



## BRIEFS

### PARCAR APPOINTS CRAMER

Reedsburg, Wis. — Columbia ParCar Corp. has appointed Duke Cramer to regional sales manager in the Midwestern states of Wisconsin, Minnesota, Iowa and northern Illinois. Duke Cramer will be responsible for Columbia ParCar's fleet and individual golf car sales as well as sales of their new Neighborhood Electric Vehicle (NEV) product line. Cramer has been with the company almost since its inception in 1984. Previous to his new assignment, he was the company's production manager and east coast regional sales manager.



Duke Cramer

### PAR AIDE ACQUIRES ACCUFORM BRAND

ST. PAUL, Minn. — Par Aide Products Co. has acquired the Accuform brand of golf course bunker rakes from Midwest Rake Co. LLC of Warsaw, Ind. "Accuform, with the introduction of their short tine bunker rake design in 1988, literally changed the look and function of bunker rakes in the industry," said Steve Garske, president of Par Aide. "This acquisition provides Par Aide with a full line of Accuform branded maintenance tools for our superintendent customers."

Midwest Rake is a leading manufacturer of high quality tools for turf maintenance, as well as epoxy, cement and asphalt coating applications.

### LOFTS NAMES RUSHE, EVERHART

MADISON, Ga. — Lofts Seed, a division of Pennington Seed has appointed Scott Rushe and Jeffrey Everhart as territory managers for the Professional Products Group. Rushe and Everhart will be responsible for the sales and marketing of Pennington's professional turfgrass varieties through a network of professional turfgrass distributors in the United States.

### EWING OPENS ODESSA BRANCH

PHOENIX, Ariz. — Ewing Irrigation Products has opened its 89th branch location in Odessa, Texas. Paula Holguin, who has more than 15 years for industry experience, will manage the new branch.

GOLF COURSE NEWS

## Andersons launches new branding strategy

By A. OVERBECK

DALLAS, Texas — One year after announcing its acquisition of the Scotts Co.'s professional turf business, the Andersons Co. has introduced a new branding strategy to market the combined product portfolio.

While the new brand of products, Andersons Golf Products, combines the Anderson's Tee Times and the Scotts' Pro Turf brands, the formulations remain unchanged.

"We are changing the name and the bag," said Tom Handel, vice president and general manager. "The product inside the bag is not changing." The new packaging will be phased in over the next few months.

A majority of the product line is being produced at the Andersons production facilities, although some of the products dependent on Scott's proprietary technology will continue to be produced by

Scotts as part of a long-term supply agreement.

The Andersons sales, technical, customer service and marketing staffs are already in place to support the new brand.

"We have assessed the new and different needs of the market," said director of sales Allen Figley.

"We have 30-plus sales people in the field in addition to three technical service managers."

The distribution channels also have been sorted.

"We are committed to a strong independent distribution network," Figley said. "We have filled all the voids to make our network complete."

### ONLINE TOOLS

Distributors also have a new online ordering tool at their disposal. The system, which was rolled out March 1, allows distributors to order products directly from the company's Web site. Once an order is sent, the distributor receives

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## UHS set to expand business

By A. OVERBECK

DALLAS, Texas — Following a year that saw profits surge 18 percent, United Horticultural Supply (UHS) is primed to continue expanding. The fertilizer, chemical and seed distributor has grown to 77 sites in 37 states and has 143 full-time sales representatives.

At the company's 10th annual supplier breakfast at the GCSAA Conference and Show, business manager Terry Boehm outlined UHS's expectations for the coming year.

### CONSOLIDATING DIVISIONS

The company will start with the reorganization of its two northern divisions. The Great Lakes and Midwest divisions will be consolidated to form the massive Central division that will stretch from Colorado to Ohio. Former Midwest manager Bob Flynn will head the new division and former Great Lakes division leader Russ Mitchell will take on the responsibilities of the newly created

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## Toro locks up Disney World deal

By JAY FINEGAN

ORLANDO, Fla. — The Toro Co. has scored a major coup in terms of sales and visibility by locking up an exclusive deal with Walt Disney World, the most popular vacation destination on earth.

