

BRIEFS

MOORE JOINS HARMONY

CHESAPEAKE, Va. — Gregory R. Moore has been named northeast regional sales manager for Harmony Products, Inc. Moore will manage the company's sales activities for Pennsylvania, New Jersey, and the New England states. Additionally, he will service Harmony's existing customer base and oversee expansion into additional markets.

CEBECO APPOINTS DOZLER

HALSEY, Ore. — Cebeco International Seeds has announced the appointment of Brad Dozler as the company's new president. Dozler has more than 18 years of experience with the company, most recently serving as vice president of sales. In another move, the company also appointed Craig Edminster to vice president of marketing. Edminster has more than 20 years of experience in plant technology and the development of international markets.

SIMPLLOT PARTNERS NAMES MANAGERS

SAN DIEGO — Simplot Partners has named Nick Spardy, David Schermerhorn and John Maggiore to its management team. Simplot Partners, formerly known as Turf Partners, was acquired by the J.R. Simplot company in July. Spardy, who was president of Turf Partners, will serve as vice president and general manager for Simplot Partners. He will oversee financial and management matters for the company. Schermerhorn, who was vice president of the east region for Turf Partners, is now director of sales and will be responsible for the company's 82-member sales force. Maggiore, previously western region operations manager for Turf Partners, is now national operations manager and will be responsible for the operation of all 21 Simplot Partners locations nationwide.

TYLER ADDS SENSIBAR IN WISCONSIN

Elwood, Ill. — Tyler Enterprises has hired Jordan Sensibar as sales representative for the greater Milwaukee market. In this newly created position, Sensibar will be responsible for the sales of Tyler's custom-blended fertilizer products to the landscape, lawncare, golf course and public grounds markets. He will also be responsible for the sale of Tyler's proprietary custom fertilizer application system in the southern part of the state.

Syngenta ready to focus on professional products

By ANDREW OVERBECK

Greensboro, N.C. — In the latest round of consolidation in the agrochemicals industry, Syngenta was formally launched late last year following a year-long merger.

The company, which was formed by the combination of the Novartis and AstraZeneca agrochemicals businesses, had pro forma sales of approximately \$7 billion in 1999. Based on revenues, Syngenta will be the number-one player in the turf and ornamental business.

In order to maintain this position, the company will be placing a strong focus on its professional products division, which services the golf course industry.

"One of the advantages of the combined company is that we are no longer a small part of a large pharmaceutical company. We are a pure ag player," said golf market manager Joseph DiPaola, Ph.D.

The professional products division now has a strong global commitment as well. "Neither company had a very strong commitment to professional products on a global basis," said Keelan Pulliam, head

of professional products. "When Syngenta was designed, a separate group was formed to focus purely on the professional products business. The global teams are responsible for developing strategies and ensuring that new molecules are screened for use in the turf and ornamental market, as well as the other specialty markets."

SALES AND TECHNICAL SUPPORT

By combining the resources of the two parent companies, Syngenta has realized numerous synergies.

"Looking over resources, we have a larger sales force than either Novartis or Zeneca had," said Don Breeze, head of turf and ornamental products. "On top of that we also have the resources of the whole field biology group that has dedicated professional products people who will support us in research and development." Syngenta has 24 sales representatives, three sales managers and a five-person technical support team lead by technical manager David Roth, Ph.D.

While the sales and technical support

syngenta

In addition to the expanded organizational structure, Syngenta will also offer an expanded product portfolio. The line-up includes:

FUNGICIDES: Heritage, Daconil, Banner MAXX and Subdue MAXX

HERBICIDE: Barricade

TURF GROWTH REGULATOR: Primo MAXX

INSECTICIDE: Avid

staff has increased, the number of sales and marketing managers has been trimmed. "In gaining synergies for the merger of the turf and ornamental groups, we reduced middle-management by 50 percent," said Pulliam. "We are trying to get efficiencies, but part of the responsibilities that those folks had may reside somewhere else in the organization."

