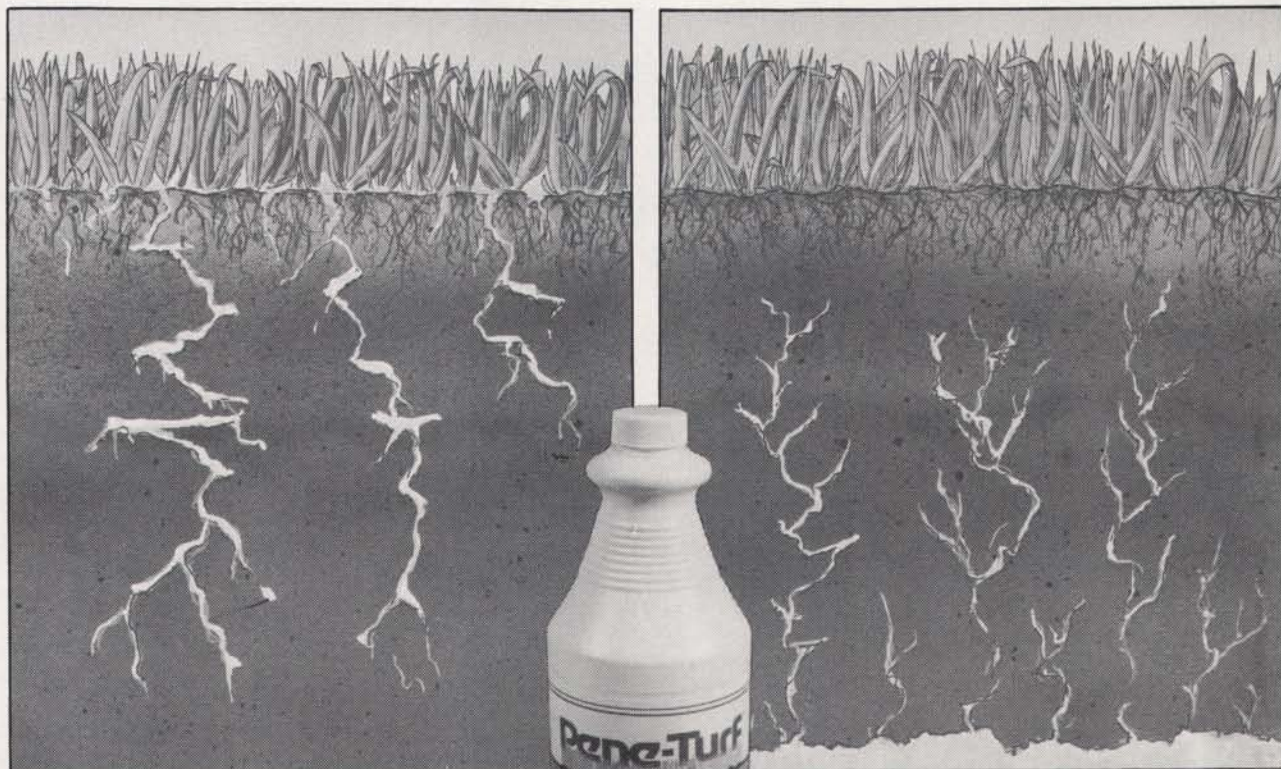


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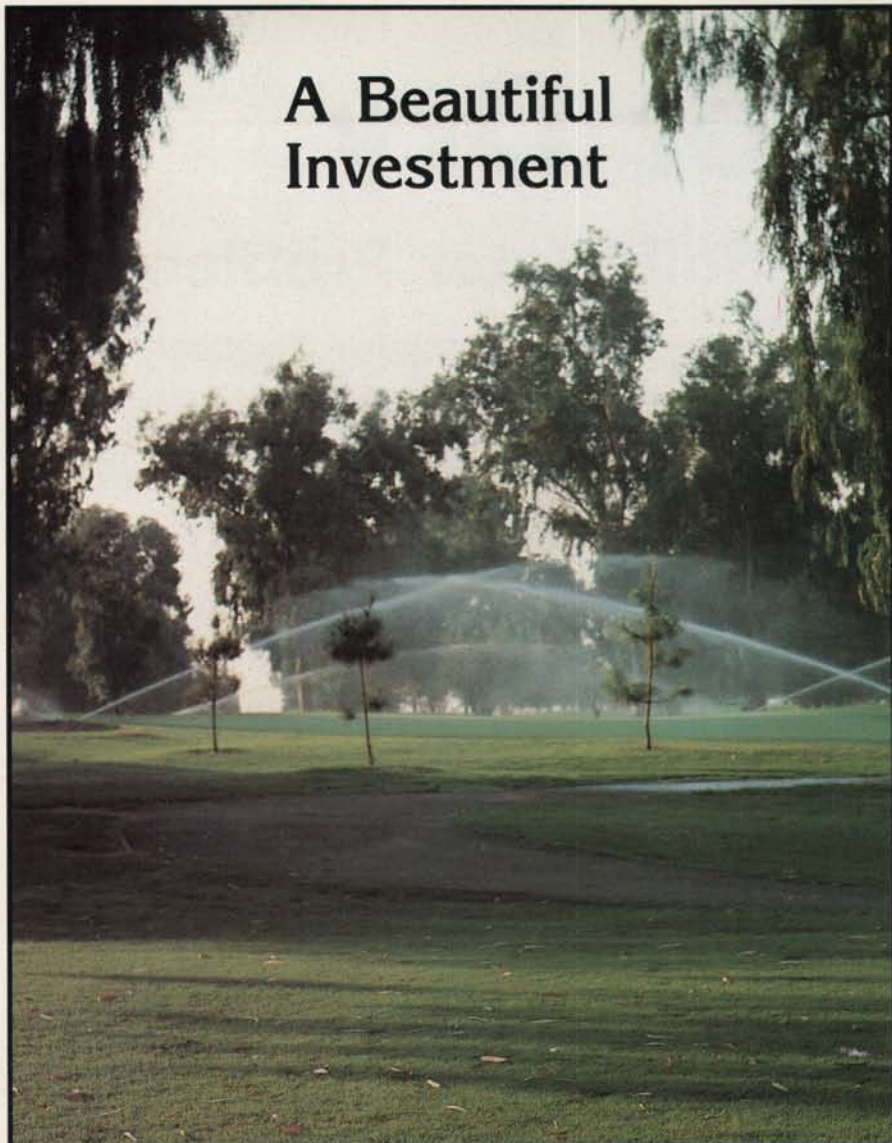


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## ALABAMA CITY BETS FUTURE ON RACETRACK

When the steel mills began closing in Birmingham, Ala., in 1979, the city saw its unemployment rate soar to a frightening 19.9 percent as 12,000 high-paying jobs were wiped out in five years. Although new service industries have since sent the figure below eight percent, that is still far above other Southern cities, which have been booming.

Now Birmingham has bet its future on a boom of its own, which it expects will arrive in 1987 when a one-mile, \$55-million horseracing track is to be completed. The way was paved for the track by affirmative votes in the Alabama legislature and in Birmingham itself, where voters opted three-to-one in 1984 to legalize parimutuel betting.

According to an article by Pete Engardio in *Business Week*, "both black and white civic and business leaders are boasting of an imminent renaissance."

Says Alex W. Newton, a white member of the city's multiracial Racing Commission, "This absolutely is the most important economic development in the city."

Thoroughbred racing and such expected collateral industries as training and breeding will create at least 6,000 jobs, prime the economy with \$200 million annually, and raise \$1.75 million in tax revenues. At least that's the belief of black mayor Richard Arrington Jr. and a multiracial investor group.

In addition to infusing new sporting blood into the city's anemic economy, thoroughbred racing is bound to bring in a host of other businesses, its proponents point out. With no other Alabama city and no adjacent state hosting the sport of kings, racing fans are expected to make tracks for Birmingham. They seem sure to attract such visitor-oriented businesses as hotels, night clubs and gourmet restaurants.

