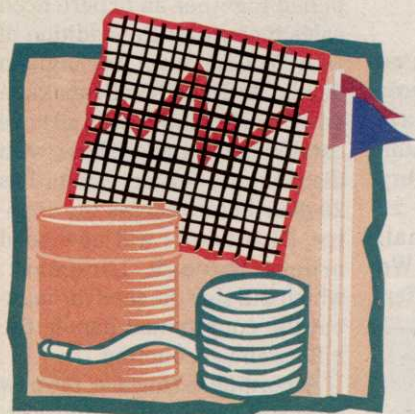


BRIEFS



SIMONINI JOINS SYNCROFLO

NORCROSS, Ga.— James A. Simonini has taken on the role of market development manager for SyncroFlo's Golf & Irrigation Division.

Simonini will be responsible for developing national and international sales and for expanding SyncroFlo's existing sales and service networks.

Simonini has extensive experience in consumer goods and business-to-business sales and marketing management.



James Simonini

RAIN BIRD ADDS LAMBERT

AZUSA, Calif. — Rain Bird's Golf Division has announced the addition of Tim Lambert to the sales department as a regional sales manager. Overseeing Rain Bird's golf business in the Northwestern region, Lambert will focus on building relationships with distributors and seeking opportunities in new course construction and renovation.

HUNTER NAMES FRANCO, CARTER

SAN MARCOS, Calif. — Legacy by Hunter, the golf irrigation division of Hunter Industries, has named two new Western regional sales managers. Tom Franco, based in Fresno, is district sales manager for the western states and Steve Carter, based in Lakewood, Colo., is district sales manager for the Rocky Mountain/Central areas.



Tom Franco

As part of their responsibilities, Carter and Franco will work with golf course irrigation specifiers, including golf course architects, irrigation consultants, management companies and installation contractors.

PRECISION SELECTS PHIPPS

NORTHBROOK, Ill. — Precision Laboratories, Inc. has announced that Mark Phipps has joined its Turf, Ornamental and Aquatics Team as a district manager. Phipps has sales responsibilities with distributors in two U.S. districts. For the past 17 years, he has been in sales for Moyer and Son of Souderton, Penn.

AgriBioTech launches new wholesale business unit

By ANDREW OVERBECK

SALEM, Ore.— AgriBioTech's integration efforts continue to take shape with the formation of Independent Seeds as the company's new turf, forage and international wholesale business unit.

Allied Seed Co., Burlingham Seeds, Clark Seeds, Olsen-Fennell Seeds, Oseco, Inc., Peterson Seed, Seed Resource, Van Dyke Seed, W-D Growers Idaho, Wilber's Seed, Willamette Seed Co., W-L Research and Zajac Performance Seeds have been combined to form Independent Seeds.

"This business unit will have a separate and distinct product line that will be marketed through existing wholesale distribution channels," said John Zajac, director of Independent Seeds. "We will fully represent all the warm- and cool-season turf varieties in one location and through one sales representative."

By combining these 13 companies, Independent Seeds now offers a broad line of high-performance turfgrass varieties. "If you take the companies that used to exist and replace them with the Independent Seeds name, we are very well repre-



John Zajac

sented in the top grouping of many of the current turfgrass trials," said Zajac.

The new company will also benefit from increased marketing and ordering efficiencies.

"We have invested in more sophisticated warehouse tracking, which will make it easier to work with distributors; and we are working to simplify and trim down operations integrating our Oregon people into one location," said Zajac. "As we integrate we will take these new efficiencies and reinvest into research and development and new products."

Improving research and development efforts is at the top of Independent Seeds' list. "We want to continue to play a leadership role in both warm- and cool-season grasses as far as the end user is concerned," said Zajac.

A larger research program will also allow Independent Seeds to delve into more diverse projects. "We will spend more time looking at the less-important and more-obscure grasses that could be developed to serve niche markets that are now not being invested in," said Zajac.

