



Central Turf & Irrigation Supply Inc. Appoints Turf Category Director for Fertilizer

Seeing exponential growth in the company, Central expands its turf division with another key hire

Elmsford, NY, February 14, 2023 – Central Turf & Irrigation Supply, a leading North American customer-focused wholesale distributor of irrigation and landscape supplies, is excited to announce that Ryan Batz has joined the team as the new *Turf Category Director for Fertilizer*. In this role, Batz will focus on strategic growth for the fertilizer program within the category—bringing the best products, resources, and training to Central’s customers alongside the turf team of directors.

Ryan has a B.S. in Turfgrass Management from Pennsylvania State University. He is a GCSAA Class A Member with 6 years’ experience as the US Technical Director for Ferti Technologies. In addition, he brings to the team 11 years as a Golf Course Superintendent and was a former owner/operator of GreenKeepers Lawn Care. During his career, Ryan has also been in sales as a Golf Technical Sales representative in the NY Metropolitan area. Ryan embodies the Central Difference by holding positions as the Current Board Treasurer and Co-Founder of Candlewood Fishing Camp, a non-profit camp for underprivileged youth, and he sits on the Project Advisory Board for Candlewood Lake Authority – Minimizing Fertilizer Runoff.

Ryan Batz is poised to be a tremendous asset to Central’s expansion and is the third dedicated category director position for the expanding department. As part of Central’s overall growth goal for the turf division and the company Batz says, “I’m excited to join the team. I am eager to work with all the employees and partners of Central to provide superior service and solutions to our customers in the fertilizer category.”

“We are always looking to innovate and improve so that we meet and exceed the needs of our customers,” said Anthony Luciano, VP of Sales & Marketing for Central Turf & Irrigation Supply. “I am confident that Ryan will be a valuable part of these company goals. As we continue to grow the turf category, it will be critical for us to continue a team focused approach. We are excited for Ryan to join Austin Lanzarone, *Director for Seed* and Austin Marsteller, *Director for Chemicals*, to provide the best solutions to our customers.”

About Central Turf & Irrigation Supply, Inc.

Central Turf & Irrigation Supply, family-owned and operated, is a leading wholesale distributor for irrigation, landscape, agronomic, sustainable products, lighting, and grounds care equipment—with nearly 60 locations in the U.S. and Canada. Established in 1990, Central is a solution-focused partner for residential and commercial landscape professionals, offering the largest quantity of in-stock inventory in the industry. For the contractor, by the contractor—Central provides professional and business development resources from large-scale design services and technical support lines to training and marketing services. For more information, please visit <http://centraltis.com>.

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