

GOLF COURSE NEWS

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GOLF COURSE CONSTRUCTION ACTIVITY, AUGUST 2001

OPEN: 30

UNDER CONSTRUCTION: 44

IN PLANNING: 32

Source: National Golf Foundation

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PERIODICAL

Bayer to buy Aventis CropScience

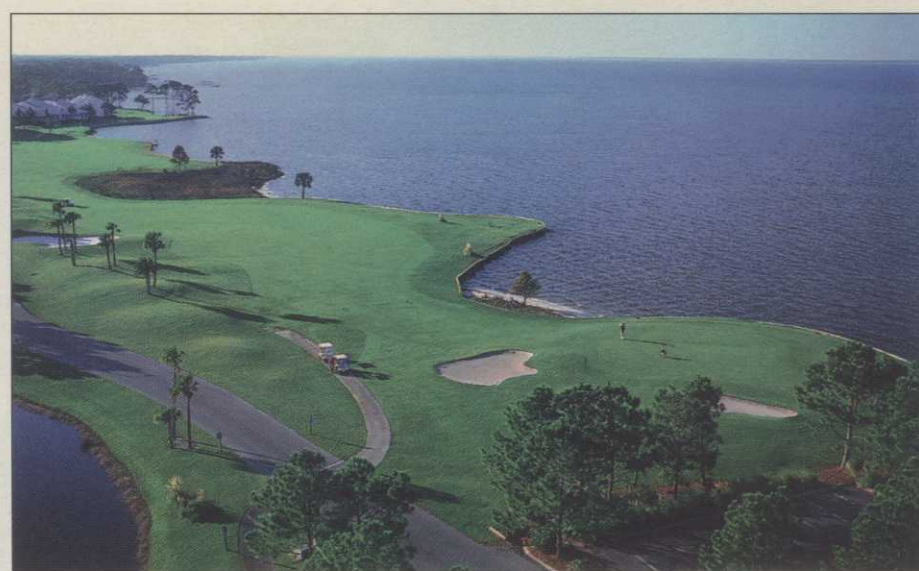
By A. OVERBECK

STRASBOURG, France — Merger mania continues unabated in the agrochemicals business.

After announcing its intention to divest its CropScience division in November 2000, Aventis has reached an agreement to sell the business unit to Bayer AG in a deal worth approximately \$4.9 billion including \$1.7 billion in debt. Schering AG, which owned 24 percent of CropScience, also signed off on the deal. The agreement was announced Oct. 2.

Aventis, which had been in exclusive talks with Bayer since July, has made a strategic shift to be a pure-play pharmaceutical

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Intrawest Golf's Raven Club at Sandestin

Intrawest launches aggressive strategy to expand Raven brand

Company to add to Raven stable through third party contracts

By ANDREW OVERBECK

SCOTTSDALE, Ariz. — Intrawest Golf is moving full steam ahead with its plan to bring its Raven Golf "brand" to every key market in North America.

While the company owns and manages 19 golf resorts, only five sport the Raven brand. However, that will soon change as the company implements a strategy to add to the Raven stable through third party management contracts.

The first of many anticipated third party deals was announced in late September, with the company taking charge of management at Cabo San Lucas Country Club in Mexico.

"There has been a lot of third party interest in the Raven brand," said Jeff

Stipe, senior vice president for Intrawest Golf. "Courses have approached us because they see the value of being associated with the Raven brand that we have

built. The Raven has become synonymous with great service, which allows us to attract a more discerning customer."

A MONEY MAKER

Attracting loyal, more discerning customers has paid large dividends for the company, which has been enjoying a good run since acquiring the

original Raven course in 1998. All of the clubs are high-end, daily-fee facilities that charge \$95 to \$185 green fees.

"As everyone was going through a really tough year last year," Stipe explained, "our

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Jeff Stipe

Farris to make design debut in South Dakota's Black Hills

By ANDREW OVERBECK

RAPID CITY, S.D. — Architect Ron Farris is hard at work here on what he considers his official U.S. design "debut." One could think of few better places to launch a career as a golf course architect.

The Golf Club at Red Rock, set amidst the rolling Black Hills of South Dakota, is the perfect setting for golf, accord-

ing to Farris. "We are taking a minimalist approach to the design," he said. "It will be a natural course, we are going let it be what it is."

The layout covers undulating hills and dramatic elevation changes and will feature native grasses and stands of pine trees.

"We are working towards the clas-

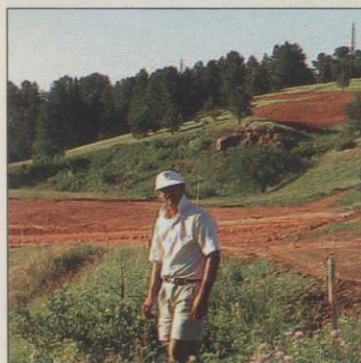
sical style," noted Farris. "The bunkers will be rugged like Sand Hills with native grasses on the outer edges.

