

industry almanac

NEWS YOU CAN USE

AGCO execs die in plane crash

DULUTH, GA — AGCO Corp.'s president and CEO, John Shumelda, and Ed Swingle, its senior vice president for sales and marketing, died in a plane crash at a Birmingham, England airport Jan. 4, 2002. The company said Robert J. Ratliff, executive chairman, will be assuming the additional responsibility of president & CEO on an interim basis.

Syngenta, Bayer resolve dispute

BASEL, SWITZERLAND — Syngenta AG and Bayer AG have reached an agreement on their intellectual property disputes in neonicotinoid chemistry. Under the agreement, Syngenta will pay Bayer \$120 million for full access to crop protection and related markets worldwide.

Florist Mutual becomes Hortica

EDWARDSVILLE, IL — Hortica is the new name of the company formerly known as Florists' Mutual Insurance Company. President and CEO Robert McClennan says the name change better reflects the broader market now being served by the company.

SePRO buys Dow's flurprimidol

CARMEL, IN — SePRO Corporation purchased the worldwide rights of flurprimidol plant growth regulator from Dow AgroSciences LLC. Flurprimidol is marketed under the trademarks Topflor, Cutless and Greenfield.

Student Career Days is big in '02

EAST PEORIA, IL — Representatives from almost 200 landscape companies will check out the cream of this year's crop of hort, turf and ag business students at the ALCA Student Career Days on the campus of Illinois Central College here March 21-24.

Last year's event, held at Colorado State University, attracted more than 700 students representing 48 schools. Organizers say that several new schools are sending students and as many as 800 participants — from two- and four-year institutions — will compare their skills in a series of 21 landscape-related competitions. Industry suppliers and landscape contracting firms sponsor the events, but the real action takes place at the concurrent Career Fair at the nearby Hotel P re Marquette. This year, ALCA carved out space for about 90 booths in the ballroom of the hotel, and by mid January only a few vacancies remained.

Another feature of the Student Career Days this year is an on-line resume posting and job openings listing service provided by GrowCareer.com. This service provides immediate access to information about the



About 800 students from U.S. two- and four-year colleges will compete for recognition and jobs at ALCA's Student Career Days in March.

students participating in the competitions. Sponsors and Career Fair participants will have special pre-event access to this on-line information to review resumes and biographical information to better match prospects to job openings and to decide whom to interview.

For more information, contact ALCA's Kirsten Combs at 800/395-2522, e-mail her at kirstencombs@alca.org or visit www.alca.org.

CLIPPINGS

Gowan acquires Rubigan

INDIANAPOLIS — Gowan Company, Yuma, AZ, and Margarita Internacional, Madeira, Portugal, announced on Jan. 23 that they are buying Rubigan fungicide and Magister insecticide from Dow AgroSciences LLC.

Professional turf managers are very familiar with Rubigan, a liquid broad-spectrum insecticide, used to prevent and cure dollar spot and other damaging diseases on turfgrass and ornamentals. Rubigan, active ingredient fenarimol, is also used to control *Poa annua* in overseeded warm-season turf.

Magister, active ingredient fenazaquin, is not currently registered and sold in the United States, but is used in over 25 other countries to control spider mites on several important fruit and vegetable crops, as well as ornamentals.

Gowan will market the products in the United States and Canada, Gowan de Mexico in Mexico and Margarita Internacional outside of North America.

National "Do Not Call" list proposed

WASHINGTON, D.C. — If you sell via telemarketing, you should be watching a senate bill to establish a national "Do Not Call" list. Senate bill 1881, sponsored by Senator Chris Dodd (D-CT) this past December, has been referred to the Committee on Commerce, Science & Transportation.

The bill, if passed, would require the Federal Trade Commission (FTC) to set up a national list maintained by states. Fourteen states have already established "Do Not Call" lists, and another six are implementing them.

Other provisions would reduce calling hours to 9 a.m.-9 p.m. and prohibit calls from 5 p.m.-7 p.m. Also, list brokers would be required to scrub their lists of consumers on the national list before selling them to telemar-

eters. Consumers who ask to be on the list will remain on it until they ask to be removed.

Landscape and lawn business owners tell *Landscape Management* that "Do Not Call" lists have not had an impact on their

sales in those states where they're in effect. Generally, consumers who ask to be placed on such lists aren't interested in buying products, any product, over the telephone, say the landscape pros.

RBI changes name

LITTLETON, CO — Landscape construction firm and golf course contractor Randall & Blake, Inc. (RBI) has changed its name to American Civil Constructors, Inc. RBI and San Francisco-based West Coast Bridge merged in 1999, but RBI continued to operate under its name.

"The reason we're doing it now is that we've acquired all these companies and we have so many names out there right now that we felt we needed to form one corporate identity," says Jody Randall, Marketing Manager.

