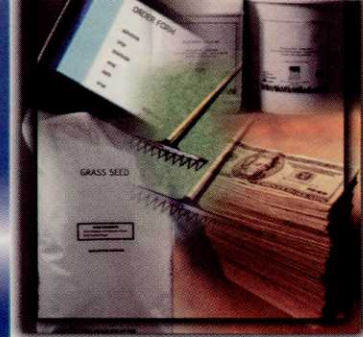


SUPPLIER BUSINESS



BRIEFS

PBI/GORDON APPOINTS FEARIS

KANSAS CITY, Mo. — David Fearis, CGCS, has been appointed by PBI/Gordon Corp. to the full-time position of product specialist for non-regulated products. The products include Ferromec liquid iron, and Focus, Launch and Transfilm biostimulants. Fearis previously served as consultant to the company in the turf and ornamentals area. In other PBI/Gordon news, the company's employee-owners have acquired an additional 32 percent of the company's stock which gives them 100 percent ownership of the company.

DAKOTA ADDS BERGSTROM, OELKE

GRAND FORKS, N.D. — Mark Bergstrom has joined Dakota Blenders as a project coordinator with a special focus on process control and sand sourcing. Bergstrom previously worked as superintendent of the Ray Richards Golf Course at the University of North Dakota for 15 years. Affiliated company Dakota Peat has added Bob Oelke to its sales team. He will work directly with customers or with the customer's consultants. He previously worked in sales and agronomic support for Northrup-King.

SPIER JOINS SIMPLOT PARTNERS

SAN DIEGO — Scot D. Spier, CGCS, has joined Simplot Partners as a sales representative for the Chicago area. He will be responsible for developing the firm's golf course business in the region. Spier has spent more than 20 years in the golf industry and has a degree in ornamental horticulture from the University of Illinois.

AGRISEL NAMES WARMAN

ATLANTA — David A. Warman has joined Agrisel USA Inc. as director of marketing. Warman will develop new business, new alliances and new products for Agrisel's present line of products including: Clear-Out, Permethrin, Gladiator, Acephate Pro 75, Agriplex PGR, Agrifact, Agrisan and Gly Star Pro.

Hydrograss Technologies heads down south

By ANDREW OVERBECK

SARASOTA, Fla. — North Oxford, Mass.-based Hydrograss Technologies has opened an office here to serve the Southeastern United States.

Matt Zirkle, who has worked in golf course construction for Gary Player Design and Jack Nicklaus Design, will head up the new office.

"We are excited about the potential here," said Zirkle. "With the drought and water conditions and the fact that Hydrograss offers an alternative to erosion control and sod applications there is good market potential."

While Zirkle has yet to sign a contract, he is doing test sprays for a number of architects and developers. The Hydrograss system blends grass seeds and sprigs with a wood fiber product, Eco Aegis, that helps grass establish itself and acts as an erosion control device.

"Up North this is a proven technology. It is just a matter of

doing test sprays and showing them that we can grow grass with the system down here," Zirkle said. "We have been doing some test sprays for WCI Communities over the last couple months."

According to Zirkle, the biggest adjustment is hydrosprigging warm season grasses as opposed to hydroseeding cool season grasses.

"The tests show that the distribution of sprigs is very good," he said. "We can also spray over sprigs that have already been put down mechanically to help with

erosion control."

Hydrograss will be taking a different approach to the market in the Southeast.

"We won't hydrosprig the whole course," said Zirkle. "We will focus on sloped areas that have erosion concerns, like green



Hydrograss Technologies conducts a test spray for WCI Communities in Florida.

surrounds, lake banks and car path edges. These are areas that are normally sodded and we can offer an alternative to sod and

Continued on next page

SubAir Systems looks to expand market

By ANDREW OVERBECK

AIKEN, S.C. — Subsurface aeration manufacturer SubAir Inc. has been reborn as SubAir Systems following its purchase by a group of South Carolina investors that includes its two original founders Marsh Benson and Dave Ferris.

The group purchased the company in a deal finalized Oct. 7. Terms of the agreement were not disclosed.

Augusta National superintendent Benson originally developed the process to promote optimum subsurface growing conditions for turfgrass and initially marketed the product through Ferris' Ferris Industries.

The two teamed up with Aiken businessman Weldon Wyatt, owner of Sage Valley Golf Club in Graniteville, and William Coscioni,

co-owner of Hounds Lake Country Club here, to bring the company to Aiken. Coscioni will serve as the company's CEO.

Continued on next page



The new SubAir team (from left to right): Gary Stough, Bill Coscioni, Matt Musolf, Joe Ferris, and David Seawell.

