**BASF closes Cyanamid deal**
With the deal done, BASF is now working on integrating American Cyanamid's product line to win Audubon certification.

**Old Brockway certified**
1924 layout becomes first nine-hole course west of the Mississippi to win Audubon certification.

**Pete Dye finds gold at Lost Canyons**
Simi Valley, Calif. — Take one look at the vast array of hills, slopes, meadows and rolling canyon floors, and it is no wonder why Lost Canyons Golf Club could become one of Pete Dye's greatest design achievements. Despite the fact that the famed architect does not like to compare his courses, he does admit that Lost Canyons is going to be special. The sheer terrain will see to that.

The rugged terrain at Dye's Lost Canyons design near L.A.

**Ritz-Carlton barrels into course management with high-end clubs**
By JAY FINEGAN
Atlanta — There’s a new player in the competitive field of golf course management, and this one comes loaded with cachet: the Ritz-Carlton Hotel Company, headquartered here.

For now, the company has only three courses in its portfolio, but that will grow to at least 17 over the next few years, as the number of Ritz-Carlton hotels grows from today’s 37 to 63. Fourteen of the 26 new properties will feature courses ranging from 18 holes to 45. “We’re basically doubling the size of the company over the next three years,” said Stan Waterhouse, a Ritz-Carlton vice president and head of the club and golf division.

Waterhouse, formerly with ClubCorp, said he hopes to bring to the courses the same levels of quality and service that distinguish the company’s famous hotels. “We believe we’ll be the benchmark in the industry,” he said. “By extending the Ritz-Carlton imprint of excellence to managing existing and new golf facilities, we have an opportunity to make an impact on the market and deliver a product with a difference.”

Waterhouse plans to employ a three-pronged growth strategy. First, his division will manage courses affiliated with Ritz-Carlton hotel and resort properties. It also will enter into management agreements with independent, top-caliber country clubs. And, third, it will look to develop an interest in courses not yet built. "We'll work with residential developers who have an interest in having a golf club to enhance their residential community," he said.

**Supers in Southeast coping with drought**
By JAY FINEGAN
Hilton Head, S.C. — How bad is it? Here in the southeast corner of South Carolina, only 10.3 inches of rain had fallen as of mid-July. A normal year would have brought 36 inches. By Independence Day. And that’s after a dismal 1999, when the area came in 10 inches below normal.

“We’re real dry,” said Steve Wright, superintendent at the Long Cove Club, a private, 18-hole, Pete Dye facility here on Hilton Head Island. “The greens are fine but the green banks are burnt. The edges are bad. We have effluent and water from the lagoon, where we trap rainwater. But now the...
Ritz Carlton
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features 18 picture-postcard holes that play through lush hillside country. "This mountainous terrain offers opportunities for amazing diversity," said von Hagge. "Combine that with these striking views of the sea, and you have a course that will be unequalled in the Caribbean, and maybe the world."

Similarly, Waterhouse said, "We're opening a new property in Orlando called Grand Lake, where we'll have a hotel and an 18-hole Greg Norman course. We'll probably have enough demand from the hotel guests to keep the course full. It's intended to be a property driven primarily by the guests."

Another course under Ritz Carlton management, however, is a stand-alone operation — the Country Club at Columbus (Georgia), an 18-hole facility founded in 1910. And this month or next the company will open the Ritz Carlton Country Club, set on 7,600 acres of rugged high country some 30 miles from Seoul, South Korea. "It's Korean owned," Waterhouse said, "but we'll do all the management. It's the first club we've branded."

There's no hotel at the 10,514-yard, 27-hole Country Club course, laid out by Ault Clark & Associates and Lim Sang Ha Golf Design. But the Ritz name and prestige have driven membership fees to $150,000, Waterhouse said, "and they're climbing rapidly."

Waterhouse said the Ritz "brand" will be applied judiciously. "Not all the courses we manage will be called a Ritz-Carlton Country Club," he explained. "We'll use it only in those cases where we feel good about the quality of the product and the market opportunity. The ones that we brand will be special places."

At the Korean operation, for instance, amenities include a 70,000-square-foot clubhouse; saunas and masseurs; private dining rooms; caddies and forecaddies; and a first-class golf course.

"Our goal is to have courses that are in keeping with our image," Waterhouse said. "They have to challenge the low handicappers but give the high handicappers a chance. In resort properties, you can't have courses where the average player loses 12 or 15 balls each round. Resorts depend on repeat business."

THE SERVICE DIFFERENCE

Waterhouse knows that course management has become a crowded field, but his advantage, he feels, lies in the legendary Ritz guest service, which he plans to leverage in the golf operation. His plans go well beyond a club-cleaning service and a bag drop.

"We believe that the service quality in golf leaves a lot to be desired," he explained. "So much of it has been to just take their money and send them out on the course. But where else in business do you get a five-hour capture of someone's time? We'll take that time and provide the kind of service that other people aren't doing. We'll make that round count.

"You can still ride in a golf cart," he said. "The caddy will walk and explain the course and show you things — make it more fun. Once you've been ushered onto the course by a concierge, you'll have the same noninvasive service level that we have in the hotels. It will add to the experience."

One example: Waterhouse dislikes beverage carts patrolling the course. He finds them intrusive. "They basically stop you from playing," he said, "and then the group behind you has to stop. It breaks your rhythm. So we can either put stations around the course, or put drinks and snacks in the golf car. The problem with stocking the cars is refilling them during a round. So right now we're looking at putting refreshment centers at every third hole."

The Ritz-Carlton "signature" will be apparent at every level of golf course operation, he said, including guidance of professional staff, management of agronomic practices, the quality of retail merchandise and food service. ����