"The elevation changes on the course don't allow us to use long, sweeping lines," he continued. "So we will have more pot-style bunkers."

BUILT FOR LESS THAN \$3 MILLION

The course, which is being

Continued on page 27



Ron Farris on-site at Red Rock

Pesticide residues in grass clippings raise concerns

By JOEL JOYNER

MANATTAN, Kan. — Over a billion pounds of pesticides are sold in the United States annually.

Though an estimated 70 percent are applied for use on agricultural foods and products, golf courses often are targeted



when pesticide use issues develop.

While federal legislation is currently focused on regulating pesticide usage at public schools, some golf course superintendents and courses are taking a proactive approach on the issue, particularly with grass clippings, before the government sprays them with new regulations.

One of the main subjects being addressed is the proper disposal of turfgrass clippings that have been

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Griffin registers TranXit

Griffin L.L.C. has registered TranXit, a herbicide that is safe for use on several varieties of warm-season turf and is ideal for removal of overseeded turf during the spring transition period. It contains the active ingredient rimsulfuron that has both pre- and post-emergence activity.

TranXit is highly effective in controlling *Poa annua* plus a wide variety of other grasses and broadleaf weeds with no adverse impact on most warm season turf. University research has shown TranXit to consistently deliver over 95 percent control of *Poa annua*. Turf managers can utilize

TranXit to clean-up *Poa annua* infestations in dormant Bermudagrass with no fear of delayed green-up or burn-back of existing turf.

Likewise, spring applications four weeks prior to desired date of overseed removal, will create the ideal environment for rapid Bermudagrass green-up. Applications 10 to 14 days prior to overseeding will eliminate existing *Poa annua* infestations and provide preventive control of *Poa annua* for up to six months, resulting in a more successful establishment of weed-free ryegrasses and *Poa trivialis*.

TranXit will be available in a dry flowable formulation through select turf distributors.

Bayer to acquire Aventis CropScience

Continued from page 1

company. Bayer, on the other hand, has greatly increased its crop protection, biotechnology and seed business and will become a top player in the market once the deal closes.

"This acquisition again evidences our strategy of investing for the long term in core businesses and growth markets," said Dr. Manfred Schneider, chairman of the board of management for Bayer, in a statement.

The company will create a separate business unit, Bayer CropScience that will be headed by Dr. Jochen Wulff and located in Monheim, Germany. Both companies will continue to be managed and run as separate business entities until the

Coming in February...



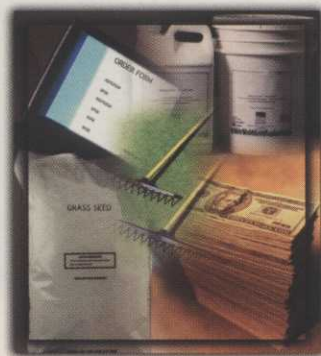
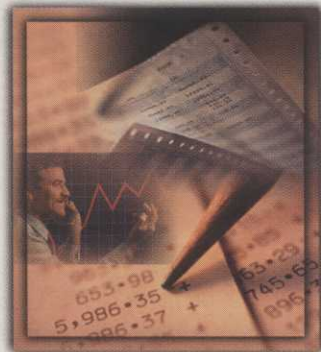
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Nematicide: Nemacur

deal is completed.

THE TURF AND ORNAMENTAL IMPACT

What impact will this acquisition have on the turf and ornamental market?

At this point it is difficult to say, according to Jennifer Remsburg, the turf and ornamental market manager for Bayer Professional Care.

However, if regulators approve the deal, Bayer would add significantly to its turf and ornamental product line. Aventis CropScience, through its Chipco Professional Products division of Aventis Environmental Science, markets a wide range of fungicides, insecticides and herbicides. With the acquisition, Bayer Professional Care would become a major force in the golf market (see product listings above).

In the meantime, both companies will have to win approval from regulatory authorities. The acquisition is scheduled to be completed during the first quarter of 2002. ■

SpeedZone

Continued from page 24

roughs," said Brocker. "Superintendents will appreciate how quickly weeds disappear from turf."

SpeedZone will be launched at the 2002 GCSAA Show and be available for the 2002 season. The new herbicide, however, may force PBI Gordon to shuffle its product lineup.

"We will let the market decide whether this will replace one of our older herbicides," Brocker said. "This is going to be a top-end herbicide, but it is possible that it could replace the sales of some of our other products." ■