BRIEFS

J. Andrew Drohen

DROHEN TAKES JACKLIN POST
POST FALLS, Idaho — J. Andrew Drohen has joined Jacklin Golf as northeast marketing manager for the North-eastern U.S. He will work with golf course architects and builders in his region to specify grass seed varieties for new golf course construction and renovation projects. Prior to joining Jacklin Golf, Drohen was consultant/principal for Turfgrass Environmental Consultants.

PURSELL SNAPS HEEGARD
SYLACAUGA, Ala. — Dave Heegard has signed on as director of professional sales for Pursell Technologies Inc. (PTI). Heegard will be working with distribution partners to help gain access to new markets for Polypro professional formulations. Since 1997, Heegard has owned and operated, Heegard, Inc., a consulting firm that helps companies move products into the turf market.

ROOTS PROMOTES LONG, HUGHES
NEW HAVEN, Conn. — Roots, Inc. has promoted Ed Long to vice president of sales for independent distributors, USA. Long, who has been with Roots since 1997, has more than 20 years of experience in the green industry. Roots has also appointed Jim Hughes as West coast territory manager.

BARENBURG APPOINTS KAPSENBURG
TANGENT, Ore. — Barenbrug has appointed Roeland Kapsenberg as CEO to team up with J.R. Simplot and Cebeco Seeds in refocusing its efforts on the U.S. and the subsequent 61-percent (as of Dec. 15) slide in the value of the company’s stock. Eco Soil Systems, Inc. is refocusing its efforts on the U.S. marketplace. The company, which manufactures and distributes the Bioject system, chalked up the revenue shortfall to over-exposure in Mexican agricultural markets.

“We were very aggressively deploying equipment down there and were having a lot of problems getting paid,” said Eco Soil President and Chief Executive Officer William Adams. “I believed that the risks in Mexico would be offset by the opportunity and I was wrong.”

Metallic Power passes utility vehicle test
SAN DIEGO — Metallic Power Inc. has successfully completed the first-phase demonstration of a prototype zinc/air fuel cell system using Textron’s Cushman-brand utility cart. The zinc/air fuel cell-powered cart achieved the same ground speed as a lead-acid battery-operated cart, refueled in about 10 minutes compared to lead-acid batteries’ eight hours and was able to cover 25 percent more distance than when powered with lead-acid batteries.

“The success of this demonstration means we have met a significant investor milestone and we are on target for our 2002 product launch,” said Dr. Jeff Colborn, Chief Executive Officer of Metallic Power. “This demonstration marks the first step in making clean power a reality.”

Graph showing Eco Soil Systems, Inc.

ECO SOIL’S STOCK HAS SLIPPED 61 PERCENT SINCE SEPT. 15

ABT posts loss, but remains on track
HENDERSON, Nev. — AgriBioTech has posted a first-quarter loss for fiscal year 2000, despite record shipping volume. The company cited falling prices as the key reason behind a net loss of $3.6 million. However, ABT stated that a higher mix of proprietary to common seeds improved gross margin for the quarter and that the implementation of its strategic plan is on track.

The “revenue decrease reflects three factors: the decline in average sales price for seed products because of excessive worldwide supplies, a delayed harvest of turfgrass seed and an unfounded and the company intends to unfounded of Eco Soil’s stock between April 13 and Nov. 15.”

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Sybron reworks distribution agreement

Salem, Va. — Sybron Biochemicals, manufacturer of Green-Releaf, has signed a distribution agreement with Milliken Turf Products. Sybron acquired the microbial technology in February 1999 from Jacksonville, Fla.-based Green-Releaf BioTech, Inc.

“Sybron took on Green-Releaf because we believe this technology is the future of turf maintenance,” said Ted Melnik, vice president of Sybron Biochemicals. “Our new arrangement with Milliken will simply accelerate that process.”

The worldwide distribution capabilities of Milliken will enable Sybron to focus more resources on its core strengths of research, development and manufacturing.

“Sybron’s next generation of technology represents a step forward in the continued evolution of microbial technology. The company’s new patent-pending technology will provide a more reliable product with faster more consistent bio-performance,” said Melnik.