

industry almanac

NEWS YOU CAN USE

CC acquires

Bush Hog

SELMA, AL — CC Industries, Chicago, IL, acquired Bush Hog. The new company will operate as Bush Hog, L.L.C. and retain the same management team.

"We have been aware of Bush Hog's commitment to its customers for many years," said Bill Crown, president of CC Industries. "Bush Hog is unique in its ability to focus on and serve customer needs."

VW&R buys Turf Industries

AUSTIN, TX — Chemical distribution leader Van Waters & Rogers (VW&R), Austin, TX has acquired Turf Industries, Dallas/Houston, TX. Turf Industries will join Van Waters & Rogers' Professional Products & Services business unit, which services the structural pest control, public health, turf and specialty agricultural markets.

Simplot, Pursell ink deal

POST FALLS, ID — Simplot Turf and Pursell Technologies (PTI) signed an agreement to market Polyon® fertilizers and other products to turfgrass markets in the northeastern, mid-western and southwestern states.

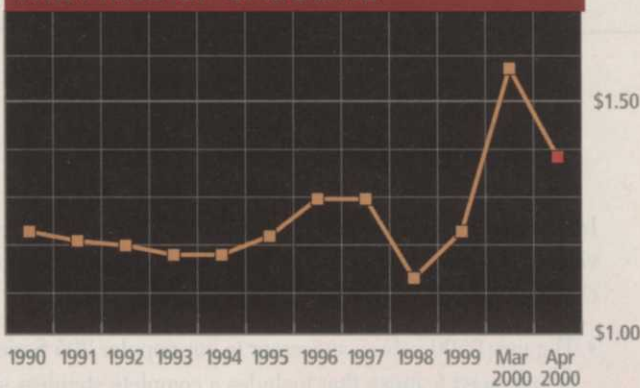
LCOs seek to recover fuel costs

MARIETTA, GA — Lawn care pros are showing creativity in recovering the costs of gasoline and diesel prices that are significantly higher this season than last. While some say that they will absorb the extra expense, others, answering a PLCAA survey early this spring, offered these tips for recouping this money:

- ▶ raise prices on add-on or extra services that were not part of the contracted annual lawn treatment prices,
- ▶ add new services to sell more to each individual client,
- ▶ take a closer look at routing to cut fuel use,
- ▶ increase the response time for service estimates and service requests so they can be "bunched,"
- ▶ increase the customer count in routes that are already being serviced.

The PLCAA fax-pollled 632 of its members late this winter and asked them what they planned to do about higher fuel prices. Of the 146 that responded, 16% said they were adding a temporary fuel surcharge, but most said they were not because they had already mailed contracts or renewal letters for the season. Some said that they had received prepaids, meaning they would have to go back and ask these customers for more money which was not an op-

THE PRICE OF GASOLINE



tion. Others cited tough competition as a reason for not adding a temporary fuel surcharge, reported Bob Andrews, PLCAA's advisor and owner of Greenskeeper, Inc., Carmel, IN.

Even so, 44% of the LCOs polled by the PLCAA said they raised prices for this season. Some responded that the

raises reflected "annual" increases in the cost of doing business, mirroring rising labor and insurance costs.

"Overall, these increases (fuel), although unwelcome and unexpected, were largely looked upon as another bump in the road," wrote Andrews.

New facility

Great Dane Power Equipment's new 70,000-sq. ft. facility in Jeffersonville, IN, is capable of running five production lines and housing the latest in product research and development as well as service parts distribution, warehousing and offices.



Take a stand at PLCAA's Day on the Hill

WASHINGTON, D.C. — If you've ever wanted to wrap yourself in the United States flag and take a stand on issues you feel strongly about that affect the Green Industry, now's your chance.

The Professional Lawn Care Association of America (PLCAA) is now accepting registration for its 11th Annual Legislative Day on the Hill, July 24-25 in Washington, D.C.

In addition to getting the chance to present issues to legislators, landscape and lawn care professionals will get the opportunity to honor America's veterans by volunteering their skills and/or equipment for the "Renewal & Remembrance" project at Arlington National Cemetery and Old Congressional Cemetery.

Early bird registrants will have an opportunity to take a complimentary Potomac Evening Cruise on July 23 (only 50 seats available). Also, first-time attendees who sign up by May 1 will be entered in a drawing for free airfare (up to \$500) to D.C. for the Day on the Hill. For more information contact PLCAA at 800/458-3466.

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Irritrol Systems is turning it up with its 2000 Series family of residential valves. These next-generation models are loaded with impressive features. Check them out:

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Circle 111

Two resign as Eco Soil reorganizes

RANCHO BERNARDO, CA — Eco Soil Systems recently announced the resignations of president Douglas Gloff and CFO Mark Buckner as part of its reorganization efforts.

"As we announced last month, the company is reorganizing its corporate functions to position itself for the proposed sale of all or part of its Turf Partners subsidiary to the J.R. Simplot Company and the creation of a distribution channel for Eco Soil's proprietary products through Simplot," said William Adams, CEO of Eco Soil.

Gloff's resignation was effective March 31, 2000. He will continue to direct the transition management team of the Turf Partners subsidiary while serving on the Turf Partners board of directors.

Max Gelwix, vice president of marketing, has been named as Eco Soil's new president. Dennis Sentz, vice president of accounting and controller, has been named as the company's new CFO.

People & companies

John Deere has had its 125-hr., 25 cc Ecopower engine certified as compliant with Tier II/Model Year 2000 emission standards by the California Air Resources Board (CARB). The engines will initially be available in California in Homelite® products for the 2000 model year.

Irritrol Systems appointed Kristina Bergman category manager, fixed sprays and low volume.

