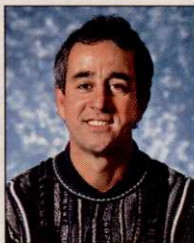




BRIEFS

DOW PROMOTES PRETZER

INDIANAPOLIS — Fred Pretzer, a senior sales specialist for Dow AgroSciences, has been promoted to technical accounts manager covering the Western United States. Based in the Dallas/Ft. Worth area, Pretzer will be responsible for marketing, sales coordination and new product implementations. Pretzer has held various sales positions throughout his 23 years with the company.



Fred Pretzer

BASF APPOINTS YORK

RESEARCH TRIANGLE PARK, N.C. — BASF has appointed Bob York as sales specialist for the turf and ornamental group based here. York will be responsible for all sales-related activities in northern New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine. York has more than 12 years of experience in the turf products industry including stints with Syngenta and ProSource One.



Bob York

TGT&SP NAMES VICKERS

CHARLOTTE, N.C. — Michael Vickers has been appointed president of engineering-turf products, for Textron Golf, Turf and Specialty Products. In his new capacity, Vickers will be responsible for all turf and lawn care product engineering at all company facilities. He will be heading up an effort to implement common platforms, common parts and supplier relationships and coordinated engineering product management for all products.

TURF-SEED LAUNCHES NEW SITE

HUBBARD, Ore. — Turf-Seed Inc., has launched a new business-to-business Web site dedicated to selling turf and forage seed products direct to distributors and commercial end users. The site, www.turfsource.com, offers a varied selection of products that are accompanied by the "Report of Seed Analysis."

GOLF COURSE NEWS

DiMino: Lesco must improve sales and distribution

By ANDREW OVERBECK

CLEVELAND — Four months after joining the company as chief operating officer, Michael DiMino has taken over the top spot as CEO of Lesco (GCN May 2002). In that short time, DiMino has grasped the major challenges facing the beleaguered fertilizer manufacturer, supplier and distributor and has implemented a multi-step plan to bring the \$500 million company back into the black. At press time, Lesco's stock had risen 25.7 percent from \$8.75 to \$11.00.

DiMino's strategy is simple: leverage the huge amount of capital that Lesco has invested in manufacturing facilities by improving the company's selling and distribution capabilities.

"The bottom line is almost anyone can get a lot of our molecules from almost anyone," DiMino said. "So it really comes down to technical expertise and delivery."

With that in mind, DiMino and his team

are revamping the company's distribution, sales force and point of sale system.

HUB-AND-SPOKE DISTRIBUTION

In a move to beat local and regional distributors and formulators, DiMino said the company will dismantle part of its existing distribution network in favor of a hub-and-spoke system over the next 18 to 24 months.

"We have a national presence, but we are getting hammered by these little guys and we have to be able to deal with them," he said. "Instead of making product

at the factory and then storing it nearby and shipping it out when we need to, we are going to eliminate that step and bring inventory closer to the market."

Of the company's 16 distribution facilities, 10 to 12 will be relocated. In addition to improving customer service and product availability, DiMino expects the cycling of

Continued on page 27



Michael DiMino

Bayer AG one step closer to Aventis buyout

By ANDREW OVERBECK

BERLIN — After getting the go-ahead from European Union (E.U.) antitrust officials for its purchase of Aventis CropScience in mid-April, Bayer AG is now waiting for approval from the U.S. Federal Trade Commission (FTC) for final clearance on the buyout. According to Bayer spokesman Guenter Forneck, a decision by the FTC was expected sometime in May. At press time, further information was not available.

As part of its approval of the proposed 7.3 billion euro (\$6.4 billion) purchase of Aventis CropScience, the E.U. is forcing Bayer to divest several insecticides. According to Bayer, the divestiture of fipronil, ethoprole and acetamaprid (a new neonicitinoid) will lead to 600 million euros (\$522 million)

Continued on page 27

Fairway Golf Cars zeros in on adaptive car market

By ANDREW OVERBECK

WAUKESHA, Wis. — A year after introducing the latest version of its Spirit adaptive golf car, Fairway Golf Cars has rolled out a full line of vehicles.

New president Cole Braun, who came on board in January, said the company is focusing on getting its sales force into action this year and aggressively attacking the golf market.

"Last year we finalized the product and this year we need to get out there and educate the customers," said Braun. "We want to have a course per region put in a fleet of our cars when they open."

Fairway Golf Cars has eight salesmen in 20 states who are

targeting new golf courses and national accounts.

The company, which used to be a division of medical scooter maker Ortho-Kinetics, is now a completely separate entity. While they still share manufacturing space and purchase components from Ortho-Kinetics, Fairway Golf Cars has its own board of directors and its own investors.

"They developed the product and we can still draw on their talent and experience," said Braun.

Continued on next page



The Spirit weighs in at 330 pounds



The Single Rider 8000

NEW PRODUCT OF THE MONTH



THE GREENSGROOMER GREENSLICER SPRING TINE RAKE

GreensGroomer WorldWide is ready with the GreensSlicer Spring Tine Rake that allows fast, efficient dethatching of tees, fairways, and greens. The unit attaches to the GreensGroomer and combs through the turf pulling up thatch and removing runners. The GreensSlicer consists of three rows of 28 tines spaced seven-eighths of an inch apart for complete coverage. Each row has infinite adjustment allowing the unit to be set at varying degrees of aggressiveness. For more information, contact 1-888-298-8852.

