

G.C. Duke Acquires Jacobsen Franchise

On January 5, 1999, G.C. Duke Equipment of Burlington, Ontario, completed the purchase of the Jacobsen franchise for most of the Province of Ontario from Ontario Turf Equipment.

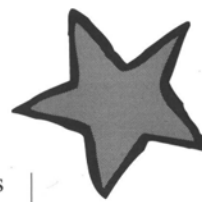
The late 1997 purchase of Ransomes, Cushman, and Ryan by Textron, which is the parent company of Jacobsen, meant that there would be major changes and consolidations in distributorships across North America and the rest of the world. The new Textron Company, encompassing Jacobsen, Ransomes, Cushman, and Ryan, was named Textron Turf Care and Specialty Products. As a result, the management of G.C. Duke Equipment entered into discussions with OTEC and reached an agreement on the purchase of the Jacobsen franchise.

G.C. Duke Equipment celebrated its 50th year of operation in 1998. The firm was founded by Clinton Duke and was operated out of a small facility on Plains Road in Burlington. As the business grew,

the facility was gradually expanded to its present size of 100,000 square feet on five acres of land.

Immediate plans by G.C. Duke are to open satellite service facilities in London as well as eastern Ontario. Duke has already hired additional sales, service, and parts staff to ensure customers receive a high level of service. Duke is also in the process of installing a new computer system with customized software.

Duke customers can expect an increased level of service from their sales representatives as we will now have six employees focusing strictly on Textron Turf Care Products such as Jacobsen, Cushman, Ransomes, and Ryan and an additional two representatives who will specialize in allied products such as Lastec, Foley, National, and Smithco. The company also has two representatives concentrating strictly on professional lawn care equipment for the commercial mowing market.



ATTENTION ADVERTISERS

If you are looking for a specific market for your products, advertise in *Sports Turf Manager*. Published four times a year, this newsletter has a national and international distribution with the majority of its membership residing in Ontario. 1999 advertising rates (per issue) are as follows:

- business card size \$40.00
- 1/4 page ad \$80.00
- 1/2 page ad \$160.00
- 1/4 and 1/2 page ads are available in either a vertical or horizontal page placement.

For more information, contact Lee Huether at the STA office, (519) 763-9431, or Joy Black at New Paradigm Communications, (519) 371-6818.

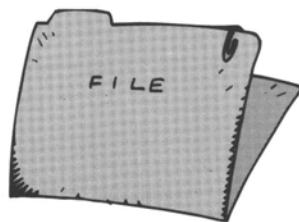
**Content deadline for the June issue of Sports Turf Manager
April 15, 1999**

Meet New Board Member Roy Forfar

Roy has been involved in the landscape industry for the past 20 years and holds a diploma in horticulture. He is currently working for the York Region District School Board maintaining the grounds at 44 schools. Roy is very interested in sports turf and is looking forward to serving as a Director in order to provide better, safer sports turf. Roy is married with two sons and enjoys fishing.

Board Meeting Minutes

Minutes of meetings of the Board of Directors are now available on a *by request* basis. If you would like to be added to the distribution list, please advise Lee Huether, our Executive Manager, indicating whether you wish to receive them by mail or e-mail.



PLEASE NOTE

The opinions expressed in articles published in *Sports Turf Manager* are those of the author and not necessarily those of the Sports Turf Association, unless otherwise indicated.

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