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Keys West Challenge

The Keys West Golf Club (GCI) float, above, graced the streets of this Florida Keys outpost during a recent parade. Keys West GC’s Bob Johnson, head superintendent at the southernmost golf course in the continental United States, is the subject of this month’s Super Focus on page 18.

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PERIODICAL

K-State opening Colbert Hills as crowning jewel

By MARK LESLIE

MANHATTAN, Kan. — The hot buttons are all being pushed and on April 29, Kansas State University will unveil la piece de résistance: Colbert Hills Golf Course.

Colbert Hills is the crowning jewel on Kansas State’s pioneering turfgrass management program, a curriculum that has been tailored to prepare students for club management as well as superintendent positions.

University officials believe it also sets the standard in other areas:
- The 27-hole facility will include a nine-hole par-3 course that will serve as a “living laboratory” for researchers and students.
- Sitting in the Transition Zone, Colbert Hills “has all the cool-season and all the warm-season grasses,” said Director of Golf Course Operations and General Manager David Gourlay.
- The nine-hole track will also be the National Academy of the First Tee program, named after Tiger Woods’ father Earl, a K-State alumnus.
- Colbert Hills is in the final stages of becoming a Silver Signature Audubon Course.

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John Deere set to open new factory

By A. OVERBECK

WILLIAMSBURG, Va. — After nearly a decade of double-digit growth and continually outgrowing several manufacturing facilities, John Deere Vehicle Group is set to open a new $30-million factory and headquarters here this summer. The 300,000-square-foot facility will house the manufacturing plant, a major design and engineering component and the sales and marketing team.

“What we hope to achieve in the 21st century is to get out of the box,” said Chairman and President William “Bill” A. Deere Jr.

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Harding Park faces new life, Tour

By DOUG SAUNDERS

SAN FRANCISCO — The city of San Francisco has tentatively reached an agreement with Arnold Palmer Golf Management to lease the aging Harding Park Golf Course for 35 years.

Under the agreement, Palmer Management will spend $15 million to completely renovate the ignored jewel that is located along the shores of Lake Merced, just a stone’s throw from the venerable Olympic Club. The goal is to bring the layout up to tournament standards in order to host the PGA Tour Championshi in the fall of 2002.

Harding Park Golf Course was built in 1925 and is one of four public courses in San Francisco. Harding Park also includes a nine-hole executive course. The Fleming nine was named after its designer, Jack Fleming, who was a superintendent for the Department of Parks and Recreation and was a driving force in making the game of golf available to city residents.

During its 75-year history, Harding Park has hosted many amateur events, including the 1937 and 1957 USGA Public
Deere factory
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to meet business growth. This is a high-growth division," said Robert Laveau, marketing manager for the John Deere Vehicle Group. "The objectives are increased efficiency and manufacturing flexibility."

According to John Deere's annual report, sales of its Gator utility vehicles rose 25 percent in 1999. The new ProGator and TrailGator models have been big hits for the company, but the problem has been keeping up with demand.

John Deere launched the ProGator from its turf-care facility in North Carolina, but will eventually move production to the new facility in Virginia. "It is an indication of how quickly this business is moving for us. That facility [in North Carolina] is only 3 years old and we used it for a launching point for the new factory. It is already an older sibling," said Laveau.

All of the Gator models will be produced at the Williamsburg factory. "We will produce both existing products and extensions to the product line and new products out of this facility," said Laveau. "The location will also be the headquarters for engineering, marketing and support functions."

According to Laveau, the facility will have a campus-like feel and workers will be grouped into comingle teams.

"It will be a cross-functional work environment, a concept that we have been using and building on for the past four years," he said. "Teams will include design, manufacturing and performance engineers, marketing staff, supply managers, design coordinators and decision processors."

The Williamsburg facility's design draws upon the best practices of preceding factories. "We have learned from each new facility," said Laveau. "This one has optimized layout and more dock doors and improved access for just-in-time delivery of materials."

John Deere has created a "lean enterprise system," a version of flow manufacturing that keeps inventory and overhead low, Laveau added.

The factory also features state-of-the-art glass paneling that provides daylight throughout the facility, a cardiovascular fitness center for employees and a fully wired video conference room.

Construction on the factory began in June 1999 and production is set to begin this summer. Laveau is ready to get cranking. "The business has grown steadily and we see it ramping up," he said. "We are serious about this business and we are going to do some exciting things."