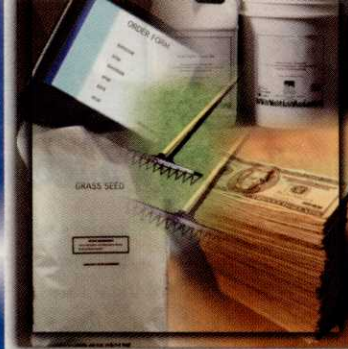


# SUPPLIER BUSINESS



## BRIEFS

### BASF APPOINTS TOCE

RESEARCH TRIANGLE PARK, N.C. — BASF Corp. has appointed Mike Toce business manager for the company's professional turf and ornamental group. Toce will assume responsibility for all aspects of sales and marketing in addition to overall business development involving new products and acquisitions. Prior to this appointment, Toce was the business manager for BASF's Forestry group. Before that he was sales manager for the turf and ornamental group.

### GUGLIOTTI JOINS BIOSAFE

GLASTONBURY, Conn. — Melissa Gugliotti has joined BioSafe Systems as sales director for the aquatics market. Gugliotti's addition to the BioSafe team is in preparation for projected growth throughout 2003. Her responsibilities will include managing distribution, customer relationships and product development of GreenClean Pond Treatment as well as other products introduced into the aquatics market by BioSafe Systems.

### FORE-PAR EXPANDS OFFERINGS

BUENAPARK, Calif. — The Fore-Par Group, based here, recently purchased and consolidated the operations of Fore-Par, Range Land USA, Santiago Golf Car Supply and American Turf Services to become one of the largest distributors and manufacturers of driving range equipment, golf course amenities and golf car parts and accessories. The company has also signed a contract with Evergreen Alliance to supply its 45 golf courses with a full range of accessory and amenity products.

### AQUATROLS NAMES CONARD

CHERRY HILL, N.J. — Aquatrols has named Kathleen Conard territory manager for the Mid-Atlantic region, including eastern New York, eastern Pennsylvania, New Jersey, Delaware, Maryland and Virginia. Conard has worked Aquatrols' corporate marketing department for more than 15 years.

## Flowtronex adds RO, oxygenation to IWM offering

By ANDREW OVERBECK

DALLAS — Flowtronex PSI Inc. has added reverse osmosis and oxygenation systems to its growing stable of Integrated Water Management solutions. In addition to its line of pump stations, the company sells fertigation, pH control, irrigation and filtration products.

The new reverse osmosis (RO) product has been developed in conjunction with Water Equipment Technologies, a Florida company also under the ITT umbrella. The RO system is made up of a semi-permeable membrane that blocks the transport of salts or other solutes.

RO systems were developed for large-scale projects that needed to turn salt water into irrigation-quality water, but they have typically been too expensive for smaller applications. However, as

cost has come down, golf courses have made use of the technology. Systems are in place at multiple courses in Florida that have turned both high-chloride and brackish water into a suitable irrigation supply. The systems are capable of producing 400,000 to 1,600,000 gallons per day (gpd).

"They are now getting the RO units down cost-wise where it is not only an effective means of removing sodium from water but it can be used in brackish water, poor well water or even effluent water depending on what part of the country you are in," said Flowtronex fertigation national sales manager Alan Olson. "In the past they were used when it was impossible to grow grass without it, now they are being used where you are valuing the improvement in grass quality that you get from higher quality water."

While cost for an RO system

depends on the size, capital costs for brackish water RO ranges from \$0.60 to \$0.90 per gpd of capacity for equipment, installation and commissioning costs. Operating costs range from \$0.70 to \$0.85 per 1,000 gallons of product water based on a power cost of \$.08/kwh and membrane life of five years.

"Since most municipal supplies range from \$1.50 to \$3.50 per thousand gallons these plants are a very competitive alternative to purchasing water," said Water Equipment Technologies general manager Jorge Menningmann. "They also



Flowtronex's new ultra-efficient oxygenation system

have an advantage over reclaimed wastewater by providing a con-

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## Simplot T&H looks for strong 2003

By ANDREW OVERBECK

BOISE, Idaho — Despite a slowing golf economy, Simplot Turf and Horticulture posted 10 to 15 percent sales growth in 2002 and is looking ahead to an equally successful 2003.

"With the economy, golf course budgets being slashed, and construction plateauing, it is obviously a time of change for our industry," said Joel Barker, vice president and general manager for Simplot Turf & Horticulture. "But when we look at our business and the activity in golf, we feel good about where we are."

Barker said the company's Simplot Partners distribution arm, which it formed in 2000, is driving much of the firm's growth in the golf market. Simplot Partners covers every part of the country except the Southeast.

"They have had a real renaissance within the past year," he said. "We have concentrated on pinpointing

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## DLF completes Cebeco integration, changes name

By ANDREW OVERBECK

HALSEY, Ore. — DLF-TRIFOLIUM has completed the integration process following its take-over of Netherlands-based Cebeco Seeds Group Jan. 31. The deal was initially signed in mid-December.

As part of the process, the combined company has changed its name to DLF International Seeds and has relocated its offices to Cebeco's Halsey location. As a result of the merger, the company has reduced its workforce by 25 percent. DLF's



Claus Sass is the new general manager, Cebeco's Brad Dozler is the national sales manager and DLF's Rick Myers is handling domestic sales manager responsibilities.

