BRIEFS

FRANCIS & FRANCIS NOW IN 972
DALLAS, Texas — Francis & Francis Golf Course Fumigation has a new 972 area code. This company, which is licensed in a number of states, has been caught up in the new area code shuffle here, creating a hardship for businesses such as Francis & Francis which serve a wide area of the country. For more information, contact Fern Francis at 972-317-5917 or, by fax, at 972-317-0973.

HUTTON LEAVES SCOTTS FOR LESCO
CLEVELAND — Chuck Hutton has been named director of national accounts at Lesco, Inc. Hutton most recently worked in national account sales for The Scotts Co. Maintaining an office in St. Louis, Hutton will be responsible for sales and service to golf national accounts, architects, builders and new golf course construction nationwide.

MEDALIST HIRES WEIGAND
POST FALLS, Idaho — Medalist America has appointed Richard Weigand to the position of turf specialist. Weigand will conduct sales with architects and distributors in Michigan, Ohio, Pennsylvania and West Virginia. Weigand had worked for United Horticultural Supply in Findlay, Ohio. His golf experience started with Firestone Country Club as a construction foreman.

Bayer Corp. places turf under newly realigned, renamed business unit
KANSAS CITY, Mo. — Bayer Corp.’s specialty business has a new identity and focus for 1997. Bayer Specialty Products has changed its name to Bayer Garden & Professional Care and is acting as a separate worldwide business unit. Bayer’s Garden & Professional Care business consists of professional pest control, lawn care, arbor and golf course markets and the formulator market. Instead of doing business in these markets on a country-by-country basis, Bayer will now coordinate its efforts internationally. “Bayer Corp. has a presence in more than 140 countries around the world,” said Trevor Thorley, director of Garden & Professional Care. “Now that Garden & Professional Care is a worldwide group, any and all of Bayer’s international resources will be used to improve our work.”

NEW PRODUCT OF THE MONTH
Heritage introduced in Las Vegas
By MARK LESLIE
LAS VEGAS — The federal Environmental Protection Agency (EPA) has expedited registration of the first fungicide ever approved in its “reduced-risk pesticide” category—the broad-spectrum azoxystrobin, which represents a new and different class of chemistry. “We are extremely excited,” said Keelan Pulliam, business director of Zeneca Professional Products which, he said, mandated for azoxystrobin “the most extensive research in turf, ever—both by universities and companies.” “We are committed, with research and development, to support this market [turfgrass],” Zeneca President Robert Woods said at a press conference at the International Golf Course Conference and Show here announcing the new product, which is being marketed as Heritage. “It has significant importance to Zeneca as we move forward.” Scotts and Zeneca will distribute Heritage.

BOUQUETS FOR RAIN BIRD IN PASADENA
Asuza, Calif.-based Rain Bird, Inc. recently won the Director’s Trophy—honoring outstanding artistic merit in design and floral presentation—at the 1997 Tournament of Roses Parade. The 110-foot long Rain Bird float, entitled “Water—The Gift of Life,” depicted the Nile River and the people of ancient Egypt. More than 1,200 gallons of water were pumped through the float’s waterfalls and canals. For a more golf-centric update on Rain Bird’s activities, see page 65.