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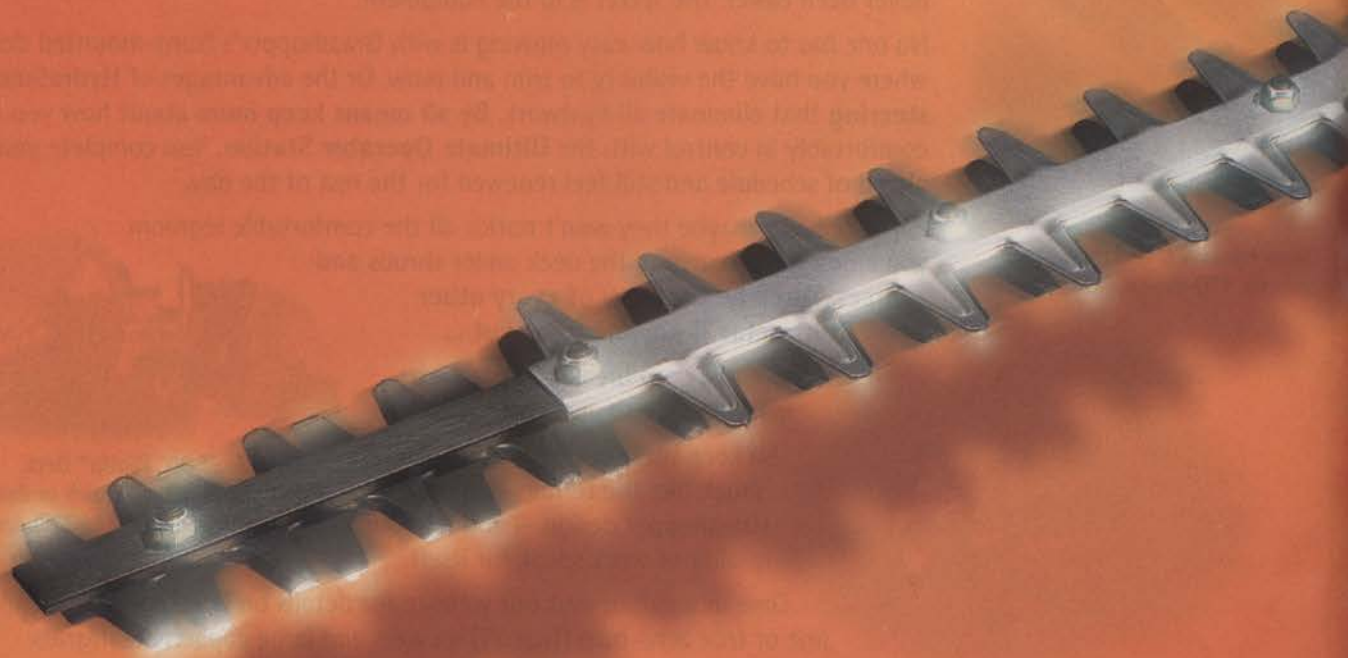
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# industry almanac

NEWS YOU CAN USE

## Langley retires after 34 years with RISE

VISTA, CA — After 34 years of service, Fred Langley, Manager of State and Government Relations for RISE, will retire Aug. 31. Frank Gasperini, formerly of Vopak (Van Waters & Rogers), will take over as a consultant July 1, then as a full-time staff member Sept. 1 (the start of RISE's fiscal year).

## Woods Equipment reports sales drop

ROCKFORD, IL — Woods Equipment Company reported that first quarter net sales were down 19.5% compared to last year. Woods said the drop in sales was due to unfavorable weather conditions, increased competition on selected construction attachments, a slowing of the general economy, the realignment of sales territories and changes in internal management responsibilities.

## Vermeer, Sherrill sign deal

PELLA, IA — Sherrill, Inc., a supplier of arborist equipment, entered into an exclusive alliance with Vermeer Manufacturing Co. to jointly distribute environmental materials through the Vermeer worldwide dealerships.

## Win a truck at Expo

LOUISVILLE, KY — Attend the International Lawn, Garden & Power Equipment Expo July 20-22 and you could win \$25,000 toward the purchase of a truck in the Trucks of the Industry Give-away. Admission is free to those who register before July 16. For info call Sellers Expositions, 800/558-8767.

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## More deals for Deere

President says latest acquisitions are "customer-based"

BY JASON STAHL

CLEVELAND — When Deere & Company acquired Great Dane Power Equipment Company in December of last year, the deal made sense to Green Industry insiders. Deere was obviously trying to strengthen its footing in the commercial mower segment.

The company's latest acquisitions, however, have made everyone scratch their heads.

