

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.

E-Z-GO shakes up sales and marketing unit

AUGUSTA, Ga. — E-Z-GO Textron has announced several changes in its worldwide Sales and Marketing organization. David P. Rivers was named senior vice president-sales and marketing, with responsibility for all domestic and international sales as well as worldwide marketing. Rivers joined E-Z-GO in 1990 and became vice president-sales and marketing in 1992 and added international sales to his responsibilities in 1996.

At the same time, E-Z-GO named Mike Aponas, vice president-North American sales, responsible for fleet golf car distribution in North America and Canada; Jay Cudd, director of sales-East Region; Dick Rumbley, director of sales-West Region; Bill Thomas, and Dave Bushe director of distributor sales.

E-Z-GO also announced Hamp Manning as the new vice president-national accounts and marketing; Mike Nelms, director-national accounts and Paul Cory, manager-national accounts.

In the International Sales Department, David Davis was named director of international sales responsible for international sales activities outside North America.

Also Jeff Howell was named Augusta branch manager; Bill Tanner, Houston branch manager; and George Brophy, Michigan branch manager. Mike Stetz was named Northeast regional manager, specialty vehicles.

Bayer realignment

Continued from page 59 in this market."

This international coordination of efforts in research and development enables Bayer to utilize its resources more effectively. Bayer's decision to develop the Garden & Professional Care business unit is due in large part to the recent success of Merit Insecticide and Premise Insecticide. Merit was introduced into the professional market in 1994 and Premise in early 1996. The new business unit will continue to provide support to these new products as well as future formulations and products.

To show this global commitment to the industry, Pest Control Market Manager Gregg Storey, Ph.D., and Research Product Manager, Mike Ruizzo, Ph.D., attended an international conference in Bangkok, Thailand. Storey and Ruizzo helped to educate and train other Bayer employees on the work they have done with Premise and termite control.



ACQUISITIONS

Midwest Rake buys distribution rights to Accuform Golf

TORONTO — Midwest Rake Co. has purchased the manufacturing and distributing rights of Accuform Golf Co.'s Turf Product Line. These products include the Sandtrap and Maintenance rakes.

"We have worked closely with Midwest Rake Co. for the past year and are very impressed with its attention to quality in both manufacturing and service," said Don McDougall, president of Toronto-based Accuform.

Accuform's claim to quality is evident by the

patented Accuform Sandtrap and Maintenance rakes reportedly being used by over 72 of the top 100 North American golf courses.

Midwest Rake has been a manufacturer and distributor of aluminum hand tools to the golf course superintendent for the past six years. Midwest manufactures more than 33 products for nine markets. Midwest Rake distribution has been established through distributors throughout the 10 countries it now services.

For further information, call 800-668-7873.

Legacy lines up additional distribution

FRESNO, Calif. — Legacy Golf Irrigation has announced two new additions to its growing international network of regional distributors.

According to company Vice President David Truttman, Rochester Plumbing Supply Co., Inc., located in Rochester, N.Y., will serve as Legacy's exclusive distributor covering western New York State. Also, Distribution Y. Ferland, headquartered in Ville Vanier, Quebec, Canada, and with

operations in Montreal, has been appointed as exclusive Legacy distributor for all of Quebec province, as well as the Quebec River valley region in Ontario province.

With these two recent additions, Legacy Golf Irrigation now has a total of 68 regional distributors located throughout the United States, Canada and in Europe.

For more information, contact Jana Bollakis, marketing coordinator, at 209-275-0529.

Century bolsters Mich., S.C. coverage

DETROIT — Century Rain Aid, one of the country's largest distributors of landscape irrigation equipment, has appointed Brian Birdwell of Clinton Township, Mich., to be outside sales representative for golf irrigation equipment and services.

Covering northern and eastern Michigan, Birdwell can be

reached at 810-588-2990.

Century Rain Aid has also appointed Howard D. Sharman of Easley, S.C., to be outside sales representative for golf irrigation equipment and services.

Century is the exclusive distributor of Legacy Golf irrigation systems for western North Carolina and much of South Carolina. Sharman can be reached at 704-398-7344.

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