

BRIEFS



LESCO NAMES VP OF SUPPLY CHAIN MANAGEMENT

CLEVELAND — LESCO, Inc. has named Frans Jager to vice president, supply chain management. Jager's responsibilities will include the creation of a supply chain management process and organization that deals with internal and external product flow issues in a seamless fashion. In this new capacity, Jager will coordinate planning between manufacturing, procurement, marketing and sales in order to optimize inventory utilization and turns.



Frans Jager

REDEXIM SHIFTS RESPONSIBILITIES

WAYNE, Pa. — Redexim Charterhouse, makers of the Verti-Drain, recently announced a shift in sales responsibilities in the U.S. Philip Threadgold will now be responsible for all sales and distribution for the continental U.S. and Canada. He will be representing the entire line of Redexim Charterhouse products, including the Verti-Drain, Verti-Seed, Verti-Brush and Charterhouse turf equipment. Threadgold takes on this newly formed role following the retirement of Ruud Francissen, who will move on to serve on Redexim Charterhouse's board.

BARENBRUG NAMES NEW CEO

TANGENT, Ore. — Barenbrug Holding BV of The Netherlands announced the appointment of Don Herb as the new president and chief executive officer of Barenbrug North America. Herb will remain general manager of Barenbrug USA in Tangent, Ore. Herb has been in the grass seed industry since 1968. Herb became General Manager of Barenbrug USA shortly after Barenbrug purchased a U.S.-based seed company several years ago. Herb will be responsible for a staff of 150 employees nationwide.

CETCO PROMOTES OLSTA

ARLINGTON HEIGHTS, IL. — Colloid Environmental Technologies Co. (CETCO) has promoted Jim Olsta from technical manager of the lining technologies group to the technical manager of CETCO U.S.A. Olsta's focus will remain on the development of new products.



NEW PRODUCT OF THE MONTH

SHICKLEY, Neb. — Oswald Manufacturing, Inc. has added the Ecoeddy model WAA wind-powered circulator/aerator to its line of circulation and aeration equipment. This zero energy cost model creates a vortex action in ponds resulting in deep circulation and aeration through a natural process. For more information, contact Oswald Manufacturing, Inc. at (888) 206-2131.

ASP: A new face for Advanta

ALBANY, Ore. — The Advanta Group, the product of the recent merger of Dutch-based Royal VanderHave Co. and UK-based Zeneca Seeds, has changed the name of Advanta Seeds West Inc. to Advanta Seeds Pacific Inc. (ASP).

According to ASP, the new name is a more accurate reflection on the division's market focus. "We're starting to look at China and other Pacific Rim countries to expand our current markets," said David Holman, general manager of ASP.

ASP will provide research, production and wholesale seed marketing for both turf and forage grass seeds.



JOHN DEERE ADDS TO TURF CARE FACILITY

RALEIGH, N.C. — John Deere Worldwide Commercial & Consumer Equipment Division will soon break ground on two additions to its turf care facility in south-eastern Wake County.

The expansions, an estimated \$6 million investment, will be built onto the company's existing facility. The additions will house a product and market development center

Mid-Atlantic closes the circle on service

By MICHAEL LEVANS

COLLEGEVILLE, Pa. — Mid-Atlantic Equipment Corp., a distributor of E-Z-Go and Yamaha golf cars, has made the turn into the aftermarket parts business in an effort to solidify its one-stop shop methodology.

According to Joe Kelly, president of Mid-Atlantic, the move was the next logical step for the company, which has put more than

car distributor's customer base.

"We want to stay with our customers from start to finish," said Kelly. "Over the past half a dozen years of so, there's been a major move by third-parties who have

taken it upon themselves to develop a mini-industry by sourcing and selling golf car parts. The aftermarket guys don't sell golf cars. This allows us to bring value-added information to the customer."

'The aftermarket guys don't sell golf cars. This allows us to bring value-added information to the customer.'

—Joe Kelly

46,000 golf cars on courses in the Middle Atlantic states, Florida and Bermuda. To offer aftermarket parts, said Kelly, is to close the circle for the golf

Kelly is banking on that value-add as well as the time savings to speed word of the company's new service. Instead of brows-

Continued on page 41

Simplot Co. eyes Jacklin

BOISE, Idaho — J.R. Simplot Company, a privately held agribusiness with annual sales of \$2.8 billion, has agreed to purchase Post Falls, Idaho-based Jacklin Seed. The deal marks Simplot's initial move into the grass seed business.

"We are a company that seeks to own and operate businesses associated with agriculture," said Steve Bebe, Simplot's president. Simplot is currently involved in food processing, agriculture and the manufacture of agricultural

fertilizer. "We see a direct link with our existing domestic operations and our international businesses in Australia, China and Japan," said Bebe.

Jacklin will remain a Post Falls-based business unit of Simplot, with Doyle Jacklin, one of the three original owners, to become president of Simplot-Jacklin. According to Bebe, no changes are anticipated for present management or any of Jacklin's 120 employees.

"Jacklin has established a solid reputation for innovation and quality in the seed business," said Bebe. "We will ask its management team to continue to grow and to build on that record."

According to Simplot spokesperson Fred Zerza, the marriage of the two companies could help both organizations gain a foothold in new overseas markets. "We have a potato processing plant in China and we've marketed a number of food products in Japan," said Zerza. "Jacklin has sought international markets and so have we. We think the marriage will help both entities in those pursuits."

According to Jacklin, the company has been looking to penetrate into Chinese markets. Through Simplot's agricultural production and processing operation in Beijing, the company said it can pursue this goal at a greater degree.

Under the deal, Jacklin will continue to operate facilities in Post Falls, Nezperce and Jerome, Idaho; Albany, Ore.; Ritzville, Wash.; and Phoenix and Yuma, Ariz.

(From left to right) Bob Barker, mayor of Fuquay; Jeff Gredvig, general manager of Commercial/Golf & Turf for John Deere's Worldwide Commercial & Consumer Equipment Division; Gary Carlton, director of business & industry for the North Carolina Department of Commerce; and Bob Zippay, plant manager of TurfCare Inc.