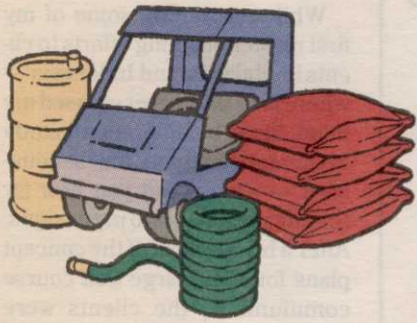


BRIEFS



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?"

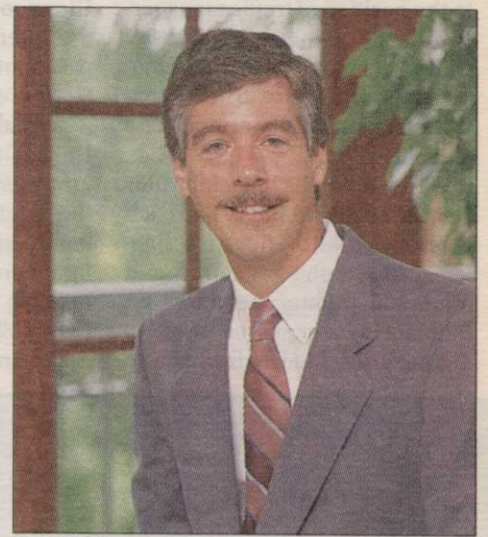
The answer to the first part is easy. I am a golf course architect and land planner. I have been in the business for the past 20 years, but I still have to keep my American Express card handy for anyone to recognize me. As for what I am talking about, that is a little more complicated.

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.

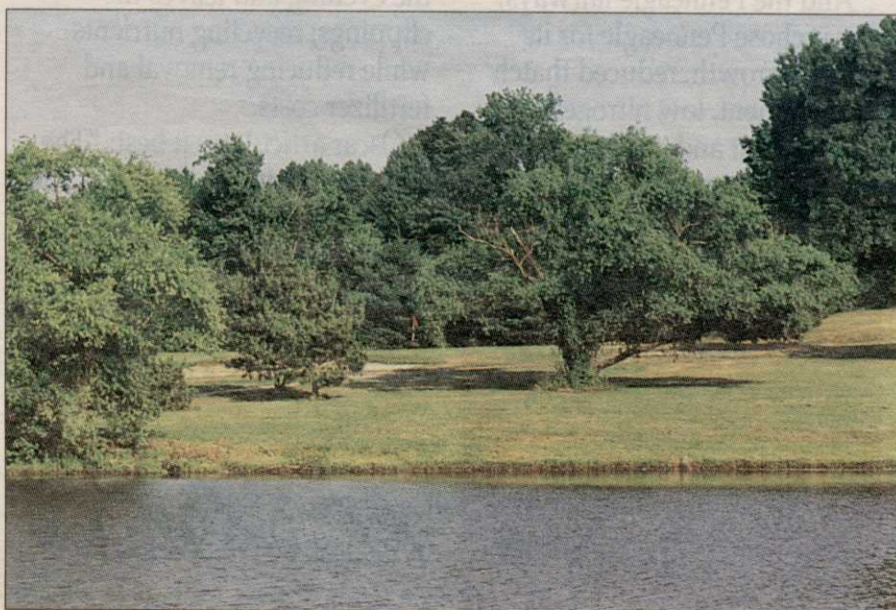
Also with this change, five district sales managers have been named for Urban Pest Management: Frank Moore, West Coast District; John Rupp, Southwest; Joe Sce, Southeast; Rob Peterson, East Coast; and

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

Less iron, more parts

Continued from page 1

new pieces and more parts," said Kevin Downing, superintendent at Willoughby Golf Club in Stuart Fla. "The equipment side is taking a beating."

"You only have so much to spend," said Roger Gill, superintendent for 21 years at Pine Lake Country Club in Orchard Lake, Mich. He added: "I think the replacement value of equipment is getting out of hand. We spend \$60,000 to \$70,000 a year for replacement equipment and that's not enough."

"At least 50 percent, and maybe 75 percent, of the people are starting to feel the capital budget crunch," said Don Tolson, superintendent at Fox Hollow in Colorado. "Equipment is being asked to work more hours, longer, harder, and it probably will

get worse before it gets better."

Distributors seed the same trends: The recession is taking its toll on new equipment sales, said Bob Brown, president of Sawtelle Brothers in Lawrence, Mass., a major distributor of Jacobsen, Ransomes, Cushman/Ryan, Smithco, National, Turfco and Rain Bird products.

Bill Barnett, owner Used Turf Equipment Co. in Hobe Sound, Fla., agreed: "I'm 95 percent sure it's the recession. I can't predict anything good for the rest of this year. I thought it might pick up again in October or November. But, this is the cutting season down here. If anyone were buying something, it would be now."

The high cost of equipment has fostered the phenomena of contracting out such jobs as verticutting and aerifying. The long-term ramifications of this increased specialization will not relieve the budget strain.

"When you start spending \$20,000 to \$40,000 for an aerifier and you can get the job done for \$3,000 a year from an independent contractor, it's better to have your money in the bank," Gill said. "But the different types of equipment we're using is what makes it so costly. We used to mow fairways with seven-gangs that cost \$10,000 and lasted 15 to 20 years. Today the [triplexes] cost \$25,000 and you can't get over 10 years out of them."

While Gill said public courses are even more squeezed by budget constraints than private clubs, Downing said all are "watching every expenditure and having to make things last a little longer than normal. People are trying to get a little more out of their dollars and keep the dues in line."

"Capital items — equipment — are usually thing first things to go [when budgets are cut]."

