

## Business briefs

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and registrations, the Micro Flo trademark, patents and the development laboratory located in Sparks.

### Pair of veteran employees take reins at Floratine

Brian Goodwin and Peter Stromberg, a pair of veteran employees of the Floratine Products Group, are the new co-owners of the company. In addition, Goodwin was named CEO while Stromberg was named executive vice president, with international responsibilities.

Floratine co-founders Bill Byrnes and Travis Jones will continue to serve in senior executive roles.

"Both Peter and I are anxious to continue building on positive company growth and increasing brand awareness," Goodwin said. "As long-term employees and now as owners, we have a vested interest in the company, including its mission, employees, and products and services. Our goal is to improve upon what is already in place."

"It is a very exciting time at Floratine," Byrnes added. "Not only do we have new very capable, highly regarded individuals leading the company, but our reputation for providing technical competence and assistance is gaining increased awareness and respect within the golf maintenance industry."

### Combs no longer just on the 'interim' at Torrey Pines

Candice Combs could be the first female superintendent to host a U.S. Open after she and assistant Bill Sinclair were permanently hired by the City of San Diego to tend the courses at Torrey Pines.

The South Course at Torrey Pines is slated to host the 2008 Open.

According to the *San Diego Union-Tribune*, City Manager Mark Woodward praised Combs and Sinclair for their preparation for the Buick Invitational and noted their positive agronomic reviews in the tournament's wake. Woodward had moved the pair from Balboa Park in July for a tryout.

## New Bayer Boss Takes Humble Approach

CLEVELAND: I DON'T KNOW EVERYTHING

By Larry Aylward, Editor in Chief

**N**eil Cleveland is the new chief in charge of the U.S. Green Business for Bayer Environmental Science, but he'll be the first to tell you he doesn't know everything.

"I'm smart enough to know that I'm stupid about some things," said Cleveland, whose first day at his new post was April 3.

But Cleveland stressed that he's not concerned that he doesn't know it all because he has a solid support staff, including several former superintendents. "We can take advantage of the total brain power we have available and do some good things for the industry."

Cleveland returns home to the United States, specifically Raleigh, N.C., from France to assume his post. For the last two years, Cleveland had been Bayer's global portfolio manager of Green Business at the company's global headquarters in Lyon, France.

"It's been a wonderful experience," said Cleveland, who was promoted to his previous title from regional sales manager of Bayer's U.S. Lawn Care & Landscape in Kansas

City, Mo. Why did Bayer's top brass pick Cleveland to succeed Dan Carrothers, who resigned at the end of 2005?

"That's a fair question," said Cleveland, who has held various titles with Bayer since 1993. Cleveland said he "grew up" on the golf course side of the business as a senior sales representative from 1993 through 1996.

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"I think I bring a good understanding of the day-to-day things that an assistant superintendent and a golf course superintendent must go through," he said.

One thing is for certain, Cleveland says, and that is he will not take Bayer's business for granted.

"One of the things we need to make sure we do is remain humble," Cleveland said. "We need to earn this business on a day-in-and-day-out basis."

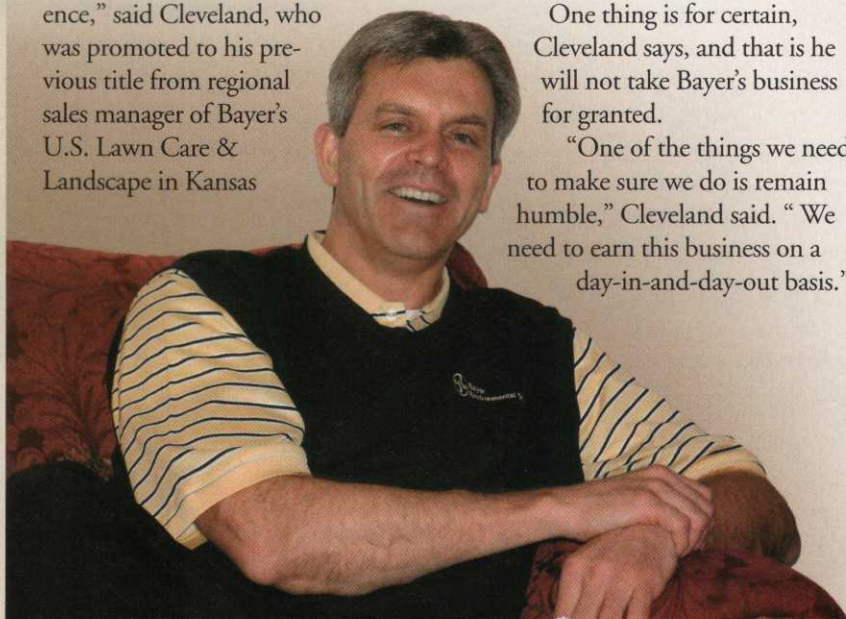


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