

SUPPLIER BUSINESS



BRIEFS

RIVERS JOINS PROLINK

TEMPE, Ariz. — David P. Rivers has joined ProLink as vice chairman of sales/distribution. Rivers, formerly executive vice president of E-Z-GO Textron, will also join ProLink's board of directors. Rivers has closely followed ProLink's growth since 1994, when he first used the product. Years later, he was the instrumental force behind the strategic partnership alliance formed between E-Z-GO and ProLink in 2000. Prior to joining ProLink, Rivers held several senior management positions during his 12-year tenure at E-Z-GO. He was responsible for the company's global sales, marketing, product planning and customer service.

PBI GORDON ADDS WANZOR

KANSAS CITY, Mo. — PBI Gordon has added Scott Wanzor to its professional turf and ornamental and agricultural products sales group. Wanzor will assume the position of sales representative for the Carolinas and Tennessee. He has 25 years of experience in the turf and ornamental market and most recently served as U.S. sales manager for Lameque Quality Group.

GROWTH PRODUCTS REVAMPS WEB SITE

WHITE PLAINS, N.Y. — Growth Products has relaunched its Web site to provide end users with up-to-date information about the company and its complete line of liquid fertilizers, micronutrients and organics. At the Web site, www.growthproducts.com, users can access specific product information and solution pages for all of the markets the company serves. Users will also find distributor links and answers to frequently asked questions.

INMAN JOINS NOVOZYMES

SALEM, Va. — Scott Inman has joined Novozymes Biologicals as technical sales manager. He is responsible for providing technical support and product positioning to the professional turf market for Novozymes' microbial/nutrient growth enhancement products. Inman previously worked for Rohm and Haas Co.

Deere brings in Truttman for One Source rollout

By ANDREW OVERBECK

CARY, N.C. — John Deere Landscapes is hitting the ground running with its One Source initiative on the East Coast. The company plans to gradually roll the concept out nationwide as it adds more locations and products.

The initiative was born last year as John Deere purchased McGinnis Farms and Century Rain Aid. They have slowly rolled out the new division that aims to become a single-source supplier for the golf course industry.

So far, the company has retrofitted McGinnis Farms locations and built 12 additional facilities on the East Coast. Expansion across the

rest of the country will occur as the company builds and acquires other locations.

Industry veteran David Truttman has come on as national golf sales manager to oversee One Source sales of irrigation equipment, chemicals, fertilizers, seed, sod and nursery stock. On the irrigation side, John Deere Landscapes offers the full line of Hunter irrigation products.



David Truttman

"I will handle all the products that we sell to golf courses other than turf equipment and utility vehicles," said Truttman, who was previously director of golf development for Landscapes Unlimited in Lincoln, Neb. "We are initially

approaching all the golf courses that are already preferred customers of John Deere in an effort to offer them the full line of golf course supplies."

In order to put the One Source initiative into action, Truttman is setting up a communication system to allow sales people from each product segment to share information.

"One person will not sell all the products because there are technical specialties involved," said Truttman. "Leads will be shared so that our appropriate specialist in irrigation, chemicals or fertilizers can follow up."

According to Truttman, superintendents will be able to realize substantial cost savings by taking advantage of the One Source program.

"If you think about it as a co-op under the John Deere name, you have access to tremendous buying

Continued on next page

Editorial Focus: Irrigation & Pump stations

Courses utilizing Rain Bird's new financing program

By ANDREW OVERBECK

AZUSA, Calif. — Since its introduction in July, Rain Bird's partnership with Bankgroup Financial Services has been well received, according to new golf division sales and marketing manager Glenn Griffee.



"Rain Bird Financial Solutions is an integral part of Rain Bird's complete system and financial approach," Griffee said. "Several courses have taken advantage of it, and we are training our sales team and distributors to fully roll out the program."

San Francisco-based Bankgroup Financial Services has financed more than 300 irrigation projects.

