

A SUPPLEMENT TO GOLFDOM MAGAZINE





Tom Handel, vice president and general manager



Allen Figley, director of sales

ur commitment is to provide the finest quality fertilizers and control products to superintendents and other turf professionals," says Tom Handel, vice president and general manager for The Andersons' Professional Turf Products Division. "We view our products as important tools for superintendents to accomplish their objectives — to create beautiful courses for golfers to enjoy."

The Andersons began to supply fertilizers to the turf industry in the early 1970s. The company has grown to one of the largest manufacturers and marketers of high-quality turf products in North America.

"Our company's mission, culture and size provide the right blend of resources to deliver superior value to our customers," Handel notes as a reason for The Andersons' turf business success over the last 25 years.

That growth was accelerated in 2000 when the company purchased The Scotts' U.S. professional turf business. The acquisition of Scotts, leaders in the professional market for more than two decades, created the ideal platform for The Andersons to continue investing in an industry it sees as a long-term opportunity.

"Combining the top two fertilizer and control product lines in the industry has created the most comprehensive offering available," Handel says. "We offer superintendents unmatched flexibility to meet the needs and challenges of their particular situations with products and technologies they know and trust."

Allen Figley, the professional division's director of sales, agrees. "Uniting The Andersons' and

Scotts' products and people along with The Andersons' can-do, service-minded culture is a winning combination for our customers," he says.

The Andersons' go-to-market strategy includes servicing the industry with a large field organization supporting the efforts of a top-notch distributor network. "We have the strongest, most technically oriented field organization in the business," Handel says.

Figley says the best way to deliver the Andersons Golf Products' experience is through a nationwide network of turf distributors who know and serve the local markets. "We offer customers the best of both worlds — they get the service and knowledge of the local distributor along with a strong team of Andersons' representatives who are readily accessible coast-to-coast," he says.

The Andersons want superintendents to know that supplying value-added solutions to their needs is top-of-mind. "We're not satisfied with the status quo, and we continually seek new and innovative ways to meet our customers' needs," Handel says. "We're committed to research and development as a means to market products and services which provide improved performance and convenience."

It's been about one year since The Andersons completed the Scotts acquisition and six months since the company launched the Andersons Golf Products brand. "We've accomplished a lot in the last year and expect the next 12 months to be just as eventful," Handel says. "Our plans include the introduction of several significant product improvements, continued enhancement to our service levels, and an unwavering dedication to product research and development."

The Groundwork for Excellence

# A History of Trust, **Honesty & Integrity**

Indersons

he Andersons, established in 1947, maintains a rich history. Perhaps the most important component of that history is the never-say-die attitude of company founder Harold Anderson.

In the mid-1930s, Anderson left his job with Nabisco in Toledo, Ohio, to pursue a dream — starting his own company. Anderson, an expert in the grain business, believed he could serve farmers better by improving the system of moving grain from farm to market. He formed the Anderson Elevator Co. in 1937 A FAMILY PARTNERSHIP with his wife Margaret and father David. But the business failed and the dream was shattered.

But Anderson, who possessed great confidence in his ability to succeed, didn't let the failed endeavor end his dream. He tried again in 1947 when he and his sons broke ground for The Anderson Truck Terminal. This time, he The \*\*\* succeeded.

Andersons From this original grain business, The Andersons, as it's known today, has experienced tremendous growth. A corncob processing business was added in the '50s; a wholesale fertilizer division in the '60s as well as the "General Store" retail segment; and a turf fertilizer business in the '70s.

In the '80s and '90s, the company invested more resources in two areas - the rail and turf groups — which have both grown to be major business units. The rail group sells, leases and repairs railroad rolling stock, controlling a fleet of more than 4,800 units. The turf group is a leading manufacturer and marketer of turf fertilizers and control products to the professional and consumer markets. With the development of the TeeTime® products, the acquisition of The Scotts' U.S. ProTurf busi-

ness and the launching of Andersons Golf Products, this unit has developed into a strategically critical part of The Andersons' overall business.

