



## BRIEFS

### ASIC ELECTS NEW OFFICERS

VANCOUVER, British Columbia — The newly elected officers and directors of the American Society of Irrigation Consultants (ASIC) assumed their offices, here, at the annual conference of the society. Officers are elected to one year terms for the fiscal year 2000-2001. Directors are elected to three year terms.

Brian Vinchesi, Irrigation Consulting Inc., Pepperell, Mass. was elected to the presidency. Jim Barrett, James Barrett Associates, Inc., Montclair, N.J. assumed the office of vice president. Dan Benner, Hydro Environmental, Inc., Marietta, Ga. is the new secretary and David D. Davis, David D. Davis and Associates, Rancho Cucamonga, Calif. assumes the duties of treasurer. All of the officers are Professional Members of ASIC.

Elected to three year terms as directors of the society are Steve Sisler, Spectrum Irrigation Consulting, Inc., Mesa, Ariz., Norman Bartlett, Data Industrial Corp., Mattapoisett, Mass. and Rick Davis, Rain Bird Sales Inc., Tucson, Ariz. Stephen W. Smith, Aqua Engineering Inc., Ft. Collins, Colo., a past president of the society, was appointed to fill the vacant director's position.

### BARENBRUG NAMES ZELLEY

OGDENSBURG, N.J. — Jennifer Zelley has been appointed as territory manager for New Jersey. Prior to joining Barenbrug, Zelley was associated with Manheimer-Hertzog as a horticulturist.



Jennifer Zelley

### HARMONY APPOINTS GARRETT

CHESAPEAKE, Va. — Harmony Products, Inc. has appointed Lowell Garrett as plant manager of the new Harmony-Shenandoah Valley manufacturing facility being constructed by Harmony in Harrisonburg. The new facility will have the capacity to produce approximately 65,000 tons of fertilizer per year.

### SETTER JOINS AQUATROLS

CHERRY HILL, N.J. — Joe Setter has joined Aquatrols as the new territory manager for the southeast region. Setter will cover Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma and Texas.

## Turf Partners, ABT deals done, Simplot busy putting pieces together

By ANDREW OVERBECK

BOISE, Idaho — With the acquisition of Turf Partners completed and the purchase of turfgrass seed and specialty distribution assets from the now-defunct AgriBioTech (ABT) finalized, Simplot Turf and Horticulture (Simplot T&H) is now putting the new pieces of its expanding business together.

"We are creating a fairly new organization out of parts of the Simplot Company," said Bill Whitacre, president of Simplot T&H, who left his CEO post at St. Joseph, Mo.-based Research Seeds to join the company May 1. "This is a work in progress. We are building the systems and processes right now."

The challenge, according to Whitacre, is staying focused on customers while at the same time working on organizational and structural issues. "We are forming a central administrative group so that we can move the transactional processes through," he said. "This allows the business units to focus on the customer and run the business." Simplot T&H will be moving to new digs in Boise this fall.

### SIMPLOT PARTNERS

After months of negotiations, Simplot T&H finally purchased Turf Partners, Eco Soil System's distribution arm, in late July for \$61.5 million, including \$38.5 million in bank debt and vendor payables. The company is already moving to integrate Turf Partner's 25 locations and 200 employees and has changed the name of the new distribution division to Simplot Partners. Nick Spardy will be the general manager of the company, which will continue to be based in San Diego.

In the near term, Simplot Partners gives

the company access to markets in the Northeast and Midwest. However, Simplot T&H is looking to do more.

"There are areas that Simplot Partners is not strong in, such as Texas and the Southeast and we will need to analyze those areas," said Whitacre. "Our objective is to be a nationwide organization."

Simplot T&H will also carry forward Eco Soil's e-commerce initiative, which is, for now, a work in progress.



Bill Whitacre

"There will be an e-commerce revolution in this market sector," said Whitacre. "[Our web site] will create value way beyond the logistical process of fulfilling an order. It will be more of a tool, helping the superintendent manage his business and budget."

In addition to strengthening its distribution network and adding e-commerce capabilities, Simplot Partners has also agreed to market Eco Soil's proprietary FreshPack products. Simplot agreed to purchase a minimum of \$5 million of FreshPack products during the first two years of its five-year distribution deal.

Whitacre said the company is also looking at the marketability of Eco Soil's BioJect biological distribution system. "We are staying close on those products," he said. "We believe that it [BioJect] has an excellent opportunity in the marketplace."

### ABT VARIETIES

In addition to turfgrass varieties, Simplot T&H also picked up some distribution locations in the ABT buy out. However, it is already looking at consolidating those companies.

