

GRASS SEED

John Deere updates logo

MOLINE, Ill. — John Deere has updated its leaping deer trademark to appear stronger and more dynamic with a greater emphasis placed on the John Deere name.



JOHN DEERE

"This evolution of the John Deere trademark symbolizes that world leaders are progressive and agile," said Hans W. Becherer, chairman of Deere & Co.

Rain Bird extends supplier agreement with Pebble Beach

AZUSA, Calif. — Rain Bird has extended its exclusive agreement with Pebble Beach Resorts as the official irrigation supplier. The new agreement runs through 2003. Rain Bird will have official supplier status on all Pebble Beach Co. managed properties including Pebble Beach Golf Links, Spyglass Hill Golf

Course, the Links at Spanish Bay, and Del Monte Golf Course.

"When we installed Rain Bird five years ago, we were convinced that it could provide us the level of technology and com-

mitment to service that we require," said Ted Horton, vice president of resource management. "The U.S. Open preparation this year has confirmed that belief."

As part of the agreement, Rain Bird will also receive input from Pebble Beach Co.'s superintendents for product research and development purposes.

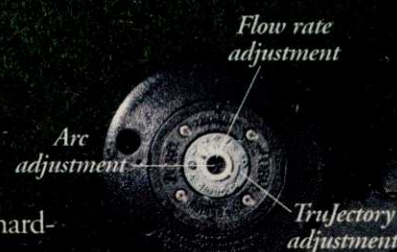
"Rain Bird has benefited from its relationship with Pebble Beach," said Mike Donoghue, Rain Bird Golf Division director. "The stature of the golf course, the expectations for playing conditions, the weather, and the environmental sensitivity of the site combine to provide a true challenge for an irrigation system."



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TORO IRRIGATION

Parkway

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need or want and the other buys it at a reduced cost."

So far the new service has worked well, said Kimmel. "We get a lot of inquiries for products that have either expired registrations or are too hazardous," he said. "We turn down a lot of trades, but we accept most. We only take stuff that we know we can resell—most golf course specialty chemicals that are in original sealed containers and don't have expired registration we can dispose of fairly quickly."



Products are inspected once they arrive at Parkway, and if they are in resellable condition the deal is complete and credit is issued to the seller. Unacceptable products are shipped back to sellers at their expense.

As the new stock rolls in, Parkway salespeople are given a list of what has been acquired. "We sell it off quickly," said Kimmel, "because we make those products available at very good prices." Cleanupthechemicalroom.com also lists available products on the Internet.

The new service has been well-received by Parkway's 3,500 golf course customers and has given its salespeople a new and valuable selling tool.

While Kimmel isn't sure if the new service has attracted customers, he does know that it has helped to strengthen his existing customer base. "I don't know if it has brought in any new customers," he said. "But I think it has helped to develop those we already had." ■