While these events have contributed to making the company what it is today,

commitment to higher values has been the major backbone for the The Andersons' success. The company's mission statement reads: "We firmly believe that our company is a powerful vehicle through which we chan-

nel our time, talent and energy in pursuit of the fundamental goal of serving God by serving others. Through our collective action, we greatly magnify the impact of our individual efforts to provide extraordinary

service to our customers, help each other develop, contribute to the improvement of the community and grow

our company profitably."

Today, The Andersons' organization is comprised of dedicated and talented people built on a solid foundation of family values and service. With more

than 3,000 employees, annual sales of nearly \$1 billion and diverse business units, the company is committed to serving the professional turf market with a strong work ethic and a reputation of honesty and integrity.

This philosophy is practiced as well as preached. It's the common thread that has guided the organization in the past and will continue in the future. This dedication to higher values encourages stronger commitment from employees, stockholders, the community, and most importantly, customers.





# They've Come Into Contec SUPERINTENDENTS LIKE FERTILIZER PERFORMANCE AND EASE OF USE

on't tell superintendents Ron Ross and Bob Miller that all fertilizers are the same. The veteran superintendents have tried numerous brands of fertilizers in their careers, and they know what works.

"A lot of people will tell you that fertilizer is just fertilizer," says Miller, superintendent of En-Joie Golf Club in Endicott, N.Y. "But it's not."

Ross, superintendent of Quarry Oaks Golf Course in Ashland, Neb., says he can save money by buying cheap fertilizer, but he wouldn't apply it with much confidence. That's why Ross doesn't second guess himself for paying more for better and more dependable fertilizer, such as the Andersons Golf Products' fertilizer. "Why not buy something I'm totally sat-

isfied and have had great results with?" he asks rhetorically. Ross says the Andersons' products provide the backbone of his fertilization program. "I feel comfortable and confident using their products," Ross says. "They're reliable and easy to use."



Ross uses Contec® controlled-release fertilizer on his greens, specifically the 18-9-18/63 percent methylene urea product. Ross prefers the product's small particle size because it's resistant to mower pickup. He also likes that it dissolves quickly into the turf's canopy. "We've had no problem with injury and streaking," Ross says of Contec, which he uses on his greens about four times a year.

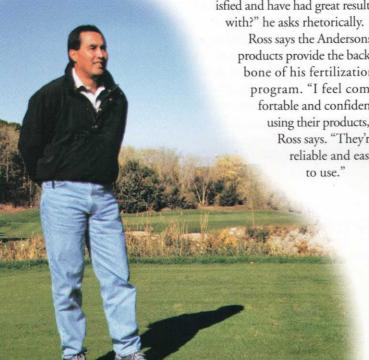
Contec can provide slow-release nitrogen feeding, in some cases, for up to 16 weeks without surge growth. Contec is clean, has low dust and does not burn.

Ross says the product is so user-friendly that he would let a new worker apply it. He says application directions on the Contec package are clear and easy to understand.

In 1998, when En-Joie completed a twoyear renovation, Miller decided to use Contec on the course's restored and larger bentgrass greens. "It provides a longer residual, which is always good," says Miller, a superintendent for more than 20 years.

Miller recalls switching from Andersons' products to a cheaper fertilizer several years ago. It burned areas on tees and greens, so he switched back. He also learned a lesson.

"If you're satisfied with a product, you shouldn't change to another product," Miller says. "In our business, people are willing to pay for peace of mind - to know that a product will react the same time and again." ■



**Superintendent Ron Ross** 

particle size because it's

prefers Contec's small

resistant to mower

pickup.

# performance by tim Birthisel

he effective application of pesticides and plant nutrients are very important to us. These products are essential for high-quality turf maintenance. Our company and its products do the job of turf protection in a professional manner, a fact that is reflected in our products' design. For example:

▶ We target particle consistency in our granular products to ensure clumpfree materials that flow uniformly from the hopper of the spreader equipment that you use.

