

BRIEFS

MOORE JOINS HARMONY

CHESAPEAKE, Va. — Gregory R. Moore has been named northeast regional sales manager for Harmony Products, Inc. Moore will manage the company's sales activities for Pennsylvania, New Jersey, and the New England states. Additionally, he will service Harmony's existing customer base and oversee expansion into additional markets.

CEBECO APPOINTS DOZLER

HALSEY, Ore. — Cebeco International Seeds has announced the appointment of Brad Dozler as the company's new president. Dozler has more than 18 years of experience with the company, most recently serving as vice president of sales. In another move, the company also appointed Craig Edminster to vice president of marketing. Edminster has more than 20 years of experience in plant technology and the development of international markets.

SIMPLOT PARTNERS NAMES MANAGERS

SAN DIEGO — Simplot Partners has named Nick Spardy, David Schermerhorn and John Maggiore to its management team. Simplot Partners, formerly known as Turf Partners, was acquired by the J.R. Simplot company in July. Spardy, who was president of Turf Partners, will serve as vice president and general manager for Simplot Partners. He will oversee financial and management matters for the company. Schermerhorn, who was vice president of the east region for Turf Partners, is now director of sales and will be responsible for the company's 82-member sales force. Maggiore, previously western region operations manager for Turf Partners, is now national operations manager and will be responsible for the operation of all 21 Simplot Partners locations nationwide.

TYLER ADDS SENSIBAR IN WISCONSIN

Elwood, Ill. — Tyler Enterprises has hired Jordan Sensibar as sales representative for the greater Milwaukee market. In this newly created position, Sensibar will be responsible for the sales of Tyler's custom-blended fertilizer products to the landscape, lawn care, golf course and public grounds markets. He will also be responsible for the sale of Tyler's proprietary custom fertilizer application system in the southern part of the state.

Syngenta ready to focus on professional products

By ANDREW OVERBECK

Greensboro, N.C. — In the latest round of consolidation in the agrochemicals industry, Syngenta was formally launched late last year following a year-long merger.

The company, which was formed by the combination of the Novartis and AstraZeneca agrochemicals businesses, had pro forma sales of approximately \$7 billion in 1999. Based on revenues, Syngenta will be the number-one player in the turf and ornamental business.

In order to maintain this position, the company will be placing a strong focus on its professional products division, which services the golf course industry.

"One of the advantages of the combined company is that we are no longer a small part of a large pharmaceutical company. We are a pure ag player," said golf market manager Joseph DiPaola, Ph.D.

The professional products division now has a strong global commitment as well. "Neither company had a very strong commitment to professional products on a global basis," said Keelan Pulliam, head

of professional products. "When Syngenta was designed, a separate group was formed to focus purely on the professional products business. The global teams are responsible for developing strategies and ensuring that new molecules are screened for use in the turf and ornamental market, as well as the other specialty markets."

SALES AND TECHNICAL SUPPORT

By combining the resources of the two parent companies, Syngenta has realized numerous synergies.

"Looking over resources, we have a larger sales force than either Novartis or Zeneca had," said Don Breeze, head of turf and ornamental products. "On top of that we also have the resources of the whole field biology group that has dedicated professional products people who will support us in research and development." Syngenta has 24 sales representatives, three sales managers and a five-person technical support team lead by technical manager David Roth, Ph.D.

While the sales and technical support

In addition to the expanded organizational structure, Syngenta will also offer an expanded product portfolio. The line-up includes:

FUNGICIDES: Heritage, Daconil, Banner MAXX and Subdue MAXX

HERBICIDE: Barricade

TURF GROWTH REGULATOR: Primo MAXX

INSECTICIDE: Avid

staff has increased, the number of sales and marketing managers has been trimmed. "In gaining synergies for the merger of the turf and ornamental groups, we reduced middle-management by 50 percent," said Pulliam. "We are trying to get efficiencies, but part of the responsibilities that those folks had may reside somewhere else in the organization."

