



BRIEFS

BASF NAMES HUSEMANN

RESEARCH TRIANGLE PARK, N.C. — BASF has appointed Gerald E. Husemann as senior sales specialist for the turf and ornamental group headquartered here. He will be responsible for coverage of the Kentucky, southern Ohio, Virginia and West Virginia sales territories. Husemann has 23 years of professional experience in the agriculture retail and crop protection industries, including work at Farmland Industries, American Cyanamid Co. and BASF.



Gerald E. Husemann

GOLF VENTURES PROMOTES MCMAHON

LAKELAND, Fla. — Golf Ventures has promoted Walt McMahon to the position of vice president of sales. McMahon joined the company in 1993 as a territory manager, and most recently served as a sales manager. In his new role, he will assist with Golf Ventures' rollout outside of the state of Florida and will be responsible for managing all territory managers on the Helena and Golf Ventures product lines.



Walt McMahon

BRANDT CONSOLIDATED HIRES SMITH

Pleasant Plains, Ill. — The Clawel Specialty Products Division of Brandt Consolidated, has hired Dr. Julian Smith as national accounts and domestic sales manager. Dr. Smith brings a wealth of industry experience in virtually every aspect of plant nutrition, and currently serves on the board of directors of the Fluid Fertilizer Foundation.



Dr. Julian Smith

BLEEKER REPLACES BARENBRUG

TANGENT, Ore. — Barenbrug Group has appointed Kees Bleeker to president and CEO. He replaces H.J.M. Barenbrug, who is retiring after 34 years. Bleeker previously worked for Norwegian-owned fertilizer maker Hydro Agri.

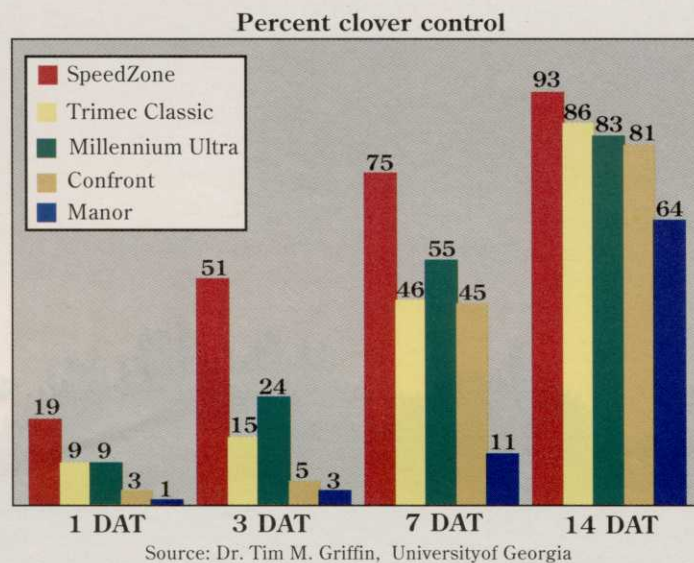
Editorial Focus: Herbicides

PBI Gordon's SpeedZone launch going strong

By ANDREW OVERBECK

KANSAS CITY, Mo. — PBI Gordon Corp. has enjoyed a strong launch of its new active ingredient carfentrazone-ethyl since receiving registration from the Environmental Protection Agency in late September (GCN Nov. 2001). The company obtained the exclusive marketing rights for non-agricultural uses of carfentrazone-ethyl from Philadelphia-based FMC Corp. in 1998.

