



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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HAYWARD, Calif. — In a move to continue to build its Internet-based technology platform, Golfsat has partnered with e-commerce solutions integrator, eFORCE, to build an online member support system.

The company's enterprise customer relationship management (eCRM) solution will enable Golfsat to manage customer relationships at a one-to-one level

Golfsat teams with eFORCE

and to provide technical support for the Golfsat-distributed personal computers and online software applications.

"In support of our mission to be a virtual community for golf course superintendents, we needed a means to identify and respond in real time to customer expectations," said Lori

Tonelli, vice president of member services for Golfsat. The eCRM solution records all customer queries and is capable of an escalated response to multiple levels of technical support when problems cannot be solved within the member services department.

Additionally, Golfsat has ex-

panded its Web site to include capabilities that allow for the look-up, purchase and delivery of golf maintenance products and equipment items from a network of industry manufacturers and suppliers.



Redexim buys Pro-Seed

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house facilities in Pittston Township that also provides service and parts support.

For now there are no plans to move any manufacturing to the United States. "We will continue to import all the products to the



The Pro-Seed Core Collector is now part of Redexim Charterhouse's product line

warehouse facility," Threadgold said. "We are always looking for and talking to manufacturers but at the moment the sales volume is not sufficient to achieve economies of scale. But it is a possibility for the future."

In the meantime, the company will continue to grow the product line and add new products. "We are going to grow the company through our own development department in Holland which is working on new products and concepts," said Threadgold. "But we will stick with turf cultivation and maintenance products." ■



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Eco Soil

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rect sales and distribution, so that Eco Soil Systems' products will reach the entire U.S. marketplace," he said.

Jim Turner will be joining the Eco Soil Turf Business Unit as vice president, sales and marketing, Turf Division, and Steve Sears has been named vice president, procurement and product development.

"The addition of Jim Turner and Steve Sears brings the organization additional strength and experience," said Adams. "They, along with Dr. Sowmyo Mitra, who heads up the biological product development effort, will be responsible for reorganizing our turf business at Eco Soil, including development of a new name and identity for the division. As part of the reorganization, the turf product lines are being repackaged and renamed to better build brand awareness and distribution." ■