The acquisitions themselves were not such a mystery, at least to those who knew of Deere's ambitious "6 by 6" goal, or \$6 billion in revenues by the year 2006. Acquisitions, as the Green Industry saw last year, are one of the fastest ways to grow a business. But it was the kind of businesses that Deere acquired that confused people.

First, it was McGinnis Farms Inc., Alpharetta, GA, a full-line supplier of nursery stock, landscape supplies and irrigation products. Then, it was Richton International and its irrigation equipment business, Century Supply Corp., which it intends to combine with McGinnis Farms under the name John Deere Landscapes.

The question people are asking now is, "What does John Deere know about the irrigation and nursery business?" The answer is not much, and that's why these particular acquisitions were so perfect, says John Deere Landscape President Dave Werning.

"These acquisitions had existing industry-recognized management and personnel in place, so we didn't have to try to develop the expertise of running these businesses. That's part of what we acquired," Werning says. "We could have gone out and built physical locations for these businesses, but what we didn't have was management personnel."

"With the existing consumer-only business, the areas we're entering are part of the Green Industry, and that's the industry we're in."

— Dave Werning,  
President of John  
Deere Landscapes

And even though these businesses are not ones that Deere had been involved with previously, Werning feels there is a connection. "With the existing consumer-only business, the areas we're getting into are part of the Green Industry, and that's the industry we're in," he says. "We have been serving some of the same customers that nursery and irrigation businesses have been serving, so I guess the connection point is customer-based."

### Future acquisitions?

John Deere's latest buying spree has caused much speculation among industry insiders as to which company it will buy next. TruGreen LandCare has been mentioned, but analysts say it's not likely because Deere would then be competing for contracts against the very contractors who buy their products. Rain Bird and Hunter have also been listed as possible future acquisitions for Deere.

CLIPPINGS

## Landscape Management partners with ASIC

CLEVELAND — The American Society of Irrigation Consultants (ASIC) has selected *Landscape Management* as the professional organization's "Official Publication" for the landscape industry.

According to Landscape Management's associate publisher/executive editor Sue Gibson, ASIC will work in partnership with *Landscape Management* and its sister publications, *Golfdom* and *Athletic Turf*, to "ensure that we offer

professionals and others and build an appreciation for the critical role that profes-

sional irrigation consultants play in the success of their projects."

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MANAGEMENT



landscape professionals and other readers the finest possible coverage" of irrigation issues. "Effective irrigation design and performance is probably one of the major critical issues faced by landscape professionals in this country," said Gibson. "We're thrilled that we now have the expertise of ASIC's membership on our side."

ASIC president Brian Vinchesi said the relationship will "allow us to reach out to landscape, lawn care and grounds

To learn more about ASIC or find a consultant in your area, visit [www ASIC.org](http://www ASIC.org).

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Circle 111

continued from page 14

## Sprouts acquires TNT Enterprises

NAPERVILLE, IL — Sprouts Landscape, Inc. acquired TNT Enterprises, Wheaton, IL, and changed its name to Great Impressions, Inc. Last September, Sprouts acquired Planters Pride, Wheaton, IL. Sprouts plans to hit \$1.5 million in revenues in 2001.

## DIG acquires LEIT product line

VISTA, CA — DIG Corp. purchased the LEIT product line from ALTEC Irrigation, Inc. The purchase makes DIG the largest provider of alternative power controllers in the irrigation industry.

## Riverdale relocates headquarters

BURR RIDGE, IL — Riverdale, a subsidiary of international chemical company Nufarm, relocated its corporate headquarters from Glenwood, IL to Burr Ridge, IL and invested \$5 million in upgrades to its Chicago Heights, IL manufacturing plant.

CLIPPINGS

## People & companies

**The J.R. Simplot Company** named **Don Johnson** vice president and general manager of the fertilizer division of its Turf & Horticulture Group.

**Seed Research of Oregon** added **Bryan Muntz** to its sales staff.



He will focus his efforts on the West Coast and the Plains

states from Kansas north to Canada.

**Environmental Industries** placed **Kenneth Hutcheson** into the leadership role at U.S. Lawns, its franchise division.

**The RBI Companies** appointed **Chris Graeber**

vice president of landscape construction.

**Bayer Corp.** named **Michael Daly** turf and ornamental brand manager, **Cathy Fuhrman** commercial market manager and **Jennifer Remsberg** residential market manager. Field sales representative **Jeff Vannoy** has become a Home Health Brand representative, and **Steve Ehart** changed from market manager to

brand manager for all Bayer pest management products. Communications manager **Renee Holmes** was appointed Accolades program director, a position formerly held by **Neil Cleveland**, who is now the Eastern Area sales manager.