The agreement covers all facilities at Disney World, from theme parks and hotel grounds to the five golf courses on site. Landscapes within the resort are equivalent to some 3,000 football fields and are cared for by a staff of 650 horticulture and landscape professionals.

As part of the deal, new Toro irrigation systems will be installed this year. The Magnolia Course will be completely renovated this spring, including installation of a brand new irrigation system. The Palm Course will undergo renovation later this year.

## AGROTAIN Int'l ready with UMAXX technology

DALLAS, Texas — Lange-Stegmann Co. has launched AGROTAIN International, a new subsidiary that will manage the sales and developments of the Agrico Turf II and SuperU products that the company acquired last July from IMC-Agrico.

The company's UMAXX urea nitrogen product will be marketed to turf professionals. UMAXX contains a urease inhibitor that prevents volatilization into the atmosphere for 14 days and a nitrification inhibitor that stops the conversion of ammoniacal nitrogen to nitrate nitrogen for up to 16 weeks. The chemistry maximizes urea nitrogen efficiency by virtually eliminating the risk of nitrogen loss to the environment.

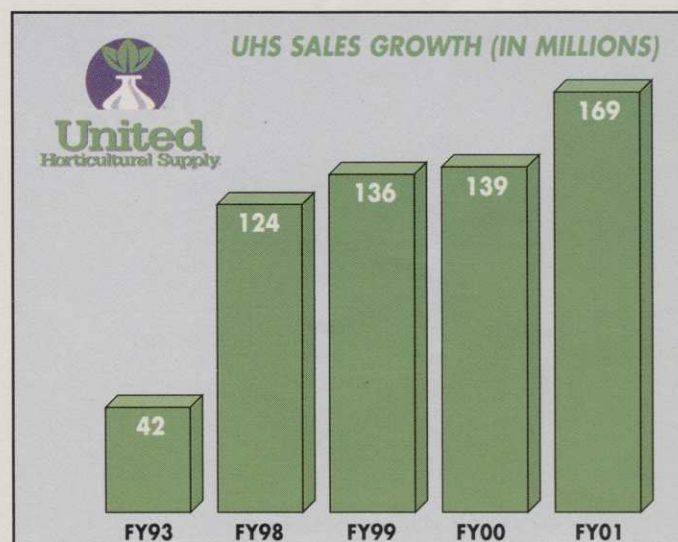
"The stabilized nitrogen prevents volatilization and nitrification protecting the environment from potentially harmful nitrogen losses and provides plants with ammoniacal nitrogen for 12 to 16 weeks," said Alan Nees, vice president of turf and ornamental sales for Agrotain International. "Extending the life of urea nitrogen also means fewer applications and less expense per acre. It is one of the best performing, most economical nitrogen sources available to the turf industry."

Simplot Turf and Horticulture will be the primary marketer of UMAXX, although it is a non-exclusive agreement.

"We are still in the early stages as far as distribution is concerned," said Michael Stegmann, who sold Lange-Stegmann's specialty products division to Simplot last September.

The UMAXX technology will be marketed to the Lange-Stegmann customer base that Simplot now serves as a result of that acquisition, and through Simplot Partners in selected areas. The new ingredient will be formulated into select products under Simplot's BEST and Lange fertilizer brands.

— Staff reports



## Pennington enters Chinese market

MADISON, Ga. — Pennington Seed has signed an exclusive distribution agreement with Beijing-based China Turf and Forage Co. for Plantation turf-type tall fescue in China. Under the terms of the agreement, China Turf and Forage will promote and market Plantation to the growing Chinese turf market.

"China is one of the last growth markets in the world," said Dave Holman, director of international sales for Pennington. "The privatization of the seed industry and the growing interest in both turf

products and erosion control and stabilization provides a lot of opportunity for grass seed in China."

China currently imports 4,000 tons of seed per year from Oregon alone, said Holman. "It could eventually grow to five or six times that," he said.

According to Holman, Pennington will be evaluating other turf seed for export to China and expects to have another three to four varieties in China in the next couple of years.