UpLink inks financing deal with IRFS

AUSTIN, Texas — UpLink Corp., a leading provider of Global Positioning Satellite (GPS) golf course management systems, has signed a long-term financing arrangement with Ingersoll-Rand Financial Services (IRFS).

IRFS will provide financing for courses that install UpLink's GPS golf course management systems.

"By creating a financial environment that facilitates the acquisition decision, whether it is a lease, rental or revenue sharing, UpLink reduces financial risk to our customers. This in turn, can generate higher levels of revenue and profitability for the golf course," said Glenn A. Pierce Jr. president and CEO of UpLink.

IRFS was launched earlier this year as a new financial services program developed by Club Car in conjunction with parent company Ingersoll-Rand and CitiCapital, a division of CitiGroup.

UpLink and many of its installed courses have already received benefits from the IRFS agreement. To date, IRFS has funded nine lease courses and four rental courses with a value of \$2.6 million.

Dow reorganizes T&O sales group

By ANDREW OVERBECK

INDIANAPOLIS — Dow AgroSciences has reorganized its Turf & Ornamental sales group as a part of a realignment that will place greater emphasis on the turf and ornamental business by grouping it with other specialties such as range and pasture and vegetation management.

Bruce Miehle, formerly the general manager for turf, ornamental and technical products, will now serve as the national sales leader for the newly created Specialty Products division.

"Superintendents should not notice a difference in service," said Miehle. "Our field technical people maintain the same level of dedication and attention to turf and ornamental that they had all along."

"Our realignment was driven by commonalities of interest between the range and pasture and vegetation management markets. There are regulatory and competitive challenges that

Continued on next page

Toro NSN adds recovery solution

ABILENE, Tex.—NSN, Toro's technical support network for irrigation central control system customers, is now shipping central controller computers pre-loaded with Microsoft Windows XP and Phoenix FirstWare cME solution, which includes FirstWare Recover, as a first-of-its kind disaster recovery software product.

"For Toro customers, this means a backup 'image' of their original operating system and application files is stored in a special area of the hard drive, protected from virus attacks, software corruption, and end-user errors," said Mark Kearney, manager of NSN hardware operations. "Users can restore the PC operating system without the original install CDs or recovery CDs."

Toro is the first irrigation manufacturer to deploy the Phoenix Technologies software.

SubAir regroups

Continued from previous page

"Our intention is to continue the proven success of the technology and the process," said Gary Stough, vice president of sales and marketing. "We want to bring it to market at a fair price and provide excellent customer service before and after the sale."

The firm has approximately 250 existing golf course clients, including Victoria National in Edinburgh, Ind., The Estancia Club in Scottsdale, Ariz., and Reynolds

Plantation in Greensboro, Ga. The SubAir system provides optimum aerobic subsurface growing conditions on greens by removing moisture, exchanging air and regulating temperature.

Stough said SubAir Systems will be expanding its customer base by offering a broader range of products and services. An installed SubAir system costs \$19,000 per green and a portable system costs \$19,000 in addition to expenses for fittings and other accessories at each green.

"We are going to try and open up our product to more courses through increased

presence in different markets and by offering a broader range of products and services. The majority of the market doesn't have to be high-end," said Stough. "Dave Ferris is solely responsible for new product development and we are looking at expanding the technology to provide customers with another tool to produce world-class putting surfaces."

The company has offices, a warehouse and a manufacturing shop in Aiken and has recently added three salespeople. Stough said the next step will be to expand sales staff beyond the Southeast. ■

Changes at Dow

Continued from previous page

arch over the markets. This will streamline our management base and simplify how we communicate with our channel distribution partners," he added.

As a part of the reorganization, Dow AgroSciences has added several key staff members.

Lisa Bostock will lead the West district for turf and ornamental out of the firm's Sacramento office.



Bruce Miehle

Mark Ringkob will work out of the same office and will cover northern and central California and much of Nevada.

Kent Redding will be the sales manager for the company's Mid America district and he will be joined by new sales representative Jay Golz, who will cover Alabama, Tennessee and Mississippi.

Linda Satter has signed on with the East district sale team as a representative with responsibility for Georgia, southern Alabama, the Florida panhandle and eastern Tennessee. ■

Hydrograss in Florida

Continued from previous page

still hold slopes and establish turf quickly." Zirkle said hydrosprigging is usually 30 percent cheaper than sod.

From the Sarasota office, Zirkle and new salesman Tom Ross will handle Florida, and the rest of the Southeast in addition to the Caribbean, Mexico and Latin America.

"We are already pricing jobs in the Caribbean," said Zirkle. "There is good potential there because of water concerns. Since Eco Aegis is a wood fiber we are able to cut down on the water needed during grow-in because the fibers retain water. It is also not as expensive as shipping rolls of sod." ■

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