

# GOLF COURSE NEWS

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#### SUPERINTENDENTS ROLL INTO DALLAS

The 72nd annual Golf Course Superintendents Association of America Conference and Show will be held in Dallas Feb. 10-17. Turn to page 38 for comprehensive coverage of this year's show including a schedule of events, election information, award updates and a city guide to Dallas.

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#### COURSE MANAGEMENT

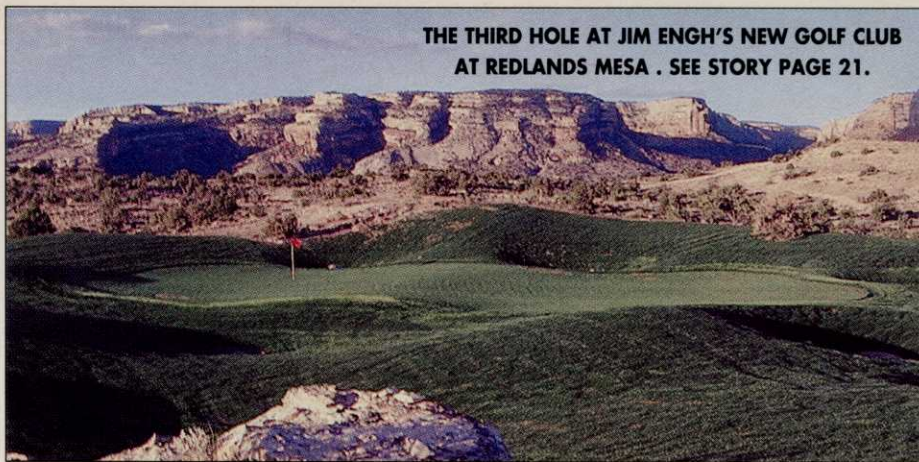
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PERIODICAL

THE THIRD HOLE AT JIM ENGH'S NEW GOLF CLUB  
AT REDLANDS MESA . SEE STORY PAGE 21.



## Big lenders throttling back on new course development financing

By JAY FINEGAN

ATLANTA — Is the party over?

After an all-time high for new golf course openings — 515 last year — the financing climate for course construction has suddenly turned cold. Bankers such as Jeff Burkle at Textron Financial Corp. here in Atlanta, and others across the country, are sharply curtailing new loans.



By some estimates, the number of courses securing financing this year will fall between 30 and 50 percent from 2000 levels.

"There are a lot of projects on the books, just waiting to have their finance packages completed, that are dying on the vine," said Lee Hetrick, executive director of the Golf Course Builders Association of America. "It's got to be a smokin' deal to get funded right now."

#### SUPPLY OUTSTRIPPING DEMAND

Bankers cite several reasons for the credit tightening, beginning with the overall economy, which may be verging on recession. During an economic downturn,

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## Textron Golf & Turf continues integration, closes Racine plant

By ANDREW OVERBECK

AUGUSTA, Ga. — In a continued effort to integrate its businesses, Textron Golf Turf & Specialty Products has announced that it is closing its Jacobsen manufacturing facility in Racine, Wis. The company plans to consolidate the manufacturing done at the Racine plant at its more modern Jacobsen facility in Charlotte, N.C.

The decision to streamline its manufacturing processes builds off the company's original consolidation plan announced in May that combined the management of its turf care equipment and E-Z-GO product lines.

The division's new CEO, Greg Hyland, said improving manufacturing efficiencies is of prime importance.

"We are continually looking at our manufacturing processes to improve efficiencies, reduce cycle times and be a much more effective manufacturer," he said. "We have started the process and



Greg Hyland

Continued on page 54

## Colorful cowboy converts ranch into links-style layout

By DOUG SAUNDERS

ANTIOCH, Calif. — For the past 26 years Jack Roddy has lived the life of the American cowboy, raising cattle on his 2,200-acre ranch on the eastern edge of the town of Antioch. Just as his father did in the 1940s, Jack ran cattle across the rolling grasslands and toiled to make ends meet.

During the prime years, 40,000 head of cattle roamed these hills, located 45 minutes east of San Francisco. But the stupendous Bay Area population surge of the last decade has turned Antioch into a city of 82,000 people, while the profits in

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The 12th hole at Roddy Ranch Golf Club, 45 minutes east of San Francisco

## Experts urge global assault on Asian beetle

By JOEL JOYNER

WASHINGTON — Insect-control officials here and elsewhere are calling for a worldwide attack on the Asian Longhorned Beetle, one of the most lethal tree-killers on the planet.

