



Central Turf & Irrigation Supply Inc. Announces New Chief Operating Officer

Seeing exponential growth in the company, Central creates new role

Elmsford, NY, November 20, 2024 – Central Turf & Irrigation Supply, a leading North American customer-focused wholesale distributor of green industry and landscape supplies, with its ongoing corporate expansion, is excited to announce Tim Minnema for the role of Chief Operating Officer. In this newly created role, Minnema will continue to elevate the company framework set forth by the Luciano family by focusing on new opportunities for optimization, streamlining processes, and efficiencies.

“We are thrilled to have Tim join our executive team,” said Bernardo Luciano, President of Central Turf & Irrigation Supply. “He brings a deep operational knowledge and a proven track record of driving results in every element of business.”

Minnema brings more than 25 years of experience in retail, distribution, and operations. Throughout his career with companies like Bosch, Valspar, and Specialty Building Products, he demonstrated exceptional leadership, unrelenting customer focus, and a strong commitment to continuous improvement. “Over the past 25 years I have had the privilege of helping private and family companies from \$30M to \$500M in revenue grow their top and bottom line,” said Tim Minnema. “I knew one day I wanted to find a company that had the same value system, energy level, and passion for business that I do. I believe that is what Central Turf & Irrigation Supply has. The Luciano family has done an amazing job growing the business and developing a lot of very talented people. I really look forward to being part of the next stages of growth at Central Turf & Irrigation Supply.”

“We are always looking to bring on quality members to our team so we can continually meet and exceed the needs of our customers as they look to increase their revenue, lower their costs, and reduce their risks,” said Anthony Luciano, VP of Sales & Marketing for Central Turf & Irrigation Supply. “I am confident that Tim will help us do this. Having a COO allows us the opportunity to discover continuous improvements across all growth strategies which we know will yield both immediate and future benefits for our employees, vendors, and 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 over 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>.

Media Contact

Tanya Murphy

914-347-5656 x1023

marketing@centraltis.com