Carfentrazone-ethyl is being marketed under the company's ProForm Brand as three different formulations: SpeedZone, PowerZone and SpeedZone St. Augustine formula. While there are slight differences between the formulations, all three of the



broad-spectrum, post-emergent, selective herbicides offer control in cool weather, visible results in 24 hours, and dead weeds in three to seven days. It is also rain-fast in three hours, is

Continued on page 26

Editorial Focus: Herbicides

Griffin to expand TranXit label to greens

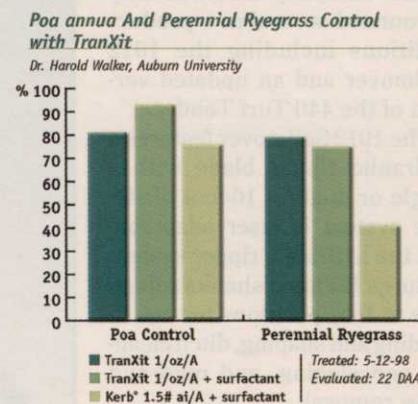
By ANDREW OVERBECK

VALDOSTA, Ga. — Griffin LLC is moving ahead with the rollout of its new TranXit GTA herbicide for warm season turfgrass. While it was registered by the Environmental Protection Agency in late August, this is the first full season of use for the product that controls *Poa annua* (GCN November 2001). TranXit is currently labeled for use on fairways, but the company is working to get the label extended to greens by the middle of this summer.

The herbicide, which contains the active ingredient rimsulfuron, offers both pre- and post-emergence activity at low one- to two-ounce rates. It is especially formulated for the removal *Poa annua* before overseeding and the removal of overseeded turf during the spring transition. However, it can also be used to control *Poa annua* in non-overseeded fairways.

Dr. Harold Walker at Auburn University has been working with rimsulfuron since 1998. "The product contains similar chemistry to Manor and Corsair," he said. "But Manor and Corsair do not control *Poa Annua* or *Poa trivialis*. TranXit also has a short half-life so you don't have a problem with running or lateral movement."

Continued on page 26



Simplot expands agribusiness division

BOISE, Idaho — J.R. Simplot has reorganized its turf and horticulture group and placed it under its newly expanded agribusiness division.

Bill Whitacre, who has served as president of the turf and horticulture group since May 2000, has been named president of the agribusiness group, replacing Larry Hlobik who has become the company's new CEO.



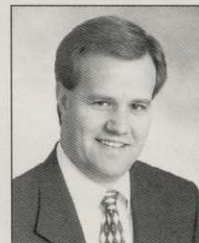
Bill Whitacre

Joel Barker will replace Whitacre as vice president and general manager of the turf and horticulture group. Barker joined Simplot in 1989 and most recently was vice president of finance and admin-

istration of the turf and horticulture group.

The agribusiness group will be made up of manufacturing and wholesale fertilizer sales, Simplot Grower Solutions, and the turf and horticulture group which includes Jacklin Seed, BEST and APEX fertilizers, the Simplot Partners distribution network, and international seed and fertilizer sales.

"We have an opportunity to align our core resources in a highly efficient and effective manner," said Whitacre. "The new structure better positions us to continue our focus on meeting and exceeding our customer's expectations."



Joel Barker

Aquatrols receives Radiance registration

CHERRY HILL, N.J. — Aquatrols has received both state and federal registrations from the Environmental Protection Agency for its pre-emergent copper-based algaecide, Radiance.

The company originally named the new product Repel, but had to change the name due to EPA registration issues.

Radiance is a pre-emergent pond

management tool that uses a copper-based algaecide with a unique delivery system. The product can be applied in one spot and will quickly disperse uniformly throughout the entire body of water. The formulation also allows the product to stay dispersed much longer and can prevent algae blooms for about a month.

Lesco posts loss, names new CFO

CLEVELAND — Lesco, Inc. has posted record sales for the fourth quarter and full year of 2001, up two and one percent, respectively.

While sales for the full year were up to \$504.3 million over \$499.6 million for 2000, the company still posted a net loss of \$2.9 million. Fourth quarter sales were \$105.3 million, compared to \$102.8 million in 2000. The company, which usually posts a fourth quarter loss due to the seasonality of its business, lost \$5.6 million for the quarter.

"For Lesco and for our entire industry, 2001 was a difficult and challenging year," said William A. Foley, chairman and CEO. "We are pleased with our working capital management, debt reduction and sales performance, but our operating and net income results are unacceptable. We are committed to regaining our earnings momentum, and are taking the necessary steps to return to profitability."

