

Business briefs

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"We can expect to reach the \$1 billion level within a couple of years as needs rise in the many sectors served by ASIC professional members," Barrett said.

Fischer retiring from Dow Ag

A. Charles Fischer, president and CEO of Dow AgroSciences LLC, is retiring on Feb. 1. Jerome Peribere, vice president of agricultural chemicals, was named Fischer's successor. Fischer, who has served as president and CEO of Dow AgroSciences since March 1, 1999, will complete 37 years of service with The Dow Chemical Co.

GCSAA to honor "Distinguished"

Gordon LaFontaine, Danny H. Quast and Gordon C. Witteveen were selected as recipients of the GCSAA's Distinguished Service Award. Each will be acknowledged at the Opening Session of GCSAA's 75th International Golf Course Conference and Show, Feb. 12, in San Diego.

LaFontaine is former executive director and past president of the Michigan Turfgrass Foundation. Quast is a retired superintendent and former president of the Miami Valley Golf Course Superintendents Association. Witteveen, a published author, historian and former superintendent, has been a powerful voice for superintendents across Canada and the United States.

Aquatrols sponsoring contest

Cherry Hills, N.J.-based Aquatrols is sponsoring a student essay contest for children of superintendents and golf course maintenance employees. The topic of the essay is: Water Conservation in Turf and Landscape. The essay should be 1,500 to 2,000 words.

Judges will select three winners who will receive scholarship prizes, including a \$2,000 grand prize. Entries must be received at Aquatrols by March 1. Entries may be submitted by mail or e-mail. Entrants must be accepted into an undergraduate program at an accredited facility/institution for the 2004/2005 academic year. Send mail entries to: Aquatrols Essay Contest, 5 N. Olney Ave., Cherry Hill, N.J. 08003 or e-mail entries to essay.contest@aquatrols.com.

Deere Rolls Out One Source

TEAMS WITH SUPPLIERS TO PROVIDE A 'FULL-SERVICE PLATFORM'

Nearly two years ago, John Deere Golf & Turf announced its vision for a new program called One Source. Last month, John Deere officially rolled out its Golf & Turf One Source program during a press conference at its offices in Cary, N.C.

With One Source, Deere has teamed with a cornucopia of golf course suppliers from various industry segments, including Turf-Seed (seed), Hunter (irrigation), AquaMaster (fountains and aquatic aeration) and others to provide "a full-service platform that brings together a variety of products and services in order to better serve the expanding needs of superintendents." The program includes mowing and maintenance equipment, irrigation and landscaping supplies, credit, parts and service.

In essence, John Deere Golf & Turf says it has created a one-stop shop for many superintendents' turf needs. Benefits for superintendents include com-

petitive pricing and fewer vendor contracts, among other things.

"This program saves them time and allows them to build strong relationships with a trusted brand," said Gregg Breningmeyer, director of marketing and sales for Golf & Turf One Source.

Deere's other supplier partners in the venture are Advanced Microbial Solutions (soil solutions), Cal-

JOHN DEERE GOLF & TURF ONE SOURCE™

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GOLF & TURF ONE SOURCE



cium Silicate Corp. (silicon nutrients), Hancor (drainage), John Deere Landscapes (nursery suppliers), Nu-Gro (fertilizer blenders), Profile Products (soil amendments), Howard Fertilizer (fertilizer), Spring Valley (fertilizer) and Progressive Turf (fertilizer).

Dave Truttman, division sales manager for Golf & Turf One Source, says Deere sought suppliers that shared common business objectives and a commitment to innovation. The companies also had to be willing to private label their products.

Breningmeyer realizes many superintendents have strong relationships with vendors and might be hesitant to switch to One Source even if they do receive better customer service.

"We don't expect them to drop those relationships," Breningmeyer added.

But Breningmeyer also believes that Golf & Turf One Source will form solid relationships of its own with superintendents over time.

"The real value is in increasing efficiencies for superintendents," he said. "We have all the products they need."

— Larry Aylward, Editor