Deere brings in Truettman 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 out the concept 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 Truettman 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.

"I will handle all the products that we sell to golf courses other than turf equipment and utility vehicles," said Truettman, 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, Truettman 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 Truettman. "Leads will be shared so that our appropriate specialist in irrigation, chemicals or fertilizers can follow up."

According to Truettman, 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 power and marketing, product planning and customer service."

PBI GORDON ADDS WANZOR

KANSAS CITY, Mo. — PBI Gordon has added Scott Wanzor to its turf and ornamental product sales group. Wanzor will assume the position of sales manager. He is responsible for providing technical support and information about the company's global sales, marketing, product planning and customer service.

GROWTH PRODUCTS REVAMPS WEB SITE

WHITE PLAINS, N.Y. — Growth Products has re-launched 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.

LESKO 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.

PFG Golf to provide financing for ProLink GPS systems

CINCINNATI, Ohio—President 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-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

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is geared toward both new course construction and renovation work, Griffe 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 Griffe. “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.

Griffe 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. Since irrigation plays such a critical role in maintaining the appearance of a golf course, renovating the current system will help courses retain a competitive advantage.”

John Deere One Source

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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,” Truttmann 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 Truttmann.

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 manufacturerers of irrigation, fertilizer, chemical and golf accessory products in an effort to complete our product offerings to the golf industry,” Truttmann said.