



BRIEFS

MILORGANITE NAMES SPENCE

MILWAUKEE — Milorganite has named Jeff Spence director of marketing. In his new role, Spence will oversee all sales, marketing and packaging operations for Milorganite. He will also coordinate advertising and communications plans, manage the agronomic research program and explore new product development.



Jeff Spence

VERMEER APPOINTS METCALF

PELLA, Iowa — Vermeer Manufacturing Co. has appointed Brian Metcalf to vice president, sales and marketing. In this new position, he will be responsible for strategic and operational sales and marketing functions worldwide. Previously, Metcalf was director of dealer sales and support.



Brian Metcalf

MUETZEL NOW YAMAHA CONSULTANT

NEWNAN, Ga. — Yamaha Golf Cars has contracted with Mike Muetzel's new company, Mx Marketing, to become a marketing consultant for the golf car manufacturer. The agreement between Yamaha and Muetzel will include him serving as Yamaha's industry spokesperson, working with the company's internal sales staff, coordinating the PGA Show and other expo efforts and overseeing the National Golf Course Owners Association (NGCOA) and Canadian NGCO partnerships.



Mike Muetzel

FAHNING JOINS HUNTER GOLF

SAN MARCOS, Calif. — Hunter Golf has appointed Jon Fahning to the post of district sales manager for the Southwestern United States. He will be responsible for sales, service and marketing activities in Arizona, New Mexico, southern California, and southern Nevada. Fahning will work directly with the local Hunter Golf distributor, Ewing Irrigation Products.

Carl M. Freeman launches e-commerce venture

By ANDREW OVERBECK

POTOMAC, Md. — Following its investment in tee time provider Teetimes.com, Carl M. Freeman Associates has launched Carl M. Freeman Golf Solutions (CMF Golf Solutions), a company focused on developing Internet-based golf course management technology.

While the company is entering a market that is rife with competition, CMF Golf Solutions has taken a different approach to e-commerce by serving the needs of the golfer, the golf course, and manufacturers and distributors. The key to setting its venture apart, according to Danny Stovall, chief executive officer of the company, is its 40 percent stake in Teetimes.com that gives CMF Golf Solutions management and board control over the company.

"We are going to merge the two compa-

nies to form one end-to-end service provider for the golf course industry," he said. "Teetimes.com is on 120 courses in the Mid-Atlantic states and that is just the beginning of our network into the golf course. Our focus is actually more on the golf course than it is on the golfer, but Teetimes.com is a way to gain entry to golf courses.

"We are working on the development business-to-business exchange that will allow golf course pro shops and maintenance facilities to interact with manufacturers and distributors," said Stovall. "Right now we are developing the tee times management and yield management software."

CMF Golf Solutions has partnered with Cambridge-based C-Bridge, an integrator of strategies and technology, to build the server network necessary to power the system. The company is now working

on beta testing at four courses and will roll out the course management services by the end of the year.

The challenge for CMF Golf Solutions will be signing on vendors. "The whole industry is in turmoil because companies don't know which Internet system to latch on to," said Stovall.

However, Stovall believes that Teetimes.com will give the company the traction it needs to gain credibility with manufacturers. "Already having a system in place gives us a network we can build from," he said.

To this point, CMF Golf Solutions has been funded internally, but Stovall expects that as the scope and reach of the company expands, outside investors will be needed.

COMPETITION AND CONSOLIDATION

However unique and broad-reaching CMF Golf Solutions' e-commerce strategy is, the company faces stiff competition in a marketplace that is full to the

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Redexim BV purchases Pro-Seed, expands product offering

By ANDREW OVERBECK

PITTSBURGH, Pa. — Redexim BV has acquired Shropshire, England-based Pro-Seed Equipment, Ltd., a manufacturer of seeders, core collectors and other equipment. The financial terms of the agreement were not disclosed.

Redexim BV based in Zeist, Holland will distribute Pro-Seed products through Redexim Charterhouse, its North American organization based here. The acquisition is part of the group's strategy to grow by expanding its focus in niche markets within the turf industry. The company currently

markets the Verti-Drain, Verti-Seed, Rapidcore and Turf Tidy as well as the turf series Carraro tractors.

"Since we set things up over here we have quadrupled sales and now we are increasing the product range," said Philip Threadgold, executive vice president of Redexim Charterhouse.

Threadgold said that the company will distribute the Pro-Seed line through both its network of 47 distributors and through Pro-Seed's existing North American distributors. "We will be meeting with Pro-Seed's current distributors and we hope to continue those agreements wherever possible," he said.



