

# SUPPLIER BUSINESS



## BRIEFS

### LESCO REALIGNS SALES TEAM

CLEVELAND — Lesco has appointed Steven Cochran to senior vice president, sales. Cochran previously held the position of senior vice president, marketing and strategic sourcing. He will now lead the company's sales organization. Dana Wilson has also assumed a revised role with responsibility for the opening of new stores and other sales and growth opportunities. The company has not yet named a replacement for the marketing and strategic sourcing position.

### BECKER UNDERWOOD ACQUIRES TWO

AMES, Iowa — Becker Underwood has purchased rhizobium inoculant producer Urbana Laboratories and seed coating specialist Seedbiotics. Terms of the acquisitions were not announced. Urbana Laboratories, based in St. Joseph, Mo., produces nitrogen-fixing rhizobium inoculants for legume crops. Seedbiotics' coating and polymer operations in Caldwell, Idaho, are strategically positioned for the forage and grass seed industries.

### HOWARD FERTILIZER ADDS SIX

ORLANDO, Fla. — Howard Fertilizer & Chemical Co. has enhanced its business strategy by adding six new sales representatives during the past year. Howard's new sales professionals include: Bob Hess and Chris Brown, who handle the central Florida area; Tom Price covers northeast Florida; Brent Chapman manages southwest Florida; Cris Cook oversees the Tampa area; and Mike Rinaldo serves the Sarasota market.

### AIR-O-LATOR GETS ONLINE

KANSAS CITY, Mo. — Air-O-Lator, a manufacturer of fountain and aeration products for the professional golf maintenance industry, has joined the GCSAA's Golf Super-Market with a fully e-commerce-enabled storefront. Air-O-Lator and 35 other industry manufacturers have a presence on the site that allows customers to view, research and buy products online.

## Lesco to strengthen sales, add stores-on-wheels

By ANDREW OVERBECK

CLEVELAND — When Michael DiMino replaced Bill Foley as president and CEO of Lesco in April, he outlined a simple strategy for bringing the company back into the black. DiMino immediately focused on leveraging the large amount of capital that Lesco had invested in manufacturing facilities by improving the company's selling and distribution capabilities.

The new CEO is in the process of implementing a new hub-and-spoke distribution system that will allow for overnight or next-day delivery to its 227 service centers and 77 stores-on-wheels. DiMino has also bulked up the sales staff by adding 54 representatives and plans to add even more services centers and stores-on-wheels in 2003.

So far DiMino is optimistic that the new structure will pay off in the

long run. Despite flat sales, third quarter 2002 results showed improved earnings, up to \$9.1 million from \$2.0 million in 2001.

"Although sales are flat, we are hitting all of our financial objectives," said DiMino. "Lesco is doing well from an overall profitability standpoint which is vastly improved from last year."

According to DiMino, superintendents will hear more from Lesco in the coming months.

"We have set up five zone vice presidents and our sales team is moving together again,"

said DiMino. "We are going to add more stores-on-wheels and 20 to 30 stores. And we have added golf sales representatives who will have a truck and a laptop and will be able to service golf courses. They will see more of Lesco."

The beefed-up sales force will

focus on the underserved areas on the West Coast, and in the Midwest.

Adding salespeople, stores-on-wheels and service centers is central to the company's success, added DiMino. The company expects that adding to sales

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According to president and CEO Michael DiMino, Lesco will be adding to its 77 stores-on-wheels.

## 2002 NEWSMAKERS

### Adaptive car makers await final DOJ ruling

By ANDREW OVERBECK

When the U.S. Access Board released revised programming guidelines regarding golf course accessibility in early September, it did not include a provision requiring golf courses to supply adaptive golf cars for handicapped players.

The Department of Justice will eventually adopt the guidelines of the U.S. Access Board and then issue regulations regarding adaptive golf cars. In the meantime, whether courses have to provide the special cars remains voluntary, unless they are forced to by a lawsuit.

The fact that there are still gray areas in the interpretation of what courses are required to do under the American with Disabilities Act has not put a damper on some adaptive car makers' enthusiasm for the market.

Roger Pretekin, president of SoloRider, the company

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## 2002 NEWSMAKERS

### Foam marker, Toro 4500-D top new product list

*Editor's note: Back in February, Golf Course News asked intrepid contributing writer Kevin J. Ross, CGCS, to scour the GCSAA show floor in Orlando, Fla., for innovative new products. The list he compiled appeared in our post-show issue in March. Ross has revisited his picks to see which products made the biggest impact in 2002.*

By KEVIN J. ROSS, CGCS

While you certainly could not label 2002 a banner year for equipment debuts, some pieces of new equipment remained very hot topics throughout the year.

The neatest product of the year was the miniature foam marking



Salvarani North America's foam marking kit for walk spreaders

kits for walk spreaders from Salvarani North America. This foam marking kit technology has been available for years for use

with boom sprayers, but this was the first year that the technology was miniaturized for use with

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## 2002 NEWSMAKERS

### YGC to unveil new vehicles in '03

By ANDREW OVERBECK

NEWNAN, Ga. — After opening its new \$31 million manufacturing facility in June and rolling out its new G-MAX golf car, Yamaha Golf Car (YGC) is gearing up for another set of new product introductions in 2003.

"We are more than surprised

with the results of the new G-MAX line," said vice president Bill Szarowicz. "It has been a difficult year, but we have had a great response based on where the market is now."

"But we built the factory not just for golf cars," he added. "We will be rolling out some exciting new products that will expand

the Yamaha Golf Car business. We will be introducing new vehicles in June 2003."

Six new models are slated to be introduced next year and utility vehicles will be included in the product mix.

"We will be expanding our utility vehicle line. We feel we have a good medium-duty vehicle in the G21, but there is a spot in our lineup where we

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