

# GREEN INDUSTRY NEWS

## GOLF

### Small course cutbacks are greater

While golf continues to be one of the more popular sports in the country, golf course superintendents are doing a lot of belt-tightening to try to neutralize some of the adverse affects the beleaguered national economy is leveling on the industry.

The smaller budget courses seem to be shouldering the burden the hardest, with some of the larger, more financially stable country clubs riding out the bad economy.

A handful of the 12 superintendents across the country contacted by WTT see a brighter future ahead, but half foresee the economy remaining static for the rest of the year.

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first things people have to trim," says Garland Parsons, superintendent of Pine Valley Golf Club in Wadsworth,

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OH. "We're going to try to operate as we have been until things get better."

All of the superintendents contacted said they are keeping a very watchful

eye on all expenditures and most have cut back beautification programs and preventive maintenance to concentrate on curative measures.

Dwight Ladd, superintendent at Mooresville Golf Club in Mooresville, ID, has cut back fairway fertilization on his nine hole course to only once in the fall.

"This is a 'mom and pop' course and we just can't afford it anymore," he said.

One course in the Kanawha County Parks and Recreation District in West Virginia had its first layoff in the modern history of the course, according to its superintendent, James Taylor, Sr.

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## CHEMICALS

### Chemical industry defies weak economy

From 1980 to 1982, the home and garden chemical industry enjoyed strong sales and expanding markets despite the sluggish economy, according to Don Sell, senior marketing research analyst for Ciba-Geigy's Spectrum Home and Garden Products.

The industry showed substantial gains in the sales of insecticides, herbicides and fungicides, particularly in the Northern states, according to a three-year survey of key retailers in major metropolitan markets throughout the United States.

"It appears that the poor economy was no deterrent at all to growth in the industry, which posted a 42 percent increase in dollar sales during the three-year period," said Sell.

Measured against the increase in the Consumer Price Index for the period, the figure represents a real growth of some 25 percent for home and garden chemicals.

Overall, outdoor insecticides and herbicides continue to account for some 75 percent of home and garden chemical sales," Sell said. "But indoor insecticides and fungicides showed the biggest growth during the period, each enjoying a 69 percent increase in dollar sales."

Sell said the biggest surprise was the outstanding sales performance by retailers in Northern markets, with Southern states showing more moderate gains. However, Southern markets held the lead in the sale of outdoor insecticides.

To assess the industry's sales trends, Spectrum's market research team audited a cross-section of garden supply stores and mass merchandiser chains

across the nation, recording changes in inventory between April and August in 1980, 1981 and 1982.

Spectrum markets multi-purpose Spectracide insecticides and 33 Plus herbicides for home lawn and garden use.

## ACQUISITION

### Gilson Brothers acquires Sensation Corporation

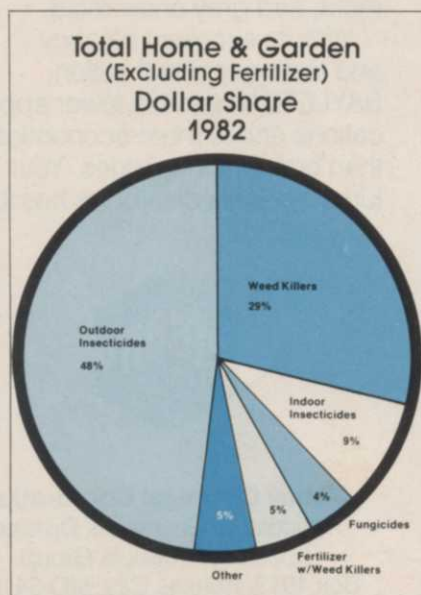
The Gilson Brothers Company of Plymouth, WI, has purchased the assets of the Sensation Corporation of Omaha, NE.

The announcement was made by Richard Blohm, president of Paragon Industries and Carl Johnson, president of the Sensation Corporation.

"Sensation will be a division of the Gilson Brothers Company and Carl Johnson, president, and John Kurtze, vice president of sales, and other key people will continue to operate Sensation on a 'business as usual' basis serving Sensation's customers as they have in the past," said Blohm.

Gilson is a leading manufacturer of outdoor power equipment and concrete mixers. It has recently acquired some companies who are geared toward producing products for the commercial market. Blohm said he hoped

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## UPDATE

**NGF's Rossi to retire**

Don A. Rossi will retire from the National Golf Foundation effective June 1, after serving 13 years as its executive director.

Rossi, 64, has been on special assignment for the Foundation since Jan. 1 and will continue on a consulting basis after his retirement, according to NGF President Frank M. Smith Jr. At press time, there were no immediate plans to name a successor.

Many of the National Golf Foundation's ties with major golf organizations worldwide as well as in the U.S. have been credited to Rossi. In 1976, in conjunction with the British Golf Foundation, Rossi organized and participated in the first annual international golf development meeting in London. Rossi also played a role in the formation of the Allied Association of Golf "in order to have a better idea of what we (the major golf organizations) were doing so that we didn't duplicate efforts."

Rossi said he was especially proud of the development of the Associate Member program and the growth of the Golf Market Report. The Associate Member program has grown in 14 of its 17 years of existence while the Golf Market report, which reaches all NGF members, has kept pace.

"Will I be sad to leave the Foundation?" asked Rossi. "Unequivocally, yes. The Foundation begins a new era under Frank Smith and he has proven himself a dynamic leader. With Frank and our very golf-oriented Board of Directors, our future will be bright."

