

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?"

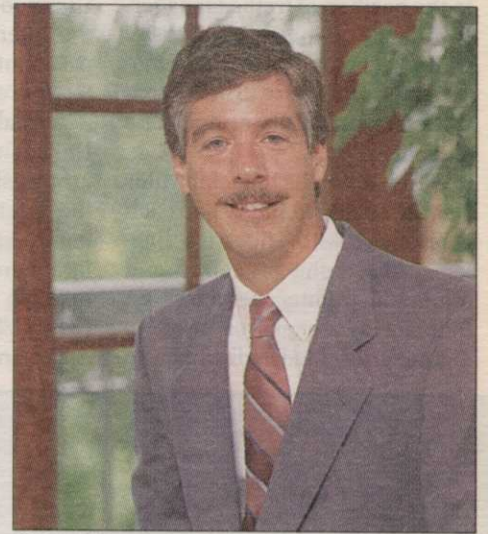
The answer to the first part is easy. I am a golf course architect and land planner. I have been in the business for the past 20 years, but I still have to keep my American Express card handy for anyone to recognize me. As for what I am talking about, that is a little more complicated.

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.

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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.

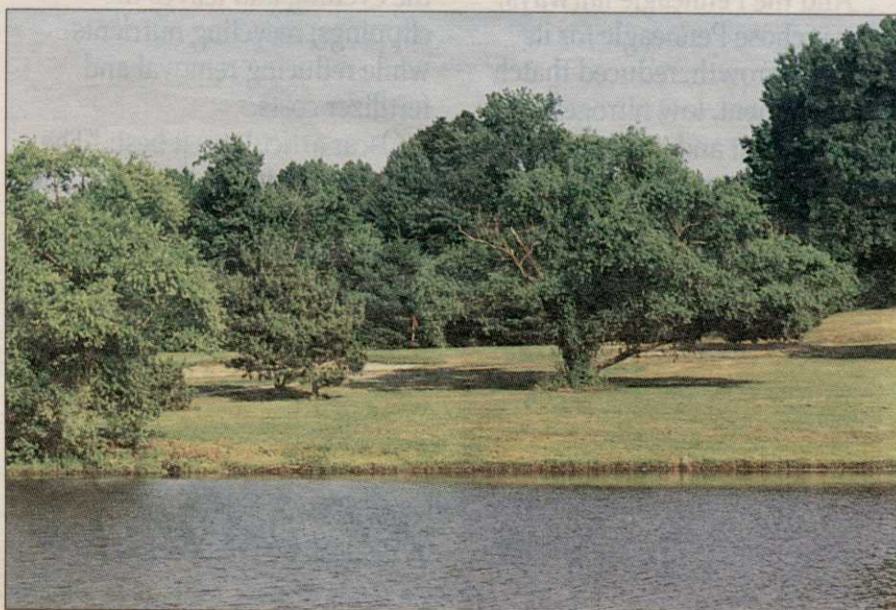
Also with this change, five district sales managers have been named for Urban Pest Management: Frank Moore, West Coast District; John Rupp, Southwest; Joe Sce, Southeast; Rob Peterson, East Coast; and

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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

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O'Regan, Claypool join Jacklin

POST FALLS, Idaho — Jacklin Seed Co. has named Erin O'Regan to the position of traffic manager. A graduate of Gonzaga University with a bachelor of arts in communications, O'Regan will be responsible for all aspects of domestic shipping.

O'Regan comes to Jacklin after serving as a community outreach coordinator with The Arc of Spokane where she organized and marketed training seminars on building awareness of developmentally disabled individuals to

area businesses.

In other Jacklin news, **Chris Claypool** has joined the firm in the International Marketing Department at company headquarters here.

A graduate of Brigham Young University where he earned a B.A. in Spanish, Claypool will work with the international market assisting in export sales of turfgrasses, foragegrasses and legume seed to Spain and Portugal, as well as Central/South America, Northern Africa and the Middle East.