DISTRIBUTION

Syngenta will also be evaluating its relationships with distributors over the course of the next year. "We are committed to distribution," said Breeze. "But the

Continued on page 54

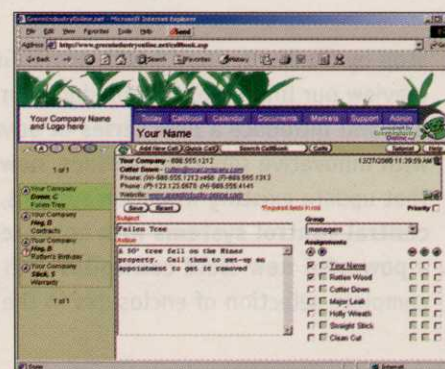
GreenIndustry rolls out Internet-based management software

By ANDREW OVERBECK

WOODBINE, Md. — Steve Cissel, owner of Tree Center Inc., is gearing up to roll out an Internet-based contact management software program and procurement service aimed at improving efficiency in the green industry.

While the venture, GreenIndustry Inc., enters an already packed e-commerce arena, Cissel believes that the software component of the service will set it apart from the competition.

"We are a subscription-based company, not a transaction-based company," said Cissel. "The Call Book software is an individually customized Internet application that helps manage a contact database. In



An on-screen view of greenindustryonline.net

addition, the project management system keeps each member of the management

Continued on page 53

NEW PRODUCT OF THE MONTH



THE JOHN DEERE 1445 FRONT MOWER

The John Deere 1420, 1435 and 1445 front mower models deliver excellent traction, maneuverability and productivity. Liquid-cooled Yanmar engines power all three mowers. The 1400 Series includes the 28-hp, gas 1420, the 24-hp, diesel 1435, and the 31-hp, diesel 1445. The hydraulic PTO allows gradual engagement and smoother operation and the 14.5-gallon fuel tank allows for all-day mowing. For additional productivity, the mowers are available with 60- and 72-inch, side-discharge decks. The decks have increased airflow so more material can be processed and the operator can mow at speeds up to 12 mph.

UHS forms partnership to market former ABT varieties

DENVER — United Horticultural Supply (UHS) has formed a strategic agreement with newly formed United Seed Production (USP) in a deal that provides the company with marketing rights to many of the top seed varieties that belonged to the now-defunct AgriBioTech (ABT).

One of the major components of USP is ProSeeds Marketing, a seed marketing company that acquired more than 80 percent of ABT's 300 turfgrass varieties last August. USP also has one of Oregon's largest seed production farms, featuring 80,000 square feet of warehouse storage and the capability to blend and package 500,000 pounds of seed per day.

The premium seed offerings will be marketed under the Signature brand name, for which UHS acquired the market rights during the process of building the program. The line includes perennial ryegrass varieties Palmer III, Prelude III, Pennant II, and Phantom.

The stable also includes Apollo, Princeton 105 and Dragon Kentucky bluegrass; Culumbra and Southport chewings fescue; Trapeze and Vista creeping red fescue; Nordic and Reliant II hard fescue; Falcon II, Shenandoah II, Gazelle and Scorpion tall fescue; and Century, Imperial and Crenshaw creeping bentgrass.

Many products also will be marketed under the general UHS label and mixtures and blends will be

Continued on page 52

Syngenta is up and running

Continued from page 50

challenge that we have right now is the fact that in some cases Novartis was selling to distributors that Zeneca was not selling to and vice versa.

"Until Oct. 31, we have decided to maintain distribution as it was prior to the merger," he continued. "What we expect to do at that

time is to select our long-term partners. This gives us time to evaluate the distribution network."

The company is currently working to cross-train its technical staff, distributors and sales representatives.

E-COMMERCE

Also on the table this year are e-business initiatives. Syngenta

is live on the Internet with product information and will be working to provide further technical information concerning disease solutions and product use.