The Scotts Company named Dr. Eric K. Nelson senior scientist, turfgrass breeder at its Oregon Field Station.



Bayer Corp. named Heather Flagg market planning manager of its Garden & Professional Care unit.

Barenbrug named Bob Richardson supply manager, Walt Pemrick turf seed marketing specialist, Jill Taber territory manager for the South Coast and L.A. area, and Jay Ingham territory manager for the Central Coast and Central Valley of California. The company also opened a new research site on the East Coast of the U.S.

Jacklin Seed Co. named Steve Rusconi grower services supervisor.



Growth Partners, a marketing services firm for the Green Industry, changed its name to Green Advice. The change was made to reflect the company's service of partnering with companies for long term, profitable growth.

Valley Crest, a wholly owned subsidiary of Environmental Industries, promoted John Cable to vice president and regional manager of Valley Crest's

southwestern operations and Jeffrey Hinners to branch manager at Valley Crest Colorado.

American Granby appointed Joseph Brown vice president of sales and marketing.



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Uniroyal asks for Floramite use increase

MIDDLEBURY, CT — Uniroyal Chemical Co. has asked the EPA to up the maximum number of applications of Floramite miticide per crop to two.

Floramite, which received federal registration in 1999, offers outstanding control of a variety of mite pests on greenhouse, shadehouse, nursery, field, and landscape and interiorscape grown ornamentals.

SIMA Snow & Ice show ahead

ERIE, PA — The Snow & Ice Management Association, Inc. (SIMA), headquartered here, will hold its 3rd Annual Snow & Ice Symposium at the Holiday Inn By the Bay in Portland, ME, on June 1 to 3. The 2000 symposium will, for the first time, include exhibits and an optional tour of the Fisher Engineering Plant. Contact SIMA at 814/835-3577; email: sima@erie.net; Web: www.sima.org.

[CLIPPINGS]

Maryland turf gets new digs

COLLEGE PARK, MD — Turfgrass experts at the University of Maryland are expecting a big turnout for their Turfgrass Research Field Day & Open House on July 12, 2000. That's the date for the dedication of the new Paint Branch Turfgrass Research Facility.

The design of Paint Branch began in 1997, after the redevelopment of the former site, the Cherry Hill Turf Research Facility, was announced. The Paint Branch facility, located on the campus of the University of Maryland, cost nearly \$1.6 million and boasts 35 acres available for research, a 7,000-sq.-ft. equipment shop as well as a state-of-the-art pesticide storage and handling building. The main building includes offices for the facility manager, researchers and technicians, and over 500 sq. ft. of lab research and storage space. Plans for a greenhouse are being finalized.

The move to Paint Branch came at a good time, says Dr. Tom Turner, a Maryland turfgrass specialist. "Cultivar evaluations are an important part of our mission, but Cherry Hill was running out of space. Twenty years ago, most cultivar evaluations had about 30 entries. Now, the average trial includes over 100 entries. We've had to turn down research projects because we had no place to put them."



Surfin' Turf

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If you've been wondering what all the buzz concerning e-business to business on the internet is about, check out this Web site targeted specifically at the professional Green Industry. Its electronic Request for Proposal (eRFP) service links buyers with vendors who can respond

with competitive bids.

Greentrac.com was founded in 1999 by CEC Properties, Inc., a Green Industry management

firm headquartered in Newport Beach, CA. The site began linking buyers with sellers this past February, and, on April 6, it unveiled on electronic auction (eAuction) feature with more than \$3.3 million in the auction pipeline.

Greentrac.com said a total of \$1.2 million in transaction volume closed its site this past March with a 50% increase in registered buyers and vendors.

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year and increased profits by an unrealistic amount. Unlike other machines on the market we have experienced very little down time with the "AERA-vator" as well as virtually eliminating callbacks due to poor jobs in dry conditions. We look forward to another great year of aeration as we present your product to the public.



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Circle 115

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Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

BUBCO'S SPRAYER PRODUCTS BROCHURE ... highlights the Environmist line of covered spray-system products, the Micromax controlled droplet applicator for boom mounting and the Micron Herbi and Herbaflex lightweight hand-held sprayers. It also details supply tanks, pumps, extension arms and accessories. For a free copy, call 800/474-2532 or visit www.bubco.com.



IRRIGATION PRODUCTS GALORE... can be found in Irritrol Systems' new irrigation products guide for 2000. Anyone in the market for controllers, sprayheads, valves, rotors or microirrigation products will find this catalogue as hard to put down as a murder-mystery novel. And that's before you read how to win a cool Hummer vehicle just by purchasing an Irritrol product. Contact Irritrol Systems at 909/785-3623.

SEED, SEED, EVERYWHERE... in Lofts Seed's catalog, which highlights wildflower and native grasses. Read about Selmer Loft who, in 1923, set out to sell turfgrass seed and eventually passed his knowledge down to sons Peter and Jon, who recognized that the future was dependent on developing improved turfgrass varieties. Think this catalog will grow on you? Call 888/LOFTS CO for a copy.

THE LATEST FROM HUSQVARNA... can be found in the new 2000 product catalog. Mower and blowers, pole saws, power cutters and protective gear grab the attention of anyone interested in tough equipment. There's even snippets on Husqvarna's sponsorship of Joe Gibbs' racing team and world champion lumberjack Ron Hartill. For a copy contact Husqvarna at 704/597-5000.

V & B'S GARDEN TOOLS CATALOG... features an expanded line of 15 garden/landscaping tools and includes a chart comparing the Groundbreakers high-tech design to existing tools. For a copy, call V & B Mfg. Co. at 800/443-1987.

