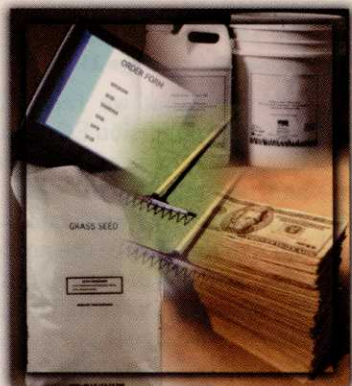


GRASS SEED



BRIEFS

TYLER TO EXPAND DISTRIBUTION NETWORK, HIRES FILLEY

ELWOOD, Ill. — Tyler Enterprises of Elwood Inc. has recently hired Craig Filley as director, strategic development, a newly created position to spearhead their expansion of the company's fertilizer partnership and distribution network. Filley will be responsible for establishing new distribution and developing partnerships outside of Tyler's current regional sales base that includes Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin. Filley recently served as the senior technical representative for The Andersons, developing and servicing regional and national distribution accounts.



Craig Filley

PENNINGTON APPOINTS LOHSE, KLECZYNSKI

MADISON, Ga. — Pennington Seed, Inc. has appointed Charles W. Lohse as western territory manager and Stanley J. Kleczynski as southeastern territory manager for the Professional Turfgrass Group. Lohse and



Stanley J. Kleczynski

Kleczyński will be responsible for the sales and marketing of Pennington's professional turfgrass varieties through a network of distributors in the Western and Southeastern United States, respectively. Lohse is a past president of the California Seed Association and Kleczynski is a past director of the Southern Seedsman Association and the Kentucky Seedsman Association.

TEXTRON GOLF NAMES HYLAND CEO

PROVIDENCE, R.I. — Textron Golf, Turf & Specialty Products has named Gregory E. Hyland chairman and CEO. Hyland will have responsibility for the continued integration and operations of this unit which was created earlier this year. Hyland joins Textron from Tyco International where he was president of the flow control division's engineered products group.

GOLF COURSE NEWS

Yamaha expands national reach with high-tech service trucks

By ANDREW OVERBECK

NEWNAN, Ga. — In an effort to increase its ability to service golf car fleet customers in out-of-the way areas, Yamaha Golf Cars has unveiled a system of global positioning satellite (GPS)-linked service trucks that offer the same capabilities as its dealerships.

"We have a dealer and service network across the country," said Dan Grigsby, national service manager. "But there are many courses out there that are not covered by those dealers. The whole premise of the program is to take care of customers that are in an area where the dealer cannot provide service."

The advent of the service truck program also allows Yamaha, which depends on fleet sales for 80 to 90 percent of its business, to expand sales opportunities. "Our goal was to identify where we had potential customers and give our sales people the opportunity to sell cars where ever they can. Then we can determine which areas are big enough to put in a service truck," Grigsby said.

So far, Yamaha has 15 service trucks in Georgia, North Carolina, South Carolina, eastern Tennessee, Texas, Oklahoma and Florida and will be adding trucks in Arkansas and California. The trucks are staffed by a technician who regularly ser-

vices between 15 and 20 courses and visits each course once a month. The technicians work out of a home office when they are not on the road.

TRUCKS ROLL OUT FULLY STOCKED

Each Chevrolet 14-foot box truck is equipped with a complete line of tools, a \$15,000 parts inventory, a service area, and an office. The service technician has a laptop that is linked to the Yamaha



One of Yamaha's 15 new GPS-equipped service trucks

home office that allows him to open and create repair and part orders. When the technician closes an order, Yamaha has the ability to order, bill and send parts within 24 hours.

"They can do all the maintenance work and 95 percent of the major repairs," Grigsby said. "They have a spare engine, transmission assembly and two sets of batteries. They can do just about everything right there on site."

The GPS system on the truck allows the technician to communicate with a

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Pennington acquires Lofts and Rebel varieties

LAFAYETTE, Calif. — Central Garden & Pet Co. has announced that its Pennington subsidiary has reached agreement with KRB Seed Co., LLC to acquire certain assets and licensing rights with respect to Lofts and Rebel facilities and products.

Under the agreements, Pennington will acquire substantially all of the assets of the Lofts group with facilities in Woburn, Mass., Laurel, Md., and Farmingdale, N.J. In addition, Pennington will be granted exclusive rights to the Lofts related trademarks and sales marks. Pennington will also be granted certain non-exclusive rights to produce and market Rebel seed varieties. Other terms of the agreement were not disclosed.

"The Lofts brand is established and well respected in the Northeast. We will continue their tradition and supplement their customer offerings with other Pennington/Central branded products. In addition, we plan to expand the presence of the Rebel varieties in several key accounts," said Brooks Pennington III, president of Pennington Seed.