In addition, a \$300-million shopping mall to open in February will be the largest in the South. All this will make Birmingham "a tourist destination, something we have never been before," enthuses a Chamber of Commerce officer. Up to now, he admits, it has been a city "where the sidewalks are rolled up at night."

The track promoters' share-the-wealth policy has helped make it popular among the citizens. "The track will be owned by a limited partnership, the Birmingham Turf Club Ltd., 35 percent of whose members are black," *Business Week* points out. "The general public was given an opportunity to buy stock, with ownership restricted to Alabama residents. A two-percent cut of the proceeds below \$150 million (and four percent of proceeds beyond that) will be divided up by the city, county, and 26 nonprofit organizations."

Although that may seem like a two-dollar bet when compared to the state-run California Lottery, one-third of whose earnings go directly to the state's schools, Alabamians appear delighted at the prospect of lining up with their visitors come 1987 and betting their future prosperity on the state's first and only thoroughbred parimutuel racetrack.

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## TURF MERIT CITATION AWARDED TO LUCAS



NYSTA President Jack Sloan (right) presents plaque to Melvin Lucas.

The New York State Turfgrass Association has presented its highest honor, the Citation of Merit, to Melvin B. Lucas, Jr. The award was presented at the association's recent turfgrass conference and trade show, held in Syracuse, NY.

A graduate of turfgrass curricula at Pennsylvania State University and the University of Massachusetts, Lucas has served on golf courses since 1957. He became a Certified Golf Course Superintendent in 1976.

Throughout his career, Lucas has been extremely active in professional associations. He has served as president of the Golf Course Superintendents Association of America, the New York State Turfgrass Association, the Long Island Golf Course Superintendents Association and the Agriculture Division of Nassau County Cooperative Extension Association.

## GLATT RETIRES FROM SEED CAREER

In the late 1970s, seed producers in Oregon were battling city environmentalists over the right to burn their fields after the fall harvest. Farmers need to burn their fields to eliminate seed left on the fields, encourage new shoots to grow more aggressively and to get rid of the heavy layer of straw left on the field after the combines are finished.

It was an emotional time for Bill Rose, president of Turf Seed, Inc., and Tee-2-Green. Rose attended many hearings to fight for the right to burn. At these hearings he got to know an employee of the Oregon Department of Agriculture named Jay Glatt whose job it was to promote Oregon agriculture. Diversity made the friendship strong, so strong that when the debate ended in a compromise Rose asked Glatt to join him at his business in Hubbard, OR.

It wasn't long before Glatt was the general manager at Turf Seed balancing the production operation with advertising and promotion. As the New Year unfolded Glatt stepped down from his post to tend his 100-acre farm in nearby Woodburn. The debate had been settled, the turf seed company had made great strides in the state and Glatt had a new cause in the form of the nut business.

Stepping up into the general manager's spot is Darcy Loscutoff, long-time assistant to Glatt and Rose. Tom Stanley, with ten years experience in turf seed marketing, has been named sales manager.

## AQUATROLS APPOINTS MOORE SALES MANAGER



Aquatrols Corporation of America, "the water management people," has announced the promotion of Andy Moore to national sales manager. He was previously a sales rep with territorial responsibilities.

In his new position, Moore will be responsible for all national sales coordination through Aquatrols' network of manufacturers representatives and distributors. Aquatrols manufactures and markets Aqua-Gro, a soil wetting agent, and Folicote, a transpiration minimizer.

Moore has been with Aquatrols for 3½ years. He has a degree in agronomy/plant protection from Virginia Tech.

## FORD TRACTOR BUYS SPERRY NEW HOLLAND

Sperry Corporation's New Holland subsidiary, producer of specialty farm equipment, has been purchased by Ford and will be merged into its tractor division. The merger will make Ford the third largest manufacturer of farm implements in North America, by some estimates.

Sperry said the sale will let it concentrate on the computer and electronics

markets. Ford paid \$330 million for the New Holland subsidiary and assumed \$110 million of Sperry's debt.

