

Affiliate News

MTI Announces Customer Service Teams

On January 1, 1998 MTI implemented its new customer support teams throughout its territory.

MTI divided its territory into five geographic areas, and 10 teams will cover these areas. Each team consists of up to four existing MTI personnel including sales people who will be an integral part of the teams. Each team has been assigned a territory and a specific customer group such as golf courses, municipalities, contractors or dealers. In some areas teams will have multiple customer group responsibilities.

The West Metro team will support the golf courses, schools and municipalities and consist of Jon Almquist, Randy Ryski and Marilee Lidstone.

The East Metro team, including part of Wisconsin, will support golf courses, schools and municipalities and consist of Bob Frank, Ron Swenson and Marilee Lidstone.

The Southern Minnesota team, including part of Wisconsin, will support golf courses, municipalities and schools and consist of Chris Manor and Bob Reihe.

The Northeast Minnesota team, including part of Wisconsin, will support golf courses, schools, municipalities and dealers and consist of Terry Olmem and Don Merschman.

The North Dakota team, including part of Northwest Minnesota, will support golf courses, schools, municipalities and dealers and consist of Mike Bentson, Tom Millette, Dan Evavold and Curt Lindlauf.

Supporting the teams for new golf and golf projects will be Dean Chaltas. Dean's responsibility will be to develop working relationships with contacts of new golf development and supporting the teams with total solutions for golf projects.

The field representatives of each team are 100% dedicated to making personal customer contact. The other team members are dedicated to supporting customer needs through timely and consistent outbound calls, inbound customer calls to them and processing customer needs. The teams will have full responsibility for their customers and will have the flexibility to make decisions to meet customer needs.

In addition to the customer support teams, MTI has developed a product demo team consisting of Chris Lokker and Matt Bartels. They are trained and equipped to demonstrate all turf/commercial products for the teams. Glenn Rasmussen will head up this team along with his responsibility for used equipment and Siteworks Systems products (Dingo) sales. Assisting Glenn will be Jim Tisland and Matt Klinsing.

Also effective January 1, 1998, Butch Greeninger was promoted to Director of Sales with responsibilities for all product sales to all customer groups. Bob Frederick's new

responsibility will be Business and Marketing for Turf and Irrigation Products.

All but one of the teams is located at MTI's headquarters in Plymouth, Minn. The other team is located in the Fargo, North Dakota office. To accommodate the teams, construction of additional office space was completed in December at Plymouth and in January at Fargo.

Parske Receives Additional Responsibilities at NSTS

As part of the Alliance's ongoing efforts to provide its customers with value-added service, North Star Turf Supply has assigned Dale Parske additional responsibilities by making him their agronomist and technical support manager.

Parske has a vast agronomic knowledge and field experience gained while working with golf superintendents, construction superintendents, contractors and architects over the past 15 years.

His efforts associated with these responsibilities will focus on the need to guide and consult and to provide agronomic and technical support to the Alliance's customers through education, on-site consultations and follow-up correspondence. Parske will retain his current position as territory sales representative and will maintain regular contact with his existing customer base. He will also continue to be a member of North Star Turf Supply's new Golf Team. His services will be available to all North Star Turf Supply customers. The intent is to provide customers with the information required to properly select NSTS products and to provide them with proper agronomic techniques to effectively apply them.

NOTICE TO NEW MEMBERS

NEW CLASS A & B MEMBERS JOINING THE
MGCSA MUST ALSO JOIN THE GCSAA.

BOTH FORMS AND CHECKS SHOULD
BE MAILED TO THE MGCSA OFFICE.

THE GCSAA APPLICATION WILL BE
FORWARDED TO THE GCSAA.