

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

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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

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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.

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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

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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

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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.

EPA gives Eagle stamp of approval on turfgrass

WASHINGTON, D.C. — Rohm and Haas Co., the Philadelphia-based specialty chemicals manufacturer, has received Environmental Protection Agency registration allowing application of the firm's new Eagle fungicide to turf.

A systemic product designed for use as a protectant fungicide while provid-



ing post-infection activity, Eagle is formulated to offer a wide spectrum of disease control coupled with excellent safety to all types of turfgrasses.

Recommendations call for applications of Eagle to be made in a regularly scheduled spray program at a rate of 3 ounces per 5,000 square feet every 14 days.

Curl joins board of directors for RohMid

PARSIPPANY, N.J. — RohMid L.L.C., a joint venture of Rohm and Haas Co. of Philadelphia and American Cyanamid Co. based here, has named Gary D. Curl to its board of directors. Curl is business manager for Cyanamid's Turf and Ornamental Products Group.

RohMid was formed in 1995 in order to develop, register and commercialize MACH2 turf insecticide. The new product, expected to be approved by the EPA early in 1997, controls grubs, cutworms and other soil-borne pests in turf.

The board consists of two members each from Rohm and Haas and American Cyanamid. Current board members include Janet Giesselman, turf & ornamentals products manager at Rohm and Haas and chair of the RohMid board; Don Loughner, product development manager-turf & ornamentals at Rohm and Haas; Rick Chamblee, associate director, North American product development at American Cyanamid; and Curl, who joined the company as senior market manager, Professional Turf, Ornamental and Pest Control Products.

Some Of The Greatest Holes In Golf Are Never Seen

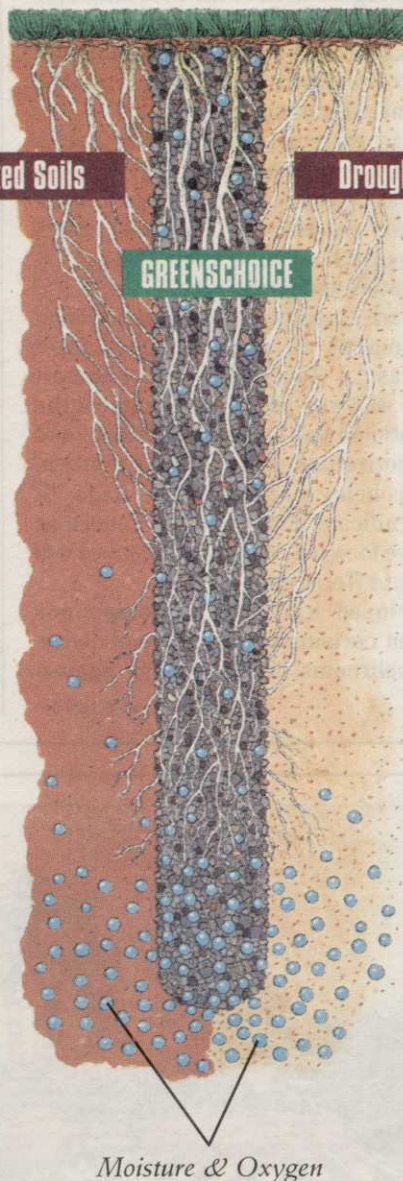
Most golfers don't know they exist, but great aerification holes make great greens!

Superintendents know the importance of aerification holes, because both the procedure and choice of amendment can be critical to the long-term health and durability of the green. While sand and some manufactured amendments can actually break down over time (adding to compaction problems!), **GREENSCHOICE**® provides for a permanently amended root zone, unaffected by physical or chemical forces.

GREENSCHOICE is a chemically inert mineral composition, kiln-fired to provide both high porosity and exceptional hardness. Amending with this advanced product results in a dramatic improvement in water and nutrient retention, reduced compaction and significantly increased percolation.

Proven successful in conditions ranging from compacted soils to droughty sands, only **GREENSCHOICE** can provide a full range of benefits to problem greens:

- Fights compaction, providing a naturally aerified root environment where moisture, nutrients and oxygen are readily available to the roots



- Offers percolation rates to 115"/hour, ensuring both effective drainage in periods of heavy rainfall and thorough flushing out of the root zone

- Retains up to 83% of its weight in water, providing for superior moisture and nutrient retention... a significant benefit to greens plagued by dry conditions

- Draws moisture and nutrients back into the root zone via a strong capillary rise rate of 30 cm/24 hours

- Promotes vigorous root development by making both oxygen and moisture available deeper into the root zone

- Provides a permanent solution, unaffected by heavy traffic or the application of acidic or caustic fertilizers

Make your greens the greatest, amend them with **GREENSCHOICE**, The First AmendmentSM. For more information and the location of a distributor in your area, contact Premier Environmental at 800/829-0215.

GREENSCHOICE®
The First AmendmentSM



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ZENECA LAUNCHES TRAINING PROGRAM

LAS VEGAS — Zeneca Professional Products of Wilmington, Del., is undertaking a Masters University Training Program intended to train superintendents and distributors on applying pesticides. "It will be a large-scale educational program ... like a certification training," said Tony Rademaker, Zeneca's turf product manager. The program, he said, will start with a mailing of educational brochures and a test. When the superintendent returns the test, Masters University personnel follow up with one- to two-hour training sessions.

Heritage debuts

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plant pathogens from all four major fungal groups, according to research.

Steve Gipson, superintendent at Fairlawn Country Club in Cleveland, said at the conference that using the product "can break the pattern of using sterile inhibitors after sterile inhibitors. It gives us an opportunity to break that cycle. Sterile inhibitors aren't bad, but this will extend the life of sterile inhibitors."

"It is the only fungicide to control both brown patch and *pythium*," said Dr. Bruce Clark of Rutgers University, one of several researchers who studied *azoxystrobin*. "It provides up to 28 days of control."

Dr. Joseph Vargas of Michigan State University also touted its replacement of mercury-based products and "excellent control of snow mold."

Clark pointed to Heritage's low .2- to .4-ounce usage rate and "low-risk environmental profile." Indeed, when mixed at four and eight times the mix rate, it reportedly did not harm turf.

Superintendent Mike McNulty of Philadelphia Country Club, one of more than 170 superintendents to test the product, said: "The only thing it does not control is dollar spot, and there are many other products that do that."

It has proven effective against summer patch, takeall patch, anthracnose, pink and gray snow mold, red thread, fusarium patch and other fungi, according to Clark.

"It's wonderful to see a different mode of action come on the market," he said, adding that it is compatible when mixed with other products, such as those that fight dollar spot. "We looked at a dozen [products] and there is no sign of incompatibility. We also applied it at far higher rates on bentgrass and there were no detrimental effects."

"We see it as a foundation products. Others can be added to it," said Zeneca Technical Business Manager David Ross.