

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.



Chuck Hutton

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.



Richard Weigand

TEGETHOFF JOINS TURFLINE

ST. CHARLES, Mo. — Bob Tegethoff, veteran of 25 years in the turf industry, has joined the staff at Turflite, Inc., manufacturer of the True Surface Vibratory Greens Rolling System. Tegethoff becomes sales manager and will assist the company in sales, marketing and product development. He joins Rick Kelley, who was named Turflite's director of marketing sales. Tegethoff will be responsible for lead generation and sales in central and western United States. For more information call 1-800-443-8506.

GOLF COURSE NEWS



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.

Developed from natural compounds found in certain species of wood-decaying mushrooms, it has activity against

Continued on page 60

Zeneca's distribution plans spread wealth

By HAL PHILLIPS

LAS VEGAS — No less interesting than Zeneca's introduction of Heritage was the fungicide's unique distribution arrangement.

The highly touted product will be distributed on a national basis by four major golf-industry companies: The Scotts Co., United Horticultural Supply (UHS), Lesco and Terra. Several smaller houses will carry Heritage on a limited, regional basis, such as Wilbur-Ellis California and Estes in Texas.

Only Scotts and UHS, however, have unilateral distribution rights in all of the Lower 48 states. Terra and Lesco have distribution rights only in areas covered by existing houses or trucking routes.

Further, as part of the deal, all

Continued on page 41



Dan Teich

Teich takes the reins at Ransomes

LINCOLN, Neb. — Dan Teich has been named president of Ransomes America Corp., the North American subsidiary of Ransomes plc of Ipswich, England.

Teich will be responsible for the management of all operations at Ransomes America Corp.'s manufacturing facilities here in Lincoln, Neb.; Johnson Creek, Wis.; and Edgewater, Fla.

Before joining Ransomes, Teich was president of Monarch Marking Systems, a subsidiary of Pitney Bowes, a leading global manufacturer of electronic bar code systems. Prior to that, he spent six years as a general manager of Nashua Label Products, one of the largest pressure-sensitive label manufacturers in the U.S.

Teich's background also includes seven years at General Electric, where he led marketing and business development in the Lighting Business Group and served as general manager of General Electric Ceramics, Inc.

...

In other Ransomes news, the firm has named Larry Jones territory manager for the Turf Products and Professional Lawn Care Divisions.

As territory manager, Jones is in charge of sales and dealer relations activities throughout several Northeast

Continued on page 64

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

Continued on page 61



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.

Heritage distributed

Continued from page 59

four national distributors have also agreed to carry Zeneca's other turf and ornamental offerings: Reward, a grassy and broadleaf weed herbicide; Scimitar GC, an insecticide formulated to control fire ants, chinch bugs, mole crickets and bluegrass billbugs, among others; and Fusilade II, a selective herbicide designed to control grassy weeds in many turfgrasses.

[In a related development, Scotts — which had distributed only its own products for 127 years — has agreed with ISK Biosciences to distribute Daconil Ultrex, a fungicide formulated to provide control of dollar spot, brown patch and leaf spot.]

Heritage will be made available almost immediately throughout the United States, with California, Massachusetts and New York receiving shipments at mid-year. While unique to the industry in general, the gang-of-four distribution approach is not a departure for Zeneca.

"Zeneca is a company that has had success with limited distribution in the past," explained Terry Boehm, business manager at UHS. "They have seen a few key players do a good job for them in the past. What they're looking for is the top coverage across the country, and this is how they interpret it to be."

Scotts' decision to get into the distribution business is just as interesting. Michael Thurlow, vice president of sales and marketing for Scotts ProTurf Division, believes this departure makes perfect sense for Scotts.

"We believe in what we call 'consultative selling,'" Thurlow explained. "We work with the superintendents on their agronomic needs. For those who want it on an annual basis, we'll give them a long-term agronomic plan."

"If a course is a heavy granular user, we have always had the bases covered in terms of product offerings. But if they do a lot of spraying, our line up — until now — had been more limited. When we bought Grace-Sierra, we gained access to a lot of sprayable chemistry. Now Heritage gives us a broad-spectrum fungicide. So if you're going to visit a golf course and provide a proper analysis, we can now provide a whole range of plant protection products in sprayable form."

[For emergency disease control, Scotts offers fungicide delivery in 24 hours. To order, call Scotts at 800-543-0006.]

Boehm said UHS is similarly enthused.

"Well, of course, this is America," he said with a laugh. "There are no exclusives in this business... We've been selling the other Zeneca products for many

years. In fact, we sell a lot of Scimitar and a fair amount of Reward.

"There has been a tremendous amount of interest surrounding Heritage — one of the best new fungicides to come on the market in a long time. And there has been a lot of interest for some time because the test results have been very promising. It's active on just about everything we have in the turf world except dollar spot."

New England GCSA elects Brae Burn's DiRico president

NEWTON, Mass. — The Golf Course Superintendents Association of New England (GCSANE) elected officers for 1997 during its annual meeting, making Robert DiRico of Brae Burn Country Club (CC) in West Newton president. He succeeded Edward L. Brearley of Evergreen CC in West Bridgewater. Joining DiRico are Vice President Kevin Osgood of Newton Commonwealth Golf Course (GC), Secretary James R. Fitzroy of Presidents GC in Franklin and Treasurer Robert

Ruszala of Hickory Ridge CC in Chicopee.

Michael Hermanson of Gardner Municipal Golf Course is serving as golf chairman, while Wayne F. LaCroix of Andover CC is newsletter editor and James Conant of Kings Way Golf Club in Marstons Mills is finance chairman.

David Comee of The Winchendon School CC in Gardner was elected to a three-year term as trustee, joining existing Trustees Arthur Silva of Belmont CC and Michael Nagle of Worcester CC.

GO GLOBAL!

**GOLF COURSE
NEWS
INTERNATIONAL**
THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY



Reach 15,100 Decision Makers Throughout Europe, Asia and Canada with *Golf Course News International*.

Circulation breakdown:

Europe	5,200
Canada	3,600
Asia	5,900
South Africa	400
Total:	15,100

Target audience:

- Owners
- Architects
- Builders
- Course & Grounds Managers
- Club Secretaries
- General Managers
- Developers
- Green Keepers

Editorial focus:

Written for top management & developers at golf facilities in Europe, Asia, Canada & South Africa. Editorial is directed toward course management & development with reports on maintenance management and supplier business.

**FIVE
MORE
ISSUES
IN 1997:**

March



May



July



September



November

Call Now for More Information!

Charles von Brecht, Publisher
(207) 846-0600 • Fax: (207) 846-0657