**The Professional Lawn Care Association of America** welcomed the return of **Heath Moore** to his new role as sales and marketing manager of the Green Industry Expo. Moore had been PLCAA's membership and education manager for five years.



**Signature Control Systems** named **Paul Lat-**

**shaw** director of agronomics.

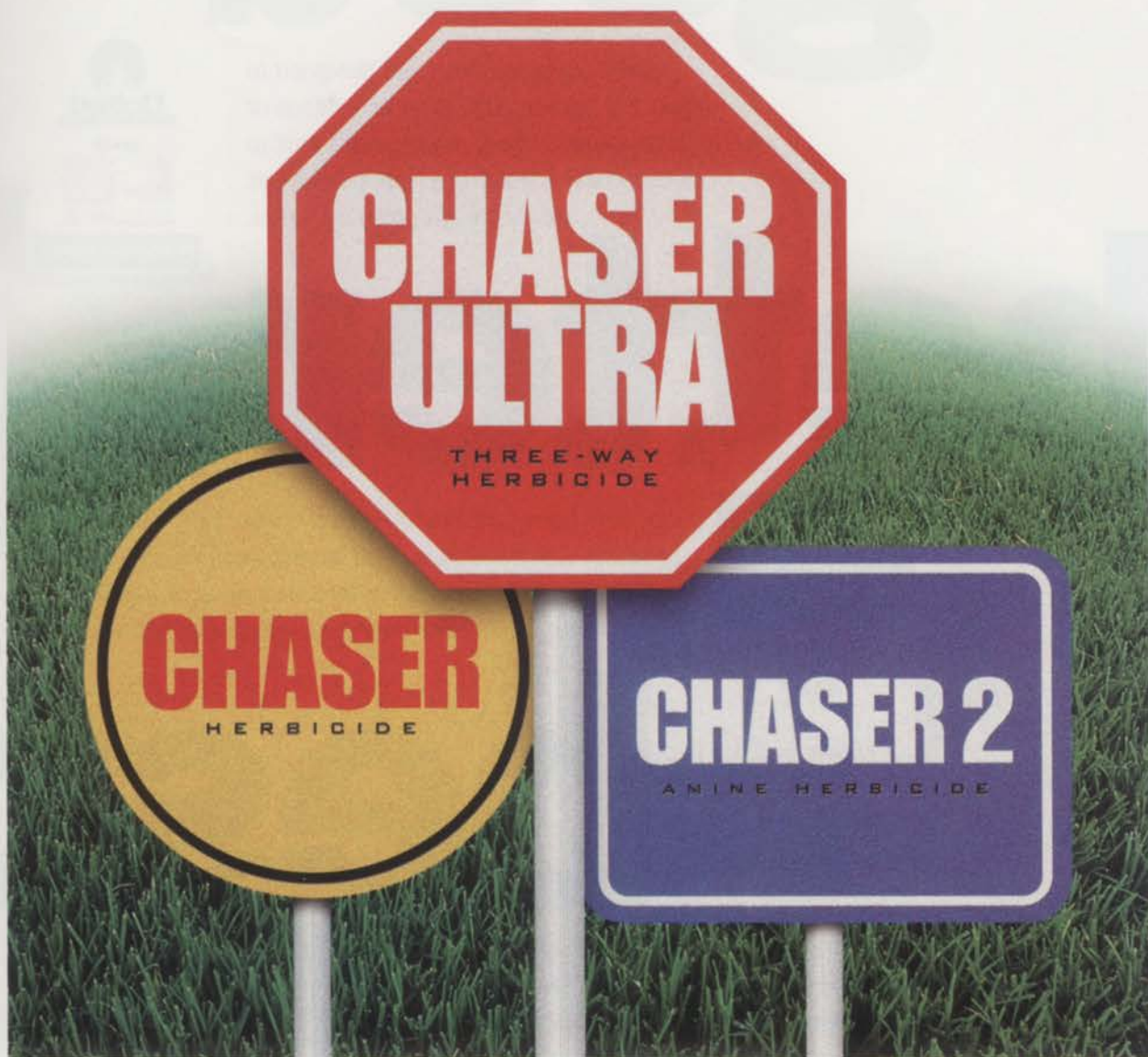
**Rain Bird** promoted **Ken Mills** to vice president of its Turf Division, **Janet Reilly** to vice president of its Contractor Division and **Karl Altergott** to director of its Commercial Division.