**Berman is NCA president**

Harold B. Berman has been elected president of the National Club Association, effective until the annual meeting in May 1983. The vacancy was created by the death of NCA President Sam M. Berry.

Berman has been a member of the NCA Board of Directors since 1974, and served as its vice president for four years. He is a past president of the Columbian Country Club of Dallas, Carrollton, TX, and serves on the Board of Directors of the Quadrant Club, Dallas, TX. Berman is past president and a director of the Texas Recreation and Sports Association.

A native Texan, Berman is president of the law firm of Berman, Fichtner and Mitchell of Dallas. His firm specializes in estate planning and probate, but also practices real estate, corporate and club law. As a member of the American Bar Association, Berman served as NCA's keynote speaker at the recent ABA meeting requesting that the group rescind its policy redefining private clubs as public accommodations. The rescission was voted on favorably.

**Afaganis keynoter at CGSA show**

Ernie Afaganis, CBC Television sportscaster, will be the keynote speaker at the 24th Annual Canadian Turfgrass Conference and Show March 13-16 at the Edmonton Inn, Edmonton, Alberta, Canada.

A native of Alberta, Afaganis has been golfing for more than 40 years, starting out as a caddy at the Old Country Club in Lethbridge.

Afaganis is in his fourth season as host of CBC Sports, "Sportsweekend" and has covered the Commonwealth Games in Brisbane. His golf show, "Par 27", seen in Alberta, is in its 19th year.

The 34th Annual Turfgrass Conference and Show will also feature more than a dozen experts from all segments of the turfgrass industry and a three-day trade show with the latest in turf maintenance equipment and supplies on display. For more information, contact the Canadian Golf Superintendents Association, 698 Weston Road, Suite 32, Toronto, Ontario, M6N 3R3, (416) 767-2550.

Larger courses, however, such as Lakeside Golf Club in Hollywood, CA, Woodmere Country Club on Long Island and Mariner Sands in Stuart, FL, are holding their own.

Mike Heacock at Lakeside said his budget will increase for 1983.

"We have tightened up on our procedures, though," he said. "We still buy anything we can justify. We've also gone to reclaimed water to irrigate, but more for conservation purposes than economic."

Richard McGuinness at Woodmere

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"... We work on a dormant feed program and it's proven very cost-effective" —Mike Heacock, Lakeside Golf Club, Hollywood, CA

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says his course has kept right in step with inflation.

"This type course (18-hole, private) is somewhat recession-proof," he said. We also have excellent maintenance procedures. We work on a dormant feed program and it's proven very cost-effective."

Mariner Sands is part of a real estate development and cannot afford to cut back any of its beautification plans because the course is the main selling point of the housing development, according to its superintendent Kevin Downing.

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Superintendents are getting help from chemical suppliers eager to work with them in meeting their supply needs efficiently and economically.

Jim Ross, superintendent at the Santa Teresa Golf Club in San Jose, CA for the past year, said the dealers he uses have been helpful in giving 90 to 120 days same-as-cash.

Robert Mitchell of Lockhaven Country Club in Alton, IL, said his suppliers are agreeing to "split deliveries."

"That way we can buy in bulk, but not have to store what we buy until we need it," Mitchell said.

Many superintendents who've never used growth retardants and select-

ive killers are now using them to try to cut even more maintenance corners.

Courses are still trying to make improvements within the boundaries of their budgets and many share the same feeling as Richard McGuinness of Woodmere.

Maureen Hrehocik, Associate Editor

## HORTICULTURE

### Raulston recipient of NC State Chadwick Award

J.C. Raulston, Ph.D., a professor of horticulture at the North Carolina State University/Raleigh, has received the L.C. Chadwick Educator's Award. The award, presented annually by the American Association of Nurserymen, recognizes outstanding horticulture instructors in the classroom and in the industry.

Raulston has traveled extensively compiling industry nursery techniques to use in his classroom instruction. He has developed a 430-page teaching manual on nursery production and management, which is used as a standard reference source. Raulston is active in the Student Horticulture Club

and is a lecturer on horticultural topics to the public and nursery industry.

## SEED

### Williamson names Doyle national accounts manager

Thomas J. Doyle has been named national accounts manager of the Eastern Region for Garfield Williamson, Inc., a lawn seed and fertilizer supplier in the Northeast. Doyle worked for 12 years with the O.M. Scott Company where he was Salesman of the Year for eight of the 12 years, has chain-store merchandizing and promotion experience and has worked for a major food brokerage firm serving the New York metropolitan area.

## EQUIPMENT

### Toro reports smaller loss in first quarter

The Toro Company reported a net loss of \$2.3 million or 48 cents per share on sales of \$32.5 million for its first quarter which ended Oct. 29, 1982.

The loss compares with a net loss of \$6.5 million or \$1.24 per share on sales of \$23.8 million in the first quarter the previous year.

The size of the loss was reduced by a non-recurring net gain of \$466,000 after tax resulting from the retirement of industrial revenue bonds in Mason City, IA.

Toro President Kendrick B. Melrose said he was pleased with the results from the first quarter which is historically the company's weakest.

"Our turnaround continues on schedule and I would expect the company to show a quarterly profit in the very near future," Melrose said. "However, we remain concerned about the softness of the consumer economy in all of the markets we sell."

Stephen F. Keating, chairman of Toro's Executive Committee, said the greatest factor in the 37 percent increase in sales was the increase in snowthrower business where sales improved from \$2.8 million in fiscal 1982 to \$11.4 million this year.

"We have had reasonably good retail movement of snowthrowers this fall," Keating said, "especially in areas that experienced heavy snowfall late last

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