According to KRB Seed Company president, Ken Budd, the

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Walter assumes marketing and development post at Rohm and Haas



PHILADELPHIA, Pa. — Rohm and Haas Co. has named chemical engineer James Walter, Ph.D. to the post of market and product development manager for turf and ornamental products. Walter, who has been with the company since 1997, previously served as turf and ornamental product development manager and global product development manager. In his new role, Walter will be responsible for marketing strategies, research and product development. Golf Course News recently caught up with Walter to discuss his goals for the business unit and how it will fit into the increasingly consolidating turf and ornamental marketplace.



James Walter

GCN: What are your immediate goals for the turf and ornamental business unit?

Walter: I have worked as product development manager for turf and orna-

mental for the last four years, so I know the business, the market and the products. My expectations are to continue the growth of the business and to grow our position in the marketplace.

GCN: How will you accomplish this growth?

Walter: The fundamental way I am going to do that is through new products and new formulations. As a technical person I am bent that way. We have a number of new technologies and formulations that will hit the market in the next three to four years that are going to solve problems that lawn care industry and golf course superintendents have.

GCN: What are some of examples of the new technologies and formulations?

Walter: For example, one of the

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Aventis to spin off crop science division

STRASBOURG, France — The life-science group Aventis SA has announced that it intends to sell its \$3.5-billion agrochemicals and plant health products division by the end of 2001 to concentrate solely on its pharmaceutical business.

Aventis CropScience, which is already operating as an independent company, was formed a year ago by the merger between Hoechst Schering Agro and Rhone Poulenc Agro. The subsidiary's Environmental Science division manufactures turf fungicides, herbicides, insecticides and plant growth regulators, including the popular Chipco and DeltaGuard brands.

The company, which will be renamed Agreva, will either be launched on the stock exchange or sold outright. According to analysts, Germany's Bayer AG, which recently bought Novartis' FLINT fungicide business, is the front runner to buy Aventis CropScience, although both Dupont and Dow Chemical may also be interested.

GRASS SEED

Yamaha

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dispatcher and customer-contact representative to respond to repair requests from golf courses efficiently.

According to Wayne Massey, who is the Yamaha technician for 24 courses in Oklahoma, courses are making good use of his services.

"In the first seven months of the service I have put 27,000 miles on the truck. I see some courses on a bi-monthly basis depending on the workload," he said.

One of the customers who is glad to see Massey is superintendent Ray Rodgers at Sand Springs Golf Course in Sand Springs, Okla. "I have no mechanic on staff," he said. "And I have a really hilly course which leads to worn out bushings and of course a couple of roll-overs each year. It is important to have this service around tournament time, and he keeps most of the high use parts on his truck which saves us time."

PREVENTIVE MAINTENANCE FOCUS

While Massey and other technicians do spend time on major repairs like roll-overs, they focus most heavily on preventive maintenance. "There are fewer down cars now that I have been servicing the cars regularly," said Massey. "It is more basic maintenance at this point."

Jim Cresswell, who has serviced eastern North Carolina for a year now, is noticing the same trend. "It is more routine because I am around every two weeks," he said.

Yamaha is also rolling the service truck concept out to its dealers and encouraging them to introduce a similar service. In addition, the company is about to launch a program that will teach dealers how to create a custom-made service contract. "The genuine Yamaha service calculator takes all of the documented maintenance recommendations and customizes it for each customer," said Grigsby. "For example, if the fleet is at a public course that uses cars heavily, you can prescribe maintenance based on those cir-

cumstances."

Concentrating efforts on preventive maintenance is also an important element of the company's golf car resale program, said Grigsby. "By ensuring that the cars are properly maintained, the cars don't go down as often. This not only makes the customer happy, but it also means that the cars are worth a lot more money when we take them off the course," he said. ■

Yamaha Golf Cars breaks ground on new factory

NEWNAN, Ga. — Yamaha Golf Cars broke ground Nov. 16 on its new factory here. The \$30- to \$35-million golf car and utility vehicle facility will be built right behind the current Yamaha factory. Production is scheduled to begin in June 2002.

According to marketing consultant Mike Muetzel, the planning process for the new factory required sales, management and engineering departments to come together to decide what

changes they wanted to make for 2003 models.

"We wanted to ensure quality in the golf car and at the same time take cost out," said Muetzel. "The engineering department put a dollar figure on every feature on the car."

In addition to making changes for the 2003 models, Yamaha is also looking at using new vendors and forming strategic and proprietary relationships to further improve the vehicles.



THINK OF IT
AS A PAINT BALL.

HERE'S YOUR TARGET

Pennington

Continued from page 31

agreements will allow the Lofts brand to continue to be a major force in the Northeast. "With the combined efforts of KRB and Pennington, the Rebel program will also continue to expand and be even more successful for both companies," he said. "We will now be able to better focus our attention on our customers needs." ■

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