

# Off The Fringe

## Syngenta Takes (No.) 2

EXECS AND MEDIA HIT PINEHURST FOR A MAINTENANCE LESSON — AND SOME FUN.

By **Beth Geraci** Senior Editor

It was early in the morning Aug. 21, and Pinehurst Resort Director of Golf Courses and Grounds Bob Farren had just finished giving a tour of the maintenance facility and discussing Pinehurst's practice area, currently in the midst of an upgrade.

"We're looking for ways to introduce people to the game, make it fun," Farren said, adding with a laugh, "or make it at least appear to be fun."

Farren said his job is both challenging and rewarding. "A lot of times you feel like you're on top of the world and an hour later you feel like you fell off a cliff," he said.

While Farren was discussing work at Pinehurst, Syngenta execs were getting their hands dirty working with the grounds crew on fabled Pinehurst No. 2. They were getting an inside look at what it's like to be a greenkeeper, and they plan to use their experiences as inspiration in product development.

It was all part of a day noting not only Pinehurst's grandeur, but also Syngenta's approach to business and the release of its two new fungicides, Briskway and Secure. The two products come not far behind Daconil Action, and Syngenta anticipates releasing 15 new



products during the next two years.

"About four years ago, we reorganized lawn and garden," said Tim Kroenke, head, Lawn and Garden North America, with bunker rake in hand. "We looked at the market globally, and when we reorganized that way... we put more attention on a product development pipeline and



(Left): Lane Tredway gets a lesson in bunker raking; (Above): Syngenta execs (L to R) Bert Wagemans, Tim Kroenke, Lane Tredway and Scott Reasons

really started thinking about how we grow in this market."

Syngenta Technical Representative Lane Tredway left North Carolina State to join Syngenta in February. Over at the 14<sup>th</sup> green, he was about to roll up his sleeves to rake bunkers himself.

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### Syngenta to Acquire DuPont's Insecticide Business

Shortly before press time it was announced that Syngenta will acquire DuPont Professional Products' insecticide business for \$125 million. The acquisition, still subject to regulatory approval, is expected to close in the fourth quarter of 2012. It includes many of DuPont's registered trademark brands, including Advion, Arilon, Acelepryn and Altriset.

Syngenta says the acquisition will further strengthen its Lawn and Garden division and

broaden its portfolio of brands in professional pest management. "The insecticide business really represents the next step in scaling the turf and landscape business," says Scott Reasons, head, Syngenta Turf and Landscape North America.

"These insecticides that will come to Syngenta at the closing will really help our portfolio," he continued. "They give us the opportunity to grow in the lawn and garden space." Reasons added that Syn-

"With the products we're bringing to the market now, you're seeing a shift in our focus toward helping golf course superintendents manage not just diseases, but environmental pressures as well," said Tredway.

"You look at issues like water quality and the availability of quality irrigation water," he continued. "That's a definite challenge, so if we can develop products that will help improve the turf's efficiency with which it uses water, that would be a great thing for the industry."

As footprints were evident on the greens from the morning mist, Shawn Potter, head of marketing, Lawn and Garden, was inside talking to me about Briskway and Secure, two brand new products to emerge from Syngenta R&D onto the market.

Briskway, which received registration a month ago, is a DMI-containing fungicide intended to be used in hotter climates. It's effective on summer diseases and has plant health benefits such as water use efficiency, shade tolerance and improved color.

Secure, on the other hand, is a multi-site contact fungicide in a new chemical class. Containing the new active ingredient fluazinam, it has no known resistance.

In addition to all of this was a ton of North Carolina barbecue (which we're still craving), and, of course, a round of golf. It was a great day from beginning to end.

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genta is excited "about what we can do with these products and active ingredients in the future."

Tim Kroenke, head, Syngenta Lawn and Garden North America, reiterated that sentiment. "This acquisition will help Syngenta gain leadership in the professional pest management market and increase our presence in turf," he said in a statement.

The acquisition, if approved, would enable Syngenta to pursue opportunities in the ornamental horticulture and consumer markets. —BG

## Like a President Passing

By Karl Danneberger, Ph.D.

Stan Zontek passed away recently due to a massive heart attack. I knew Stan since the early 1980s, when he would come to Columbus to speak to my turf classes. Stan always behaved the same, whether speaking publicly or to me privately as a friend. His comments, ranging from golf to turf to wine, were always insightful.

Many people knew Stan better than I did and will no doubt have a much better eulogy than me, but hearing the news of his passing was like hearing of a former president passing... and in some ways, Stan was the President of Golf Turf.

Now reminiscing and thinking of Stan, all I can do is smile. You just liked being around him. You never knew what he might say or do. He loved to hold court among those willing to listen, and he spoke in the same tenor no matter the crowd.

Stan enjoyed speaking and traveling, oftentimes on his own time and expense. Stan especially loved traveling through the United Kingdom — "The Home of Golf" — and the rest of Europe. I will always cherish my memories of Stan, such as sitting across from him at a farmhouse table in Slovenia, drinking homemade "wine" at 9:30 a.m. and talking turf, world events, and his newly purchased Shelby Cobra Mustang.

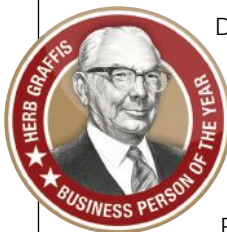
Stan was like a kid when he looked ahead to the 2013 U.S. Open at Merion, where in many ways it all started for him. And the fact that Merion will be next to host the U.S. Open might be a fitting end to Stan's USGA career.

I miss him... but can't stop smiling. Stan, I raise my glass to you.



USGA's Stan Zontek was beloved by many.

## Golfdom Accepting Graffis Award Nominations



Do you know someone who, through outside-the-box thinking, is making a positive impact on a course's bottom line? Drop us a note and tell us why he or she is deserving of our Herb Graffis Businessperson of the Year Award.

The winner not only gets a trip to the GIS on *Golfdom*, he or she will be the subject of a cover story in the magazine.

Paul Chojnacky was the inaugural winner of the award (Read about him in our January 2012 issue). With his innovative and sustainable approach to golf maintenance, the superintendent at Pasatiempo Golf Club in Santa Cruz, Calif., embodied the pioneering spirit and business savvy of golf industry legend and *Golfdom*'s founder, Herb Graffis, for whom the award is named. Graffis left an indelible mark on the golf industry. If you know someone who's doing the same, email Editor-in-Chief Seth Jones at [sjones@northcoastmedia.net](mailto:sjones@northcoastmedia.net).