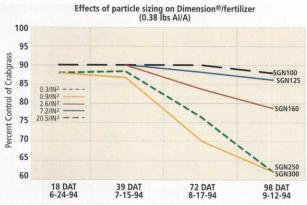


▶ We are devoted to controlling particle size because we know about spreadability. Your care in applying them properly is not lost with our products because of the even flight path our granules attain during broadcast operations.

Today's lower-mobility active ingredients demand proper placement on the treated area for best results. Don't get confused about discussions of pounds per acre because the real issue is particles applied per area treated with the proper balance of active ingredients. We're so particular about this that we count the particles per square inch.

▶ We custom design our own granular carriers and fertilizers to give you the best results for each purpose for which our products are used. Our formulations ensure efficient delivery of their active ingredient to the intended target.

This is the difference in the performance that a well-designed formulation can make. For example, most pre-emergence herbicide formulations are similar in composition, but we have



Carrier was sized Nutralene®, application rates and concentrations equal.

seen tremendous efficacy differences in our research test plots by modifying the particles per square inch applied.

Because of our efforts, you can rest easier knowing that our products are doing the job they are intended to do — for you and the turf you manage.

Birthisel is manager of technical development for The Andersons' Turf Products Group.

# Fine By Them

SUPERINTENDENTS SAY GRANULAR FUNGICIDES ARE CONVENIENT, RELIABLE AND EFFECTIVE

> ut of convenience and necessity, certified superintendent Wayne Perkins began using granular fungicides about 15 years ago. At that time, granular fungicides were perceived to be less effective than sprayable fungicides for disease treatment.

> But Perkins, who oversees golf course maintenance for the two courses comprising the Colonial Country Club in Jackson, Miss., has found that granular fungicides work just fine, thank you. Perkins uses products from Andersons Golf Products, which include FFII®, Daconil® 5G and Golden EagleTM.

> "They have taken care of the turf diseases," Perkins says. "I have not had any problems with the products."

Perkins, who has been at Colonial for 21 years, began using granular fungicides because weather conditions in Jackson dictated it. "Most of our problems are in the winter

when it's extremely

wet," Perkins says. "We have one course with old clay-based soils. Once the greens get wet, they stay wet, and it's difficult to put a spray rig on them."

Besides, Perkins would rather use a spreader for fungicide application because it's more environmentally friendly.

Perkins explains that granular fungicides are easy to apply because they don't have to be tank mixed in a sprayer and applied when weather conditions are right. A worker can just load up a spreader, and the granular fungicides are ready for application.

"We take a curative approach, not a preventive one," Perkins says. "So when you have a problem, you have to take care of it no matter what the weather conditions."

Perkins admits he may get better foliar coverage with sprayable fungicides, but he doesn't view that as a drawback for granular fungicides. "If a product does its job, it doesn't matter what kind of coverage it gets," he adds.

Bob Miller, superintendent of En-Joie Golf Club in Endicott, N.Y., has used granular fungicides since 1975 and says they perform as well as sprayable fungicides. "We've stopped diseases as fast as we would have if we had sprayed them," he says.

Miller also says golfers perceive granular fungicides as safer products since they're applied with spreaders. Some golfers become alarmed when they see a maintenance worker dressed in a protective suit, gloves and a white mask while driving a spray truck on a golf course. The golfers wonder if what the main-

tenance worker is spraying is dangerous, Miller says.

"But if they see a worker applying fungicides with a spreader, the golfers don't even think about it," Miller adds. "Golfers are more comfortable when you use granular products. That's one of the reasons we use them." -

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"We've stopped diseases as

fast as we would have if we

had sprayed them," superin-

tendent Bob Miller says of

using granular fungicides.

