Lasco outlines goals

Lasco Fluid Distribution Products (formerly Lasco Fittings Division) announces strategic goals focusing on the company’s new image at a national meeting in Tennessee.

The meeting prior to the conference was attended by key Lasco personnel involved in establishing and formulating plans for the next three to five years.

Lasco’s strategies focus on marketing and sales, manufacturing, research/design and engineering, finance and human resources.

Debbie Worden, administrative manager, said the mission is to inform customers that the company conducts its business with complete integrity in all of its dealings.

Jim Geary, president of Lasco Fluid Distribution Products and Lasco Panel Products, said, “We provide a steady stream of profits and a better-than-average return on investment in order to grow the business and provide growth opportunities for our employees, and we are a concerned and active corporate citizen in the community.”

Attendees had the opportunity to form objectives and tactical plans to accomplish the objectives.

“It was extremely exciting working with all of the various departments to accomplish such a tremendous goal,” said Worden.

“Working together helped us to appreciate other perspectives besides those in our departments.”

Foster forms turf company

John Foster, former president of Foster Turf, has announced formation of West Coast Turf. The company is a commercial sod producer in California’s Coachella Valley.

Joining Foster are former director of operations at Foster Turf, Joe Foster, and former director of marketing, Jeff Cole. Jennifer Clark serves as office manager.

The company will market bentgrass sod as well as hybrid Bermuda sod and stolons.

Administrative offices are located at 41-945 Boardwalk Ste. V, Palm Desert, Calif.; telephone 800-447-1840 or 619-779-1840.

Barenburg buys into Normarc, Inc.

Barenburg Holding has taken a major share in Normarc, Inc.

Barenburg is one of the world’s largest breeders, producers and marketers of lawn grasses and forage crops.

“The merger with Barenburg will give us an unlimited access to their breeding programs. This, together with a long experience and marketing know-how, will certainly strengthen our position in the markets for high-quality varieties in the United States,” said Normarc Chairman of the Board Joseph O. Jacob.

This development will also lead to an integration with the already existing company, Barenburg U.S.A. in Imbler, Ore.

The management team of Normarc now includes Roeland Kapsenberg, general manager of Barenburg U.S.A.; Don Herb, marketing manager; and Jacob, manager.

Warren’s sells TerraFlow rights

Warren’s Turf Nursery, Inc. has sold all rights to the promotion, sales and distribution of TerraFlow geocomposite subsurface turf drainage products to Contech Construction Products Inc.

Warren’s, headquartered in Crystal Lake, Ill., introduced TerraFlow systems in 1986.

Contech, of Middletown, Ohio, will sell the product line through a nationwide distribution network.

Formed July 1, 1986, through a management purchase of the assets of the Construction Products Division of Armo Inc., Contech has been the manufacturer of TerraFlow geocomposites. Contech makes and supplies aluminum, steel and plastic products for the general construction industry.

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Columbia ParCar Corp. has announced that Great Lakes Power Products in Cedarburg, Wis., is its new authorized ParCar dealership for Washington, Ozaukee, Kenosha, Racine and Milwaukee counties in Wisconsin.

Kohler Engines has opened a toll-free telephone number—1-800-447-1840—for information requests from consumers and original equipment manufacturers.

Sumner Country Tractor in Hendersonville, Tenn., has been named the exclusive distributor for John Deere golf and turf products in middle Tennessee.

PBI/Gordon Corp. of Kansas City, Mo., has acquired ownership of Amidochier, the active ingredient in Limkit™ Turf Regulator, developed by Monsanto Co. PBI/Gordon will market Limit in North America.