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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

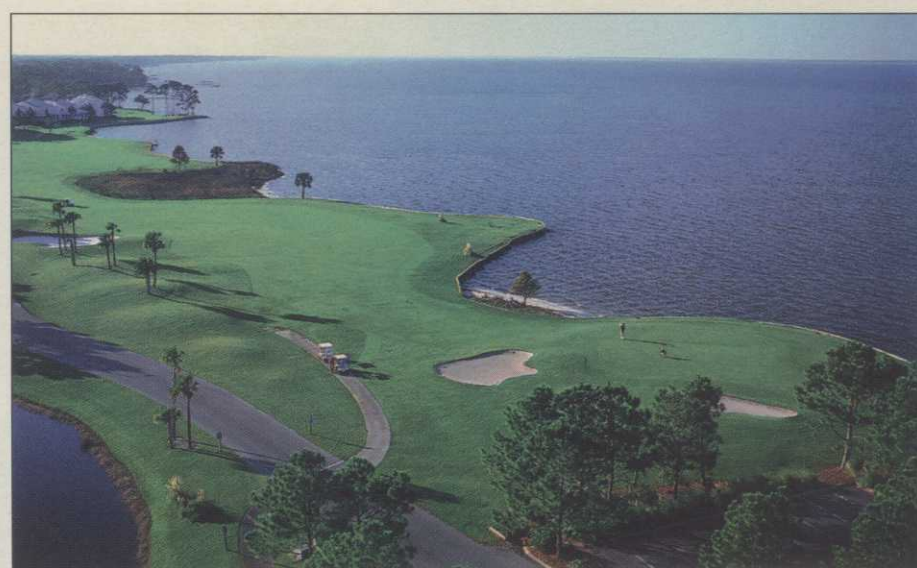
By A. OVERBECK

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

Stipee, 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," Stipee explained, "our

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Jeff Stipee

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-

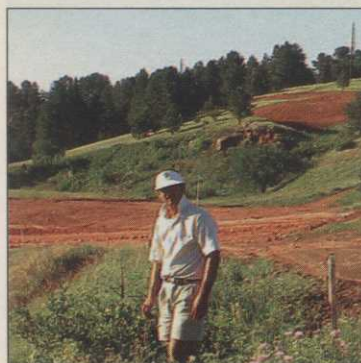
sical style," noted Farris. "The bunkers will be rugged like Sand Hills with native grasses on the outer edges.

"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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Illinois club sued over cart mishap

By JOE DEVANNEY

VERNON HILLS, Ill. — A recent lawsuit winding its way through the Illinois courts demonstrates the need for golf course developers, architects and managers to take a proactive approach to prevent on-course accidents.

Following a mishap in July 2000 where he flipped a golf cart, Donald Nelson is suing White Deere Run Golf Club alleging that faulty design led to the accident that left him with spinal injuries.

Nelson was golfing with three friends at the club when he flipped his golf cart as he approached the tunnel that runs between the 16th and 17th holes.

The path twists downhill and continues into another turn as it nears the tunnel. Nelson stated that, as he ap-



Emergency personnel attend to Nelson.

proached the tunnel he applied the brake on the cart, but it nonetheless skidded and toppled on the drivers' side with the wheels apparently locked. His companion Gary Joy was unhurt, but Nelson was pinned underneath. Although Nelson was airlifted to a local hospital, he suffered spinal injuries that, he claims, leave him unable to walk without assistance.

ACCIDENT POTENTIAL

Nelson, represented by attorney David C. Wise of the law firm Corboy and Demetrio in Chicago, is suing the Village of Vernon Hills, which owns

the golf club, and Dick Nugent Associates, which designed and developed the course.

In the complaint, which was filed in

Continued on page 23

Intrawest to expand Raven brand

Continued from page 1

Raven club in Phoenix had its best year ever. The Raven courses have done better than any of the others in our portfolio."

This is the primary reason why the company is eager to expand the brand beyond its existing Raven courses in Arizona, Colorado, Florida and West Virginia.

"We want to go into every major market and align new Raven courses with existing Intrawest properties," said marketing manager Ben Keilholtz. "For example, Cabo San Lucas makes sense because we already have the Intrawest Club there and other real estate interests. It makes sense to add them where we have more than one revenue stream."

PROTECTING THE BRAND

However, the Intrawest team is working hard to ensure that the Raven brand does not get diluted — a task made more difficult when dealing with management clients.

"A lot of courses would like to have the Raven brand on them," said Stipec. "But if you don't protect the brand it loses value. We will not put the Raven name on any course unless they add value to the Raven brand."

Stipec said that each potential Raven club must meet four criteria:

- courses must provide a high level of service;
- be maintained to a high conditioning standard;
- be playable by both high- and low-handicap golfers; and
- be located in dramatic settings.

"The first two requirements can be met at any course," he said. "The last two requirements you either have or you don't. At our Raven facilities you have dramatic landscapes from the Appalachian Mountains to the Rockies and from the desert

to the ocean."

Playability is also a large concern when it comes to repeat play. "There are plenty of big name courses that people only go to once because they are too hard," Stipec added. "We want to provide a challenge, but we also need to give people the ability to get around the course without being too penal."

When it comes to signing third party contracts, the company has to be especially vigilant.

"Cabo is the first property where we have branded a course we did not own," said Keilholtz. "The contract is more extensive. It is for a longer term than usual and it is more strict on what the

owner, The Resort Group, is required to do in terms of capital expenditures. We have to ensure that when we fly the Raven flag our brand equity is protected."

As a result, the course at Cabo will not only be renamed The Raven Golf Club at Cabo San Lucas, The Resort Group will be investing capital to renovate the Pete Dye-designed layout.

"We are not concerned with the level of service or operations, but course conditions need to be improved and that will take time," added Keilholtz. He expects the Raven flag to fly in Cabo by February.

ATTACKING NEW MARKETS

Intrawest is currently working on its first Raven property in Canada. The Raven at Lora Bay outside Toronto is in the design phase at the moment and the company is working to finalize environmental permits. Keilholtz said the course could open as early as 2003.

Intrawest also has plans for three more Raven properties in the works. The company is eyeing markets in the Northeast, California, Texas and south Florida. ■



BCG-managed Stoneleigh GC to enhance layout

ROUND HILL, Va. — Billy Casper Golf (BCG) has announced a \$1 million capital-enhancement program at Stoneleigh Golf Club in Round Hill, Va. Nestled in the rolling hills of Loudoun County, Stoneleigh is less than 10 miles from the Appalachian Trail and less than one hour from Washington, D.C.

To improve the club's layout, condition,

and playability Stoneleigh is adding new bunkers, building four new tee boxes and expanding the irrigation system. The club is also obtaining new maintenance equipment and a new fleet of golf cars, and is paving the golf car paths throughout the course. Ault, Clark & Associates designed the layout enhancements and T.A. Turner Construction Services is handling construction.

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