"The old rule of thumb of 10 to 12 percent of operating budget going toward capital expenditures doesn't hold any more," Downing added. "That percentage has dropped down in the last 18 to 24 months."

Barnett, who normally sells 250 to 300 pieces of equipment annually, said the bottom fell out last fall. There is little equipment to sell because superintendents aren't selling their old pieces, he said. "I'm getting calls from people all over the United States looking for used equipment. But I visited 11 superintendents in Myrtle Beach recently and no one had anything to sell. This is the slowest I've seen it in my six years in business."

From an optimistic outlook at mid-year 1992, "the closer we go to January the more [clubs'] budgets were whittled down," Barnett said. "Then, in February, when they would normally buy new equipment, their budgets had been cut back. And in-

stead of buying new equipment, they were putting money into parts, fixing up their equipment and keeping it."

"I think the market for good used equipment is pretty strong right now, where it was unheard of prior to five years ago when only the really poor guys bought it," said Tolson. "More are buying it, or wanting to. I know that for a fact because it's hard to find."

"A couple fellows who work for Jake and Toro told me the biggest part of their business right now is parts," Barnett said.

Pointing to problems in parts supply before Nelson joined the Jacobsen staff, Vice President of Sales Harold Pinto said he attributes the stronger demand in parts "to the fact the demand was a little [undersupplied] in the past."

Nelson met with the seven-member Dealer Advisory Committee at the end of June and reported a 10-percent jump in parts sales across the country — "as high as 15 percent in some areas."

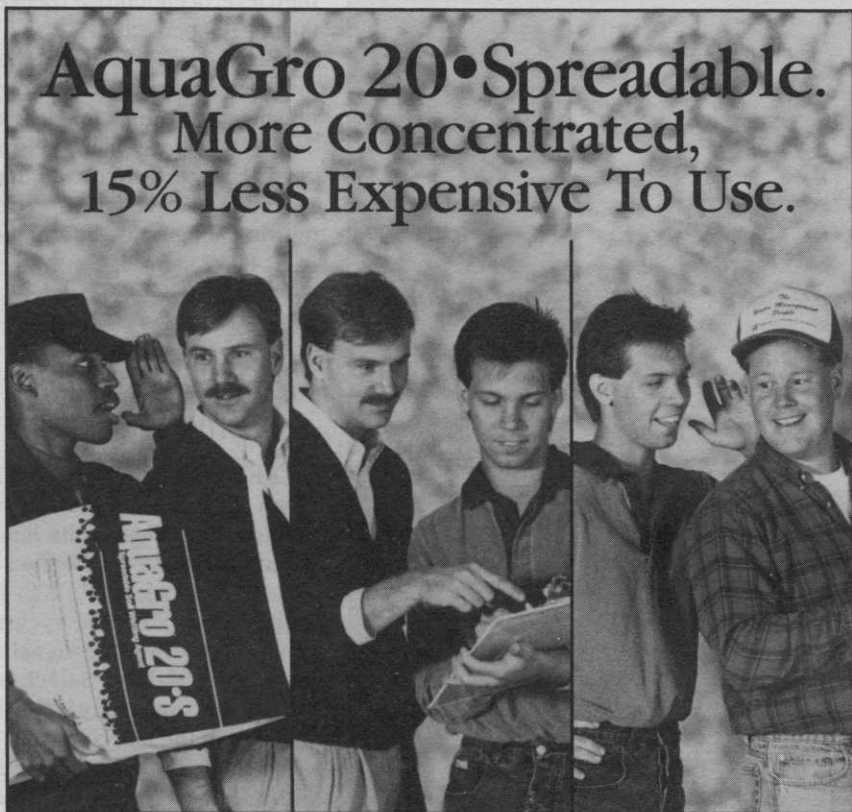
Toro's Mike Anderson, director of commercial sales for Toro, said he has not seen a significant shift in sale of either parts or new products.

Kyle Evans, superintendent at the private Waterville (Maine) Country Club, said that although the recession hasn't affected his club he normally makes his equipment last longer with replacement parts.

"There are some good replacement parts out there," he said. "There are some motors at reasonable prices. And lubricants are better now that help equipment perform better longer."

Sawtelle's Brown and Anderson said financing purchases, rather than paying cash, is a trend that will be seen more in the golf industry.

"It only makes sense," Anderson said.



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Fighting pond scum

Continued from page 37

sulfate and diquat are highly toxic, according to AquaTreat literature. They cause dead algae to settle to the pond bottom feeding future algae blooms. They also kill beneficial bacteria that are important to the pond environment.

AquaTreat, on the other hand, digests only nitrogen and phosphorous. Deprived of its natural food source, algae can't grow or grows slowly.

The dry powder can be broadcast over the water's surface or slurried with warm water and poured around pond edges. The initial application rate is 6 pounds per acre foot, followed by a maintenance dosage of 1 pound per acre foot every two weeks.

Cost ranges from \$13.50 to \$15.95 per pound, depending on quantity purchased.

It can be stored for at least five years at temperatures less than 85 degrees.

Steve Bradley, head superintendent at Hopewell Valley Country Club in Hopewell, N.J., has battled algae in a particular half-acre pond for years. This man-made lake is shallow, unlined and fed by a stream which originates at a nearby farm.

"So there's a lot of nitrogen in there," said Bradley, who started applying AquaTreat in early May. "So far, I've seen major improvement. There's still a little algae left, but it's made a big difference."

"We had tried everything with this pond. We tried dredging, and that worked for a while. But it didn't solve anything. I've used algicides but, to be honest, they make me sort of nervous."

"This product is definitely working for me. And this year has been a good one for experimentation because it's been so hot."

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