



BRIEFS

MCMANUS NAMED TO BECKER UNDERWOOD BOARD

AMES, Iowa — Becker Underwood has named Ian McManus to the its board of directors, which oversees the company's global operations. McManus, who was formerly a member of the executive committee of Aventis CropScience, will be integral in the company's strategic planning and market expansion.



Ian McManus

TEXTRON PROMOTES CHICKEN

CHARLOTTE, N.C. — Textron Golf, Turf and Specialty Products has appointed Dr. Steve Chicken to the position of managing director for Textron Golf, Turf and Specialty Products International, effective immediately. Based in Ipswich, England, Dr. Chicken will manage all international operations in Europe, Africa and the Middle East including: engineering, sales, marketing, customer service and manufacturing. Dr. Chicken will report to TGT&SP president Jon Carlson. Most recently, Dr. Chicken held the position of vice president of engineering for turf products.

OVERLE JOINS BASF

RESEARCH TRIANGLE PARK, N.C. — David J. Oberle has joined BASF professional turf as a senior sales specialist. Oberle will be responsible for sales of BASF professional turf products including Pendulum, Drive, and Image herbicides, in addition to Basamid granular soil fumigant. His territory will cover Minnesota, Wisconsin and Illinois. A former superintendent, Oberle worked for 12 years at the Scotts Co. as a technical representative and national account manager.



David J. Oberle

EAST PENN NETS ISO CERTIFICATION

LYON STATION, Pa. — Lead-acid battery maker East Penn Manufacturing Co. has achieved ISO 9001:2000 and QS 9000:1998 certification for its 480-acre complex. The company has also received ISO 14001 Environmental Management System certification.

Dunn: SRO will 'stay vigilant'

By ANDREW OVERBECK

CORVALLIS, Ore. — When longtime president Mike Robinson stepped down to handle international sales and new product development for Seed Research of Oregon (SRO), general manager Bill Dunn stepped up to run day-to-day operations.

"Mike started the company in 1983 and has managed SRO through its growth," said Dunn, a longtime veteran of the seed



Bill Dunn

industry who worked for Lofts Seed, Zajac Performance Seeds and AgriBioTech, before joining the company in 2000. "He will focus on the international markets but also play a role in new product development."

According to Dunn, SRO will continue to focus on the professional turfgrass market and has a number of new products on the way.

"We have been in the process of converting some of our germplasms and will be offering new and improved varieties in all species," he said. "We are going to stay focused on warm-season seeded bermudagrasses and a large effort will be

placed on the cool-season market."

In addition to two new seeded bermudagrass varieties SR 9500 and SR 9554 that SRO is about to launch, the company is also ready to release three new ryegrasses and one new Kentucky bluegrass variety.

"We have three new ryegrasses that will have limited commercial availability this season," Dunn said. "SR 4420, SR 4220 and Hawkeye feature improved disease resistance, darker colors and denser playing surfaces. We also have two new elite Kentucky bluegrass varieties one of which, SR 2284, will be available on a limited basis this harvest," he continued.

A CHALLENGING MARKET

As Dunn steps into managing SRO, he is undaunted by an industry that has been challenged recently by both volatile overseeding prices and slowing golf course construction.

"The overseeding market is a competitive market," he said. "The industry is starting to get back into line with supply and demand. We have seen the worst of the ABT oversupply at least in perennial ryegrass. There will be some price increases and price stability will return to

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Bayer gains FTC approval for Aventis CropScience buyout

WASHINGTON — The Federal Trade Commission granted conditional approval for Bayer's purchase of Aventis CropScience May 30. The FTC approval was the final step in the \$6.4 billion deal that was approved April 17 by the European Commission.

As part of the buyout, regulators are forcing the companies to divest their acetamiprid and fipronil crop insecticides and flucarbazone crop herbicide. Buyers for each product must be found within six months.

The deal marks the end of the road for Aventis CropScience, which was put on the market by its parent company Aventis SA in November 2000. The Bayer buyout was announced in October 2001 following a summer of exclusive talks between the two companies. The combined company will be the number two player in the agrochemical marketplace behind market leader Syngenta AG.



Becker Underwood aligns MicroBio operating and marketing functions

By ANDREW OVERBECK

AMES, Iowa — In a move to capitalize on its expanding global presence, Becker Underwood has aligned the marketing and operations activities of the Canada and U.K.-based MicroBio Group it acquired in 2000.

"There is a lot of brand equity in MicroBio," said Roger Underwood, CEO. "They are the largest beneficial Nematode producer in the world and it has a strong biopesticide business. But Becker Underwood didn't get any of

that brand equity because many of our customers did not recognize that we owned MicroBio."



Roger Underwood

By consolidating MicroBio under the Becker Underwood name, Underwood hopes to achieve greater efficiency and effectiveness.

"We have torn the wall down, it is no longer us and them," he said. "We will have more global staff meetings and development teams are being put together."

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Syngenta primed for continued growth

By ANDREW OVERBECK

GREENSBORO, N.C. — Syngenta Professional Products has adjusted its management structure internally to improve operational efficiency and drive growth.

"There is no change in the original structure that was put in place when Syngenta was formed but we have refined the structure to create an organization that had business units aligned around similar end user groupings," said Keelan Pulliam, group head of professional products. "Last year we had three groups and this year we have four. We wanted to get groups that have more similar activities and projects to align marketing efforts."

While business has been dismal on the agriculture side, the professional products division is primed for future growth according to Pulliam.

"On the professional side the markets have grown over the past four years and we are restructuring professional products as a net gainer of people and resources," he said. "To maintain our top position we have to find some new projects, make formulation and packaging improvements and build better information systems."

In order to do this, Syngenta has beefed up its strategic marketing and customer management staffs.

"We are also getting closer with our new soil insecticide thiamethoxam," said Pulliam. "We expect registration from the Environmental Protection Agency in time for the 2003 season."

While Syngenta continues its wait on thiamethoxam, its Touchdown Pro glyphosate product gained EPA approval for forestry and aquatic uses

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GOLF COURSE NEWS

NEW PRODUCT OF THE MONTH



THE BOBCAT T190 TREADS LIGHTLY

The Bobcat T190 Compact Track Loader features improved flotation with 12.6-inch rubber tracks that produce five pounds per square inch of ground pressure. This decreases ground disturbance and allows the unit to be used in wet weather conditions. The T190 is powered by a 56-hp turbo-charged diesel engine and has a 1,900-pound rated operating capacity, a 118.2-inch lift height and auxiliary hydraulic output of 16.7 gpm. For more information, contact www.bobcat.com.