

Rutgers survey to determine size of green industry in N.J.

By ANDREW OVERBECK

NEW BRUNSWICK, N.J. — The Rutgers Center for Turfgrass Science is conducting a survey to determine the economic impact of the green industry in New Jersey.

According to the center's

director, Dr. Bruce Clarke, the survey will go to sod producers, service providers, homeowners, commercial institutions, golf courses, wholesalers and retailers, and turf product manufacturers.

"This survey will provide a

complete picture of the economic impact of the green industry," said Clarke.

"The last survey, which was done in 1985, indicated that the green industry was worth \$1.4 billion."



Dr. Bruce Clarke

Clarke is hopeful that numbers showing the impact and growth of the green industry in New Jersey will both increase the amount of money that comes into Rutgers' turf program and give the industry more leverage when dealing with the state legislature on pesticide regulations and water restrictions.

Half of the survey's \$120,000

price tag will be paid for by Rutgers' Cook College Ageconomics department, which is administering the project.

"We have been working with the industry and focus groups to develop the survey questions and now we are ready to go," said Clarke. The surveys were sent out in late March and Clarke expects to process the data this summer and have a full report ready by late fall.

Lesco makes changes

By DEREK RICE

CLEVELAND — In an effort to shore up its profit margins and stock price, Lesco Inc. has named

Michael DiMino president and CEO. He replaces William Foley, who reportedly decided to resign and pursue other



Michael DiMino

interests. J. Martin Erbaugh was also elected chairman of the company's board of directors.

This is the latest in a series of high-profile changes at Lesco. DiMino joined the company in December 2001 as president and chief operating officer and in March, Jeffrey Rutherford came on as chief financial officer. According to David Hanni, Lesco's director of marketing and communications, the board felt more changes were needed.

"It was felt we needed a new look, so it was an agreed-upon decision for him to resign," Hanni said.

When Foley came to Lesco in 1993, the company had sales of \$166.2 million. Those sales rose to \$504 million in 2001. The number of service centers and stores on wheels also increased substantially in that time. One area DiMino identified as ripe for future growth was the company's distribution operation.

To address those distribution issues, rather than hire a COO to replace DiMino, the company brought in Bruce Thorn to manage its logistics operations. Thorn most recently worked for Gap Inc., where he handled the company's logistics and global engineering functions. The company also signed its first independent marketer agreement in March (see story on page 26).

In its quest to become more customer-friendly, Lesco may combine its golf and service center units under one management team, DiMino said.

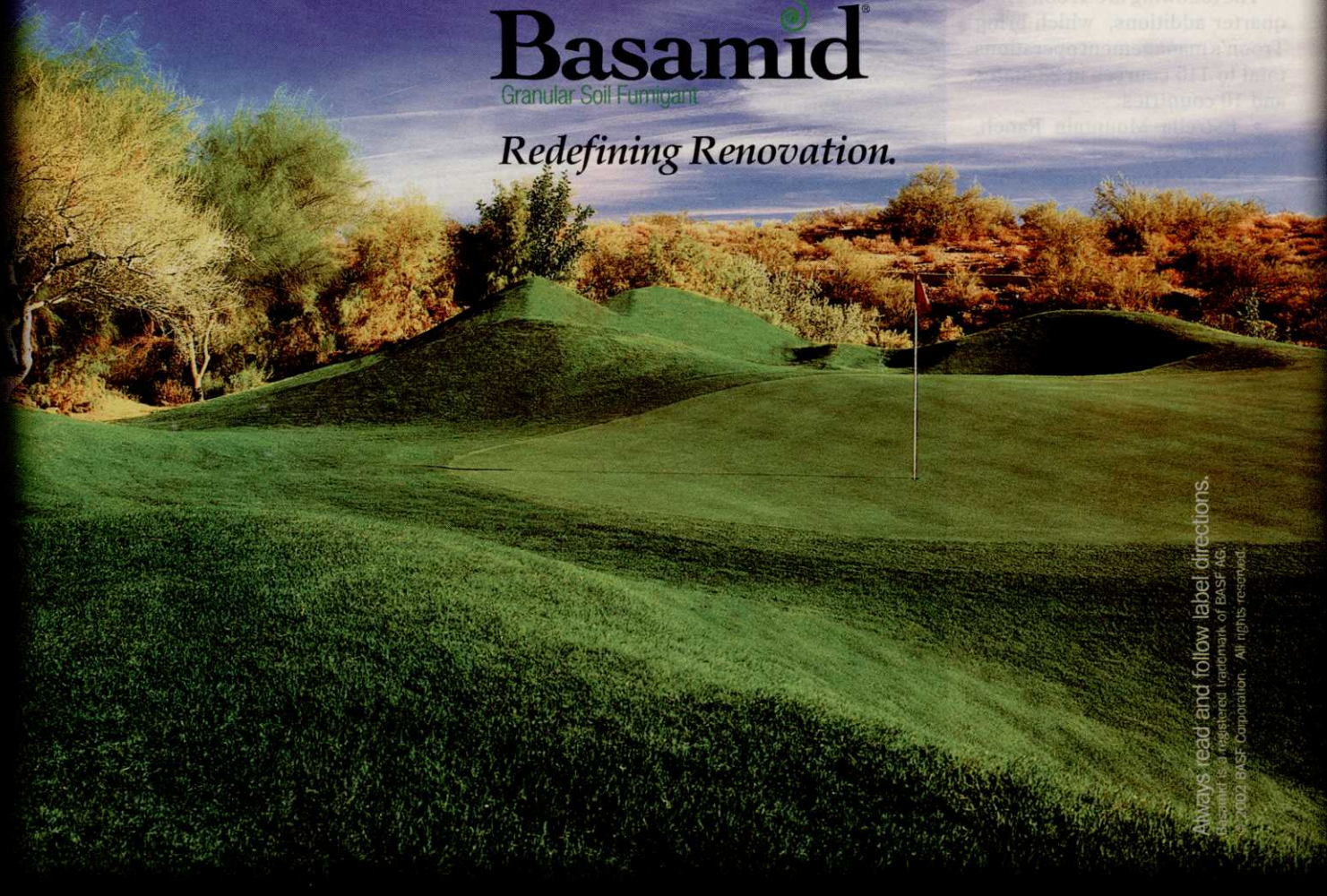
On April 5, the day of the announcement, Lesco shares rose 7.4 percent, from \$8.75 to \$9.40, with a high of \$10.50

GOLF COURSE NEWS

The first step
on the road
to perfection.

Basamid
Granular Soil Fumigant

Redefining Renovation.



BASF
PROFESSIONAL
TURF



We don't make the turf. We make it better.

The reasons for renovating may vary, but the desired result is always the same—a perfect stand of lush, beautiful turf. **Basamid**, the only granular soil fumigant on the market, is the quickest, most dependable way to achieve that result. **Basamid** penetrates deep to sterilize the soil and quickly eliminate virtually all weeds, nematodes, grasses and soil diseases. Plus, the nonrestricted, granular formulation of **Basamid** requires no complicated application equipment or tarps, offering you the flexibility to renovate a single green or all 18 fairways. You can even reseed and get your new turf off to a healthy, vigorous start in as little as 10 to 12 days. **Basamid** makes traveling the road to perfection smoother than ever before.

To learn more about how you can start down the road to perfection with **Basamid**, visit www.turffacts.com or call 1-800-545-9525.

Always read and follow label directions.
Basamid is a registered trademark of BASF AG.
© 2002 BASF Corporation. All rights reserved.

BASF