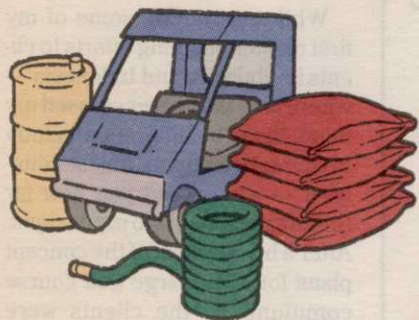


BRIEFS



KELLOGG PROMOTED AT GARICK

CLEVELAND, Ohio — Cassandra Kellogg, formerly the administrative assistant at The Garick Corp. and Landscaper's Wholesale, has been promoted to customer response manager. Her duties will entail managing the customer service department and assisting inside sales for both Garick and the two Landscaper's Wholesale stores.

MCCALLUM NEW REP FOR HARDISHAKE

FONTANA, Calif. — Todd McCallum has been named sales representative for the Hardishake line of fiber cement roofing materials manufactured by James Hardie Building Products, based here. McCallum is now responsible for sales and service of Hardishake roofing in Orange, Riverside and San Bernadino counties.



Todd McCallum

CHANGE OF SCENE FOR E.P. AERATION

GROVER BEACH, Calif. — E.P. Aeration has changed locations. The new address is: E.P. Aeration, 946 Griffin Ave., Grover Beach, Calif., 93433.

RASHID JOINS HYUNDAI IN CALIF.

SANTA ANA, Calif. — Hyundai Golf Cars, U.S.A. has appointed Ed Rashid regional sales manager for its Southern California branch. Rashid will develop new industry contacts, supervise and expand Hyundai's sales and service in the region. Rashid comes to Hyundai after spending 10 years in the business with E-Z-GO. He also worked in the western region with Cushman and Western Golf Car Company.



Ed Rashid

SIX ADDED TO RISE RANKS

WASHINGTON, D.C. — Six more firms have joined RISE (Responsible Industry for a Sound Environment), the non-profit trade association representing the specialty pesticides industry. The new members are Forshaw Distribution, Inc.; Penagro, Inc.; Pest Control Operators of California, Inc.; Pro-Lawn Products, Inc.; Stephenson Chemical Company, Inc.; and Superior-Angran, Inc. These additions bring the RISE total membership to 95, including 18 manufacturers, 17 formulators, 26 distributors and 34 associated (non-voting) members.

GOLF COURSE NEWS

Commentary

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?"

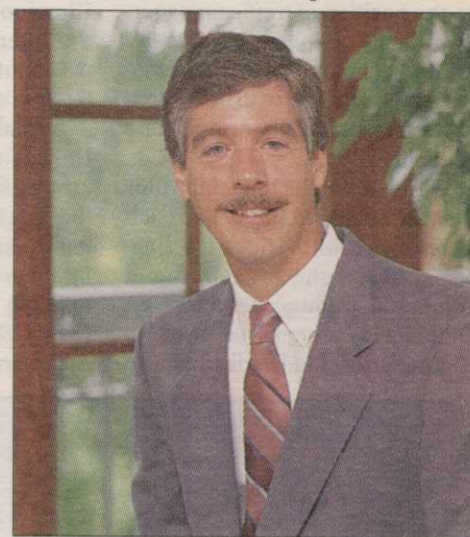
The answer to the first part is easy. I am a golf course architect and land planner. I have been in the business for the past 20 years, but I still have to keep my American Express card handy for anyone to recognize me. As for what I am talking about, that is a little more complicated.

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.

Continued on page 38



Rick Robbins

DowElanco combines field, marketing units

INDIANAPOLIS — DowElanco has formed a new Urban Pest Management business unit to streamline the company's marketing and field organizations, according to Richard Holzschu, general manager of North American Specialty Products.

The Urban Pest Management business combines DowElanco's Pest Control, Turf & Ornamental, and Technical Product businesses into one operation unit. The golf course industry is now under this umbrella, along with the pest control, lawn care, nursery, landscaping and greenhouse markets.

Holzschu noted that John Madia will continue as marketing manager for both Turf & Ornamental products and Technical products and Vince Geiger will continue as marketing manager for Professional Pest Management Products. Steve Johnson has been named sales manager for the unit's Proprietary Products, and Gary Denhart has been named sales manager for Technical Products.

Also with this change, five district sales managers have been named for Urban Pest Management: Frank Moore, West Coast District; John Rupp, Southwest; Joe Sce, Southeast; Rob Peterson, East Coast; and

Continued on page 40

MELEX TURNS 20
Melex USA, Inc., the golf car manufacturer based in Raleigh, N.C., is celebrating its 20th year in the business. Melex President Marek Tralik expressed pride in his company's growth: "The number of golf car manufacturers has reduced," said Tralik, "but the level of competition has increased considerably. Despite this difficult situation, we have been able to effectively compete and flourish over the past two decades." Melex marked its anniversary earlier this year by releasing its Model 512G, its first gasoline-powered golf car.



Ramblewood CC in Mt. Laurel, N.J. has seen positive results with Terrabiotics products.

NEW PRODUCT OF THE MONTH

Using germs to fight pond-choking scum

By HAL PHILLIPS

Algae thrives on nitrogen, but the bacteria contained in a new pond treatment thrives on algae.

AquaTreat, a new product from Princeton, N.J.-based Terrabiotics, is designed to purify algae-ridden ponds through bioaugmentation, the controlled addition of micro-organisms into a specific environment.

This biological process usually involves a specific objective, as well. In the case of golf courses, shallow ponds are the environment and the elimination of algae is the objective.

Traditional algicide remedies like copper

Continued on page 42