— Staff reports



## Dow joins Bayer's Accolades program

DALLAS, Texas — Dow AgroSciences has teamed up with Bayer Professional Care to include portions of its product line in Bayer's Accolades rewards program.

The alliance, which is purely a marketing agreement between the two companies, will increase the benefit of the rewards program by

allowing professionals who purchase products from both companies to accumulate points faster and earn rewards sooner.

It also allows Dow to have access to a rewards program without spending time and money developing its own system.

"Bayer has invested a lot of money to create a database to

gather information about golf courses and superintendents and their culture practices and how they go about managing their businesses. That information has value to us," said Scott Eicher, senior product marketing manager for Dow Agrosciences. "Rather than starting from scratch and building a new pro-

gram, we decided to join up with someone who has already started down that path."

Dow products in the Accolades program include Conserve, Confront, Lontrel, Gallery 75 DF, Snapshot 2.5 HG, Surflan, Team and Team Pro.

— Staff reports



## Deere Turf nets ISO 9000

RALEIGH, N.C. — After an 18-month qualifying process, the John Deere Turf Care facility here received ISO 9000 certification.

ISO 9000 standards for manufacturing facilities cover multiple elements, from paperwork and tracking systems to parts inventory and the assembly process.

"ISO certification ensures the repeatability of product and process quality with an emphasis on continuous improvements to support genuine value for stakeholders," said Michael Rebilas, quality manager at the Turf Care facility.

Turf Care officials said they are preparing a project plan to upgrade the current certification to ISO 9000:2000. John Deere Turf Care has been manufacturing golf and turf equipment since July 1997.

## Andersons

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e-mail confirmation.

"This allows them to place orders 24 hours a day," said marketing manager Michael Bandy. "It is convenient, increases accuracy and is easier to use."

Online support for end users has also been improved, according to Handel. A portion of the company's site has been enhanced to provide specific information on professional turf products. The section includes seasonal tips, technical reports, industry links and product information, in addition to contacts for technical representatives and distributors.

While these Internet services are aimed squarely at product support, e-commerce initiatives are being evaluated. "We are interested in how the Internet and e-commerce will evolve," said Handel. "We are looking at it."

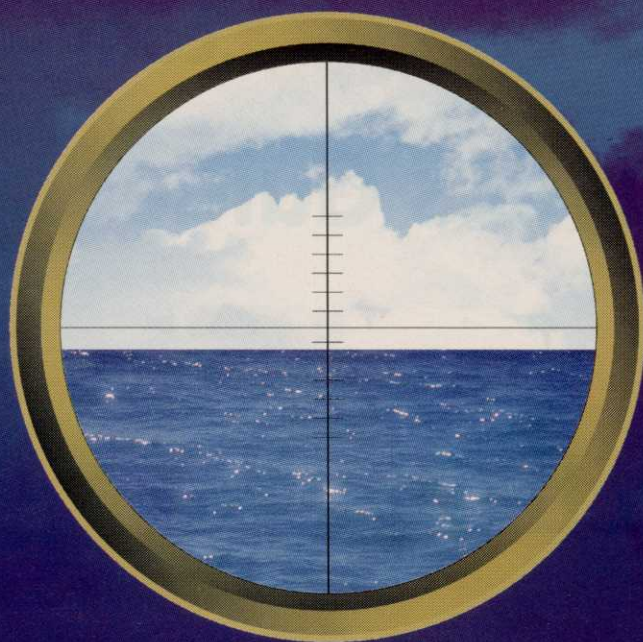
### NEW PRODUCT DEVELOPMENT

In addition to working to improve the efficacy of current molecules, the company is set to unveil new products in the next couple years. According to Handel, controlled release technology promises to be the company's focus on the new products side.

The Anderson's newest product, Fertilizer plus Talstar is one example. The new formulation combines slow release fertilizer ingredients and turf insecticide in a granular product. The product allows superintendents to control certain pests while making a fertilizer application.

"We are going to keep making changes and look to acquire new technology," said Handel. "We have \$1 billion of resources behind us." ■

*Above And Below The Surface...*



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