



BRIEFS

GARRISON TO HEAD E-Z-GO

AUGUSTA, Ga. — Textron Inc. has named John L. Garrison president of E-Z-GO. Garrison will be responsible for all aspects of the golf car and utility vehicle company including sales, marketing, engineering, and manufacturing. He will report to Greg Hyland, president of Textron's Industrial Products segment. Prior to joining E-Z-GO, Garrison was chairman, president and CEO of water and wastewater management manufacturer Azurix Corp. He also served as vice president and general manager for Case Corp.'s North American Agricultural Group.

SIMPLIOT BRINGS IN RICKARD

BOISE, Idaho — Simplot has selected Dr. David Rickard to fill the newly created position of product development specialist. In this new capacity, Rickard will coordinate the commercial turfgrass research department at Jacklin Seed and the continued expansion of fertilizer and specialty product formulations under the BEST, APEX and Simplot Partners brand names. During his 27-year career, Rickard has worked for state government, chemical companies, universities and recently ran his own consulting firm where he specialized in the development of new agricultural technology products. He has overseen product development in biological controls, methyl bromide alternatives, organic soil amendments and foliar fertilizers.



Dr. David Rickard

Simplot has also named Trent Bradford to the post of fertilizer manager for the Professional Products Division's eastern region.

GROWTH PRODUCTS ADDS ACKERSON

WHITE PLAINS, N.Y. — Growth Products has added Gary Ackerson to its staff of technical sales representatives. He will cover a territory that encompasses Connecticut, Delaware, Maryland, New Jersey, New York, Pennsylvania, Vermont, Virginia, and West Virginia. Prior to joining Growth Products, Ackerson was an assistant golf course superintendent, a division manager for a biological company, and a turf consultant for a raw materials company.

Golf Ventures adds Web site to support nationwide expansion

By ANDREW OVERBECK

LAKELAND, Fla. — In a move to support the expansion of its distribution business nationwide, Golf Ventures has introduced an online catalog at golfventuresonline.com.

The new Web site replaces the now-defunct golfbusiness.com. That property has been split between Golf Ventures and International Club Suppliers (ICS). Golf Ventures, which has been in the distribution business in Florida and parts of Georgia since 1986, will handle turf and ornamental products, and ICS has become a food and beverage provider.

"We are expanding across the rest of the United States and this site will assist us with that," said Debbie Nipper, director of national project and marketing. "The site features the main items that we carry, and has sections for service, forums, auctions and specials."

Golf Ventures, which is under the umbrella of Meadowbrook Golf, distributes fertilizers, chemicals, and golf accessories and has agreements with companies such as Helena Chemical, Par Aide and Standard Golf. It is the exclusive provider for the 110 courses managed by Meadowbrook's International

Golf Maintenance.

Golf Venture's nationwide roll out is already well underway.

"We have already added sales staff in Georgia, Alabama, Louisiana, Mississippi, Kansas and Missouri and will be adding more in the first half of the year," said Nipper. The company now has 25 sales



Superintendents try out [golfventuresonline](http://golfventuresonline.com) in Orlando.

representatives and may also add some warehouse locations as it expands.

"The Web site will act as a tool for the sales side," Nipper added. "The superintendent or mechanic can go to the site and find items faster and perform searches. They can call and place an order, go through the sales person or order online."

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ProSource One expects strong 2002 growth

MEMPHIS, Tenn. — Now that ProSource One's ownership issues have been settled, the company is moving forward and expects a strong growth curve for 2002.

The fertilizer supplier has bounced around a lot over the past several years. Agrilience bought



Bob Lee

ProSource One in 1999 after it was put up for sale by Terra Industries in 1998. In 2001, the company was almost sold to Royster-Clark Group, but a newly committed Agrilience called off the deal.

"Agrilience is looking at us as a vehicle for growth," said director Bob Lee. "We are working on a plan to grow the professional side of the business without making a major acquisition."

The company currently has sixty-five sales people and sales of between \$170 and \$200 million.

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Brandt enters golf business with Parkway purchase

HOUSTON — Parkway Research has been purchased by Midwestern agricultural fertilizer manufacturer Brandt Consolidated, adding to that company's growing presence in the green industry. Brandt, which operates 11 liquid fertilizer and micronutrient plants in Illinois, also bought Florida-based Agra Chem in July.

"Agra Chem produces fertilizer and chemicals for the citrus business in Florida, and Parkway fills in the gaps giving Brandt access to the turf and ornamental and lawn and garden markets," said Ray Kimmel, former Parkway president.

Parkway will become a part of Brandt's Clawel Specialty Products division, but will continue to operate out of Houston and Kimmel will remain on board as the general manager of Parkway. Clawel will now offer micronutrients, specialty chemicals and adjuvants to the commercial agriculture, turf, horticulture and lawn and garden markets.

"This is a pretty exciting time around here," said Kimmel.

"We will have broader product lines and more access to technology. There is a lot of new technology on the horizon, and we expect to announce new releases over the next several months."

In addition to a full line of



Ray Kimmel, right, at the show in Orlando

fertilizers, wetting agents and colorants and indicators, Parkway also makes specialty turf products such as Consan fungicide and Neo-Tec bionematicide.

