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.

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

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.

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.”

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.

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-
HADLEY, Mass. — The Hollrock Co. has announced Slater golf courses and golf ranges in the wholesale distribution business will provide all golf courses and golf ranges in California a reliable source of supply of top-quality equipment. Slater is headed by President Bob Skidmore. The field sales force is directed by Sales Manager Don Ernest. Paul Guy and Doug Martin comprise the outside sales team.

Skidmore noted that Hollrock Engineering is the first to offer a lifetime, 3- and 5-year warranties on its range equipment products. For more information call 310-921-3133.

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**Shanghai show organizer forms Chinese division**

SHANGHAI — Golf Media Group (GMG), the Perth, Australia-based parent company of Golf World Exhibitions — organizer of the China International Golf Show — has formed a division dedicated to business opportunities on the Chinese mainland.

GMG’s China Exhibitions Group will hold its first exposition, Australia into China, here in Shanghai this fall, directly following the third China International Golf Show. GMG Executive Director Stephen Allen said the new venture is designed exclusively for Australian companies doing business in Hong Kong and hoping to do more on the mainland.

“We believe this will herald a new beginning for businesses in Hong Kong and China,” Allen said. “Already there are some 400 Australian companies based in Hong Kong, nearly all of which want to establish businesses on the mainland, if they haven’t already done so.”

For more information, contact Golf Media Group in Australia by phone at (61) 9-322-322; or by fax at (61) 9-321-6461.

**Florida Coast to rep Polecat**

PALM BEACH, Fla. — Polecat Industries has selected Florida Coast Equipment, Inc., in Boynton Beach to represent Polecat’s product line of self-propelled aerial lifts in North Broward, Palm Beach and Martin counties.

Florida Coast Equipment offers local service, a “customer first” approach to its business and a wide array of equipment needs for the green industry and rental markets.

For more information, call Polecat at 305-254-8999.

**Ransomes**

Continued from page 39

ern and Mid-Atlantic states: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, eastern Pennsylvania, Rhode Island, Vermont and Virginia. He also handles sales responsibilities in Nova Scotia, Canada.

Jones has nearly 10 years of combined sales experience in the golf marketing and turf equipment industries. Prior to joining Ransomes, he was responsible for Ransomes sales for L.L. Johnson, a turf maintenance equipment dealer in Denver, Colo.

GOLF COURSE NEWS