Toro offers free software package

A new computer program is available free from Toro. The software analyzes the data entered about ponds and determines the appropriate solution to pond water quality problems.

It is simple and requires no special training to use. It works on most IBM or IBM clone computers.

AquaScape, a Toro Partner, is offering this program free.

AquaScape manufactures a full line of Toro aquatic management products and provides the technical expertise to properly evaluate pond water quality issues.

For more information or the name of the dealer in your immediate area, write AquaScape, A Toro Partner, 2611 North Second St., Minneapolis, MN 55411; or call 1-800-569-1345.

Business in Asia

Continued from page 37

While presenting some of my first master planning efforts to clients in Malaysia and Indonesia — where *fung shui* never crossed my mind, these being predominantly Muslim rather than Chinese countries — I found out just how far this idea reached into my designs. After a brief review of the concept plans for some large golf course communities, the clients were very complimentary of the golf course layout but then informed me that many of the lots did not work and could not be sold. Since I was certain the plan I had created was nearly perfect, I asked them to please explain the problem.

Pointing to some of the very best lots adjacent to the course, with great views of the fairways, they said, "We cannot sell these to our buyers. These do not have proper *fung shui*. Our Chinese buyers will not purchase them without having the proper shape, and neither will our Malaysian or Indonesian clients because they won't be able to re-sell them to the Chinese."

I, of course, wondered how such choice lots could not be considered salable. I was told the problem lay in the shape of the lots relative to the street. It seems that, if a lot is wider on the street than it is in the rear, then money will be able to flow out. On the other hand, lots typically found at the end of a cul-de-sac with a narrow front and wide back dimension are very much in demand. This sort of lot allows money to flow in, not out.

One learns very quickly in dealing with many Asian societies that the Chinese influence is strong and the flow of money is even stronger.

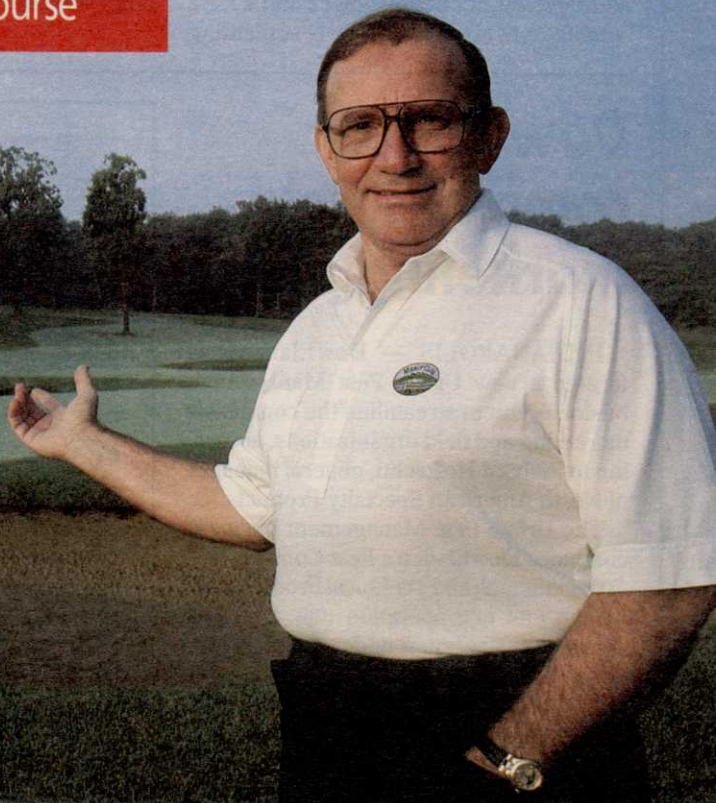
As a planner who likes to work with the natural contour of the land, this becomes a real problem in how to design good lots on streets that curve. But I have been forced to completely alter my thinking regarding the planning process in those countries and learn some new tricks in order to join the ideas of both cultures.