# Fertilizers & Combination Products

#### ... Designed to Meet Your Needs

#### **Pre-emergent herbicides**

The Andersons selection of high-quality fertilizer with pre-emergent products is unsurpassed in the industry. From the new state-of-the-art greens-grade formulations with Dithiopyr to time-tested specialty products, such as fertilizer with Dimension®, Barricade®, Ronstar®, Team®, Team Pro®, Pendimethalin, Betasan and Tupersan® (Siduron), the company offers a comprehensive lineup of herbicides for every type of turf and special need situation in the North, South, East and West.

Our pre-emergent formulations are designed in a variety of particle sizes and active ingredients for many turf uses throughout the country. The Andersons' Barricade, Dimension, Team Pro and Pendimethalin formulations have set the industry standard for low dust, consistently formulated combination products resulting in a more uniform amount of active ingredient reaching the soil surface. This translates into superior preemergent weed control.

#### **Postemergent herbicides**

The Andersons has recently introduced fertilizer with Millennium Ultra® to the marketplace with rave reviews. These formulations, such as 18-5-9 with Millennium Ultra®, are fertilizers with excellent broadleaf weed control of dandelions, plantain, etc., and better clover control than you've ever seen in a granular weed-and-feed product.

#### Insecticides

We are an industry leader providing the best selection of insecticide and fertilizer combinations. Fertilizer with Merit® for grub control has been a proven performer, while we also offer granular Dylox® for the more urgent knockdown of grubs. New from The Andersons is Fertilizer with Talstar® for broad-spectrum surface-feeder insect control. Our premium particle-sizing technology ensures that the fertilizer and pesticide are evenly distributed for maximum efficacy.

Rounding out the tools we offer you are natural-based fertilizer, sprayable fertilizer and other specialty nutri-



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### Central Region

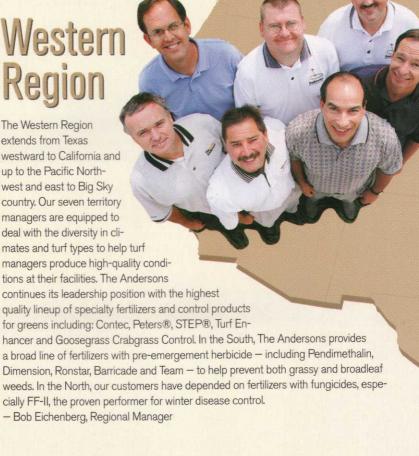
The Central Region promotes the best of The Andersons' small particle technologies, a variety of nutrient sources of NPK (Contec, Poly S, Poly NS-52, Super K, Nutralene, Nitroform, etc.), and combination products.

Our greens and tees offering is unmatched in the industry with products like Contec 19-2-15 & 18-9-18, 18-6-15 with Nutralene and Super K 0-0-45 coated slow-release potassium sulfate. In addition to the premium small-particle fertilizer products, The Andersons is the recognized leader in high-quality combination products such as FFII for snow mold control, fertilizer with Millennium Ultra® for broadleaf weed control, fertilizers with Merit and Talstar for insect control, fertilizer/fungicide combination products for preventive and curative disease control, fertilizer/TGR for growth suppression, and a variety of fertilizer with pre-emergent weed control formulations.

The Andersons also offers sprayable fungicides for preventive and curative control of turfgrass diseases. Last but not least: If you need a high-quality and accurate fertilizer spreader, The Andersons has available the best fertilizer spreaders in the industry (AccuPro 2000, SR 2000, and SS-2).

Our commitment has been and will continue to be to develop premium-grade, well-sized, small-particle products. It has taken commitment to excellence, capital investment and hard work from many people to get the company to where it is today — unmatched in product quality, selection and performance. We invite you to look at our products and make up your own mind...