E-commerce strategies are also being developed, but Pulliam was quick to note that these will be instituted in partnership with distributors. "We have to be able to compete with the technology in the market-

place as it develops," he said. "Long term we are putting money into e-commerce. With our channel partners there are efficiency opportunities in terms of supply and distribution and moving products."

NEW PRODUCTS

While the combined company's product line has also been enhanced, there is still room for improvement. "We have

a strong fungicide portfolio," said DiPaola. "The herbicide side is strong, but we don't service broadleaf weed control. We need to strengthen insecticides, but Meridian will help there."

The prospect of getting Meridian registered by Environmental Protection Agency for use in turf and ornamentals this year is looking good; the agency recently approved the compound for use in seed treatment.

Another new product that will come to the market in the 2001 season is a weed control product called Touchdown Pro. "It has advantages over Roundup in that it offers rapid uptake and faster burn down," said Breeze.

GROWTH

Going forward, Pulliam is bullish about the market for professional products. "We are very fortunate that the market is continuing to grow," he said. "With continuing new course construction, new residential construction and the growth of the lawn care industry, we are confident that we can develop new products and new chemistry that we can put into that market." ■

NEW STARS

from Turf-Seed, Inc.

Blackstone

Kentucky bluegrass

Good summer survival,
excellent turf performance.
Dark blue-green color.

Brilliant

Kentucky bluegrass

Top NTEP variety.
First Kentucky blue
better than Midnight.

Aurora Gold

Hard fescue

Glyphosate tolerant
with proper management.

Moonlight

Kentucky bluegrass

Good overall disease resistance.
Good salt tolerance.
Good summer performance.
Dark blue-green color.

North Star

Kentucky bluegrass

Most aggressive
Kentucky blue. Performs
well at 1/2" cut.
Ideal for fairways.

Pure Gold

Tall fescue

Glyphosate tolerant
with proper management.
Outstanding turf quality.

Tolerator

Tall fescue

Glyphosate tolerant
with proper management.
Dark blue-green color.

Charger II

Perennial ryegrass

Germinates in
10,000 ppm NaCl
in salt table tests.

New Tufted Hairgrass

Deschampsia caespitosa L.

Cold tolerant perennial.
Excellent shade tolerance.
good traffic tolerance.

PST-2A6B

Perennial ryegrass

The most salt tolerant ryegrass.
This next generation of perennial
ryes will set the new
performance standard.

New Combgrass

Cynosurus cristatus L.

Excellent shade and wear
tolerance. Good winter
performance. Good in mixtures
with tall fescue and Kentucky blue.

PST-9F7

Colonial bentgrass

Good year-round quality,
good resistance to dollar spot
and brown patch make this
ideal for fairway use.

PST-3BK

Perennial ryegrass

New standard for ease
of transition in
winter overseeding.

Radiance

Colonial Bentgrass

Good spring and fall density
and good summer performance
where other colonials struggle.

Supplies may be limited. Order NOW from your seed dealer for fall 2001 shipment.

Textron Golf & Turf integrates

Continued from page 1

will be spending a lot of capital in the next several months to get it done."

RACINE SHUTDOWN

The Racine factory was originally built to manufacture Packard automobiles. Some 275 factory workers will be eliminated in addition to 125 administrative jobs that will be cut once the division transfers its headquarters to Augusta.

Hyland expects that this will be the only plant closing. "Right now that is the only change in our program that is scheduled," he said. "The consolidation of the two facilities will be completed by next December."

The integration, he said, was a necessary evil.

"We are focusing our use of resources in manufacturing, sales and marketing, information technology, accounting and engineering," said Hyland. "We are sorting out overlaps and combining functions so that in the long run we are a streamlined business that is better able to offer premier customer service and products."

On the product end of the spectrum there also is some sorting out to be done, according to Hyland. "With the acquisitions that Textron has made in the golf market, we have a major opportunity to strengthen our market share," he said. "Those brands are well-recognized and

Continued on next page

GOLF COURSE NEWS