



## BRIEFS

### BASF NAMES HUSEMANN

RESEARCH TRIANGLE PARK, N.C. — BASF has appointed Gerald E. Husemann as senior sales specialist for the turf and ornamental group headquartered here. He will be responsible for coverage of the Kentucky, southern Ohio, Virginia and West Virginia sales territories. Husemann has 23 years of professional experience in the agriculture retail and crop protection industries, including work at Farmland Industries, American Cyanamid Co. and BASF.



Gerald E. Husemann

### GOLF VENTURES PROMOTES MCMAHON

LAKELAND, Fla. — Golf Ventures has promoted Walt McMahon to the position of vice president of sales. McMahon joined the company in 1993 as a territory manager, and most recently served as a sales manager. In his new role, he will assist with Golf Ventures' rollout outside of the state of Florida and will be responsible for managing all territory managers on the Helena and Golf Ventures product lines.



Walt McMahon

### BRANDT CONSOLIDATED HIRES SMITH

Pleasant Plains, Ill. — The Clawel Specialty Products Division of Brandt Consolidated, has hired Dr. Julian Smith as national accounts and domestic sales manager. Dr. Smith brings a wealth of industry experience in virtually every aspect of plant nutrition, and currently serves on the board of directors of the Fluid Fertilizer Foundation.



Dr. Julian Smith

### BLEEKER REPLACES BARENBRUG

TANGENT, Ore. — Barenbrug Group has appointed Kees Bleeker to president and CEO. He replaces H.J.M. Barenbrug, who is retiring after 34 years. Bleeker previously worked for Norwegian-owned fertilizer maker Hydro Agri.

GOLF COURSE NEWS

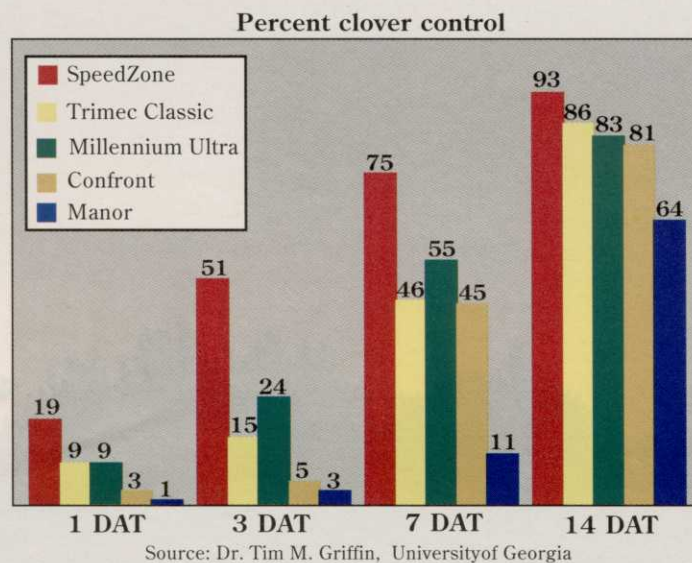
### Editorial Focus: Herbicides

## PBI Gordon's SpeedZone launch going strong

By ANDREW OVERBECK

KANSAS CITY, Mo. — PBI Gordon Corp. has enjoyed a strong launch of its new active ingredient carfentrazone-ethyl since receiving registration from the Environmental Protection Agency in late September (GCN Nov. 2001). The company obtained the exclusive marketing rights for non-agricultural uses of carfentrazone-ethyl from Philadelphia-based FMC Corp. in 1998.

Carfentrazone-ethyl is being marketed under the company's ProForm Brand as three different formulations: SpeedZone, PowerZone and SpeedZone St. Augustine formula. While there are slight differences between the formulations, all three of the



broad-spectrum, post-emergent, selective herbicides offer control in cool weather, visible results in 24 hours, and dead weeds in three to seven days. It is also rain-fast in three hours, is

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### Editorial Focus: Herbicides

## Griffin to expand TranXit label to greens

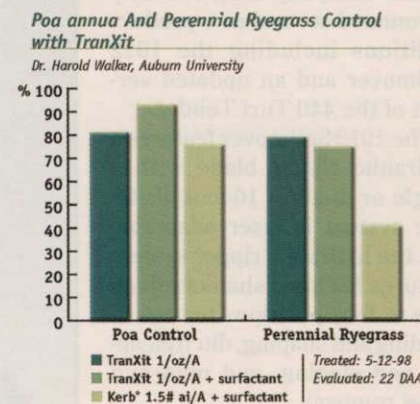
By ANDREW OVERBECK

VALDOSTA, Ga. — Griffin LLC is moving ahead with the rollout of its new TranXit GTA herbicide for warm season turfgrass. While it was registered by the Environmental Protection Agency in late August, this is the first full season of use for the product that controls *Poa annua* (GCN November 2001). TranXit is currently labeled for use on fairways, but the company is working to get the label extended to greens by the middle of this summer.

The herbicide, which contains the active ingredient rimsulfuron, offers both pre- and post-emergence activity at low one- to two-ounce rates. It is especially formulated for the removal *Poa annua* before overseeding and the removal of overseeded turf during the spring transition. However, it can also be used to control *Poa annua* in non-overseeded fairways.

