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-decay ing 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

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 60

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.

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-
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 are a few key players do a good job for them in the part. 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


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 Comey 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.

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