Coping with ‘fung shui’ and goats on the way out

By Rick Robbins

After reading this title, the readers must be wondering: “Who is writing this and what is he talking about?”

The answer to the first part is easy. I am a golf course architect and land planner. I have been in the business for the past 20 years, but I still have to keep my American Express card handy for anyone to recognize me. As for what I am talking about, that is a little more complicated.

Having been in the golf course business for as long as I have — working with such designers as Robert von Hagge and Jack Nicklaus — I sometimes think that maybe I have seen it all. Then, along comes a project in another country with an entirely different set of circumstances and I have another opportunity to learn something new. For me, this has been particularly true during the past several years while living and working in Asia.

The words ‘fung shui’ became familiar to me while living in Hong Kong. This is a Chinese term literally meaning “earth & water” but has more to do with superstition, astrology and the harmony of all things in nature. At first, this was just one of the many interesting pieces of Chinese culture that I could not begin to fully understand (any more than the average Chinese would comprehend the rules of American football or the workings of Congress). I also thought ‘fung shui’ would have little significance to the practice of golf course architecture and land planning. Wrong.

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Lebanon Chem. acquires pair of
seed companies

LEBANON, Pa. — Lebanon Chemical Corp. has announced the acquisition of Seaboard Seed Co., of Denver, Pa., and Stanford Seed Co., of Bristol, 111., and Stanford currently concentrate on retail and professional grass seed companies on a selective basis.

Both companies are suppliers of retail and professional grass seed, as well as players in the fast-growing wild and pet bird food markets. While Stanford and Seaboard currently concentrate on the retail market, they will soon supply Lebanon with a golf course product line.

"We will begin providing seed to the professional golf market in 1994," explained Lebanon spokeswoman Amelia Eisenhauer, who added that Lebanon's FY1994 begins Aug. 1, 1993.

Lebanon is a formulator of homogenous, blended and liquid fertilizers and related pesticide control products.

"The combination of Lebanon, Seaboard and Stanford provides all three companies with a natural line extension for their existing customers and should be an excellent fit," said Katherine Bishop, corporate vice president.

Efforts are already underway to expand the range of products offered to customers from all three companies on a selective basis. Bishop will oversee the transition and integration of the Seaboard and Stanford operations.

Chief executives Stephen Gillette of Seaboard and John Southerland of Stanford will continue their respective management roles.

**DowElanco**

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Mark Buroker, Midwest.

This reorganization comes three years after the creation of DowElanco as a joint venture of The Dow Chemical Company and Eli Lilly & Company. The new Urban Pest Management business reflects the maturing of that joint venture, said Holzschu.

"This decision creates greater efficiencies within markets that have been and will continued to be central to DowElanco," he added. "With an expanding product line and new technologies coming, it's important we focus on priorities and make the best possible use of our marketing and field resources."

**SHORES TO REP PSI IN EAST U.S.**

DALLAS — Pumping Systems Inc. has announced the promotion of Robin Shores to sales manager for the eastern United States. In this capacity, Shores will be responsible for sales promotion through the eastern half of the country. He will also provide factory-level support to designers and specifiers of golf course and other turf irrigation systems.

MINNEAPOLIS—Ransomes America Corp. has named Peter Whurr product manager for the Cushman, Ransomes and Ryan product brands. He will work out of corporate headquarters here.

In his new position, Whurr will be involved in the planning, development, introduction and pricing of equipment for Ransomes' turf and lawn care markets. He will also work closely with end-users and distributors to ensure their product needs are being recognized and satisfied.

A native of England, Whurr has more than 25 years experience in the industry. He joined Ransomes America in January 1992 as director of sales and distribution for the Turf Products Division. Previously, he served as product marketing manager for the Grass Machinery Division of Ransomes, Sims and Jefferies, an England-based firm.

Ransomes also announced the hiring of Candace Kettler as marketing and communications administrator.

Kettler's responsibilities will include developing and implementing trade show activities and programs. She will also coordinate the ongoing corporate identification program for the Cushman, Ransomes and Ryan brands and assist in the development of advertising and public relations material, as well as catalogs and other literature. Kettler, who has 10 years experience in sales, marketing and event management, will work out of Ransomes' Lincoln, Neb., facility.