Dr. Harold Walker at Auburn University has been working with rimsulfuron since 1998. "The product contains similar chemistry to Manor and Corsair," he said. "But Manor and Corsair do not control *Poa Annua* or *Poa trivialis*. TranXit also has a short half-life so you don't have a problem with running or lateral movement."

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## Simplot expands agribusiness division

BOISE, Idaho — J.R. Simplot has reorganized its turf and horticulture group and placed it under its newly expanded agribusiness division.

Bill Whitacre, who has served as president of the turf and horticulture group since May 2000, has been named president of the agribusiness group, replacing Larry Hlobik who has become the company's new CEO.

Joel Barker will replace Whitacre as vice president and general manager of the turf and horticulture group. Barker joined Simplot in 1989 and most recently was vice president of finance and admin-



Bill Whitacre



Joel Barker

istration of the turf and horticulture group.

The agribusiness group will be made up of manufacturing and wholesale fertilizer sales, Simplot Grower Solutions, and the turf and horticulture group which includes Jacklin Seed, BEST and APEX fertilizers, the Simplot Partners distribution network, and international seed and fertilizer sales.

"We have an opportunity to align our core resources in a highly efficient and effective manner," said Whitacre. "The new structure better positions us to continue our focus on meeting and exceeding our customer's expectations."

## Aquatrols receives Radiance registration

CHERRY HILL, N.J. — Aquatrols has received both state and federal registrations from the Environmental Protection Agency for its pre-emergent copper-based algaecide, Radiance.

The company originally named the new product Repel, but had to change the name due to EPA registration issues.

Radiance is a pre-emergent pond

management tool that uses a copper-based algaecide with a unique delivery system. The product can be applied in one spot and will quickly disperse uniformly throughout the entire body of water. The formulation also allows the product to stay dispersed much longer and can prevent algae blooms for about a month.

## Lesco posts loss, names new CFO

CLEVELAND — Lesco, Inc. has posted record sales for the fourth quarter and full year of 2001, up two and one percent, respectively.

While sales for the full year were up to \$504.3 million over \$499.6 million for 2000, the company still posted a net loss of \$2.9 million. Fourth quarter sales were \$105.3 million, compared to \$102.8 million in 2000. The company, which usually posts a fourth quarter loss due to the seasonality of its business, lost \$5.6 million for the quarter.

"For Lesco and for our entire industry, 2001 was a difficult and challenging year," said William A. Foley, chairman and CEO. "We are pleased with our working capital management, debt reduction and sales performance, but our operating and net income results are unacceptable. We are committed to regaining our earnings momentum, and are taking the necessary steps to return to profitability."

The company said a sluggish economy and the events of Sept. 11 kept the company from leveraging its cost base and resulted in a relatively flat operating loss year over year.

Lesco's new chief operating officer, however, is confident the company will return to profitability this year. "Although U.S.

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## Dakota Peat expands factory, product line

EAST GRAND FORKS, Minn. — Dakota Peat & Equipment has completed the expansion of its production facility here. The new 80,000-square-foot building quadruples the company's production capability and was built to keep up with the demand for its line of topdressers, dethatchers, blenders and soil movers.

The company also recently announced several new product additions including the 1012 Soilmover and an updated version of the 440 Turf Tender.

The 1012 Soilmover features a hydraulic ripper blade with a single or dual tilt 10-foot blade. The system is laser adaptable and the hydraulic ripper system features 12 ripper shanks adjustable to four positions for use in grading and shaping, ditch cleaning and sloping, and mud and snow removal.

The 440 Turf Tender now has a Shur-lok cover making it an

all-weather machine and preventing fine materials from becoming airborne. The unit also features a new digital tachometer for the spinners to ensure greater accuracy in spreading materials.

## Rain Bird developing moisture probes

GLENDORA, Calif. — Building off the roll out of its residential MS-100 model, Rain Bird Corp. is developing a moisture sensor for use in agricultural and golf markets.

The unit measures soil moisture levels and automatically supersedes scheduled watering cycles when a sufficient level of moisture is detected. The sensor will be compatible with nearly

every irrigation controller on the market and can help increase efficiency and reduce water use.

The MS-100 detects moisture levels using two horizontally-placed carbon rod probes at the driest point of the irrigation system. When the probes detect soil saturation caused by rainfall or irrigation, they bypass water cycles until the moisture level drops below a user-adjustable setting.

## Lesco profits

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economic forecasts continue to reflect uncertainty, we have identified market share expansion opportunities in our core business segments and product lines, and expect sales growth in the range of four to five percent," Michael DiMino said. "Coupled with improving raw materials cost and the benefits from expense reductions, we expect to return to profitability in 2002."

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In other news, Lesco has named Jeffrey L. Rutherford to replace R. Breck Denny as the company's senior vice president and chief financial officer. During the transition, Denny will remain with the company in a consulting capacity.

Rutherford will report to William Foley and will have responsibility for all financial management functions, including banking, accounting, credit, taxes, Securities and Exchange Commission reporting, and investor relations and communications.

Prior to joining Lesco, Rutherford was senior vice president and chief financial officer for OfficeMax, Inc. He also spent 14 years with the accounting firm Anderson.

"Rutherford brings an extensive accounting background, experience as a chief financial officer in a public company and knowledge of the retail store operating environment," said Foley. "He will play a pivotal role in our ongoing efforts to strengthen the business and improve profitability." ■



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