

# BAYER ES BEGINS '03 AS UNIFIED FIRM

By ANDREW OVERBECK

MONTVALE, N.J. — After an aggressive integration process combining Bayer and Aventis CropScience, Bayer Environmental Science is ready for business as a unified firm.



While the company's required divestiture of fipronil insecticides to BASF was still pending at press time, Farno said the company has

## Bayer Environmental Science

been able to go ahead and integrate its sales force outside of insecticide products.

"We still have [the Federal Trade Commission's order of] hold separate on fipronil, so the former Aventis representatives are still handling it," Farno said. "But

that really only affects the Southeast. Otherwise the sales force has been integrated."

The biggest organizational change that Bayer ES implemented was increasing its focus on the green industry. The company's Chipco Professional Products division will be dedicated to the turf and ornamental business and a separate division will handle pest control products. Previously, one division covered both product lines.

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## Arredondo named GCSAA chief operating officer

LAWRENCE, Kan. — The Golf Course Superintendents Association of America's chief financial officer, Julian Arredondo, will become the group's chief operating officer effective March 1.

Arredondo, who came to GCSAA as its chief financial officer in December 1993, will replace Chuck Borman, who has left to become executive director of the Carolinas Golf Course Superinten-

dents Association (GCN, Jan. 2002).

GCSAA CEO Steve Mona said he would begin a search to fill the chief financial officer spot immediately, however no timetable has been established to name Arredondo's successor.

In his new position, Arredondo will supervise numerous GCSAA member pro-



Julian Arredondo

grams and services in the areas of education, research, environmental stewardship, career development, member/chapter services, communications, government relations, information services, conference events, and publications.

"He has been an integral part of the

*Continued on next page*

## Solheim to receive GCBAA's Rossi Award

LINCOLN, Neb. — The board of directors of the Golf Course Builders Association of America (GCBAA) has selected the late golf club manufacturer and industry benefactor Karsten Solheim as its 2003 Don A. Rossi Award winner.

The Rossi Award recognizes individuals who have made

significant contributions to the game of golf and its growth and who have inspired others by their example.

Solheim, who was a mechanical engineer by trade, began playing golf in 1954. Frustrated with putting, he became enamored with the

*Continued on next page*



The late Karsten Solheim and his wife, Louise, who will accept the Rossi Award on his behalf.

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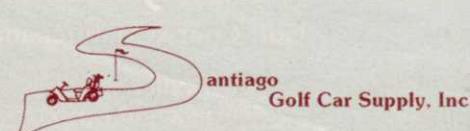
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**Bayer ES unified**

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"Golf is a critical market for us and we needed to have a dedicated sales force," Farno added. "Before, guys would get up in the morning not sure whether they were calling on lawn care, golf or pest control. They are now thinking green 100 percent of the time."

The Chipco Professional Products division has split the country into three territories. Neil Cleveland, who formerly

handled the North for Bayer, will cover the area for Chipco; Mike Daly, who used to be the brand manager for Bayer, is the new West region manager; and Jim Davis, who was Aventis' manager for the North, will now be responsible for the South. The managers will oversee a sales force of 30 and will utilize a group of approximately 50 distributors.

**PRIMED FOR GROWTH**

With the integration process more than 90 percent complete, Farno said the new product pipeline is primed to start churning out new chemistry.

The company hopes to unveil a new herbicide, Revolver, at the GCSAA Show in Atlanta this month. At press time, Farno said approval from the Environmental Protection Agency for the

post-emergent herbicide was "imminent." Three more new fungicides are slated for introduction in 2003, among them are Triton, a broad-spectrum product, and Lynx, a sterile inhibitor.

According to Farno, introducing new products in the golf market will be the key to the firm's growth.

"Becoming number one in golf

will take new products. Our performance last year as a combined entity was very good, it was more than inflationary growth, but it was not double-digit growth," he said. "Golf may take 18 months to recover back to pre-9/11 levels, but golf is a critical market to us and we feel really well-positioned now with a dedicated sales force and a strong product line." ■

**QUOTED**

Agin, Steve .....	Ruby Hill GC .....	11
Alexander, Bo .....	Wade Hampton GC .....	16
Arenberg, Doug .....	Consulting Agron. ....	12
Biscotti, Joe .....	Little Thunder Kids GC .....	5
Dobie, Frank .....	The Sharon Club .....	9
DuPlessis, Susan .....	Sunday River .....	13
Farley, John .....	Teal Bend GC .....	11
Farno, Peter .....	Bayer ES .....	3
Larson, Erik .....	Palmer Course Design .....	1
Milhailides, D. ....	Recrecraft Industries .....	24
Pinson, Bob .....	Course Crafters .....	16
Reece, Deva .....	Interstate Cos. ....	21
Simek, Ronald .....	Sierra Nevada GR .....	21
Skenes, Ron .....	E-Z-GO .....	24
Spencer, Denny .....	Zande & Associates .....	13
Sprinkle, James .....	Ibis G & CC .....	9
White, Paul .....	Olde Mill GC .....	9
Wood, Bruce .....	Deere & Co. ....	1
Workman, Buck .....	Catachee GC .....	10
Zvanut, Joe .....	Jacobsen .....	26

**CALENDAR****FEBRUARY . . .**

**3-7** Club Managers Association of America's 76th Annual World Conference and 26th Exhibition in Miami, Fla. Contact: 703-739-9500

**22-26** National Golf Course Owners Association's 2003 Annual Conference and Show in Palm Springs, Calif. Contact: 800-933-4262

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**Wednesday, March 19 • 10am-2pm / 4pm-6pm**

**Thursday, March 20 • 9am-1pm**

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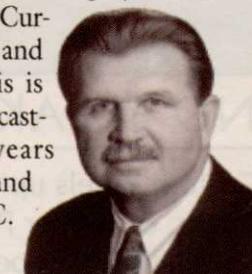
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