

Industry News

Joe Churchill Heads To Simplot Partners

To expand their position within Minnesota and Wisconsin, Simplot Partners, a business unit of J. R. Simplot, recently announced two personnel moves at their Roseville, Minn. facility.

Joe Churchill joins the local staff of S.P. as operations manager and will be responsible for the daily operation of the company's Roseville facility as well as fill additional roles on a national level.

Chris Hoff, who previously filled the role now occupied by Churchill, has assumed his new position as sales representative serving accounts within the Twin Cities metro area and northern Minnesota.

Churchill comes on board in anticipation of Simplot Partners' continued growth within the Upper Midwest. The new partnership with Purcell Technologies and Jacklin Seed along with the purchase of the Lange Stegmann fertilizer plant in St. Louis, Mo. will provide Simplot Partners with fertilizer and grass seed products that are known throughout the U.S.

"Joe's years of experience in the turf industry in addition to his contacts with customers and suppliers alike will help us better serve our customers as we anticipate continued growth in Minnesota and Wisconsin," said Trent Bradford, regional manager for Simplot Partners. "We also look forward to having Chris join our local sales force in Minnesota. He'll be a great addition to our customer service."

Simplot Partners, a distributor of professional turf care products throughout the United States, offers a full line of turf and ornamental chemicals, grass seed, biologicals and commercial fertilizer. For more information, contact Joe Churchill at 888-828-5354.

MTI Receives Top Honors

MTI Distributing recently received two top honors from the Toro Company. Bob Frank was awarded the prestigious Green Blazer Award for his accomplishments in equipment sales. This award is given to a sales representative who has between three and five years of experience selling Toro products and recognizes individuals who are contributing to the industry and bringing enhanced knowledge to their customers.

MTI's commercial manager, Randy Mackeben, was awarded Toro's Top Service Achievement Award which recognizes a service manager's contributions and achievements toward service perfor-

mance and dedication to customer service satisfaction. Toro announced its 2000 Distributor Sales Award recipients during Toro University at Pinehurst Country Club in North Carolina in November.

This is the second consecutive year that MTI has received top honors at Toro's annual Training and Awards program. Last year Jon Almquist was also a Green Blazer winner in recognition of his sales accomplishments.

MTI and Toro Announce Agreement With Hazeltine

MTI Distributing and The Toro Company announced a multi-year agreement with Hazeltine National Golf Club, site of the 2002 PGA Championship, establishing Toro as the official supplier of turf maintenance and irrigation systems.

Under the agreement, MTI and Toro will supply Hazeltine with full tournament support including agronomic consulting and equipment and irrigation needs.

"Toro is the accomplished leader in turf professionalism for the elite golf courses around the world," said James J. Nicol, certified golf course superintendent at Hazeltine. "The championship conditions we all enjoy at the PGA, U.S. Open or Ryder Cup are usually provided by a combination of Toro's expertise and equipment combined with the golf course superintendent. I've enjoyed a positive relationship with Toro for many years. We felt it was important to broaden that relationship as we begin the countdown to the 2002 PGA Championship."

MTI Distributing will provide the key equipment and support needed to execute a championship tournament. Preparing for a major tournament is a multi-year project, preparing the tees, fairways and greens, but also the grounds and infrastructure of the entire area. Under terms of this agreement, MTI and Toro will provide mowing equipment, work vehicles and irrigation management utilizing the latest in high tech computerized controls including satellites. In addition, Toro Siteworks utility loaders will help prepare the site with a variety of tools.



Mel Strand, CEO
35 years experience

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