Another facet of Independent Seeds' business will be handling the international activities for ABT. "We will be making a more concerted effort to serve the

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NEW PRODUCT OF THE MONTH



TEXTRON ROLLS OUT NEW RANSOMES E-PLEX II ELECTRIC GREENS MOWER

Textron Turf Care and Specialty Products offers the Ransomes E-Plex II electric greens mower. Designed to boost mowing productivity and performance, the E-Plex II's quiet, pollution-free operation makes it ideal for courses that are near residential developments. Equipped with a 48-volt electric motor, the E-Plex II draws its energy from eight 6-volt batteries and can operate up to three hours on one full charge. Since it has no hydraulic system, oil, air filters, spark plugs, radiator or ignition components maintenance is kept to a minimum. Total cutting width of the Ransomes E-Plex II is 62 inches. To optimize mower performance, a programmable hand-held service tool provides convenient diagnostic checks of the electrical system.

Landmark to handle Scotts distribution

By ANDREW OVERBECK

MARYSVILLE, Ohio — In a move to increase its seed business, the Scotts Co. has reached an exclusive distribution agreement with Spokane, Wash.-based Landmark Seed Co. Scotts, which has sold seed direct for the last 35 years, will now be utilizing an extensive distribution network to move its seed products. Under the new arrangement, Scotts will grow, supply and market seed, and Landmark will be responsible for sales, invoicing and distribution. The financial terms of the agreement were not disclosed.

According to Wayne Horman, director of national accounts and the marketing manager for seed, the distribution changes are the first step in making Scotts more of a seed company.

"We have really been a fertilizer company that sold seed. We did not operate as a seed company," said Horman. Citing technologically advanced varieties like Round-Up-ready bentgrass and bluegrass, Horman said it was time that Scotts seed stood on its own and gained an

Continued on page 40

Flowtronex PSI acquires Mikotech

DALLAS — Flowtronex PSI has strengthened its direct service capabilities to courses in the Southern California and Nevada markets by acquiring Riverside, Calif.-based Mikotech.

Mikotech's seven service technicians stationed in southern California and Las Vegas will remain with Flowtronex PSI as its Western Service Group, with plans to increase the total service staff to 12. The acquisition includes a 10,000-square-foot office complex-warehouse located in Riverside to serve Flowtronex PSI customers in the Los Angeles-Orange County, Palm Springs and Las Vegas areas. Mikotech has been a certified Flownet service provider since 1993.

"The acquisition is very much a part of PSI's ongoing effort to devote more technicians and resources to offering local factory direct service to customers," said Flowtronex PSI General Manager Tom Male.

Mikotech's founder, Mike Skidgel, will continue to manage day-to-day operations and maintain responsibility for his existing service territories. "I envision better, more efficient and more timely customer service with the additional resources at our disposal," said Skidgel.

Mikotech is the second such acquisition in a year. Last August, Flowtronex upped its presence Kentucky, Tennessee and the Carolinas by acquiring the Richard Embry Co.



ACQUISITIONS

Golf Course News STOCK REPORT (9/15)

Company	Symbol	Stock Price	%Change 1/1/99	%Change 7/15/99	P/E	52-week Range	Proj.5-yr Earn. Growth
Astrazeneca	AZN	39.25	-12.53	6.26	31.15	31-48.94	9.20%
Deere & Co.	DE	40.25	21.28	-4.45	21.47	28.38-45.94	9.50%
Dow Chemical Co.	DOW	115.37	26.87	-10.26	21.28	78.69-138	8.00%
Family Golf Centers	FGCI	2.87	-85.44	142.11	9.48	.72-24.5	N/A
Golf Trust of Amer.	GTA	18.87	-31.98	-14.20	14.18	18.5-31.88	11.70%
Ingersoll-Rand	IR	60.06	27.12	-4.76	17.8	34-73.82	11.50%
Lesco Inc.	LSCO	15.25	18.45	-8.27	17.73	9-19.5	17.50%
Nat'l Golf Prop.	TEE	20.44	-29.37	-10.90	19.09	20.87-30	9.80%
Toro Co.	TTC	37.56	31.80	-1.15	21.68	16.5-39.5	13.00%
Textron Inc.	TXT	77.06	1.48	-6.87	5.47	52.06-98	14.10%

* — DATA PROVIDED BY THE VALUE TREND LINKS