The Scotts Company's U.S. Professional Turf Business Acquisitions and new strategies are the name of the game. That's why The Anderson's Ohio deal changes the game. That's why The Andersons purchase of Turfco Mfg. won't discuss sales figures, he did say that the things are going better than expected. While he tempers, Brophy said, is quicker information flow. Goods has decreased as well. "We've trimmed 1/2 to 2 weeks down to 3 days," Brophy said. New PGMS exec steps up to bat Members of the Professional Grounds Management Society already are noticing changes in the organization just a few months after new Executive Director Tom Shaner took charge. Expect more to come. Shaner is a Certified Association Executive and president of a 25-year-old association management company in Baltimore. Expect Shaner to start nudging the group into new directions, such as positioning PGMS as an authority in grounds management practices and standardizing many practices and policies. "I like what I see about this industry but I'm just learning," he says. Greentrac.com running strong Early this year, Greentrac.com splashed onto the e-commerce scene, calling itself a one-source demand-and-supply Web site for the Green Industry. By the end of June, Greentrac's gross transaction volume grew to $12 million, with over 1,000 registered members. Rhonda Knipp, vice president of sales, explains: "We have a nice mix of buyers golf courses, nurseries and the vendors complement the buyers nicely. We would love to see actual revenue ramping up more quickly — we have people who are still experimenting and are hesitant to pull the trigger. They need a lot of hand holding." Turfco Direct gaining popularity It has been almost a full year since Turfco Mfg. started a direct purchase program to fight the loss of dealers and get products out to end users more rapidly, and sales manager Bob Brophy things are going better than expected. While he won't discuss sales figures, he did say that the company is approaching a record year. One of the primary benefits of the new system, Brophy said, is quicker information flow. "There's no two-step filtration of information from factory to customer any more," he said. Response time to customers for new, whole goods has decreased as well. "We've trimmed 1 1/2 to 2 weeks down to 3 days," Brophy said. The Anderson's Ohio deal changes distribution landscape Acquisitions and new strategies are the name of the game. That's why The Andersons' purchase of The Scotts Company's U.S. Professional Turf Business makes so much sense for the Maumee, Ohio, firm. Both Ohio-based companies have compatible product lines and markets, as well as complementary offerings. According to Rick Anderson, president of the Processing Group, the purchase gives The Andersons new heft as one of the big turf industry distributors, adding to the company's ability to research, develop and market landscape products on a wider geographical basis. The Andersons' executives see this as a perfect opportunity to enhance their already strong, traditional presence on the landscape side.

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