A Super Event
Coverage of the Golf Course Superintendents Association of America Conference & Show ............. 13-23

It's All in the Method
Hydroseeding now a more viable choice for golf course construction projects ............................. 35

Andersons to buy Scotts Pro Turf
By A. OVERBECK
MAUMEE, Ohio — In a move that likely trigger further consolidation within the fertilizer industry, The Andersons, Inc. has signed a letter of intent with The Scotts Co. to acquire Scotts’ U.S. Professional Turf business. The two companies have agreed to a long-term supply agreement under which Scotts will use its proprietary manufacturing processes to produce products for Andersons. The acquisition includes ProTurf, Contec and other brand names, the distribution network, customer lists and all trademarks. Continued on page 64

Dinelli receives Excellence Award
By MARK LESLIE
NEW ORLEANS — Ingenuity and initiative in the Dinelli family are long-standing traits, the latest result of which is the presentation of the 2000 Scotts Tradition of Excellence Award to Dan Dinelli of North Shore Country Club in Glenview, Ill.
The Dinelli family has been involved in the golf course business, just as the Dinelli family has. The tradition of excellence is evident in both the Dinellis and their surrounding community. Dinelli was elected president of the Golf Course Superintendents Association of America during the recent International Conference and Show held here.

New GCBAA exec: Upgrade image
By PETER BLAIS
NEW ORLEANS — Increasing public and professional awareness of the importance of golf course builders is a primary goal of incoming Golf Course Builders Association of America (GCBAA) Executive Vice President Lee Hetrick. “The builders need more exposure and recognition from the architects and superintendents because of the contributions builders make,” Hetrick said. “What you see when a course opens is a collaborative effort. But I don’t know if I’ve ever looked at a golf course scorecard and seen the name of the builder. My objective would be to have the builder

NGCOA’s Stine: Continue assn. growth
By PETER BLAIS
FT. LAUDERDALE, Fla. — In a sign of these consolidation times, William Stine, president of 100-course Meadowbrook Golf Group, was elected president of the National Golf Course Owners Association (NGCOA) during the group’s annual meeting here.
“I’ve been on the [NGCOA] board for the past eight years and was a member before that,” said Stine, who started in the business as a single-course operator. “It’s just in the past few years we’ve become a multi-course operator. I’ve evolved through the business, just as our organization has.”
Stine’s father, Charlie, started

GCSAA: Scott Woodhead takes reins
NEW ORLEANS — Scott Woodhead was elected president of the Golf Course Superintendents Association of America during the recent International Conference and Show held here.
Woodhead, who was appointed to the board in 1993, hails from Valley Meadow Country Club in Simsbury, Conn., secretary/treasurer. Also elected to the board of direc

Superintendents, builders, owners trumpet change

Tommy Witt of StillWaters in Dadeville, Ala. was elected vice president and Michael Wallace of Hop Meadow Country Club in Simsbury, Conn. secretary/treasurer.

REPLENISHING NATURE
Greg Nash-designed Anthem Golf & Country Club shows its colors in Phoenix. Builders replenished the natural vegetation in order to bring back the land to its original state. See p.8.
NGCOA president
Continued from page 1

Golfweek magazine in 1974. Stine was never involved with the magazine other than serving on the board of directors. He purchased his first course (Sunair) in Haines City, Fla., in 1980, launched a golf course real-estate brokerage company (USA Golf) in 1984, and started IGM (a course maintenance firm) in the early 1990s.

IGM merged with Meadowbrook Golf Group in 1998. Meadowbrook, the parent company, now owns or operates roughly 100 courses nationwide.

"Ten years ago," Stine said, "we were talking about whether we should even let multi-course operators in [to the NGCOA] since we were supposedly an organization representing single-course operators. But we realized that multi-course operators had many of the same problems we did. And they brought strength to our organization in dealing with industry people.

"I know most everybody in NGCOA, worked with them for many years and come from a single-owner background. The goal of many people in the organization is to have multiple locations. [NGCOA Executive Director] Mike Hughes runs the organization and nothing is going to change."

During Stine's eight years on the NGCOA board of directors, the association's membership has risen from 1,200 to its current level of 4,000 members.

"I hope to continue the growth we've had in the past few years," the new president said. "The things we really want to concentrate on are player development and retention through the Get Linked marketing program, and to add purchasing benefits for everyone from multi-course to the nine-hole operators through our Smart Buy group purchasing program."

Get Linked is an extensive marketing campaign NGCOA makes available to members. Among the materials are professionally produced print and television ads that can be customized to a local market.

The Smart Buy program allows members to gain substantial discounts on a variety of golf course products through group-purchasing efforts coordinated by NGCOA.

Stine said the biggest change he has seen over the past decade is the influence NGCOA wields in conjunction with its allied associations — the Golf Course Superintendents Association of America (GCSAA), Professional Golfers Association, United States Golf Association, etc.

"The increased size of the organization has given us funding to hire more professionals to work on problems that all golf course owners have, rather than attacking these problems individually," Stine explained.

The NGCOA, Stine said, sees the superintendents playing more of a management role and working in conjunction with golf course property managers/owners in the planning process.

"The NGCOA has a lot of respect for the GCSAA and hopes to work more closely with it," Stine said. "Eight years ago, we had little communication with the allied associations. Now we're meet-

ten years ago we were talking about whether we should even let multi-course operators in [to the NGCOA] since we were supposedly an organization representing single-course operators."

— New NGCOA President Bill Stine

rather than just being concerned about the agronomic end of things.

"Today's superintendents are more educated and more entrepreneurial than they were 20 years ago. We see some superintendents who want to become managers and we [Meadowbrook] have moved them from superintendent to general manager positions. [Superintendents] play a much larger financial role in our business statement than the PGA pro does."

In other news, NGCOA members elected their board of directors during the Florida meeting. In addition to Stine, others elected to the board include Walt Lankau as vice president, Meriam Leek as treasurer, and Mark Seabrook as secretary. Newly elected board members are Charlie Birney and Charlie Floyd.

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