



## BRIEFS

### CHIPCO ADDS TWO SALES REPS

MONTVALE, N.J. — Chipco Professional Products has appointed two new sales representatives.

Trey Warnock will serve the markets in western North Carolina, western Virginia and eastern Tennessee. Travis Klosterboer will handle the southern Texas territory for the company. Both will be responsible for supporting distributor partner efforts, providing customers with market information and developing new business.



Trey Warnock



Travis Klosterboer

### SIMPLOT T&H NAMES FRANZEN

BOISE, Idaho — Simplot Turf and Horticulture has named Steve Franzen to the post of western region director of sales for its fertilizer division. Franzen's responsibilities will include planning, organization, sales supervision and coordination of all activities for the region. Previously, Franzen served as a BEST Professional Products area manager for northern California.



Steve Franzen

### AVENDRA LLC BUILDS STAFF

ROCKVILLE, Md. — Avendra LLC has augmented its staff as it begins to target its broad range of procurement services for the golf and business club market. The company has named John Maier vice president of sales to lead the Golf and Business Club Division. Prior to joining Avendra, Maier was vice president for Professional Golf Commerce. In addition, Mark Thrush has joined Avendra as the director of strategic contracting for club, retail and grounds maintenance. Thrush has more than ten years golf and retail experience, most of which was spent at the Pebble Beach Co.



## Flowtronex targets water quality management with new division

By ANDREW OVERBECK

DALLAS — Flowtronex PSI has rolled out a new line of fertigation products that will be part of its long-term goal of building a water quality management division.

"The idea is to capitalize on Flowtronex's success in the water quantity business," said Allen Olson, the national sales manager that will head up the new efforts. "In addition to fertigation, we are going to develop a water quality management program that will help superintendents and management companies make agronomic decisions based on water quality readings."



Allen Olson

The new system will be built in Dallas and marketed to customers in the United States, Canada and Mexico. Previously, Flowtronex was marketing fertigation products manufactured by Turf Feeding Systems. With the move, the company becomes the first pump station manufacturer to integrate a fertigation system into its product line.

"We have the advantage over a market that is still made up of regional players," Olson said. "We have a network of national service people and can support the pump station and other equipment that we are putting with it. It gives us the single source accountability that superintendents want."

### SYSTEM IN DEVELOPMENT

Flowtronex will introduce the fertigation component Sept. 1.

"Fertigation will be the first step because it is the easiest," said Olson. "Our eventual goal will be to be able to read different parameters in the incoming water stream such as salt and pH. That will all be on a central-control operating system that will enable the superintendent to adjust the fertility program through the irrigation system from the desktop in his office."

According to Olson, Flowtronex will be looking to partner with other companies to deliver other products. The additional water quality components and remote interface are due to be rolled out in early 2002.

### MARKET GROWTH

Fertigation and water quality management  
Continued on next page

## Golf Ventures to distribute WinterStar

HUBBARD, Ore. — Turf-Seed has struck an exclusive arrangement with Golf Ventures to distribute and market its Winterstar *Poa trivialis* in Florida.

"We are pleased to be associated with Golf Ventures on an exclusive basis," said Turf-Seed CEO Gordon Zielinski. "We have developed a full line of overseeding mixtures for them and look forward to a long relationship."

Winterstar, a recent release from Turf-Seed, has a deep green color with im-

proved density and texture that allows a rapid spring transition in the southern overseeding markets. It can be seeded as a monostand or blended with turf-type perennial ryegrass or creeping bentgrass for niche overseeding mixtures. It will also tolerate mowing heights from one-eighth to one-tenth of

an inch.

Located in Lakeland, Fla., Golf Ventures is a full service supplier to the turfgrass industry.



### NEW PRODUCT OF THE MONTH



### TORO SHIPPING NEW 228-D AND 328-D GROUNDMASTER MODELS

BLOOMINGTON, Minn. — The Toro Co. has begun shipping the latest in its line of Groundmaster mowers. The new 228-D has a new 28-hp Kubota diesel engine and offers a choice of five full flotation cutting units ranging from 52-inch to 72-inch widths. The 328-D features the same engine but offers four different 72-inch rotary cutting decks, a wider wheelbase and heavy duty welded steel decks and frames.

## Sybron finds a home with Novozymes

By ANDREW OVERBECK

SALEM, Va. — Sybron Biochemicals has finally found a parent company that is interested in developing its Green-Releaf product line. The company, which was bought by Bayer last year but never integrated into its business mix, was purchased in June by Novozymes A/S.



John Sedivy

"We had been looking for a parent since the beginning of the year," said John Sedivy, general manager of the Green-Releaf agricultural products group. "Novozymes is looking to expand through acquisitions and we are the first. We are both green companies and have complementary product lines, and they are investing in our growth plan."

Novozymes, based in Denmark, is a \$600-million biotech company that is the world's largest producer of industrial enzymes.

### NUMEROUS ADVANTAGES

According to Sedivy, becoming a part of Novozymes will provide  
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## OGIO takes golf car to the 'extreme'

BLUFFDALE, Utah — Golf bag maker OGIO has decided to produce an "extreme" golf car that it originally built for promotional purposes.

The so-called "Battle Ready Vehicle" is a modified Yamaha golf car that has a tweaked engine, a six-inch lift kit, Hella lamps, Corbeau racing seats, a winch, studded tires, and a roof rack.

The car, which OGIO unveiled at the PGA Show in Orlando this winter, gener-



OGIO's 'BRV' golf car

ated such customer interest from its tour of golf shops on the West Coast that the company decided to build a limited run of the vehicles. OGIO developed the prototype car with Yamaha as a co-branding promotion.

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GOLF COURSE NEWS



## Sybron, Novozymes

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significant advantages.