Kimmel expects the company to continue to thrive in the golf market.

"Our prime market is golf," he said. "We have a highly specialized product line designed to fill certain niches. We don't sell generic products, so as a result we have remained healthier than most."

— Andrew Overbeck

Gowan acquires Rubigan fungicide from Dow

By ANDREW OVERBECK

YUMA, Ariz. — Gowan Co. and Portugal-based Margarita Internacional have acquired Rubigan fungicide from Dow AgroSciences. The purchase includes all registrations and trade names. Gowan will market the products in the United States and Canada and Margarita will handle the product outside North America. Terms of the agreement were not disclosed.

While the principle driver behind the sale were the agricultural and horticultural uses of the product, Gowan said it will still pursue Rubigan's golf and turf uses. Rubigan is a broad spectrum, locally systemic liquid fungicide for curative and preventive control of dollar spot and other key diseases on turfgrass and ornamentals. It is also used to control *Poa annua* in overseeded, warm-season turfgrass.

"We specialize in taking molecules that other companies have lost interest in and breathing new life into them," said Gowan's Jim McNutt. "Rubigan has been on the market since 1987, and it has been neglected because there are newer Sterol Inhibitors on the market. We still think there is life in Rubigan. We think it is as good as the rest and that there are some things to latch onto and leverage to keep the sales going."

Dow AgroSciences decided to jettison Rubigan because it overlapped with the broad fungicide line that it acquired in the Rohm and Haas buy out.

"Rohm and Haas gave us a strategic position in the global fungicide business," said Bruce Meile, general manager of Dow AgroScience's turf and ornamental business. "We discovered that while Rubigan and Rohm and Haas' fungicides were not directly competitive, there were a number of uses that were partially overlapping."

Continued on next page

Textron retools sales and marketing team

CHARLOTTE, N.C. — Textron Golf, Turf & Specialty Products has named four new vice presidents to lead sales and marketing for its turf and professional lawn care (PLC) division.

Dennis Schwieger has been named executive vice president of sales and marketing — turf and PLC. He joins Textron from Valmont Industries where he was vice president of global distribution.

Three other new vice presidents will report to Schwieger:

- Ralph Nicotera has been promoted to

vice president of marketing and product management — turf and PLC. Nicotera has been with the company for 27 years, most recently directing sales and dealer development for turf and PLC.

- Joe Thompson has been appointed vice president of sales — turf. Prior to joining Textron, Thompson worked for John Deere and Case Construction.

- Joe LaFollette is the new vice president of customer care — turf and PLC. He joins Textron from CNH Corp. where he held several executive sales and marketing positions.

Syngenta, Bayer end neonicotinoid dispute

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"To continue litigation we were going to incur heavy legal bills, and it became a business issue for both parties to come to an agreement that benefited both of us," said director of corporate communications Ken Gordon.

As part of the settlement, Syngenta will pay Bayer \$120 million in return for full access to crop protection and related markets worldwide for thiamethoxam. The company expects global sales of thiamethoxam to top \$200 million.

According to Chuck Buffington, market manager for Syngenta's lawn and landscape division, it is not unusual to have different patented active ingredients within the same chemical class.

"Heritage and Compass are both trademarked and patented strobilurin chemistries but are significantly different products," he said. "Now there are two neonicotinoid chemistries."

While Syngenta has already registered thiamethoxam for agricultural and crop uses elsewhere in the world, it is still waiting for the Environmental Protection Agency to register Meridian, its first thiamethoxam product for the turf and ornamental business.

Meridian offers lower use rates, broad-spectrum control on multiple grub species, and increased late season activity. Syngenta expects registration by late 2002 or early 2003.

For its part, Bayer is confident that its neonicotinoid product, Merit, will continue to lead the grub control market.

"The dispute was costing both parties a lot of time and money," said Dan Carrothers, director of marketing for Bayer Garden and Professional Care. "Settling was the right decision. But we feel very strongly about our position in grub control."

Bayer has been selling Merit since 1994 and has unveiled a marketing campaign that offers a full guarantee that its product will control grubs.

According to turf and ornamental brand manager Michael Daly, the new campaign will help superintendents mitigate risk by helping them time applications of Merit for preventive control and applications of Dylox for curative control. ■

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Dow sells Rubigan

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We had to choose between Eagle or Rubigan, and Eagle is newer and more widely recognized."

According to Gowan's turf sales manager Steve Peterson, Rubigan will be a big part of the company's turf offering. "We are going to run with it on the turf side," he said. "We will maintain the existing market and keep it in front of the *Poa annua* market."

In the short term, McNutt said Gowan will not make any major changes. "Initially, I don't see a whole lot of changes between what they were doing and what we are doing," he said. "It usually takes us a year or two to get used to a new product and have our sales and technical team find new fits and uses and different positions that we can take."

With the divestiture of Rubigan, Meile said the integration of the Dow AgroSciences and the Rohm and Haas product lines is pretty much complete. "We are 95-percent done," he said. "It has been eight months since the close date and we have taken care of the people issues, technology transfers and product overlap."

The final challenge, according to Meile, will be wrapping up product code issues, revising logos and literature, and handling registration and state label problems. ■

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