If someone from the United States wants to work in Asia, they need to be prepared for many different situations. People often ask me upon finding out what I do and where I travel, "What is it like in Asia?" My reply is that it depends greatly upon where in Asia. The individual countries vary tremendously in their language, religions, customs, climate and geography.

For example, in Malaysia where I have a golf course under construction near Kuala Lumpur, I recently took part in a ceremony to stop it from raining so much. The Hindu workers on site were tired of re-building the same holes after each storm, so late one afternoon we climbed to the highest point on the property where they told me a holy man would perform a ritual that would solve our problem. After arriving with all of the

Continued on next page

The Penn Pals: Right on Course



Oscar Miles, CGCS, overlooks the 6th hole at the Merit Club, Libertyville, Illinois.

PennLinks Greens. Penneagle Fairways. Penncross Tees. The 'Penn Pals' Are Picture Perfect At The Merit Club.

Superintendent Oscar Miles, with Club President Ed Oldfield's affirmation, specified all the grassing of this Robert M. Lohmann designed club. With a clean canvas and open palette, Oscar began with PennLinks greens, Penneagle fairways and Penncross tees, framing them with bluegrass/fine fescue/wildflower and prairiegrass roughs. You couldn't paint a more attractive picture.

Oscar chose PennLinks greens for its rapid establishment, marvelous root system, a crown and stolons that take topdressing, upright, grainless qualities and good, consistent color ... the best putting surface available.

He selected Penncross for tees because they recover from divot scars more quickly.

And the Penneagle fairways? Oscar chose Penneagle for its upright growth, reduced thatch development, low nitrogen requirement and good drought and dollar spot resistance. He seeded at 80 lbs. per acre for immediate turf development and

erosion control. The fairways were playable in 8 weeks. Oscar's crew usually mows fairways in the evening and leaves the clippings; recycling nutrients while reducing removal and fertilizer costs.

Oscar articulates it best: "The unique coloring of the 'Penn Pals' contrasts beautifully with the grassing around them, defining the target areas. And with the dew on the bents early in the morning, they're a marvelous work of art."

Tee-2-Green Corp.

Post Office Box 250
Hubbard, OR 97032
800-547-0255
503-651-2130
FAX 503-651-2351

Oscar L. Miles

Klundt, Muravlov, Enyart move up at Turf-seed

HUBBARD, Ore. — Duane Klundt has joined the Turf-Seed, Inc. sales team in the home office here.

According to Sales and Marketing Director Tom Stanley, "Duane has been our warehouse manager for more than 10 years and has a thorough understanding of seed movement from production fields through blending, storage and shipping. He will be particularly helpful as a customer service agent, tracking seed orders from our contract distributors. Duane will also be handling new accounts as we increase our customer base."

Klundt will help market new Turf-Seed varieties including Coronado tall fescue, WinterPlay Poa *trivialis*, BrightStar perennial ryegrass, Unique Kentucky bluegrass and the new, low-growing Baby Bloomers.

...

Replacing Klundt is Alex Muraviov, who has been appointed plant manager of the Turf-Seed, Inc. facilities near company headquarters.

According to General Manager Darcy Loscutoff, Muraviov has been instrumental in streamlining seed flow from grower to market and has helped develop improved blending procedures for Turf-Seed's Alliance, CBS and Sonoran perennial ryegrass brands, along with Confeder-

ate, MowLess and Triathalawn tall fescue brands.

...

In other Turf-Seed news, Jim Enyart has filled a new position as seed production field manager, coordinating grower contracts, seed planting, certification inspections, chemical tool applications and harvesting procedures.

In addition to 12 years in sales and production — the past six with Turf-Seed — Enyart has expertise in entomology, agricultural chemicals and fertilizers.

Bescoby to direct Rain Bird Golf Division

GLENDORA, Calif. — Anthony La Fetra, president of Rain Bird Sprinkler Mfg. Corp., has announced the promotion of Eric Bescoby to director of the Golf Division.