Other major acquisitions the company's made since 1999 include Jack's Nursery, Slidell, LA, and Pavement Specialists, Inc., Roanoke, TX.

Rick Randall and Dave Ricciatiello of West Coast Bridge will continue to lead the company along with the support of CEO Bill Yearsley.

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Circle 131



Bobcat donates over \$200,000 to 9-11 victims and families

WEST FARGO, ND —

The Bobcat Company has donated \$208,300 to the American Red Cross in support of the 9-11 relief work.

Shortly after cleanup efforts in New York began, Bobcat immediately shipped additional units to area dealers, and the dealers supplied their customers with additional machines, maintenance supplies and attachments. Yet Bobcat wanted to do something more.

"Seeing images of the rescue on network television, and knowing Bobcat equipment owners were working at ground zero, made it all the more compelling to help," says Chuck Hoge, Bobcat's president and CEO.

Also, on Sept. 17th, Bobcat

began manufacturing a Spirit of America special edition skid-steer loader painted in patriotic colors. The company announced to its dealers that it would donate \$400 to the American Red

Cross for each special edition machine ordered, and gave local Bobcat distributors three days to place the orders. The company also announced additional donations of \$100 for other Bobcat loader models

ordered by September 30th. In all, more than 300 Spirit of America commemorative skid-steer loaders were ordered, plus an additional 883 units backed by the smaller contribution.

People & companies



The Toro Company named Mark Mullowney national finance manager.

Deere and Company announced the retirement of 30-year employee Kenneth L. Edwards. Edwards had been the director of marketing and sales for John Deere Golf & Turf since its inception in 1986.

Syngenta Corporation has given Bob Woods, chairman,

responsibility for Syngenta Crop Protection in NAFTA, which includes Syngenta Professional Products.

Lifestyle Landscaping, North



Ridgeville, OH, appointed Dan Wolfe multiple account manager.

Komatsu Zenoah America



hired Afshin Mehraban as assistant marketing manager for

its RedMax handheld power equipment.

Otterbine Barebo named Steve Blackshire southeast regional sales manager.

Aquatrols named Vic Swann national sales manager, Colleen Clifford marketing assistant, and Mark Cleveland territory manager.

FMC Corp. appointed Jim Walter turf & ornamental/general household pest segment manager.



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Circle 107

LandTek Group improves New York City soccer field

NEW YORK — LandTek Group of Amityville, NY, put a little bit of good back in lower Manhattan recently by renovating a full-size soccer field at New York City's East River Park in December.

When Mike Ryan, president of LandTek, and Marty Lyons, former New York Jets player who is now LandTek's sales and marketing director, were asked to do the work by representatives of the New York City Parks Department, they were happy to volunteer.

"It was a challenge we had to take on," says Ryan.

LandTek staff worked around the clock for six days

and finished in time for a party attended by many children and families who lost loved ones in the September 11th terrorist attacks.

Approximately 100,000 square feet of Edel Grass from Holland was installed by LandTek to replace dirt and rocks at the field, located at East 6th Street. Other companies fixed a dilapidated amphitheater in the park.

After artificial turf was laid down, recycled rubber pellets donated by Ford Motor Company were brushed in at an average of three lbs. per square foot.

A LandTek crew attached

sections of artificial turf 15 feet by 218 feet using seaming tape and glue. Edges were trimmed and secured, then workers brushed and fibrillated the surface, which made the blades into grass texture. Hundreds of passes were needed to make the fibers grass-like.

In the middle of the project, many of Marty Lyons' sports friends came to help. Former Met Buddy Harrelson was among those who drove machines that added rubber in-fill. Lending a hand were Joe Klecko, Bruce Harper

and Ken Schroy of the Jets, John Nitti of the Jets and Giants, and Mick Foley, "Mankind" of WWF fame. Others who helped out included Al Trautwig, sportscaster, Bobby Ojeda, former Met and coach of the Coney Island Cyclones, former boxing referee Randy Newman, private investigator and former NYPD Bo Dietl, and "Fireman Ed," a well-known Jets fan. The LandTek Group also had support from the New York City Police Department Football Team.

Surfin' Turf

Growing up, up, up



Slow and steady has been the name of the game for dot com Nursery Network, which survived the tech crash and is now expanding its offering of over 7,000 different varieties of

plants to East Coasters. "Our nurseries are primarily on the West Coast," explains Todd Wiseman, President of Nursery Network. "But East Coasters can find just about anything they're looking for too." Wiseman believes his site is more interactive and offers users more control than competing sites. Simply click on a plant and their system will tell you which growers have that material, the sizes they have it in, and their individual pricing. A Request For Bid system also allows users to post plant material they need, at which point any of over 120 growers can respond online with their best bid. A new bonus feature allows registered members to place unlimited ads on Nursery Network's newly opened classified ads page. Check it out at www.nurserynetwork.com.



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