"They have 650 scientists and we have 25," he said. "They have been developing a wide variety of microbes and have the world's largest culture bank that we can draw on. The synergies are numerous."

New product development will be the primary focus of the Green Releaf division and a new biofungicide is already being evaluated by the Environmental Protection Agency.

"It is being reviewed right now and is slated for approval in 2002," Sedivy said. "It is a bacteria that

produces antifungal compounds that shows control of dollar spot and brown patch, as well as activity on *fusarium* and pink snow mold."

Research on the biofungicide at universities and laboratories is ongoing in order to determine label uses. The product can be used as a preventive or under low- to mid-disease pressure and will be priced similarly to Daconil, Sedivy added.

### CLEARY TO DISTRIBUTE AND MARKET PRODUCTS

While Sedivy's Green-Releaf team continues to concentrate on new product development and manufacturing, Dayton, N.J.-based Cleary Chemicals will be handling the distribution and marketing.

"We carry traditional products like 3336 and Pro-

tect. However, we figured that with everything going on with the reregistration of compounds by the EPA and other anti-pesticide legislation, for the long-term it would behoove us to offer products that are non-pesticide in nature," said Hal Paul, national sales manager for Cleary. "The Green-Releaf line fits that bill."

Paul does not see the Green-Releaf line, including the new biofungicide, competing with its existing products.

"We feel that the whole microbial line is a great adjunct to the stuff we are already doing," he said. "It is a new category for us and we think that it will help us grow our business." ■

## E-commerce woes

Continued from page 1

altered their strategies entirely. That said, however, two entities are still pursuing e-commerce: GolfGM.com and the GCSAA/XS Inc.

Here is an update on where the e-commerce ventures stand:

### GCSAA/XS INC.

The association, which is developing an e-commerce platform in conjunction with XS Inc., has completed its 60-day pilot program and is in the process of evaluating its Internet efforts.

The model tested two different methods of e-commerce. The net market is a neutral exchange and product listing,

and the storefront model is designed to showcase the wares of an individual distributor or manufacturer.

"When we balanced the current wants and desires from our membership on the buyers' and the sellers' side, it looks like the best solution at this point is to go with

the storefront model," said Julian Arredondo, the association's CFO.

It will take some time to evaluate the e-commerce plan, he continued.

"We need to put a design together and do more focus groups," Arredondo said. "We intend to launch something in the next few months."

### GOLFGM.COM

Sacramento, Calif.-based GolfGM.com continues to focus on the golf course industry with the development of GolfMarket maker and CloseOutlet features.

GolfMarket maker is designed to build private label purchasing communities for management companies, retail operations and groups of golf courses.

"They can choose vendors that they want to work with. It is a closed purchasing community," said CEO Chris Soderquist. "The software is designed specifically for an individual company."

The CloseOutlet functions as a close out site for manufacturers trying to unload excess goods. Products on offer vary from pro shop items to maintenance commodities.

The site has registered 330 vendors and buyers including Marriott Golf, ClubCorp, American Golf, Troon Golf and

125 individual facilities on the buy side. Western Golf, Eagle One, Seed Research of Oregon, and West Coast Turf are on the sell side.

"So far the transactions are less than we projected, but we are in better shape now than we were four months ago," said Soderquist. "If we play our cards right, five years from now we might have something. This is not a get-rich-quick scheme."

### GOLFSAT

Golfsat, having abandoned its strategy to become a community site for superintendents, has been concentrating solely on selling its software to companies who are looking to build their own e-commerce sites.

"We are looking at ways to enhance the distributors and dealers in the market," said CEO Mike Scott. "We want to make their business more efficient through technology and communication and backend support."

While Scott said that Golfsat is working with Lesco, he wouldn't divulge which other companies they are in talks with.

"We came out with Golfsat and made a lot of noise," he said. "In our particular

venture right now there is no advantage to us telling the world what we are about. We are more productive behind the scenes right now."

### SMALLER PLAYERS

GreenIndustryOnline.com is involved in both the lawn and landscape and golf industry and has changed its strategy from being a customer management soft-

ware and e-commerce vehicle to being purely a directory portal for the entire industry.

"We are now selling the directory and enhanced listings and we have turned to building a Yellow Pages for the green industry," said president Steve Cissel. "I think we have value to offer and customer traffic is climbing."

Greentrac.com is another that has switched strategies in order to broaden its market appeal. The company still offers exchange and eRFP services on its site but has gone beyond the green industry to more general procurement solutions for any industry.

"The site can still be used by the green industry, but it is not our focus anymore," said Greentrac.com's Joanne Miller. ■



Julian Arredondo



Mike Scott

## Flowtronex

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will be growing sectors of the irrigation and pump station business, said Olson.

"We need to realize that water quality issues are going to drive the market as much as quantity issues," he said. "You have to be able to measure quality and react to changes. If you know that salt content is up, you can react to it with different cultural practices." Flowtronex's system will be especially useful for courses using effluent water that varies in quality, he added.

Fertigation systems are primarily used on new layouts to speed grow-in.

"Sixty percent of new golf courses utilize fertigation to some extent," Olson said. "But courses are beginning to see an ongoing

benefit to being able to control color and growth by putting out specialty products in small but frequent dosages.

"It is a more efficient means of distributing nutrients to the plants. They take them up right away when you have just the right amount there, instead of putting down a large amount and controlling the release through an artificial method," he continued.


Products such as humic acid, wetting agents, microbial agents, and organic fertilizers are well suited for delivery via fertigation systems.

### REQUIREMENTS

In addition to investing \$10,000 to \$20,000 for a fertigation system, courses will need to have a top-notch irrigation system in order to be effective and get necessary coverage. Courses will also have to purchase bulk storage containers or mixing systems for liquid fertilizers and other products. ■

GOLF COURSE NEWS

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