A native of China, Japan and Korea, the beetle has now been found in 14 locations in the

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The Asian Longhorned Beetle



## Syngenta is up and running

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challenge that we have right now is the fact that in some cases Novartis was selling to distributors that Zeneca was not selling to and vice versa.

"Until Oct. 31, we have decided to maintain distribution as it was prior to the merger," he continued. "What we expect to do at that

time is to select our long-term partners. This gives us time to evaluate the distribution network."

The company is currently working to cross-train its technical staff, distributors and sales representatives.

### E-COMMERCE

Also on the table this year are e-business initiatives. Syngenta

is live on the Internet with product information and will be working to provide further technical information concerning disease solutions and product use.

E-commerce strategies are also being developed, but Pulliam was quick to note that these will be instituted in partnership with distributors. "We have to be able to compete with the technology in the market-

place as it develops," he said. "Long term we are putting money into e-commerce. With our channel partners there are efficiency opportunities in terms of supply and distribution and moving products."

### NEW PRODUCTS

While the combined company's product line has also been enhanced, there is still room for improvement. "We have

a strong fungicide portfolio," said DiPaola. "The herbicide side is strong, but we don't service broadleaf weed control. We need to strengthen insecticides, but Meridian will help there."

The prospect of getting Meridian registered by Environmental Protection Agency for use in turf and ornamentals this year is looking good; the agency recently approved the compound for use in seed treatment.

Another new product that will come to the market in the 2001 season is a weed control product called Touchdown Pro. "It has advantages over Roundup in that it offers rapid uptake and faster burn down," said Breeze.

### GROWTH

Going forward, Pulliam is bullish about the market for professional products. "We are very fortunate that the market is continuing to grow," he said. "With continuing new course construction, new residential construction and the growth of the lawn care industry, we are confident that we can develop new products and new chemistry that we can put into that market." ■

# NEW STARS

## from Turf-Seed, Inc.

### Blackstone

Kentucky bluegrass

Good summer survival,  
excellent turf performance.  
Dark blue-green color.

### Brilliant

Kentucky bluegrass

Top NTEP variety.  
First Kentucky blue  
better than Midnight.

### Aurora Gold

Hard fescue

Glyphosate tolerant  
with proper management.

### Moonlight

Kentucky bluegrass

Good overall disease resistance.  
Good salt tolerance.  
Good summer performance.  
Dark blue-green color.

### North Star

Kentucky bluegrass

Most aggressive  
Kentucky blue. Performs  
well at 1/2" cut.  
Ideal for fairways.

### Pure Gold

Tall fescue

Glyphosate tolerant  
with proper management.  
Outstanding turf quality.

### Tolerator

Tall fescue

Glyphosate tolerant  
with proper management.  
Dark blue-green color.

### Charger II

Perennial ryegrass

Germinates in  
10,000 ppm NaCl  
in salt table tests.

### New Tufted Hairgrass

*Deschampsia caespitosa* L.

Cold tolerant perennial.  
Excellent shade tolerance.  
good traffic tolerance.

### PST-2A6B

Perennial ryegrass

The most salt tolerant ryegrass.  
This next generation of perennial  
ryes will set the new  
performance standard.

### New Combgrass

*Cynosurus cristatus* L.

Excellent shade and wear  
tolerance. Good winter  
performance. Good in mixtures  
with tall fescue and Kentucky blue.

### PST-9F7

Colonial bentgrass

Good year-round quality,  
good resistance to dollar spot  
and brown patch make this  
ideal for fairway use.

### PST-3BK

Perennial ryegrass

New standard for ease  
of transition in  
winter overseeding.

### Radiance

Colonial Bentgrass

Good spring and fall density  
and good summer performance  
where other colonials struggle.

Supplies may be limited. Order NOW from your seed dealer for fall 2001 shipment.

## Textron Golf & Turf integrates

Continued from page 1

will be spending a lot of capital in the next several months to get it done."

### RACINE SHUTDOWN

The Racine factory was originally built to manufacture Packard automobiles. Some 275 factory workers will be eliminated in addition to 125 administrative jobs that will be cut once the division transfers its headquarters to Augusta.

Hyland expects that this will be the only plant closing. "Right now that is the only change in our program that is scheduled," he said. "The consolidation of the two facilities will be completed by next December."

The integration, he said, was a necessary evil.

"We are focusing our use of resources in manufacturing, sales and marketing, information technology, accounting and engineering," said Hyland. "We are sorting out overlaps and combining functions so that in the long run we are a streamlined business that is better able to offer premier customer service and products."