Bescoby has been with Rain Bird for six years. During this time he has held positions with Hyson Industries and Rain Bird National Sales, Consumer Products. Prior to receiving his promotion, he was marketing manager for the Consumer

Products Division.

"Eric has made significant contributions to Rain Bird," said La Fetra. "His experience, outstanding qualifications and commitment to quality will strongly benefit not just the Golf Division, but the entire company."

Bescoby received his B.S. in mechanical engineering from the University of California, Davis and his M.B.A. from Arizona State University.

Business in Asia

Continued from previous page

construction personnel, I find this particular ceremony involves the sacrifice of a large goat, numerous incantations, blood being smeared on the forehead of those who wanted the rain to stop, and, finally, cooking and eating the beast (I suppose the ceremony has changed somewhat in recent times as the consumption of sizable quantities of beer also seems to be a part of current proceedings). Unfortunately, my faith in the entire process was shaken when, within five minutes of the demise of the poor goat, it began to rain as hard as I have ever seen.

Working in other countries requires a large measure of flexibility. Different languages, customs and conditions are routinely encountered. Unfortunately, I see some Americans acting as if the local people are not very bright because they do not grasp a meaning immediately, even if the same language is being spoken by both parties. What we sometimes fail to understand is that many golf-related terms do not translate into the other person's language at all. Even assuming that all the words about the newest innovations in "419 or Tifdwarf hybrid Bermudagrass" or "skid-mounted, vertical turbine pump stations" would translate, one still has to remember that, to many Americans, such terms would mean little.

Working in other areas outside the United States forces a person to take a different view of things. It is my hope the architects, construction personnel, greens superintendents and numerous consultants working in foreign lands will represent not only our country, but the golf industry well during their stays. They must try to understand that, even though they have the necessary skills and expertise to offer, they are guests in another country.

GOLF COURSE NEWS

Get Pumped with OTIS*

DATA ENTRY KEYS

- Full access to all programmable logic controller (PLC) registers. Provides easy method for user to change setpoint pressure, lock-out times, ramp up speed, fertigation times, and much, much more. Register numbers are listed with English synonyms for ease of understanding.

EVENTS

- Displays last 128 pump station events with time of occurrence. For example; Pump A started at 2:32 AM. Pump A stopped at 3:05 AM.
- "Snapshot" of pump station performance immediately preceding an alarm condition. Flows and pressures are recorded second by second for the previous 60 seconds, and minute by minute for the previous 30 minutes.
- Data logging. Pressure and flow profiles are recorded for future review. Up to 7 days data can be stored.

STATUS

- Set point pressure, actual pressure, flow, and motor RPM.
- Alarm condition(s) showing flow and pressure at time of occurrence.

ALARM INFO

- Detailed instructions on the encountered alarm with possible reasons for the occurrence and steps to take to correct problem and reset the alarm.

DAILY LOG

- Daily and total flow.
- Daily and total number of individual pump starts.
- Daily and total individual pump running hours.
- Daily highest flow with time of occurrence.

***Operator Terminal Information System**

OTIS is standard equipment on all flowmeter equipped Flowtronex pump stations.

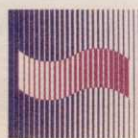
It allows you to easily monitor and change your pump station performance, and provides you with the valuable information you need to do your job more effectively. Built in data logging records flow and pressure profiles for up to 7 days for your later review! A printer port allows direct connection of a printer for hard copy monitoring of pump station.

All of this without any expensive phone lines or communication cables.

Only from the technology leader---Flowtronex International!

I-800-PUMP STATION

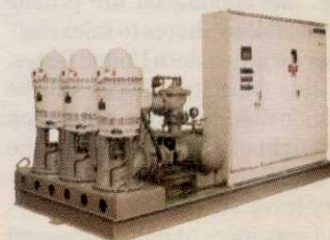
1-800-786-7782



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