

Heritage distributed

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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 have seen a few key players do a good job for them in the past. 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

NEWTON, Mass. — The Golf Course Superintendents Association of New England (GCSANE) elected officers for 1997 during its annual meeting, making Robert DiRico of Brae Burn Country Club (CC) in West Newton president. He succeeded Edward L. Brearley of Evergreen CC in West Bridgewater. Joining DiRico are Vice President Kevin Osgood of Newton Commonwealth Golf Course (GC), Secretary James R. Fitzroy of Presidents GC in Franklin and Treasurer Robert

Ruszala of Hickory Ridge CC in Chicopee.

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 Comee 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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