On the product end of the spectrum there also is some sorting out to be done, according to Hyland. "With the acquisitions that Textron has made in the golf market, we have a major opportunity to strengthen our market share," he said. "Those brands are well-recognized and

Continued on next page

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# NEW PRODUCTS



The E-Z-GO Refresher

## E-Z-GO's new Refresher

E-Z-GO is introducing an improved version of its Refresher beverage and snack vehicle. The new Refresher line is built on the Haulster, White Truck and WorkHorse 1200 utility vehicle platforms, boasting beverage can capacities up to 810 and consumable ice storage up to 92 pounds. The Refresher Insert fits onto any existing E-Z-GO WorkHorse utility vehicle and offers storage capacity up to 160 12-ounce cans, movable snack trays and adjustable dividers that create up to four separate compartments for ice and beverages. Each Refresher vehicle refreshment center features an aluminum frame and a canvas cover, and also includes a wide array of options, including condiment trays, bottle caddies, mini bottle carriers, cash drawers and humidors. For more information, contact: [www.ezgo.com](http://www.ezgo.com).

## Textron

Continued from previous page

we are committed to them. But we are evaluating some products on a case by case basis. It will be a continual process to see how all of those [product] lines fit together."

### NEW INITIATIVES

New product development will be another key to the streamlined business. "These businesses fit together very well. We have the top brands and a focus on the golf market," Hyland said. "The next evolution is developing new technology and products."

At this month's Golf Course Superintendents Association of America Show, Textron Golf and Turf will be unveiling its E-Z-GO golf cars that come equipped with Pro Link's GPS-system.

"This is the first opportunity to showcase the technology and our affiliation with Pro Link," said communications manager Ron Skenes. "It is already being used broadly on our golf cars and it will have applications with our other product lines as well." E-Z-GO will also be launching a new line of refreshment vehicles at the show.

E-commerce is another area where the company is developing new strategies.

"We think the e-business offers a lot of opportunities," said Hyland. "It provides more efficient ways to deal with our market and the way we run our manufacturing process." While a full-scale e-commerce initiative is still in the formative stage, said Skenes, the company has made a commitment to moving forward with e-business.

"We are stepping up our efforts in introducing new technology to end-users in order to make us more important and make their jobs easier," said Hyland. ■

GOLF COURSE NEWS

## Earth & Turf ready with the MultiSpread 300

Earth & Turf Co. has rolled out a new hydraulically driven topdresser, the MultiSpread 300. The unit will spread a variety of materials such as topdressing for golf greens, chips for pathways or salt-sand for sidewalks or driveways. The MultiSpread 300 has a capacity of 22 cubic feet and has a brush or beater spreading system that has spread patterns of 36- to 72-inches. All of the spreading adjustments can be made



The MultiSpread 300

easily without the use of tools.

For more information, contact: 888-693-2638.

### PARKWAY GETS NOD FOR NEO-TEC

Parkway Research Corp. has announced that the Environmental Protection Agency has approved its Neo-Tec nematocide for chemigation. Neo-Tec is a liquid concentrate derived from natural plant extracts that control parasitic nematodes while not damaging beneficial nematodes. Additionally, the product improves a plant's ability to withstand a variety of pathogens and stresses. For more information, contact: 1-800-442-9821.

### SP-1530 TOP DRESSER

# CRITICS' CHOICE



These superintendents have different top dressing programs, but they all chose the SP-1530. They like how its adjustable spreading pattern of 15 to 30 feet easily covers a green in two passes. Some wanted light top dressing without dragging. And everyone wants a consistently uniform spread. It's all accomplished using the SP-1530's tiltable twin-spinners, flow control and the patented three-position switch. The SP-1530 comes with an unmatched Three Year Warranty and is now available in a truck mounted model. Find out for yourself what the SP-1530 can do for your top dressing program. Call for a demonstration today.



"With the SP-1530, the greens are so smooth and so consistent. They have never been better and our golfers have commented on the improvement."  
Bill Larson, Supt. Town & Country Club, St. Paul, Minnesota



"Our greens are more consistent, our mowers get less wear and tear and our members aren't even aware we have been out there."  
John Anderson, Supt. Indian Hills Country Club, Mission Hills, Kansas



"The SP-1530 saves us 2 1/2 to 3 hours every time we top dress."  
Donny Dockery, Supt. North River Yacht & Country Club, Tuscaloosa, Alabama



"Top dressing was always a chore before. Now it's fun!"  
Harold Neal, Supt. Tulsa Country Club, Tulsa, Oklahoma

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