While the buy-out was largely driven by the two companies' desire to increase their dominance in the European market, the purchase will affect the U.S. marketplace. DLF will expand its presence in the forage market, but it has also gained instant access to the golf market through Cebeco. "DLF had done very little in golf,"

said Myers. "Golf is now strong. Cebeco has rights to the American Golf contract and they have a strong presence in the Southeast through a distribution contract with Harrells. It fills a very large void for us as far as the golf market goes."

Myers also said the combined company will be bringing more new products to market in the very near future.

"We will be introducing a lot more new products through our research and development in Europe and the United States," he said. "There will be new products coming down the line."

## Lesco reports higher sales, dramatic expansion plan

CLEVELAND — In its full-year 2002 report, Lesco Inc. said it posted higher sales and net income for 2002. The company also announced that it has opened three new regional distribution hubs and that it was moving forward with plans to dramatically expand its Service Center outlets.

Net sales were \$511.7 million, up 1.5 percent from the \$504.3 million reported in 2001. Lawn care sales increased 5.4 percent to \$281.7 million, but golf sales remained flat for the year (\$152.7 million versus \$152.6 million).

Fourth quarter results, however, were promising with lawn care and golf sales up 5.9 percent

and 2.7 percent, respectively.

"We used the second half of 2002 to position Lesco for growth in 2003," said president and CEO Michael P. DiMino. "We have restructured the sales force, increasing our direct sales force by 60 and changing our commission programs to reward superior performance. These efforts have already contributed to sales growth as demonstrated by the sales increase in the fourth quarter."

To increase sales, Lesco has added new distribution hubs in Chicago, Atlanta and Plano, Texas. The hubs are state-of-the-art distribution facilities, each designed to serve more than 70 Lesco Service

Continued on next page



## Syngenta partners with Pursell Farms

FAYETTEVILLE, Ala. — Pursell Technologies Inc. has added another industry sponsor to its budding 18-hole research and demonstration golf course. FarmLinks at Pursell Farms is set to open in early June.

Pursell Technologies developed FarmLinks to provide the industry with an outdoor working laboratory to test new products and maintenance practices that will benefit the industry.

"Syngenta will be using the FarmLinks facility to test products and management solutions," said Joe DiPaola, Ph.D., golf market manager for Syngenta. "We'll be supplying pest control products for the course and working with the FarmLinks staff to demonstrate our solutions approach to turf problems."



The 17th hole at PTI's FarmLinks

FarmLinks at Pursell Farms is the venue for the PTI Tour program. Each year, Pursell Technologies brings in more than 1,000 professionals from the golf, turf and horticulture industries to visit Pursell Farms for two to three days of learning, recreation and relaxation. FarmLinks is designed to showcase 18 holes of experiments to tour attendees, where they can learn about products, equipment and turf management practices.

## Lesco expanding

Continued from previous page

Centers and 30 Lesco Stores-on-Wheels with regional stocking assortments and improved transportation services.

The company is also opening new Service Centers, which are expected to generate approximately \$10 million of net sales in 2003, bringing the total net sales increase to a range of 6 to 8 percent. Lesco opened a new Service Center in Haverhill, Mass., on April 2, the first of 25 new outlets that the company plans to open in 2003. DiMino said Lesco has identified major U.S. markets that could support more than 500 additional stores.

"In order to maximize the long-term value inherent in the Lesco model, we have to open additional Service Centers. We should always have a group of stores entering their third year of operation," said DiMino. "In the third year stores become profitable and defray the costs of new stores. Unfortunately, Lesco has not opened new stores since 1998 and for the next two years we will have to pay for store openings through the sacrifice of short-term earnings." ■

## BASF set to grow

Continued from page 1

to tie these two divisions back together and have one specialty group."

Briggs has already made inroads by integrating the mostly post-patent chemistry from TopPro into the BASF product line. The turf and ornamental products include Curalan and Propiconazole fungicides, Vantage and Basagran herbicides and Amdro Pro fire ant bait.

While work on selecting which products will be pulled forward is ongoing, Briggs said

the new portfolio will be comprehensive.

"BASF is strong in herbicides and TopPro has one of the broadest turf fungicide portfolios," he said. "BASF is awaiting two new fungicides [Insignia and Emerald]. So if you take what BASF has coming in 2003, and the post-patent chemistry from TopPro, we will have the market needs covered."

According to Briggs, approval from the Environmental Protection Agency is expected on Insignia and Emerald by mid-summer. The products will likely not be available until the 2004 season.

Another significant boost to BASF's

product offering is slated to come with Bayer ES's divestiture of its fipronil products, which include insecticides Chipco Choice, Top Choice and Firestar. Briggs said the deal would allow the licensing back of the products, including the trade names, to Bayer ES. The U.S. Federal Trade Commission approved the deal Feb. 14, and at press time both parties were waiting to hear from the European Commission.

"Fipronil will really complete the line," said Briggs. "It is a very effective insecticide." ■

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- A. 9 holes
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  - Z. Other (please specify) \_\_\_\_\_

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