Ford had been trying to sell its own farm equipment subsidiary but decided instead to increase its position after International Harvester sold its agricultural operations to Tenneco (JI Case Div.) and Allis Chalmers sold its farm business to Germany's Klockner-Humbolt-Deutz. The new farm equipment hierarchy is now Deere, Case, and Ford.

Ford Executive Vice President Philip Benton explained, "The players in this game are getting so big we have to be full-line manufacturers to compete." For Deere this has meant expansion into the professional landscape maintenance market and a doubling of its product line for landscape maintenance this fall. Ford expanded its landscape line last year under a manufacturing arrangement with Gilson. Case is evaluating a similar move.

## S&S SEEDS MOVES TO CARPINTERIA

S&S Seeds has moved its main office from Santa Barbara, CA, to Carpinteria, CA. The firm supplies, grows and collects native wildflowers, grass, trees, shrub and ground cover seeds.

The new location enables S&S Seeds to expand its seed processing facilities and provides space for field trials of new species. The new address is P%O% Box 1275, Carpinteria, CA 93013.

## TOP GOLF SHOPS REMAIN AT COURSES

Club managers and golf pros have been concerned during the past decade over the growing competitive threat of the discount, off-course pro shop. But, a new poll by *Golf Shop Operations* (GSO) magazine indicates that 16 California golf course-based pro shops have met the challenge and remain the primary store golfers buy their supplies in their area.

The pro shops have been listed among America's 100 best golf shops in the January issue of GSO, which is published six times yearly by *Golf Digest* to serve the industry. Sixteen of the 20 are located on golf courses, showing increasing strength among these types of operations.

The list was compiled from ballots distributed last summer to hundreds of manufacturers and traveling sales representatives. The sales reps visit the nation's shops and stores on a regular basis.

Of the over 400 nominations, the top 20 are listed in each of five different categories: private country club, resort, privately owned daily fee, municipal and off-course store.

Among the 20 are the following golf course shops:

Municipal—Bing Maloney Golf Course,

Sacramento; Brookside Municipal Golf Course, Pasadena; Haggin Oaks Golf Course, Sacramento; Palo Alto Municipal Golf Club, Palo Alto; Santa Barbara Community Golf Club, Santa Barbara; and Sunnyvale Municipal Golf Course, Sunnyvale.

Private—Annandale Golf Club, Pasadena; Blackhawk Country Club, Danville; and El Caballero Country Club, Tarzana.

Privately owned daily fee—Fig Garden Golf Course, Fresno; Gold Hills Golf Club, Redding; and Sandpiper Golf Course, Goleta.

Resort—LaCosta Hotel & Country Club, Carlsbad; Pebble Beach Golf Links, Pebble Beach; Rancho Las Palmas Country Club, Rancho Mirage; and Singing Hills Country Club & Lodge, El Cajon. Among the criteria used to judge the shops were equipment and apparel selections, gross sales, shop appearance, services offered, strength versus competition, promotion and public relations, and administrative staff.

"We're hoping that our first annual listing of the 100 best shops will generate the same kind of interest and pride that *Golf Digest's* '100 Greatest Golf Courses' does," said GSO Publisher Nick Romano.

## COMPUTERIZED SERVICE LOCATES SCARCE PARTS

A new computerized service that scans the company's North American distributor network for customers in need of hard-to-find parts and equipment is now offered by Jacobsen Division of Textron, Inc., headquartered in Racine, WI.

The service is called "Trader Jake." It can also be used to locate new or reconditioned machines, attachments, and outdated accessories.

"In effect, Jacobsen customers have the ability to obtain a quick response to an inquiry for parts inventory from distributors throughout the country as well as from our own supplies here at headquarters," says Jerome H. Betker, Jacobsen service parts manager.

The Trader Jake service is an extension of Jacobsen's REACT computer network, which instantly links distributors and the company for immediate order entry and processing.