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- Chaser® Ultra is not made with 2,4-D and because it does not contain Dicamba, it's better for use around shallow-rooted ornamental plants and trees
- Chaser and Chaser 2 Amine are economical Triclopyr and 2,4-D formulations with excellent turf safety and superior control of hard-to-kill weeds
- Use Chaser in cooler weather such as the spring and fall and Chaser 2 Amine when days are warmer for year-round control

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# Turfseed producers release exciting new varieties

**TURFSEED COUNTRY** — Southern homeowners who long for a barefoot-soft Kentucky bluegrass lawn, and gave up long ago because of the heat, take heart.

Dr. James Read, a grass breeder at Texas A&M University, has developed Reveille, a cross of Kentucky bluegrass with a Texas native bluegrass that he's confident will find favor on southern home lawns and commercial properties.

The grass has shown heat tolerance, low water use and good insect and disease resistance, and it stays green winter and summer.

"Only extraordinary circumstances would make it temporarily lose color, prolonged drought or a sudden hard freeze at a time when the grass is actively growing," says Read.

Stan Gardner, **Gardner Turfgrass, Inc.**, says that limited quantities of certified sod is available in Texas, New Mexico and Arizona.

## Better in the shade

Turf managers in cooler climates will be interested in a new tufted hairgrass (*Deschampsia caespitosa*) available this fall. The grass, Shade Champ, performs well in dense shade and tolerates traffic, according

to Turf-Seed, Inc., Hubbard, OR. Consider it for use in areas where shade is a problem, including recreation ball fields.

A second new variety from Turf-Seed, Inc., also shows promise for use in parks. Marketed as Shade Star, you can use this variety of combgrass (*Cynosurus cristatus*) with tall and/or fine fescues in shade blends. This is the first "turf-type" of combgrass and has exhibited excellent shade and wear tolerance, says Crystal Fricker, president Pure Seed Testing.

## For year-round traffic

**Pacific Earth Resources**, Patterson, CA, is touting the performance of its improved PennBlue SportsTurf to turf managers whose cool-season turf, and particularly sports fields, that get used almost year-round. This select blend of 80% perennial ryegrass and 20% Kentucky bluegrass stays green all year and can take a lot of traffic.

"At certain times through the year, following up with a good overseeding program will continue to keep the grass healthy and durable," says Ray Freitas of Pacific Earth Resources.

## Seashore paspalum is ready

For warmer climates, **West Coast Turf,**

Palm Desert, CA, says that Sealsle seashore paspalum is particularly well suited for fine-turf areas, like commercial properties, home lawns or sports fields that suffer drought or have restrictions on freshwater use. Seashore paspalum thrives on reclaimed water, recycled wastewater and even saltwater. The company claims the grass is attractive with a dark green, fine blades and requires less water and fertilizer than other warm-season grasses.

## Turfseed movers & shakers

Hiromi Yanagisawa was promoted to vice president and general manager of **J.R. Simplot Co. Turf & Horticulture Group's** International division. He joined Jacklin Seed in 1983, and managed Jacklin Seed during the transition period following Doyle Jacklin's retirement in May 2000.

Also, Glenn Jacklin will now oversee the company's plants in Post Falls and Nezperce, ID, and Pasco, WA.

**Pennington Seed, Inc.**, Madison, GA, announced that it has joined with Golf Ventures this spring to distribute turfgrass and ornamental grass seed in Florida. Golf Ventures is a family of turfgrass pros that offer a full line of turf products and contract services.

**Patten Seed Company**, Lakeland, GA, named Joe O'Donnell as vice president of Georgia Super Sod Outlets. He most recently served as general manager of Sunbelt Seeds. He will be based in Atlanta, GA.

**Landmark Seed Company**, Albany, OR, hired John Brader to strengthen its presence in the eastern states. Brader was most recently the general manager of Lofts in Maryland, a division of Pennington Seeds.

**ProSource One** named Jay McCord as its Turf Seed Development manager and Jeff Schmalz as its sales rep for eastern Pennsylvania, Philadelphia and New Jersey. — Ron Hall, Senior Editor

## Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

**Get your fire ant training...** by picking up Maxforce Professional Insect Control's new fire ant training video, available to professionals free with the purchase of Maxforce Fire Ant Killer Granular Bait. Professionals can receive the video directly from authorized Maxforce distributors, or by faxing proof of purchase (distributor invoice) with a return mailing address to B&W Sales and Marketing at 770/985-8273.

**Find woody landscape plants...** on PlantAmerica's new CD-ROM called, "The Interactive Manual of Woody Landscape Plants." On it you'll find 2,000 plant images, 10,000 woody plants, data on 350 genera, 1,100 line drawings, zone map, glossary, 30 years of research, 72 search criteria and a help section. To purchase the CD-ROM call 888/752-6823 or visit [www.plan-tamerica.com](http://www.plan-tamerica.com).



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