Public Golf Forum
The industry's annual conference focusing on public-access golf scheduled for Chicago in October

Consolidation Games
Management firms continue to grow nationwide. See our company chart and special section

NEW GRASS IN THE WILDERNESS
Assistant superintendent Charlie Riger spreads out PF-11 sprigs on a green at Wilderness Country Club. PF-11 is one of two Bermudagrasses that superintendent Paul Frank has discovered on the Florida course. See Super Focus on page 14.

Course taking shape atop Montana Superfund site
By MARK LESLIE
ANACONDA, Mont. — It's a legend before its own time, designed by a legend in his own time. Old Works Golf Course won't open until May 31, yet it has already made its mark: A Superfund cleanup site, which Jack Nicklaus called "one of the ugliest properties I've ever seen," transformed into a golf course that builder Chip Roe lauded as "breathtaking."

PGA Tour, Deere ink 3-tiered deal
By HAL PHILLIPS
MOLINE, Ill — In a deal that impacts three distinct segments of the golf industry, John Deere has reached an unprecedented nine-year agreement with the PGA Tour to provide turf equipment to the Tournament Players Club (TPC) network of courses, assume title sponsorship of the Quad City Classic and provide 358 acres for a new TPC course development here.

SUPPLIER BUSINESS
No soft-pedaling: Spike biz gets complicated

COURSE MAINTENANCE
Rossi: IPM will expand with knowledge
TPC emphasizes safety at Vegas facility
'Speed bump' on greens: Life in the fast lane

COURSE DEVELOPMENT
Norman's march on Atlanta culminates at TPC
Architects society to honor Sarazen
Dasher strikes out on his own

COURSE MANAGEMENT
Legacy Management seeks owner input
Back to Sales School with Prof. Alfonso
Vanity fare: Rest rooms change with the times

QA
GolfSouth finds partner and funding source in ClubLink
By HAL PHILLIPS
GREENVILLE, S.C. — To compete for today's course operations contracts, it takes more than for-profit management credentials. It takes deep pockets. The pockets at GolfSouth LLC just got deeper following its alliance with Canada's only publicly owned golf course company, ClubLink. ClubLink and the founders of GolfSouth — N. Barton Tuck, Jr. and Derrell E. Hunter — have agreed the Toronto-based firm will initially fund certain capital for GolfSouth through loans. The pact also gives ClubLink an option to acquire the shares held by Tuck and Hunter in exchange for ClubLink shares.

For ClubLink, which operates six private clubs in Ontario, the alliance means a toehold in the U.S. market. For GolfSouth, it means the ability to compete with the increasing number of management companies which boast built-in funding sources. Among those firms hell-bent on acquisition are Santa Monica, Calif.-based...
Deere/PGA

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a Senior PGA Tour stop. However, the Deere deal goes several steps further. Indeed, it's one of the largest sponsorships ever entered into by the PGA Tour.

"It's a fantastic deal," said Clair Peterson, Deere's manager of advertising and promotion for Golf & Turf Products. "Obviously, the Tour was interested in stabilizing the PGA Tour event that's been played in the Quad Cities for 26 years. But it was really a result of both parties meeting objectives. We've been a presenting sponsor of the Quad City Classic for two years. The PGA Tour was looking for a title sponsor. We challenged each other to see what else we could achieve."

Most important to Deere's Golf & Turf Products Division is the maintenance component, which makes the Moline, Ill.-based company the official course equipment supplier to the PGA Tour's 15 owned and operated courses. Lease financing will be provided by John Deere Credit.

"I don't think people know a great deal about leasing equipment," said Peterson. "Our leasing plan allows the TPC courses, as it allows any course, to stay current. With leasing, you no longer have a graveyard of old equipment that has outlived its use. After four years, it becomes very expensive to properly maintain equipment. Leasing really fits in with the industry trend towards containing maintenance costs."

Cal Roth, director of maintenance operations for the PGA Tour's TPC courses, said he sees definite advantages to leasing arrangements like the one outlined in the new agreement. "You're upgrading to new technology," said Roth, "which is changing rapidly. I think that's one of the key advantages. There is also some savings in operational costs if you're managing a fleet on a three-year basis. You're not going to get the larger expenses for repairs."

Roth said TPC golf course maintenance crews have historically used mostly Jacobsen machinery. The new agreement between Deere, the PGA Tour and the Quad City Classic changes that.

"The switch has been a tough part of the transition," said Roth, "from a company we've done business with for a long time, to a new company. They (Deere) have high-quality people and I'm looking forward to working with them. The equipment part of the transaction is a positive aspect. It's a very exciting and significant proposal for both of us."

"It's important to realize," Peterson said, "that this isn't merely a deal for John Deere Golf & Turf. The specific turf equipment aspect is important, but this is a complete corporate commitment. It's Deere agricul-
May

1 — GCSAA Seminar on Turfgrass Stress Management in San Diego.*
5-7 — 5th Annual Southwestern Turfgrass Conference in Tifton, Ga. Contact Dr. Wayne Hanna at 912-386-3360.
29 — Midwest Regional Turf Field Day in West Lafayette, Ind. Contact Midwest Regional Turf Foundation at 317-494-8039.

September
4-5 — Southwest Horticultural Trade Show in Phoenix.
4-7 — Turf and Grounds Exposition in Syracuse, N.Y. Contact 800-873-8873.

November
4-7 — Turf and Grounds Exposition in Orlando, Fla. Contact 908-234-2300.
29 — Midwest Regional Turf Field Day in Nashville, Tenn. Contact 908-234-2300.

30 — GCSAA Seminar on Turfgrass Ecology in San Diego.*

Contact 908-234-2300.

* For more information contact the GCSAA Education Office at 900-472-7878.

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something out of a book."

The new TPC at Deere Run course is scheduled to be finished by fall 1998 and ready for play in 1999 to host the new 1999 John Deere Classic.

"For me, one of the exciting things about this project is, there will be a TPC right here in Moline, in the heart of the Midwest — open to the public," said Peterson. "The other neat thing about this project: We've been kind to our neighbors — with its high-profile sponsorship and new tournament site — should transform the event. The Quad City Classic has existed in relative obscurity for 26 years. The Deere agreement — with its high-profile sponsorship and new tournament site — will make this event a home run for Deere."