



The Andersons wrap up Scotts Co. acquisition

By ANDREW OVERBECK

MAUMEE, Ohio — Just five months after signing a letter of intent to acquire the Scotts Co.'s U.S. professional turf business, Andersons, Inc. announced June 1 that the transaction has been completed. The company has now entered into a transition strategy to get its new sales team up to speed.

"For the size of the deal and number of people involved, it [the acquisition] went very smoothly," said General Manager Tom Handel. "We are now working on getting our sales people lined up and aimed in the right direction."

The Andersons are also working to quell rumors and communicate what this acquisition means to the golf course industry.

"There was a lot of speculation from a variety of sources that there was going to be some huge difference in Scotts products after June 1," said John Henson,

marketing manager for the Anderson's Processing Group.

"The product in the bag will remain the same," said Handel. "Down the road the bag may look slightly different, but the contents will be the same."



Tom Handel

Andersons acquired the ProTurf, Contec and PolyS brand names from Scotts but will only be able to use the Scotts logo, the green oval, during the transition period. Andersons also signed a long-term supply agreement with Scotts.

In order to ease through the transition process, said Henson, Andersons will spend the next several months visiting superintendents and distributors to evaluate their needs, concerns and expectations.

The company will also be working on bringing new products to market.

"We have a lot of innovative energy and we have some things in the hopper that we think will be exciting to the future of our business and the industry," said Handel.

EPA reduces Dursban rates

By ANDREW OVERBECK

WASHINGTON — The Environmental Protection Agency (EPA) released its revised risk assessment for chlorpyrifos (Dursban) June 8 and has signed an agreement with Dow AgroSciences and other registrants to eliminate and phase out certain uses of the popular insecticide.

While Dursban use has been canceled in home and garden applications, agricultural and golf course uses are remain relatively intact. On golf courses, the EPA has reduced the application rate from four pounds per acre to one pound per acre.

Of the 35 insects on the Dursban Pro label, only six will be effected by the reduced rate ruling said Dow's Mike Melichar, customer agronomist for turf, ornamental and technical products.

"Control of annual bluegrass weevil, black turfgrass ataenius, mole

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Zeneca targets owners, managers

WILMINGTON, Del. — Zeneca Professional Products has taken a new approach to marketing its products by directly targeting golf course management companies and owners.

"There is consolidation on every level," said National Accounts Manager, David Ross. "Management companies are purchasing other courses and smaller management firms and local courses are forming buying groups."

At the same time courses are under increasing pressure to keep costs down and one way to do that is by reducing inputs, said Ross. "Instead of having our prices driven down we are going to the source to learn more about what they do and how they make decisions," he said.

So far, Ross has found that the superintendent often has the final call in purchasing decisions, but the owner has some influence as well. "We are trying to give the owners more information so that when he has a conversation with the superintendent he is on a more even footing," said Ross.

— Andrew Overbeck

Golf Course News STOCK REPORT (6/16)*

Company	Symbol	Stock Price	%Change 1/1/00	%Change 5/15/00	P/E	52-week Range	Proj. 5-yr Earn. Growth
Astrazeneca	AZN	42.375	1.50	-3.14	65.04	31-47.88	9.3%
Deere & Co.	DE	41.125	-2.95	-7.58	35.4	30.31-49.32	9.5%
Dow Chemical Co.	DOW	108.675	-18.06	-7.36	17.25	92-141.5	8.1%
Family Golf Centers	FGCIQ	0.3125	-77.78	0.00	N/A	0.25-9.5	N/A
Golf Trust of Amer.	GTA	15.8125	-6.64	-6.30	12.96	14.5-25.75	8.5%
Ingersoll-Rand	IR	43.8125	-20.43	-7.15	12.55	34.25-69.875	12.2%
Lesco Inc.	LSCO	14.25	-16.18	-8.06	10.14	12.25-19.5	17.5%
Nat'l Golf Prop.	TEE	21.8675	9.81	9.81	16.52	18.38-27.75	9.3%
Toro Co.	TTC	34.3125	-8.04	11.13	11.89	29-39.5	12.0%
Textron Inc.	TXT	56.5	-26.32	-14.15	12.65	51-91.75	14.2%

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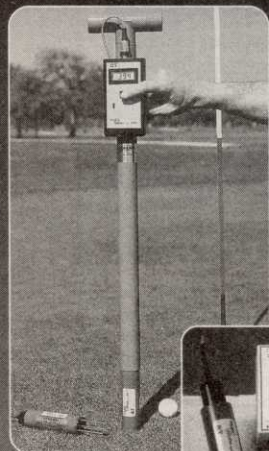
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e-industry

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"I am not going to go to everyone's individual web site," he said. "That is going in the wrong direction, we need a one-stop-shop."

Randy Nichols, superintendent at Cherokee Town and Country Club in Dunwoody, Ga., and a Greentrac.com user has been impressed with the cost and time savings available on-line. "Every time I have placed an eRFP I have saved the club money, anywhere from 10 to 35 percent," he said.

Exactly how the Internet will alter existing vendor relationships is still unclear, although some companies are envisioning a new sales model.

Linde Sorensen, managing director of Internet services for Toro Co., believes that the Internet will not replace face-to-face customer support, but will enhance it.

"It may get salespeople out providing training and product support and help them spend less time pushing paper," she said.

Casey Pearson, director of e-business for Textron Golf and Turf, looks to take it one step further.

"I see customers using [on-line] 'configurators' to put together specific combinations of accessories that they are looking for in a piece of equipment," he said.

However, companies are approaching the young e-commerce industry with guarded optimism.

"We are taking the conservative approach," said Sorensen. "We are looking at all the sites. There is not one solution."

— Andrew Overbeck

Dursban rates

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crickets and three types of grubs require greater than one pound rates," said Melichar. "Insects such as ants, army worms, cut worms, chinch bugs, chiggers, ticks and crickets will all be controlled at the one pound rate. The rate will still control 85 percent of the insects listed."

Dow will have to change the Dursban Pro label to reflect the new rates by December, but Melichar said that all product with the current label, including stock purchased between now and December can be legally applied until Dec. 1, 2001.

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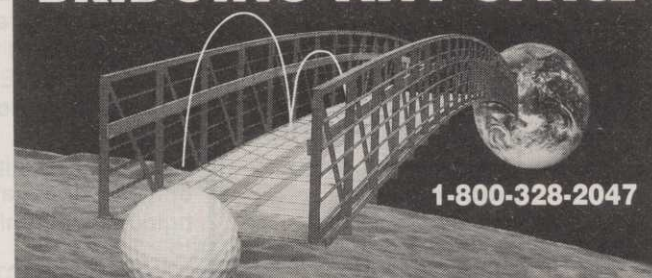
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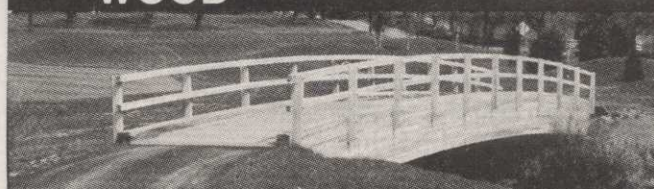
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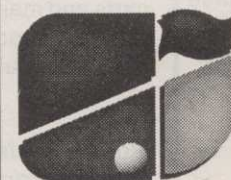
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