Philip Threadgold (left), executive vice president of Redexim Charterhouse, Ken Knowles, managing director of Pro-Seed, and Geoffrey Burgess, group director of Redexim BV

The Pro-Seed products, including the new PS48 seeder/top dresser and CC30 core collector, will be distributed through Redexim Charterhouse's ware-

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BULL'S EYE GOES SOUTH OF THE BORDER

LOS CABOS, Mexico — West Coast Turf has installed 60 acres of Bull's-Eye Bermudagrass here at Querencia Golf Club in Baja California. Bull's Eye, which was introduced by the company in 1999, was used on both the fairways and the roughs at Querencia. To accomplish the installation, West Coast Turf harvested, shipped and laid one and a half acres of sod per day. The delivery and installation of 136 truckloads of sod took six months. The course, which was designed by Fazio Golf Course Designers, opened this month.

Eco Soil reorganizes turf business unit

RANCHO BERNARDO, Calif. — Following the sale of its Turf Partners division to JR Simplot Co., Eco Soil Systems Inc. has announced management additions and reorganization of its Turf Business Unit.

"We are in the process of reorganizing our Turf Business Unit with the addition of key management personnel," said William B. Adams, Eco Soil chairman and chief executive officer. "These additions will enhance the sale of our proprietary turf products, which include our line of FreshPack products and our BioJect system, as well as a complete line of specialty products that were exclusively developed, formulated and brought to market by Eco Soil Systems through its Turf Partners operation."

The new unit will support Simplot Partners' sales and distribution efforts in the territories in which they have exclusive rights to Eco Soil products, according to Adams. "That unit will also expand our coverage in the turf industry through di-

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BASF rolls out specialty products division

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to form the new division.

"Further, BASF will be bringing on 15 new products to the market in the next five years," he continued. "With all of those new molecules coming in and with the existing American Cyanamid business, we needed a focused staff in that area."

PRODUCT LINES

Since July, Baxter and BASFspd have been working with BASF's TopPro subsidiary to determine which products each division will handle. As a general rule, BASFspd will concentrate on marketing, developing and selling proprietary branded products while TopPro will market more generic or commodity-type products. For example, TopPro markets and sells the fungicide Curalan but also sells it to LESCO, which sells it under the Touche brand name.

Among the products that BASFspd will market are: the herbicides Pendulum, Image, Drive 75DF and the soil fumigant Basamid.

The company is also in the process of developing two new *strobilurin* fungicides, Insignia and Honor. Insignia has been identified as a reduced-risk candidate by the Environmental Protection Agency and is currently under review. Honor is still undergoing university testing.

"Insignia is a broad-spectrum fungicide and will control brown patch, gray leaf spot and snow mold," said Baxter. "Honor will control brown patch, summer patch, snow mold and has shown activity on dollar spot."

MACH 2

The only other product that is still up in the air is MACH 2, the

popular insecticide that was developed jointly by American Cyanamid and Rohm and Haas Co. RohMid LLC is still negotiating with BASF on whether it will form a joint venture with BASF or decide to go it alone. For the moment, RohMid is operating as usual, with both the RohMid and BASF sales forces selling

the product.