"The Las Vegas site is new, so we will

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## Parkway helps supers get rid of excess supply

By ANDREW OVERBECK

HOUSTON — Sensing a need to relieve superintendents of excess chemicals and fertilizers, Parkway Research has created CleanUpTheChemicalRoom.com, a service that turns unwanted inventory into a usable asset.

Parkway Research, a national manufacturer and blender of specialty golf chemicals and fertilizers, launched the website in February as a way to help superintendents and boost company sales at the same time.

"We got the idea that if we can figure out a way for a superintendent to rotate stock he is not going to use," said company president Ray Kimmel, "then perhaps we can get some of our stuff in there."

For example, if a superintendent has 10 cases of Roundup that he wants to get rid of, the company would buy that from him for a percentage of the market value and give him credit for Parkway products in that dollar amount. The company then turns around and sells the Roundup to interested buyers. Parkway arranges the shipping and those costs come out of the initial transaction.

"We acquire products at a cost that is very reasonable. And the trade value of our manufactured goods in effect brings down our cost of goods," said Kimmel. "As a result we make two customers happy. One gets rid of stuff he didn't

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## Tyler ready with Louisville operation

ELWOOD, Ill. — Bruce Jasurda, COO of Tyler Enterprises has announced the opening of a full-service warehouse and delivery operation in Louisville, Ky. The 3,200-square-foot building in the Bluegrass Corporate Center will serve as a distribution center for Tyler's custom blended fertilizer products and specialty chemicals, and as an office for the Kentucky sales and service team.

"Five months ago, Tyler launched an aggressive marketing and sales effort into the Kentucky golf course, landscape, lawn care, nursery and public grounds markets," said Jasurda. "The opening of this facility represents our commitment to the specialty turf customers in the state."

The distribution center will be managed by Sam Huff, who is also responsible for sales, delivery operations and the scheduling of Tyler's proprietary custom fertilizer application system for golf courses. Company officials have indicated that additional staffing of the facility is currently underway.



### JOHN DEERE 4700 COMPACT UTILITY TRACTOR WINS AE50 AWARD

MILWAUKEE — The John Deere 4700 compact utility tractor has been given an AE50 Award by Resource: Engineering & Technology for a Sustainable World. The award was presented to the John Deere Commercial Products Group at the 13th ASAE annual international meeting here. AE50 awards are given each year to honor companies that release the best new products engineered for agriculture, food, biological and related systems. "We are proud that the AE50 program has recognized the 4700 for its innovation," said Terry Brown, product manager compact tractors for John Deere Commercial Products. "The 4700 is the highest horsepower tractor with hydrostatic transmission in its class. We think this is one element that made it stand out above other entries."

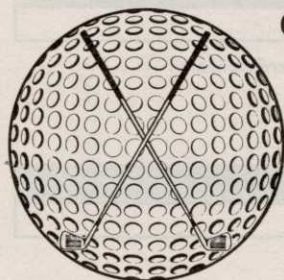


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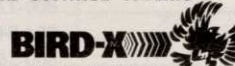
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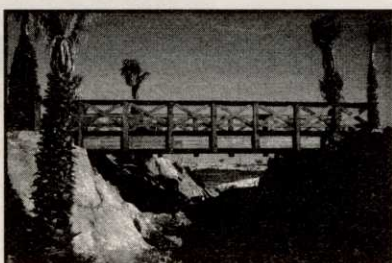
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## CALENDAR

### SEPTEMBER

12 — *Clemson University Turfgrass Research and Education Field Day.* Contact 864-656-2565

12-13 — *University of California, Riverside's Annual Turfgrass and Landscape Research Conferences and Field Day.* Contact 909-787-3575

### NOVEMBER

14-16 — *The New York State Turfgrass Association's New York Turf and Grounds Exposition in Syracuse.* Contact 800-873-8873.

14-16 — *Penn State Golf Turf Conference.* Contact 814-863-3475.

## Simplot additions

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hold on to that," said Whitacre. "In Phoenix integration is beginning already. And in Kentucky, we are all around it, so that will be one that we will be developing consolidation plans for."

On the turfgrass side, Simplot T&H has picked up hot-selling L-93 creeping bentgrass, Southshore creeping bentgrass, Jamestown II chewings fescue, and Jaguar 3 turf-type tall fescue. The company now has all the distribution facilities, growing contracts, germ plasm and related genetic research for these turfgrass varieties.

These new assets are already being integrated, said Whitacre. "We were very strategic with the assets that we purchased. They are complimentary to our existing varieties," he said. "We were putting business plans together around these varieties 90 days ago."

According to Whitacre, these varieties will be available through independent seed companies and distributors as well as through Simplot Partners. "We will hit the market in a number of different channels," he said. "There are some market niches where we'll need more than one point of access." ■

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