FEARIS JOINS PBI/GORDON

KANSAS CITY, Mo. — David Fearis, CGCS, and past president of the GCSSA has joined PBI/Gordon Corp. as a consultant. He will provide golf market education, consultation and project coordination for the company's professional turf and ornamental product line. Fearis recently retired from his superintend post at Blue Hills Country Club in Kansas City.

KEN EDWARDS RETIRES FROM DEERE

Moline, Ill. — Following a 30-year career with John Deere, Kenneth J. Edwards has announced his retirement. Edwards has been the director of marketing and sales for John Deere Golf & Turf since its inception in 1986. During his tenure, Edwards guided the division through a period of rapid expansion and developed it into a worldwide market leader. He also created the John Deere Golf & Turf Feedback program that allows superintendents from around the world to test and evaluate the company’s equipment. Edwards will be replaced by Gregg Brehmeyer.

N. AMERICAN GREEN APPOINTS MARTIN

EVANSTON, Ill. — Shannon Martin has joined North American Green as southeast sales manager. In his new position, Martin will work directly with the company’s wholesale distributors in the southeastern United States. His responsibilities will include customer service, technical sales and field assistance. Martin will be based in Franklin, N.C.

PROFESSIONAL PARTNERS WITH IEE

BUFFALO GROVE, Ill. — Profile Products LLC has been named the premier partner of the International Erosion Control Association’s (IECA) 33rd annual conference and Expo. The event will be held Feb. 25-March 1 in Orlando, Fla.
Aquaflex to improve efficiency
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the area has received the proper amount of water.
"It allows you to fine tune irrigation practices," said Reinisch. "It identifies the exact time that the turf is irrigated enough and keeps you from over doing it."
As a result, said Reinisch, courses will be able to save water, energy and time. When applying fertilizers and chemicals it will also keep them from being washed away.
SYSTEM COST
The system varies in cost depending on the size of the installation. The one-time software cost is substantial, with one independent sensor with remote costing between $5,000 to $6,000. Oftentimes a whole course with sensors on every green and fairway, valve controls and two or three weather stations could cost between $80,000 and $90,000, said Reinisch.
The company has 10 support managers in its offices in Florida and California, and aims to have 50 to 60 courses using Aquaflex by the middle of the year.
"We install, support and maintain the system in addition to training the superintendents," Reinisch said. "We will add support managers and distribution partners as we add courses."
Reinisch's next goal is to team up with golf irrigation companies to expand market share and develop a better distribution network. "We want to help them make their systems better," he said, "we don't want to compete with them."

DiMino to increase Lesco's profits
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CLEANING HOUSE
DiMino will initially focus on improving Lesco's efficiency.
"I feel you have to have positive discontent," said DiMino. "In this case, for a $500 million business, Lesco should be performing better from a financial standpoint. But we are going to address that and become more efficient and effective at what we do."
Lesco posted third-quarter sales of $144.1 million, up from $139.6 million in the third quarter of 2000. Net income for the quarter, however, slipped to $9.3 million from $4.2 million.
"We have to ensure that supply chain management is run effectively and that all assets are geared towards creating more value for the customers, the shareholders and the employees," DiMino said. "We need to take away products that don't sell and keep the product lines fresh. We have a lot of SKUs (stock keeping units) that are not selling."

When DiMino said it was to early to tell which products were going to be discontinued, he maintained that "none of them would be missed."
"It will be a constant improvement. It may be as simple as going to our own brand as opposed to carrying someone else's version of it. We may just change the formulation, or we may drop the product altogether," he said. "This will make for a healthier Lesco."

STRATEGIC DEVELOPMENT
With DiMino on board, CEO William Foley will be free to develop a more robust long range plan for the company.