

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 Turflin, 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 Turflin'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.



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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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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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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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.