- Tom Wentz, Regional Manager





# Central



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Barry Grote, Territory Manager 1190 Windmill Lane Pittsburgh, Pa. 15237 412-366-5585

Ray Saseen, Territory Manager 4561 Lucerne Lane Lilburn, Ga. 30047 770-972-1512



geographic area from the New England states to the coastal South. Because of this, our territory managers and distributors promote nearly all of the company's golf products. Whether it's snow mold products in the North or mole cricket control in the South, the products feature quality, performance and technology. Names like Contec, Tee Time, NS-52®, Poly-S®, TGR, and FFII mean the best in particle size, uniformity and consistent performance. In the South, Andersons Golf Products is known for highquality greens products and as an industry leader in formulating fertilizer and pre-emergent herbicide products. In the Northeast, our customers realize we're unmatched in small-particle fer-

encompasses a large



#### **National Accounts**

**Doug Masters** National Accounts Manager



#### **Technical Services Team**

Dave Irmen Manager Field Tech Services/International



Shawn Emmack Field Tech Services Representative. Central Region



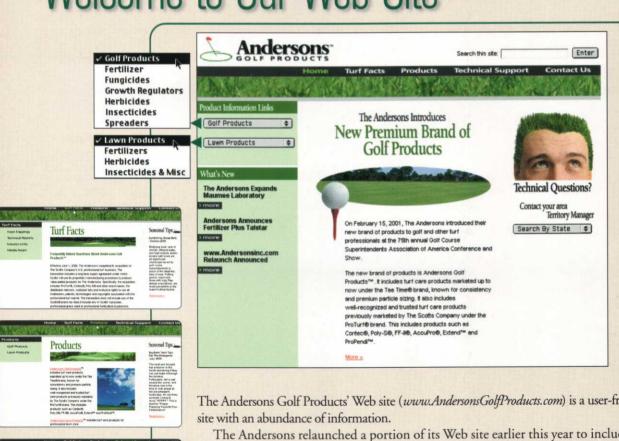
Tom Brown Field Tech Services Representative, Eastern Region



**Chuck DalPozzo** Field Tech Services Representative, Western Region



## Welcome to Our Web Site



The Andersons Golf Products' Web site (www.AndersonsGolfProducts.com) is a user-friendly

The Andersons relaunched a portion of its Web site earlier this year to include the Andersons Golf Products section. The section includes more in-depth industry information such as seasonal tips, technical reports and industry links.

Specific product information is located under a "Products" heading. Contact information for technical representatives and distributors is found under a "Technical Support" heading.

Superintendents can access information on fertilizer, fungicides, growth regulators, herbicides, insecticides and spreaders. The information includes product makeup and application procedures.

Under the "Turf Facts" heading, superintendents can access newsletters, seasonal tips, technical reports and press releases.



Technical Support

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## Distributor List

#### ALABAMA -----

Agronomic Services (Southeast Turf) BWI Companies Inc. ProSource One Robin Borden

#### ARIZONA -----

Helena Chemical Target Specialty Products Van Waters and Rogers

#### **Ibsen Dow**

ARKANSAS -----Agra Turf BWI Companies Inc.

#### CALIFORNIA -----

Mark Wiesepape

High Tech Irrigation Inc. Sierra Pacific Turf Supply Target Specialty Products Western Farm Service

#### **Bob Miller Ibsen Dow**

COLORADO -----American Pride Co-op Golf Enviro Systems **Randy Hamilton** 

#### CONNECTICUT -----

Turf Links Rick Forni

#### DELAWARE -----

Stull Enterprises Total Turf **Barry Grote** 

#### DISTRICT OF COLUMBIA -----

Herod Seed **Barry Grote** 

FLORIDA -----Folsom Farms ProSource One Pro-Plus Sunniland Van Waters and Rogers **Scott Brown** 

