

Off The Fringe

Jacobsen Opens New Midwest Dealers

BY BETH GERACI

As part of its effort to build ties with customers across the U.S., Jacobsen has opened three new Midwestern dealerships to better service customers in Michigan, Ohio, Kentucky and Indiana, regions that previously were serviced directly by Jacobsen. Jacobsen also will double its territory sales force and triple the amount of service personnel in the field.

“We want to build stronger relationships with the customer base,”



An Eclipse 322 riding greens mower

said Chuck Grief, director of sales for Jacobsen’s Eastern Division. “We have more product sales managers. And we’re just going to be much more visible out in the market.”

The push for more customer interaction began with new Jacobsen President David Withers, who told *Golfdom* in January building customer relationships was among his highest priorities.

“I’m very interested in working a partnership with dealers to really go after conquest accounts and show people the Jacobsen product, people who haven’t seen the product in maybe 10 years,” he said at the time. “We really have an opportunity if we can get that right.”

Jacobsen also has hired staff to demonstrate products in the Midwest for what the company says is an increasing demand for Jacobsen’s Eclipse line of mowers. “Everybody wants to see these things,” Grief said. “The intent is to make sure, if they want to see how Jacobsen products operate, it’s available for them to see.”

Becker Underwood Adds Staff

BY BETH GERACI

Becker Underwood has hired staff to enhance its marketing and communications division and regional sales.

“It’s the first time Becker Underwood has had a full-fledged communications team, so I’m hoping to come in and set some high standards,” said Charles Whitt, Becker Underwood’s new communications manager.

Dan Kuester, a marketing communications specialist in agriculture products, joined the team in April. With 25 years of communications experience, Kuester earned his bachelor’s from Luther College and his master’s from Drake University.

“Dan’s going to be a very strong member of the team,” Whitt said.

Sherman Hollins has come on board as Becker Underwood’s new regional sales manager for the eastern and southern U.S., covering sales in 17 states.

Hollins has 24 years of sales and marketing experience in agricultural consumer products, plus a bachelor’s degree in agricultural economics and an MBA.

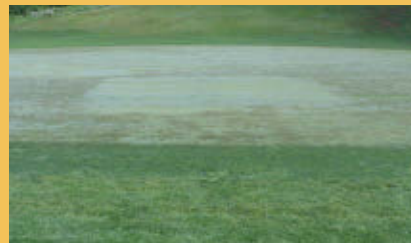
“Sherman has a lot of experience and has really cultivated a number of relationships in the southern crop markets,” said Mike McFatrigh, national sales manager at Becker Underwood. “We’ve been looking for a while. The wait was worth it.”

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The photo above shows an area of green kyllinga just after a fall treatment with Dismiss.



This photo shows the same area the following spring. While the green kyllinga has reestablished most everywhere else, the area treated with Dismiss is lush and green.



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