milliken and Co.**

P. O. Box 1927  
Spartanburg, S.C. 29304  
800-845-8502  
Fax: 864-503-1040

**Web address:**  
[www.millikenturf.com](http://www.millikenturf.com)

**E-mail address:**  
[Blazon@milliken.com](mailto:Blazon@milliken.com)

**Date founded:**  
Milliken Co. was founded in  
1865 – see [www.milliken.com](http://www.milliken.com)

**Staff**

**Chris Byrd**, Market Manager  
and Key Golf Corporate  
Contact

**Bruce Suddeth**, Key Golf  
Technical/Service Contact

**Miller McClintock**, Key Golf  
Sales Contact

**Roger Milliken**, President/CEO

**Dr. Ashley Allen**, Division  
President

**Product focus:**

Valuable, credible solutions to turf maintenance problems, particularly stress management; soil air and water management; soil microbiology; and foliar nutrient management. Specific targeted product applications focus on greens and tees from spring to fall. Products include colorants, foliar biostimulants and fertilizers, organic soil amendments and fertilizers, and granular pregermination biostimulants.

**Manufacturing facilities:**

Milliken manufactures products at its Dewey Manufacturing Plant in Inman, S.C., producing to ISO 9001 standards. Additional products are manufactured by Ocean Organics in Maine, utilizing state-of-the-art liquid processing and agglomeration methods, through our association with Emerald Isle Ltd.



Milliken's corporate headquarters is located at the Roger Milliken Research and Customer Center in Spartanburg, S.C.

**Technical support, training, sales and customer service:**

Milliken Turf Products has five territory sales representatives, sales and marketing management, and business management directly involved. Additional resources include a fully staffed research and technical services laboratory, customer service department and administrative functions. All of the corporate resources of Milliken and Co. are available to support our business.

**Major product lines:**

Major Product Lines include: Blazon® Spray Pattern Indicator; CPR™ for stress management; GroWin® granular pregermination biostimulant; NutriRational™ Foliar Nutrients; Sand-Aid® Granular Sea-Plant Meal; Invigorate® Soil Conditioner and other problem-solving products from Milliken Turf Products and our association with Emerald Isle Ltd.



Research multifountains