AGREVO JOINS PLATINUM TEE CLUB

MONTVALE, N.J.—AgrEvo has announced its recent membership in the Platinum Tee Club, the premier support organization of The Golf Course Superintendents Association of America (GCSAA) Foundation. AgrEvo became a member of the Platinum Tee Club to demonstrate its support of the organization.

“I am pleased to welcome AgrEvo as our newest member. Their commitment to the golf course superintendents and the golf course industry is greatly appreciated,” said Michael O’Rourke, Executive Director of the GCSAA Foundation.

John Deere donates equipment to Colbert Hills

MANHATTAN, Kan. — John Deere recently inked a commitment to provide the Colbert Hills Golf Course, the prototype Tournament Players Club (TPC) university course at Kansas State University (see GCN, June, page 17), with a full complement of new Deere turf equipment.

“When John Deere signed with the PGA Tour to be the exclusive supplier of mowing equipment to all TPC owned courses last year, we built a very good relationship with them,” said Jim Porter, administrator, John Deere golf & turf sales. “Kansas State was able to get together with PGA Tour properties and hire them to be the management and operational group of Colbert Hills.”

It was that initial relationship with the PGA that got Deere involved. According to Porter, this equipment will play a critical role in the development and maintenance of the course, a course that opens management avenues to future golf course superintendents through a “living laboratory” approach to learning.

“Superintendents can grow grass,” said Porter. “But they don’t seem to be prepared for many of today’s challenges, in that they didn’t have the business classes or the communications classes. This new program will help alleviate those deficiencies, and we think that our involvement will help move that process along.”

John Deere also stands to learn from the course’s unique function as classroom.

New European market player: Flowtronex Europe

DALLAS/PORTSMOUTH, England — With a goal of becoming more competitive in the European pump station market, Rosewood Equipment, the parent company of pump system manufacturer Flowtronex PSI, has purchased Portsmouth-based Action Pumping Services Ltd., the company's first international acquisition.

With Action under its wing, Rosewood has launched Flowtronex Europe Ltd., a brand new entity headed by Steve Hockley, Action’s managing director.

Flowtronex PSI has had European representation in Hamburg, Germany for the past two years, however, according to Rosewood Vice President Dave Brockway, Action’s new local manufacturing presence and an entree into European markets that, to this point for the company, have remained un tapping.

“We’ve sold some pump stations into the market,” said Brockway, “but we were getting the high-end, high-profile, typical American designed courses.

“The problem is that for every one of those high-end courses there are 10 other, more typical European courses with smaller irrigation system needs. We have a very good product but it’s an American product and it’s a high-end product. Now we can manufacture locally; and from a cost standpoint, we can now make a more competitive product.”

From Action’s standpoint, Flowtronex offers a wealth of resources. “It’s not only financial,” said Hockley. “They bring personnel, marketing and technological expertise that a small firm just can’t afford. That’s going to be a big improvement for us, certainly as far as getting deeper into the markets in Europe.”

International picks up half of Twin City

HALSEY, Ore.—International Seeds, Inc., a Cebeco Agricultural Seeds Group member, reached a final agreement to purchase 50 percent of the issued and outstanding share of stock of Twin City Seed Co. of Minneapolis, Minn.

Twin City Seed Co. was founded five years ago by John Glatty and several other investors to distribute turf and forage grass seeds and erosion control products in the states of Minnesota, Wisconsin, North and South Dakota. International Seeds is a leading breeder, producer and marketer of improved turf and forage grasses.

The joint agreement will provide for greater distribution and long term growth in the Midwestern market and represents a consistent source of supply and access to new varieties developed by ISI/Cebeco research.

According to Glatty, “This agreement means another step forward in our rapid growth to become a major supplier of turf and forage grass products in the upper Midwest.”

John Glatty will remain as President and General Manager of Twin City Seed Co., and Rich Underwood, President and General Manager of International Seeds, will become Chairman of the Board for Twin City Seed Co.