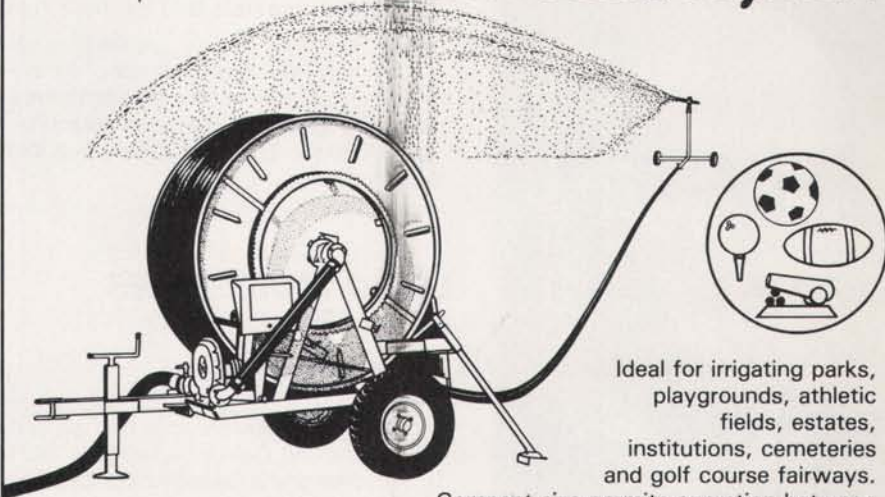
With the new service, a distributor seeking an out-of-date part or other item for a customer simply enters that data on his computer and instantly transmits the request to Jacobsen. In turn, the company sends out the request to other distributors via the REACT network. The distributor with the item then ships it to his counterpart, who supplies the customer.

According to Betker, finding a scarce item now can be reduced from a week or more to a few hours, with the part often shipped the same day it is requested.

"Keeping Jacobsen equipment of any age productive is as vital to us as it is to our customers," says Betker. "Trader Jake accomplishes that mutual goal."

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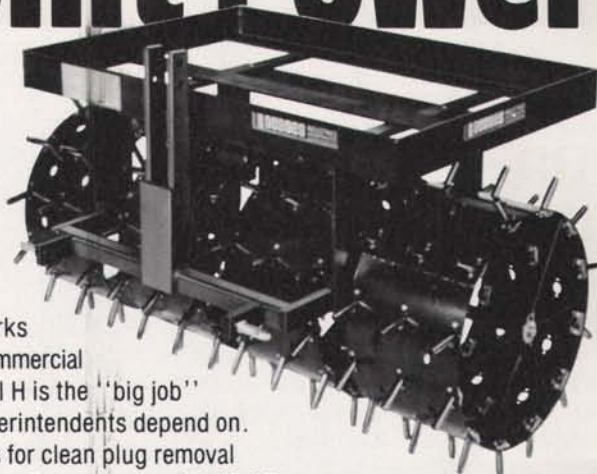
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January/February 1986 55

## SHOEMAKER TAKES HELM OF RAINBIRD GOLF DIVISION



Rain Bird Sales, Inc. is boosting its emphasis on the irrigation needs of the golf market by creating a Golf Division. The Glendora, CA, based manufacturer has made Edward Shoemaker vice president of the new division. He was formerly director of sales and marketing for the company's Turf Division.

"With architects and designers focusing increased attention on water conservation and control," Shoemaker points out, "it is important for the irrigation industry to provide a new level of service and products to meet these challenges. Golf has been very important to Rain Bird for more than 50 years."

The entire Rain Bird "golf team" including sales managers, service representatives, technical engineers and support personnel, will move to the new division headquarters in Glendora.

## LESCO TRUCK SALES EXPANDS IN CALIFORNIA

Lesco truck sales services has expanded to a second California territory. Scott Turner, formerly a salesman for Lesco of Philadelphia, has begun calling on customers in the San Diego-Long Beach area.

He will sell the firm's equipment, parts, accessories, fertilizers and chemicals to golf courses in the Southern California territory.

Customers will be served on a regular route basis, with calls coming to them from the main office a day in advance to advise them of schedules and specials.

The new California territory will mark Les-

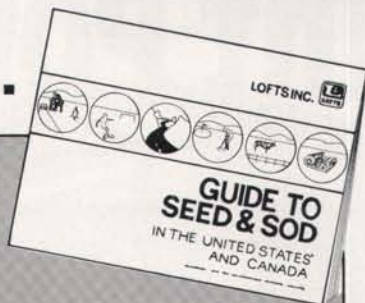


co's 32nd truck sales unit. Its first California territory opened in 1984, with Greg Letsche calling on golf course customers in the Palm Desert area.

