Ransomes expands umbrella

Cushman purchase creates megaforce in industry

BY MARK LESLIE

Ransomes PLC of the United Kingdom has continued its American buying spree that finds it boasting a product line covering the gamut of turfgrass care from mowing to renovation.

Ransomes' purchase of Cushman in Lincoln, Neb., from Outboard Marine Corp. for $150 million in late September included Cushman subsidiaries Ryan in Lincoln and Brouwer Turf Equipment in Keswick, Ontario, Canada.

"I'm excited about working with Stuart Rafos (Cushman president) and the rest of the management team at Cushman," said Ransomes America President Helmut Adam. "Its product line complements the Ransomes line of commercial turf equipment extremely well."

Indeed, both companies feel the partnership makes a perfect mix and will help Cushman greatly increase its annual domestic and international sales in the near future.

"I expect our international business — outside North America — will double because of Ransomes' strong distribution network internationally," said Cushman Market Director Clarke H. Staples. "Certainly we will also increase sales in North America at the present rate, about 15 percent a year."

Staples said Cushman has doubled its sales over the last four years.

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Accolades open ASU course

The latest Pete Dye designed golf course, the Karsten Golf Course at Arizona State University, was dedicated Sept. 15 as the man for whom it was named celebrated his 78th birthday.

"If someone had told me 10 years ago or 20 years ago that something like this would happen, I never would have believed them. All I can say is that it's been a real pleasure," Karsten Solheim, president of Karsten Manufacturing Corp., maker of Ping golf clubs, said after a standing ovation by the several hundred people who

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ASU's Karsten course challenges golfers with water on four holes.

Photo courtesy of Evans/Artigue

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— Poellot

Architects have 'lost sight of the strategic element.'

Professors report breakthrough

BY MARK LESLIE

Two Ohio State University professors are optimistic that research on three projects will result in safer and more effective ways to control insects in turf.

Entomologist Dr. Harry Niemczyk and agricultural engineer Dr. Erdal Ozkan have made modifications to:

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The ground below the surface. A product made by Cross Equipment Co. of Albrightville, Ga., that hopefully can be developed to inject liquid insecticide into the ground without making a mechanical opening in the ground.

A successful implement would bring fourfold results — making it safer for people getting in contact with the turf by injecting chemicals below the surface; killing the pests more effectively; using less chemicals and therefore saving money; and saving money and water because the groundkeeper would not have to water the turf to reach the pesticides into the soil.

"Basically, we're trying to eliminate possibilities of humans and pets getting in contact with chemicals," Ozkan said.

Niemczyk added that besides providing the extra safety of not leaving a residue on the surface, the three pieces of equipment will help control insects that live below the surface.

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where every level of player can choose the amount of risk they want to take; the risk must be balanced with an appreciation of the scorecard that every hole becomes a strategic decision for each golfer as to how they want to play.

"A well-designed golf course rewards the thinking player... Such an approach to design returns the element of finesse to the game, the element that finesse can equal, or better, the element of strength or power.," Poellot decried the effects of televised golf tournaments: "Courses were designed to defeat the professional player. Courses were lengthened for difficulty and power became the most predominant aspect of the game. You had to hit it long and when you did hit it straight, and that was it.

"To this was added new elements from the 'penal design' philosophy that gave us the worst-case elements, island greens, 200-meter-long 'waste bunkers' and 10-meter-deep sand bunkers for courage," he added. "Golf became a heroic struggle for even the professional golfer, and a near impossibility for the average player."

Poellot recommended that architects worldwide return to the centuries-old philosophy of "strategic design" in meeting world-class standards, building that strategy into the golf course. He said the worldwide golf boom has affected course design by raising the expectations and standards of the golfers themselves.