#### GEORGIA -----

BWI Companies Inc. Georgia Turf and Tractor ProSource One Ray Saseen

#### HAWAII -----

Hawaii Grower Products Pacific Ag

#### **Bob Miller**

IDAHO -----Wilbur Ellis Co. Green Source Ed Price

#### ILLINOIS -----

Arthur Clesen Inc. Outdoor Equipment Co. Reinders Inc. Tyler Enterprises

#### **Dave Louttit** Darrin Johnson

INDIANA -----Tyler Enterprises **Dave Louttit Paul Jacquemin** 

**D&K Professional Products** Zimco Supply Van Diest Supply Co. **Darrin Johnson Carlos Stimson** 

#### KANSAS -----

BWI Companies Inc. Outdoor Equipment Co. Van Diest Supply Co. **Darrin Johnson** 

#### KENTUCKY -----

Turfgrass Inc. Tyler Enterprises Paul Jacquemin **Doug Smith** 

#### LOUISIANA -----BWI Companies Inc.

Estes ProSource One Southeast Turf Robin Borden **Rob Smith** 

#### MAINE -----

Sports Fields Inc. Turf Links Rick Forni

#### MARYLAND -----

Herod Seed **Barry Grote** 

#### MASSACHUSETTS -----

Turf Links

#### Rick Forni

MICHIGAN -----Turfgrass Inc. John Skaife

MINNESOTA -----North Star Turf Mike Redmond

#### MISSISSIPPI ------

BWI Companies Inc. Grass Roots ProSource One Southeast Turf Robin Borden

MISSOURI -----BWI Companies Inc. Outdoor Equipment Co. Van Diest Supply Co. **Darrin Johnson** 

#### MONTANA ------

Wilbur Ellis Co. **Ed Price** 

#### NEBRASKA -----

Arrow Seed Van Diest Supply Co. Zimco Supply **Carlos Stimson** 

#### NEVADA -----

Helena Chemical **Ibsen Dow** 

#### NEW HAMPSHIRE -----

Turf Links Rick Forni

NEW JERSEY ----Terre Company Total Turf **Jeff Cain** 

#### NEW MEXICO -----

Golf Enviro Systems Greenhouse & Garden Supply Helena Chemical **Randy Hamilton** 

#### NEW YORK -----

Allegheny Lawn and Golf Maxwell Merritt Seed Northern Nurseries Starkie Brothers **Rick Forni** 

#### Steve Hyde NORTH CAROLINA -----

BWI Companies Inc. Elliott Nivek Southern Ag Insecticides Steve Dearborn

#### NORTH DAKOTA -----

North Star Turf Wilbur Ellis Co. Mike Redmond

Allegheny Lawn and Golf Apex Feed & Supply C.O Lowe Sales Green Velvet Sod Co. John S. Grimm Inc. Maria Stein Grain Co. Turfgrass Inc. Tyler Enterprises
Barry Grote

#### Paul Jacquemin **Doug Smith**

#### OKLAHOMA -----

BWI Companies Inc. Estes

#### Mark Wiesepape

#### OREGON -----

Professional Turf Center Inc. Wilbur Ellis Co. **Rich Christ Ed Price** 

#### PENNSYLVANIA -----

Allegheny Lawn and Golf Stull Enterprises Total Turf Barry Grote Jeff Cain

#### RHODE ISLAND -----

Turf Links

#### SOUTH CAROLINA -----

BWI Companies Inc. AgriBusiness Steve Dearborn

#### SOUTH DAKOTA -----

North Star Turf Van Diest Supply Co. Zimco Supply **Carlos Stimson** 

#### TENNESSEE -----

BWI Companies Inc. Grass Roots Tennessee Farmers' Co-op ProSource One Robin Borden **Scott Brown** 

BWI Companies Inc. Estes Inc. **Rob Smith** Mark Wiesepape

Wilbur Ellis Co. Green Source Ibsen Dow

#### VERMONT ---

L.D. Oliver Seed Turf Links Rick Forni

#### VIRGINIA -----

Herod Seed **Barry Grote** 

#### WASHINGTON -----

Professional Turf Center Inc. Wilbur Ellis Co. **Rich Christ Ed Price** 

#### WEST VIRGINIA -----

Allegheny Lawn and Golf Turfgrass South **Barry Grote** 

#### WISCONSIN -----

Pendleton Turf Reinders Inc. Tyler Enterprises **Dave Louttit** Mike Redmond

#### WYOMING -----

Wilbur Ellis Co. **Ed Price** 

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