Turner has worked for the company since 1982. Before that he was an agronomist with the Maryland Department of Agriculture and an assistant manager with a major grass seed company. He holds a bachelor's degree in agronomy from California Polytechnic University, San Luis Obispo. Turner lives in Oceanside, CA, with his wife Cathy and their two children.

FREE . . .

## LOFTS TURF GUIDE



Lofts' *Guide to Seed and Sod in the U.S. and Canada* is available free of charge on request. The *Guide* is a complete reference for turf grasses, with comprehensive information on use, adaptation, planting dates and rates. This latest edition also includes a section on ornamental grasses and their application.

For your free copy contact Marie Pompei, Research Department, Lofts Inc., Box 146, Bound Brook, NJ 08805, (201) 560-1590.



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# Palmer Scottsdale Addition Rushed to Completion



More than 45,000 sq. ft. of bermudagrass sod was installed in drainage channels in one 10-hour day.

The tourist golfer begins to arrive in the Phoenix, AZ, area in the fall and no golf developer wants to miss that business. So, when the Arnold Palmer-designed Scottsdale Country Club's new nine was still without turf cover last August, special measures were called for to get it done in time.

The challenge, according to Karen Ollerton of A-G Sod Farms, was to install the sod and stolons as soon as possible in order for sufficient growth to take place prior to winter overseeding. Daytime temperatures were at their hottest and August thunderstorms were known to drop two inches of rain in half an hour causing raging floods through flow channels on the golf course.

To avoid erosion and speed up the onset of construction after the rains, more than 45,000 square feet of Tifgreen bermudagrass sod was installed in the drainage channels in one ten-hour day. A crew of 13 men, two power rollers, one fertilizer spreader and one forklift started work at four o'clock in the morning. Each truck carrying 10,000 square feet of sod was spotted at a specific



Over 70,000 sq. ft. of greens and tees were hydromulched in one day.

location along the channel. If just one truck was in the wrong place, severe problems would result with daytime temperatures of 115 degrees.

Next, more than 70,000 square feet of

greens and tees were hydromulched on one day at a rate of 10-13 bushels per 1,000 square feet.

With fall rapidly approaching, five sets of tees and greens were still bare. The entire fourth hole was still sand. It was sodded with a combination of common bermuda and Tifgreen to provide the unique color contrast that Palmer wanted for the hole. Finally, the last five tees and five greens, averaging 6,000 square feet, were carefully sodded to a flat, even slope.

Scottsdale Country Club Superintendent Dennis Reed and consulting superintendent Turner Reaney had their hands full managing the existing 18 holes, coordinating the construction, and preparing the entire course for winter overseeding. The summer of 1985 will be one Reed won't forget for a long time.

A-G Sod Farms was established in 1969 with the formation of Greenlawn Sod Company in Fort Collins, CO. Since that time, it has expanded to Dallas, TX; El Paso, TX; Amarillo, TX; Albuquerque, NM; Phoenix; and most recently Perris, CA. ▶

# ROOKIES

## PRODUCT UPDATE

### WATER SOLUBLE FERTILIZERS



For exacting turf managers who don't like to depend upon weather, soil organisms, or leaching to get fertilizer where it's supposed to be when it's supposed to be there, water soluble fertilizers may be the answer. Plant Marvel, which has produced fertilizers for more than 60 years, has written and published a free guide to water soluble fertilizers.

The 16-page brochure shows how water soluble fertilizers work compared to granular-applied products. The company recommends controlled regular feeding over infrequent fertilization. This permits close adjustment of fertilizer to plant needs at various times of growth cycles.

The water soluble fertilizer is compatible with other turf chemicals and includes a blue trace dye to avoid missapplication or over-application. The products have a low salt index to prevent foliar burn and can be applied through irrigation systems equipped with injection metering systems.

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