

Tyler Enterprises is back in business

ELWOOD, Ill. — Masterblend International has purchased Tyler Enterprises, breathing new life into the troubled regional fertilizer formulator that suspended operation in August after its parent company was shut down by the Illinois Department of Agriculture. Under the agree-

ment, Tyler will operate as a division of Cleveland-based Masterblend and will continue to have its corporate headquarters in Elwood.

Masterblend is a custom formulator of water-soluble fertilizers for the horticultural industry and has locations in Cleveland

and Chicago and sales in 19 countries. Tyler will be headed by Masterblend president Bryan Maxwell, and former Tyler sales manager Bill Davis will serve as general manager.

According to Davis, the purchase gives Tyler an opportunity to rebuild while also expand-

ing Masterblend's market. "As a division of Masterblend,

'We now have the financial reserves to do it right.'

— Bill Davis

we now have the financial reserves to rebuild this company

and do it right," he said. "There is tremendous synergy between Masterblend and Tyler because of our complimentary product lines and markets. We believe that we can use our strengths to create a company that will capitalize on the market gaps in the specialty turf industry."

Tyler, which had 22 sales representatives and operated in six states across the Midwest, is not yet back to full strength. It has hired back six sales representatives so far and has reopened its Milwaukee, Cincinnati and Elwood locations. While Tyler has sales representatives in Indiana and Kentucky, it has yet to reopen the warehouse and distribution centers in those states. Production, however, is in full swing at its Elwood plant, and the company said that it had been filling orders since mid-January.

NGF teams with NGCOA to collect data

JUPITER, Fla. — The National Golf Foundation and the National Golf Course Owners Association have launched two data collection initiatives to provide a variety of golf facility data for golf course owners.

In the first initiative, the NGF and the NGCOA are joining forces to conduct a national study of golf rounds played. The study is already underway and results will be available in April.

Mike Hughes, executive director of the NGCOA, said that his organization's interest in the study stemmed from requests from members for a better measurement of rounds played, a critical indicator of the health of the golf business.

The rounds played study will involve the distribution of a survey to every golf course in the United States. Facility operators will be asked to report their total rounds played activity over the 2000 and 2001 periods.

SHARING FINANCIAL STATISTICS

The NGF and the NGCOA are also creating an Internet-based data collection tool for golf facilities to use in tracking their own performance and comparing it to local, regional and national statistics.

The system, called NGF InfoNet, will allow users to share data confidentially, view information online and generate ad hoc reports. The firm has partnered with NemEx Inc., a Summit, N.J.-based Internet application service provider, to develop NGF InfoNet. The service will ultimately replace the data collection that the NGF has done over the past 20 years through its paper-based "Operating and Financial Performance Profiles of Golf Facilities."

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