FMC reorganizes specialty business

PHILADELPHIA — FMC Corp. has reorganized its specialty products business in order to prepare for growth over the next two years. The specialty products business, maker of Talstar, has joined efforts with FMC's agricultural products group to strengthen customer satisfaction and unify the company's branding.

Under the reorganization, Laurie Tieckelmann will oversee combined customer service functions for the two business units as customer service manager. In addition, Maureen Thompson has been named turf and ornamental sales manager and Kim Watson has been appointed global development manager.

"The changes we have made in our staffing structure will enable us to unlock the synergies among various FMC businesses," said Don Claus, director of FMC's specialty products business.

Cleary chooses Lesco for Endorse launch

DAYTON, N.J. — Cleary Chemical has signed an exclusive national distribution deal with Lesco and has authorized several other independent regional distributors to launch its new Endorse fungicide.

"Lesco and the other leading distributors we chose are all well positioned to market Endorse," said Cleary Chemical general manager Don Breeze. "They have a high level of customer service and pay special attention to fulfilling

customer needs. Both are critical for the launch of a new product."

Endorse, the first translaminar, systemic antibiotic fungicide for turf, is a consistent, broad-spectrum tool to control diseases in warm- and cool-season grasses.



NEW PRODUCTS

GreenSaver keeps it cool

Broyhill has introduced the GreenSaver fan that is designed to dry greens quickly and prevent disease and root-zone burning. The dual-speed, high-velocity fan has a temporary silencer button for constant quiet operation. The pole-mounted and portable models can be installed as far as 50 feet away from the green with maximum undisturbed airflow up to 200 feet. For more information, contact 1-800-228-1003 or www.broyhill.com.



Broyhill's GreenSaver fan

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- A. Golf Course Superintendent
- F. Course Owner
- L. Golf Course Management Company Executive
- B. Green Chairman/Grounds Director
- C. Director of Golf/Head Pro
- D. Club President
- E. General Manager
- K. Assistant Superintendent
- G. Builder/Developer
- H. Architect/Engineer
- I. Research Professional
- Z. Others allied to field: (please specify) _____

2 My primary business is: (check one only)

- 21. Public Golf Course
- 22. Private Golf Course
- 23. Semi-Private Golf Course
- 24. Municipal/County/State/Military Golf Course
- 25. Hotel/Resort Course
- 26. Par 3/Executive Course
- 27. Practice Facility
- 29. Other Golf Course (please specify) _____
- 30. Golf Course Management Company
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- 32. Golf Course Developer
- 33. Golf Course Builder
- 39. Supplier/Sales Rep
- 99. Other (please specify) _____

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3 Number of holes:

- A. 9 holes
- B. 18 holes
- C. 27 holes
- D. 36 holes
- F. More than 36 holes
- Z. Other (please specify) _____

4 Purchasing involvement: (check all that apply)

- 1. Recommend equipment for purchase
- 2. Specify equipment for purchase
- 3. Approve equipment for purchase

Next generation bentgrass

Lebanon Turf Products has introduced Independence creeping bentgrass that was bred for improved turf quality and overall dollar spot resistance. Independence features traffic tolerance, improved mowing qualities and brightness of color. It develops a medium dense, fine-textured turf without excessive thatch, allowing for easier topdressing. The bentgrass is an upright, aggressive variety that establishes rapidly and recovers quickly from ball marks and divots and can be used on fairways, tees and greens. Independence will be available Sept. 1. For more information, contact 1-800-233-0628 or www.lebturf.com.

Fairway Golf Cars

Continued from previous page

"But we have the product expertise in the golf market."

In addition to its 330-pound Spirit adaptive car with hand controls, the company has introduced its Single Rider 8000 one-passenger car and its Freedom Walk power caddy.

The Single Rider 8000 weighs in at 480 pounds and looks and drives like a two-passenger golf car. Braun said the vehicle is geared toward the mildly disabled golfer, but also expects in the long-term that the single rider concept will catch on as a golf course fleet vehicle. The company has already installed a fleet of Single Riders at The Village at Lady Lake in Florida.

"Over time we think this car can speed up the game and help retain those three million people that leave the game of golf because it takes too long," said Braun.

The Freedom Walk power caddy is geared toward golfers who still enjoy walking, but don't have the stamina to carry a golf bag for 18 holes. It operates via handle controls or has a cruise control mode that allows for hands-free operation.

Since the Justice Department has yet to directly force golf courses to supply adaptive cars as part of the Americans with Disabilities Act, Braun said the market is limited to golf courses that are being proactive.

While the company has already signed exclusive contracts with the Waukesha and Milwaukee park systems, Braun said the marketing job is just beginning.

"If the car just sits there all summer unused, then people will say that they don't need the product and that will make it harder to develop the market," he said. "Our job is to promote the product and make sure that they use it."

The Spirit retails for \$4,495, the Single Rider 8000 for \$3,700 and the Freedom Walk for \$2,495. ■

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