DISTRIBUTION

Syngenta will also be evaluating its relationships with distributors over the course of the next year. "We are committed to distribution," said Breeze. "But the

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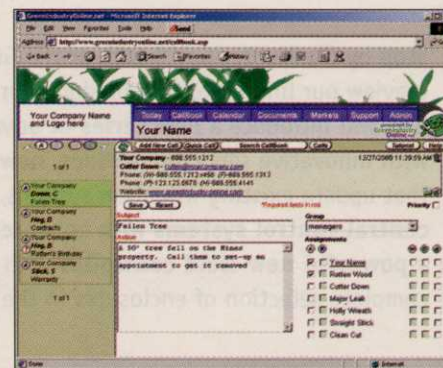
GreenIndustry rolls out Internet-based management software

By ANDREW OVERBECK

WOODBINE, Md. — Steve Cissel, owner of Tree Center Inc., is gearing up to roll out an Internet-based contact management software program and procurement service aimed at improving efficiency in the green industry.

While the venture, GreenIndustry Inc., enters an already packed e-commerce arena, Cissel believes that the software component of the service will set it apart from the competition.

"We are a subscription-based company, not a transaction-based company," said Cissel. "The Call Book software is an individually customized Internet application that helps manage a contact database. In



An on-screen view of greenindustryonline.net

addition, the project management system keeps each member of the management

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NEW PRODUCT OF THE MONTH



THE JOHN DEERE 1445 FRONT MOWER

The John Deere 1420, 1435 and 1445 front mower models deliver excellent traction, maneuverability and productivity. Liquid-cooled Yanmar engines power all three mowers. The 1400 Series includes the 28-hp, gas 1420, the 24-hp, diesel 1435, and the 31-hp, diesel 1445. The hydraulic PTO allows gradual engagement and smoother operation and the 14.5-gallon fuel tank allows for all-day mowing. For additional productivity, the mowers are available with 60- and 72-inch, side-discharge decks. The decks have increased airflow so more material can be processed and the operator can mow at speeds up to 12 mph.

UHS forms partnership to market former ABT varieties

DENVER — United Horticultural Supply (UHS) has formed a strategic agreement with newly formed United Seed Production (USP) in a deal that provides the company with marketing rights to many of the top seed varieties that belonged to the now-defunct AgriBioTech (ABT).

One of the major components of USP is ProSeeds Marketing, a seed marketing company that acquired more than 80 percent of ABT's 300 turfgrass varieties last August. USP also has one of Oregon's largest seed production farms, featuring 80,000 square feet of warehouse storage and the capability to blend and package 500,000 pounds of seed per day.

The premium seed offerings will be marketed under the Signature brand name, for which UHS acquired the market rights during the process of building the program. The line includes perennial ryegrass varieties Palmer III, Prelude III, Pennant II, and Phantom.

The stable also includes Apollo, Princeton 105 and Dragon Kentucky bluegrass; Culumbra and Southport chewings fescue; Trapeze and Vista creeping red fescue; Nordic and Reliant II hard fescue; Falcon II, Shenandoah II, Gazelle and Scorpion tall fescue; and Century, Imperial and Crenshaw creeping bentgrass.

Many products also will be marketed under the general UHS label and mixtures and blends will be

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Barcelona organizers set conference program

BARCELONA, Spain — The Barcelona European Golf Show, to be held here Feb. 16-18, will feature more than 20 conferences, workshops, round tables and debates related to the golf market. For the professional section of the program, activities are aimed at analyzing and debating the

main challenges of the Spanish and international market. National and international experts, as well as representatives from the private and public sectors, have been invited to participate.