The company said a sluggish economy and the events of Sept. 11 kept the company from leveraging its cost base and resulted in a relatively flat operating loss year over year.

Lesco's new chief operating officer, however, is confident the company will return to profitability this year. "Although U.S.

Continued on next page

Carfentrazone-ethyl

Continued from page 23

registered as a reduced risk compound, and carries a "caution" label. All have use rates below .62 percent for carfentrazone-ethyl.

According to FMC's Jim Walter carfentrazone-ethyl "explodes" cell walls, allowing for rapid activity and long-term control.

"It is a protox inhibitor that stops chlorophyll synthesis and without chlorophyll the plant eventually dies," he said. "The quick burning of weed leaves is caused

by a build-up of peroxide in the cell, which ruptures cell membranes and causes them to dry and disintegrate rapidly."

SPEEDZONE

SpeedZone is designed for northern turf, Bermudagrass and zoysia and contains a four-way mix of carfentrazone-ethyl, 2, 4-D, mecoprop-p and dicamba. The phenoxy actives and dicamba broaden the weed control spectrum and adds

'A build-up of peroxide in the cell ruptures cell membranes and causes them to dry and disintegrate rapidly.'

— Jim Walter

systemic activity, said turf and ornamental market manager Doug Obermann.

POWERZONE

In the PowerZone formulation, PBI Gordon substituted 2,4-D with MCPA. "We did that for two reasons," said Obermann. "Some communities are more sensitive to the use of 2,4-D and the EPA limits golf courses to two applications of 2,4-D a year. Once you

have made two applications, you have reached your limit. We had to have another solution."

As a result, the use rates and costs are slightly higher, but Obermann said the formulation is also a little stronger on weeds like oxalis because of the MCPA.

ST. AUGUSTINE FORMULA

While all three formulations have been selling well, Obermann reported that the company has sold out of its first production run of the St. Augustine formulation. St. Augustine is primarily marketed to the Florida market for use on St. Augustinegrass. It is can also be used on courses that have Bermudagrass, zoysia and seashore paspalum. ■

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TranXit herbicide

Continued from page 23

OVERSEEDED TURF

In overseeded turf TranXit can be applied two weeks prior to overseeding to remove the germinating *Poa annua* stands. When overseeded with ryegrass and *Poa trivialis*, the *Poa annua* is then out-competed by the overseeded turfgrass.

"The label came out in October, which was too late for application prior to overseeding in most markets," said Griffin senior territory manager Don Wilson. "But it was used down in Florida and we have had some good success."

However, the herbicide will also be useful in helping courses speed the transition out of overseeding come April and May.

"By spraying the ryegrass and *Poa trivialis*, we remove it from the Bermudagrass and allow for a faster green up," said Dr. Walker. "It does not harm the Bermudagrass. There may be a slight yellowing occasionally, but it lasts for seven days and is gone."

NON-OVERSEEDED TURF

Walker reported that courses that did not overseed their Bermudagrass have been using TranXit this winter to control *Poa annua*.

"A course here used it at a two ounce rate in January and got nice control," said Walker. "As the plants get larger they get harder to control. If you have a high population it takes several weeks to control so you have yellow areas over time that are not attractive."

A better approach, said Walker, is to make a one-ounce application in the fall to control "quarter-size" *Poa annua* and repeat in late January or February. Another approach would be to use TranXit in late fall with a tank mix of pendimethalin or prodiamine. "This kills the first flush and provides residual control for the remainder of the *Poa* season," said Walker.

GOING FOR THE GREENS

Griffin decided to hold off on a greens label for TranXit this fall to get more use data.

"We didn't have enough data," said Wilson. "Greens are cut lower, and more of the work was done on fairway height Bermudagrass. Plus there are a lot of new ultradwarf varieties, so we wanted to be more cautious."

The company submitted the label extension March 15 and hopes to get it approved by July 15 for use this fall. ■

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