"In the past, we have had relationships with lenders that have provided customers with relatively limited financing options," Griffee said. "We were less involved in the process, leaving it largely up to the customer to figure it out. Rain Bird Financial Solutions is different because we can be actively involved in designing a customized solution."

While the new financial offering

Continued on next page

Lesco moves on to phase two of restructuring plan

CLEVELAND — Lesco Inc. has completed phase one of its move toward a "hub and spoke" logistic network with the retrofitting of its existing distribution centers. The company is now working on the second phase of its reorganization, which will include the opening of at least four new distribution facilities over the next 18 months.

"One of the keys for the Lesco model to create value is efficient, cost effective product distribution," said president and CEO Michael P.

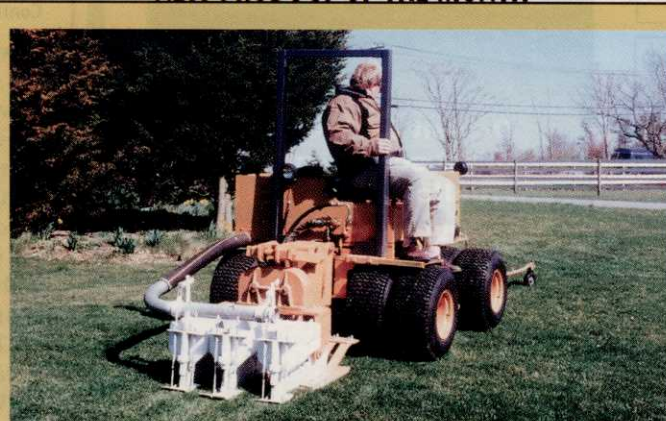
DiMino. "We designed phase one of our hub and spoke network to support our current service centers and customers. Phase two will support our future service center expansion and continued sales growth."

The company completed the retrofitting of its regional logistics hubs in New Jersey, Massachusetts, Ohio and Florida. This retrofitting included the re-engineering of operational processes, space planning and the reorganizing of distribution routes to service centers and customers for

the optimization of delivery times and costs. Direct shipments to customers will be managed regionally to provide the highest serviceability to its customers.

Lesco will open regional hubs in Georgia, Texas, Illinois and California during the next 12 to 18 months. When phase two is completed, over 95 percent of Lesco's customer base will be within a one-day transit time from a regional hub.

NEW PRODUCT OF THE MONTH



WATERWICK SYSTEM IMPROVES DRAINAGE

WaterWick Inc. has introduced a gravel injection system that improves golf course drainage without disturbing the soil surface. The WaterWick system incorporates multiple vibratory plow blades that gently slice into the turf. As the turf is drawn apart, a gravel vein is injected into the opening to create a permanent underground aqueduct that carries away excess water. WaterWick is appropriate for use on greens, tees and fairways. For more information, contact: 888-287-1644 or www.waterwick.com.

PFG Golf to provide financing for ProLink GPS systems

CINCINNATI, Ohio — Provident Financial Group's golf division has teamed with E-Z-GO and ProLink to provide customized financing solutions for Global Positioning Systems (GPS) manufactured by ProLink and marketed in conjunction with the E-Z-GO sales and marketing network.

According to PFG Golf, the GPS golf market is expected to grow into a \$500 million market by 2005.

"We believe GPS represents a major product and profit opportunity for golf courses and we see tremendous market penetration with the increased product acceptance and customer demand," said Chris L. Schauerman, vice president of PFG Golf.

Lease options include predetermined buyout options, optional return privileges or lease payments based on the number of rounds played.

"PFG Golf's corporate strength and their experience in managing customers similar to ProLink make for an exciting combination. We are confident our customers will enjoy a positive experience in dealing with our new capabilities and we are excited about our new relationship," said Doug Lecker, president and CEO of ProLink.

PFG Golf provides equipment financing for golf courses and country clubs nationwide and the division currently has an agreement with E-Z-GO to handle financing in 11 states in the Northeast.