GOING FORWARD

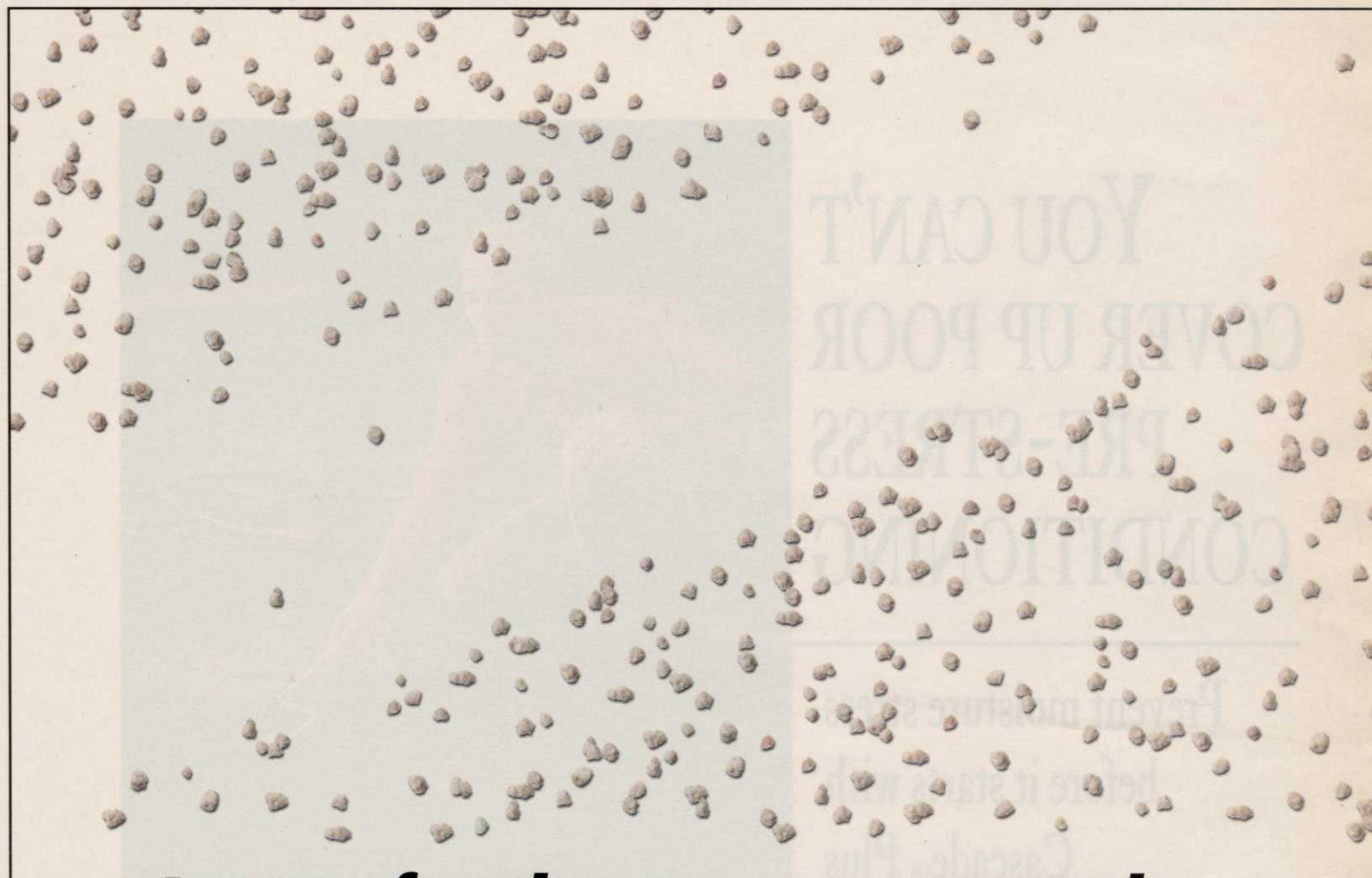
BASFspd launched Oct. 1 and began rolling out its fall program and pre-emergent herbicide products. Baxter's management team consists of William Strickland, marketing manager; Derrick Miller, communications manager; John Thomas, national

sales manager; and Rich Kalik, national accounts manager. The team will be backed in the field by seven regional turf specialists and one Basamid specialist.

Baxter said the division will also be concentrating heavily on research and development. "We have a totally dedicated R & D group focused on the development of new compounds," he said. "We want to be the leading

innovator in the specialty products and agricultural business."

According to Baxter, further acquisitions by the company are also a possibility. "There will be continued consolidation in the industry as companies look at ways to be more efficient," he said. "BASF has been and will continue to be in the acquiring mode. We will make acquisitions where they make business sense to us." ■



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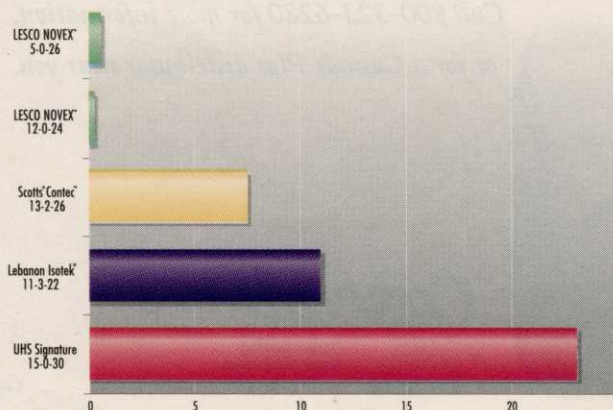
significant amount of fertilizer with the clippings. And the fertilizer stays in the turf so it can do the job it was intended to do. With that kind of efficiency you may even find yourself applying less product. And another benefit? NOVEX is barely visible to the golfers.

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Fertilizer Loss To Mower Pickup

(The Pennsylvania State University 1999)



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brim with tee time providers and e-procurement ventures.

To keep up with the competition, CMF Golf Solutions will be looking to add to its footprint of golf courses on the East Coast and then roll the company out nationally. "We've got some pretty big deals pending," Stovall said. "There are some key deals that have to happen right now in order to get the traction that we need."

"There are a lot of people out in front of us right now," he continued. "But for the most part the competition has either failed or faltered. And as we sit here today nobody has an end-to-end solution."

Stovall also expects consolidation to start rolling through the e-commerce industry in the next six months. "By June of next year," he said, "the picture will be a lot clearer as to the number of players in the market." ■