Ransomes expands umbrella

Cushman purchase creates megafocus 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.

Continued on page 28

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

Continued on page 12

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

Photo courtesy of Evans/Arligue

Continued on page 28

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:

• Rain Saver Jr., made by Clearwater Industries in Nez Perce, Idaho, so that the machine can inject liquid chemicals and biological agents into the ground rather than spread them on top.

• The machine so that it will insert granular fertilizer or insecticides into

Continued on page 28