

# Off The Fringe

## Business briefs

### Dow completes purchase

Dow Chemical and Rohm and Haas announced the completion of the sale of Rohm and Haas' agricultural business to Dow for about \$1 billion. The acquisition will be integrated into Dow's Dow AgroSciences LLC subsidiary.

### Aventis narrows list

Aventis has narrowed the list of potential buyers of its Crop Science division to BASF, Bayer and Dow Chemical, according to Dow Jones. In related news, Aventis Environmental Science, the public health and hygiene business of Aventis Crop Science, sold its household insecticides business to Sumitomo Chemical Co.

### NGCOA makes progress on depreciation issue

The National Golf Course Owners Association, with the assistance of KPMG LLP, says it's making progress toward resolving the issue of allowing depreciation of tees, greens and sand bunkers with the Internal Revenue Service.

NGCOA says the issue has been entered into the IRS Chief Counsel's 2001 Work Plan, which means an attorney has been assigned to the depreciation issue. Inclusion on the work plan means it is likely the issue will be resolved by the end of this year, but it requires that the issue be resolved no later than the end of 2002.

### DuPont shelving Benlate

DuPont announced it will stop selling the fungicide Benlate at the end of the year. Benlate has been on the market for 33 years, but DuPont has had legal and financial problems with it since 1989.

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## Deere Runs to Irrigation Business

EQUIPMENT GIANT EXPANDS PRODUCT LINE THROUGH ACQUISITION

By Frank H. Andorka Jr., Associate Editor

**M**oline, Ill.-based John Deere & Co. recently acquired Richton International Corp. and plans to establish a larger foothold in the irrigation business in the process.

Richton's irrigation equipment business, Century Supply Corp., will be combined with Deere's existing irrigation business under the direction of Dave Werning, president of Deere's landscape division.

Century Rain Aid provided Richton with 80 percent of its sales last year.

"Experts estimate that the irrigation segment of our business, with installa-

tion and labor, could be as much as \$5 billion," Werning said. "We want to be able to provide customers with as many facets of the irrigation business as we can."

Though the irrigation business will currently focus on landscapers

and irrigation installers, Werning said he expects to coordinate with Deere's golf division to expand sales of irrigation equipment to golf courses. The structure for such coordination hasn't been determined.

"We can exploit the golf course relationships that Century already has as well as our own," Werning said.

Century complements other aspects of Deere's irrigation holdings better than other potential acquisitions in the past, Werning noted.

"Century allows us to coordinate more pieces to the puzzle than other transactions would have," he said. "It creates the distribution network we need

to have an adequate reach to irrigation professionals."

Werning said Deere Credit would also likely be involved in developing the irrigation business by providing financing for irrigation projects.

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DAVE WERNING

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### Lesco sales optimistic

Cleveland-based Lesco anticipates a 10 percent to 12 percent increase in sales in the second quarter over the 2000 level of \$158.3 million and a modest increase in second quarter 2001 earnings compared to the \$10 million net reported in last year's second quarter. The company says it will report higher earnings for the full year compared with 2000.

### Tee-2-Green, Turf-Seed Announce Joint Venture

Hubbard, Ore.-based Turf-Seed was assigned marketing rights for Penn A-1 creeping bentgrass by Tee-2-Green.

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I spent three hours in the interview. I took the committee on the course and showed them the problem areas and told them how to correct them. I convinced them they needed to buy new equipment, raise the budget, pay me more than they were offering and have confidence in my ability. I got the job. Mr. GQ was unemployed for two years.

My experiences (slightly embellished) prove that knowledge, skills and ability will get you further than appearance. Your appearance enhances your image, but you shouldn't try to be someone you're not. I'm a strong believer that my employer not only likes me for my ability, but also for who I am. If wearing a suit and tie fits your personality, do it. If you think wearing a suit will make people look at you as more professional, you and I will disagree.

*Mike Hamilton, certified superintendent at Foxfire CC in Naples, Fla., prefers to work in Hawaiian shirts and shorts. To receive a longer version of Hamilton's essay, contact him at [mikeham@mindspring.com](mailto:mikeham@mindspring.com).*

## some serious GREEN

A recent survey asked superintendents if they planned on shelling out serious cash in 2001 and, if so, what's on their shopping list?

Buying new maintenance equipment (tractors, mowers)	82%
Improving irrigation system	42%
Improving drainage	40%
Constructing new maintenance facility	19%
Retrofitting course to make it handicapped accessible	13%
Resurfacing greens	10%
No clue/No answer	2%

SOURCE: GCSAA  
ILLUSTRATION: DAN BEEDEY

## Golfdom Partners With ASIC

The American Society of Irrigation Consultants (ASIC) has selected *Golfdom* magazine as the professional organization's "Official Publication" for the golf industry.

According to *Golfdom*'s publisher/editorial director Pat Jones, ASIC will work in partnership with *Golfdom* and its sister publications, *Landscape Management* and *Athletic Turf*, to "ensure that we offer superintendents and other readers the finest possible coverage" of irrigation issues. "Effective irrigation design and performance is probably the most critical issue faced by golf courses in this country," Jones said. "We're thrilled that we now have the expertise of ASIC's membership on our side."

ASIC President Brian Vinchesi said the relationship will "allow us to reach out to superintendents, architects, owners and others and build an appreciation for the critical role that professional irrigation consultants play in the success of a golf course construction or remodeling project."

To learn more about ASIC or find a consultant in your area, visit [www.asic.org](http://www.asic.org).