The conference program will cover:

- Analysis of key development

stages of a golf complex

- Golf project financing policy in the Spanish market

- Business opportunities in the South American market

- Business opportunities in the Portuguese market

- Quality management applied to golf courses

- Integral management and marketing tools in golf courses and resorts

The round table will cover:

- Golf and the environment

- The Socio-economic value of a golf course



Sumitomo combines Valent forces

WALNUT CREEK, Calif. — Sumitomo Chemical Co. (SCC) has combined the North American sales and marketing forces of Valent U.S.A. and Valent BioSciences Corp. (VBC).

Libertyville, Ill.-based VBC will remain an independent global manufacturer and supplier of all VBC branded products and will serve as SCC's center for worldwide discovery, acquisition, development and commercialization of all biological-based products.

"Combining Valent and VBC sales and marketing functions will enable the two companies to operate more effectively and efficiently," said Mike Borel, Valent president.

UHS to market ABT varieties

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designed to meet local climatic and use requirements. The company will also introduce its Signature Pure Seed Tag a guarantee that the seed is free of undesirable grass and weed seed. UHS has 130 sales professionals and 75 warehouse locations across the country.

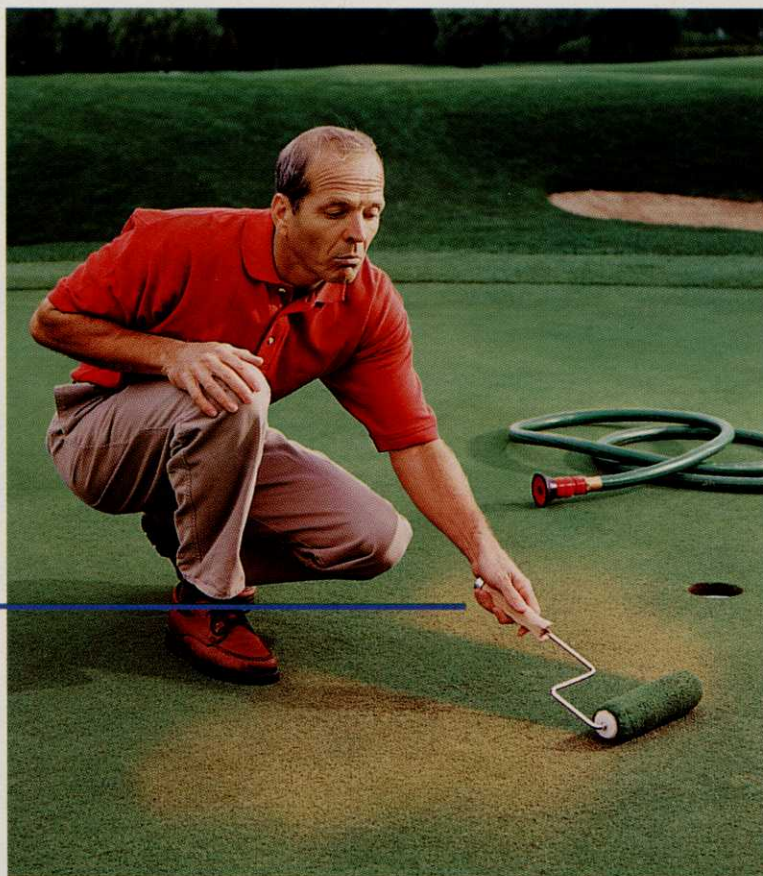
"We will have top-quality seed products to offer in all categories, from the most elite varieties for the world's best golf courses to general reclamation needs for customers in golf course and sports turf management," said Terry Boehm, business manager for UHS. "There are more than 100,000 acres of turfgrass production in place to ensure that the supply of well-known brands will continue uninterrupted from UHS."

Turfgrass supplies for the spring season are expected to vary substantially by species. Turf-type tall fescue and elite Kentucky bluegrass will be in tight supply while the mid-range bluegrasses should be available in adequate quantities. Improved fine fescues and turf-type perennial ryegrasses are in ample supply and most varieties of creeping bentgrass should be available for the spring season. ■



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