



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.

SIMPLOT 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

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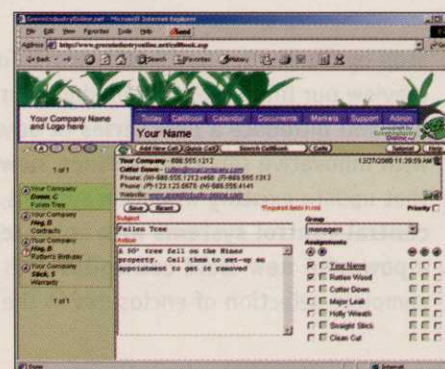
GreenIndustry rolls out Internet-based management software

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

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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; Culmbra 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

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GreenIndustry

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team up to date on the status of projects and jobs." Since it is an Internet application, it is constantly updated and can be shared in real time by all users.

Cissel built the software program for use in his own nursery and turf farm business four years ago. "We used it in-house to communicate with one another," he said. "The software handled our invoicing and inventory and it updated our web site so customers were kept up to date on what we had in stock. I let a few friends try the software out and now they can't live without it."

Sensing an opportunity, Cissel has spent the last 18 months developing an Internet-based version of the software to sell to others in the green industry. He has been working with Columbia-based Applied Information Technology to build the back-end of the system that he has spent more than \$600,000 developing.

ON THE COURSE

According to Cissel, the application possibilities for golf course superintendents and management companies are numerous.

"Courses can build a contact management database so that all the members of the staff from the owner to the head of the greens committee to the superintendent can communicate," he said. "All of the people involved can log in to check on the status of projects and communicate with each member of the management staff."

"Let's say that there is a question about hole number three," he continued. "The superintendent can track what the concerns were, the things that were done and who was involved."

"The program will also be attractive to management companies," he added. "The owner or manager of a multi-course firm could log in from a remote location to see what was going on and to make sure that the management team is staying on top of tasks."

COST AND SUPPORT

The Call Book software, which can be viewed at greenindustryonline.net, will cost \$75 per month (\$900 a year) for one to 10 users. More users can be added at an additional cost.

"Setting up a database such as this would be cost prohibitive for most companies," said Cissel. "For \$900 a year, they can have a \$500,000 contact management database and we will take care of the servers, software upgrades and back up. They have no information technology worries."

The company's servers are protected with multiple firewalls and three levels of security, and old users can easily be deleted

from the system. According to Cissel, the database can handle an infinite amount of records. "I have been using mine for three and a half years and I have more than 21,000 records," he said.

PROCUREMENT

Cissel's game plan is to first attract the users to the site before trying to attract vendors. "The procurement feature of the site is already built and we hope to have it available this spring,"

he said. "Since we are not transaction based, however, we allow vendors to continue to follow their existing business models—greenindustryonline is primarily a forum for communication."

Subscribers will have access to a vendor directory as well as a request-for-proposal system. "Users can put together a list of what they are looking for and then choose which vendors they want to send it to," said Cissel.

"Since we are not involved, this maintains the private and personalized nature of the deal."

Suppliers can either use the Call Book system at the same \$900-a-year rate or pay \$200 a year to be listed in the vendor directory.

COMPETITION

Cissel estimates that greenindustryonline.net could eventually have 25,000 to 50,000 users within the green industry.

As far as the other dot-com ventures, he doesn't see them as direct competition to the company's service-oriented site.

"What is your motivation for logging on to the other sites? Why should you stop what you are doing to get onto the Internet?" he asked. "We have something that you will use every day as an Internet utility. Once you are using it you are just a click away from these dot-coms." ■

Golf Course Owners: Please accept our apologies.

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