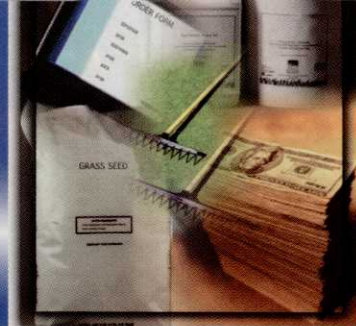


SUPPLIER BUSINESS



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 Griffiee.

"Rain Bird Financial Solutions is an integral part of Rain Bird's complete system and financial approach," Griffiee 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," Griffiee 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.

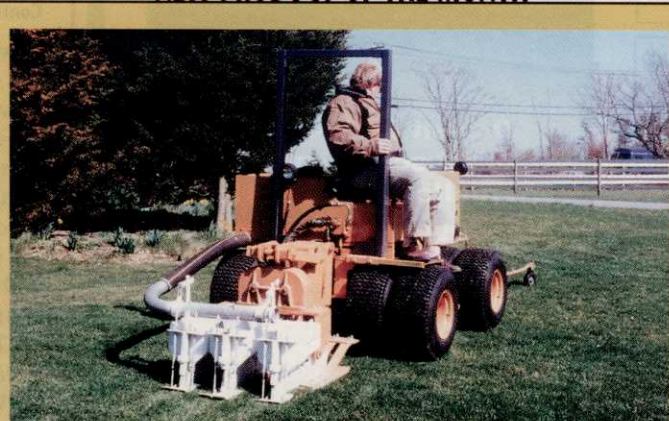
DiMino. "We designed phase one of our hub and spoke network to support our current service centers and customers. Phase two will support our future service center expansion and continued sales growth."

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.

NEW PRODUCTS

Hunter releases G880

Hunter Industries has released the high-capacity G880, a gear-driven rotor that delivers up to 88 feet of full-circle coverage. It has a pop-up height of three and a half inches and is available in three models: electric valve-in-head, check-o-matic and n.o. hydraulic. Like other rotors in the 800 series, the G880 is top serviceable. Every key component in the rotor can be accessed from the top for easy maintenance and cleaning. For more information, contact www.huntergolf.com.



The Hunter G880

Bear's new Quantum valves

Bear Irrigation is ready with its Quantum series valves. The valves are available in three models: electric-regulated, electric three-way and hydraulic. All models include top servicing, snap-in components with no screws or bolts to fumble with. Made of composite material, Quantum valves are the only valves on the market designed with outside inlet threads for extra strength under pressure. A special add-on compact service valve is also available. For more information, contact: 800-491-4975 or www.bear-irrigation.com.

Rain Bird aims financial offering at renovations

Continued from previous page

is geared toward both new course construction and renovation work, Griffie said existing courses will see more benefit.

"There is more benefit to renovation projects because in this case, the deal can be structured based on cash flow rather than collateral or a real estate-based transaction," he said. "As long as you have evidence of solid footing, it is easier to secure financing. We are looking for more of these deals in renovations, given the landscape of today's market."

To help courses determine what renovation work needs to be done, Rain Bird is also offering irrigation assessment studies that evaluate the irrigation system's capabilities. The resulting renovation plan takes into account the course's budget and performance goals.

The financing program can also be tailored to each individual course's needs.

"If seasonality is an issue, the payment schedule can be altered to reflect the months of the course's operation," said Griffie. "If a member-owned course wants to assess some members while offering a monthly payment plan to others, this too can be accommodated."

The financing deal can also be extended beyond the irrigation system to other hard and soft costs, including labor associated with renovation work, or even new mowing equipment.

Griffie said the financing option is an important offering for the company because it makes the renovation decision easier for courses.

"Competition has never been more intense than it is today," he said. "And the rate of new golf courses will probably continue to decline in the next couple years. However, we realize that today's golf course managers are challenged with keeping good playing conditions to attract golfers. Since irrigation plays such a critical role in maintaining the appearance of a golf course, renovating the current system will help courses gain a competitive advantage." ■

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1 My primary title is:

(check one only)

- A. Golf Course Superintendent
- F. Course Owner
- L. Golf Course Management Company Executive
- B. Green Chairman/Grounds Director
- C. Director of Golf/Head Pro
- D. Club President
- E. General Manager
- K. Assistant Superintendent
- G. Builder/Developer
- H. Architect/Engineer
- I. Research Professional
- Z. Others allied to field: (please specify) _____

2 My primary business is: (check one only)

- 21. Public Golf Course
- 22. Private Golf Course
- 23. Semi-Private Golf Course
- 24. Municipal/County/State/Military Golf Course
- 25. Hotel/Resort Course
- 26. Par 3/Executive Course
- 27. Practice Facility
- 29. Other Golf Course (please specify) _____
- 30. Golf Course Management Company
- 31. Golf Course Architect
- 32. Golf Course Developer
- 33. Golf Course Builder
- 39. Supplier/Sales Rep
- 99. Other (please specify) _____

3 Number of holes:

- A. 9 holes
- B. 18 holes
- C. 27 holes
- D. 36 holes
- F. More than 36 holes
- Z. Other (please specify) _____

4 Purchasing involvement: (check all that apply)

- 1. Recommend equipment for purchase
- 2. Specify equipment for purchase
- 3. Approve equipment for purchase

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HA02

John Deere One Source

Continued from previous page

power," he said. "With all these stores across the country, we should have more buying power than anyone else in the U.S. and we should be able to give superintendents the best prices."

"One Source should simplify the buying process," Truttman added. "Instead of dealing with 15 or 20 sales people, you can deal with two or three that will facilitate the course's needs through specialists."

There is more work to be done, however, to ramp up the One Source initiative.

"We are working with our independent distributors and getting them trained in irrigation," said Truttman.

In addition to expanding across the country, John Deere Landscapes is working with other companies to score additional distribution deals.

"We are in talks with major manufacturers of irrigation, fertilizer, chemical and golf accessory products in an effort to complete our product offerings to the golf industry," Truttman said. ■