

GOLF COURSE NEWS

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INTRAWEST TAKES ON COYOTE MOON

Coyote Moon Golf Club, (hole number 16, above) has hired Intrust Golf to provide management services. The popular daily-fee layout, designed by PGA Tour pro Brad Bell, opened last fall in California's High Sierras. The 18-hole layout winds through piney forests and sweeps over valleys, ravines and lakes. See story on page 15.

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PERIODICAL

E-commerce struggles for golf foothold

By A. OVERBECK

While e-commerce may actually revolutionize business-to-business transactions someday, the message for now is clear: Don't believe the hype.

In the past year, e-ideas have been scratched and retooled and company strategies have been rethought and rejected. In the process, gobs of money has been raised and spent developing software and Web sites and rolling out lavish marketing and promotional schemes.

Some companies, such as Carl M. Freeman Golf Solutions, never got off the ground. Still other companies, including Golfsat, GreenIndustryOnline.com and Greentrac.com, have

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Workers laying bluegrass sod on the front nine of the Fazio Course at Red Sky

Photo: Jay Finegan

\$100-million Red Sky Golf Club unfolding in the Colorado Rockies

By JAY FINEGAN

WOLCOTT, Colo. — One of the most lavish golf development projects in history is unfolding amidst stunning alpine scenery here in the Rocky Mountains of Colorado.

Vail Resorts, best known for its ski operations, is pouring \$100 million into Red Sky Golf Club, currently under construction in the Vail Valley. The 36-hole complex, featuring signature designs by Tom Fazio and Greg Norman, promises not only eye-popping vistas but two long layouts providing plenty of challenge.

"This place is unbelievable," said director of golf Jeff Hanson, formerly head pro at nearby Beaver Creek Golf Club, also run by Vail Resorts. "I think it's going to be the best club anywhere in the West. From the standpoint of playabil-

ity and aesthetics, it will rival anything in the country. We're targeting for each course to be in the top 100 right away."

The 700-acre property, formerly ranch land, slopes steeply up a mountainside from I-70, Colorado's major east-west artery. The club lies about two hours west of Denver and 20 minutes from Eagle County Regional Airport.

HIGH-ALTITUDE GOLF

The Fazio Course, slated to open next summer, stretches an impressive 7,400 yards. Players will make their way through sage-covered hills, dense forests of aspen and juniper, and around a highland lake.

"You'll get two different feels on the Fazio side," said Hanson. "You get a Troon, Scottsdale type of look on the

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Superintendent Mike Valiant

Development slowdown a healthy trend, experts say

By ANDREW OVERBECK

JUPITER, Fla. — The downturn in golf course development that was predicted by the National Golf Foundation's 2001 facilities report is becoming evident. The foundation recently reported that for the first half of 2001, just 176 courses were completed. The updated prediction for the year is 378 course openings, down from a record 524 in 2000. This will bring total development numbers back to early 1990s levels.

The significant drop in development, however, is not seen as a negative

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CONSTRUCTION DOWN

FIRST 6 MONTHS
2000: 245

FIRST 6 MONTHS
2001: 176

Source: National Golf Foundation

Fought-Lehman design team fast out of the gate

By JAY FINEGAN

SCOTTSDALE, Ariz. — The new design team of John Fought-Tom Lehman Golf Course Architecture is off to a strong start, with three projects in Arizona, one in California and another in Minneapolis.

Fought and Lehman first came together in 1997 to design The Gallery, an 18-hole private course north of Tucson that opened to high praise. More recently, they completed a total renovation of The Farms, an exclusive club near San



Lehman (left) and Fought

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Golf cart vandals nabbed in Washington

By JAY FINEGAN

BREMERTON, Wash. — Three joyriding teenagers who trashed 16 golf cars at Gold Mountain Golf Course here have been arrested and are being prosecuted.

"They're getting hammered pretty good because they did about \$10,000 in damage around here," said PGA pro Scott

Alexander, director of golf at the 36-hole club. "They ended up driving three carts down the road about five miles and we couldn't find them for a week. That turned out to be grand theft — a felony deal."

According to Alexander, the culprits were the same youths who had broken

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Sybron, Novozymes

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significant advantages.

"They have 650 scientists and we have 25," he said. "They have been developing a wide variety of microbes and have the world's largest culture bank that we can draw on. The synergies are numerous."

New product development will be the primary focus of the Green Releaf division and a new biofungicide is already being evaluated by the Environmental Protection Agency.

"It is being reviewed right now and is slated for approval in 2002," Sedivy said. "It is a bacteria that

produces antifungal compounds that shows control of dollar spot and brown patch, as well as activity on *fusarium* and pink snow mold."

Research on the biofungicide at universities and laboratories is ongoing in order to determine label uses. The product can be used as a preventive or under low- to mid-disease pressure and will be priced similarly to Daconil, Sedivy added.

CLEARY TO DISTRIBUTE AND MARKET PRODUCTS

While Sedivy's Green-Releaf team continues to concentrate on new product development and manufacturing, Dayton, N.J.-based Cleary Chemicals will be handling the distribution and marketing.

"We carry traditional products like 3336 and Pro-

tect. However, we figured that with everything going on with the reregistration of compounds by the EPA and other anti-pesticide legislation, for the long-term it would behoove us to offer products that are non-pesticide in nature," said Hal Paul, national sales manager for Cleary. "The Green-Releaf line fits that bill."

Paul does not see the Green-Releaf line, including the new biofungicide, competing with its existing products.

"We feel that the whole microbial line is a great adjunct to the stuff we are already doing," he said. "It is a new category for us and we think that it will help us grow our business." ■

E-commerce woes

Continued from page 1

altered their strategies entirely. That said, however, two entities are still pursuing e-commerce: GolfGM.com and the GCSAA/XS Inc.

Here is an update on where the e-commerce ventures stand:

GCSAA/XS INC.

The association, which is developing an e-commerce platform in conjunction with XS Inc., has completed its 60-day pilot program and is in the process of evaluating its Internet efforts.

The model tested two different methods of e-commerce. The net market is a neutral exchange and product listing,

and the storefront model is designed to showcase the wares of an individual distributor or manufacturer.

"When we balanced the current wants and desires from our membership on the buyers' and the sellers' side, it looks like the best solution at this point is to go with

the storefront model," said Julian Arredondo, the association's CFO.

It will take some time to evaluate the e-commerce plan, he continued.

"We need to put a design together and do more focus groups," Arredondo said. "We intend to launch something in the next few months."

GOLFGM.COM

Sacramento, Calif.-based GolfGM.com continues to focus on the golf course industry with the development of GolfMarket maker and CloseOutlet features.

GolfMarket maker is designed to build private label purchasing communities for management companies, retail operations and groups of golf courses.

"They can choose vendors that they want to work with. It is a closed purchasing community," said CEO Chris Soderquist. "The software is designed specifically for an individual company."

The CloseOutlet functions as a close out site for manufacturers trying to unload excess goods. Products on offer vary from pro shop items to maintenance commodities.

The site has registered 330 vendors and buyers including Marriott Golf, ClubCorp, American Golf, Troon Golf and

125 individual facilities on the buy side. Western Golf, Eagle One, Seed Research of Oregon, and West Coast Turf are on the sell side.

"So far the transactions are less than we projected, but we are in better shape now than we were four months ago," said Soderquist. "If we play our cards right, five years from now we might have something. This is not a get-rich-quick scheme."

GOLFSAT

Golfsat, having abandoned its strategy to become a community site for superintendents, has been concentrating solely on selling its software to companies who are looking to build their own e-commerce sites.

"We are looking at ways to enhance the distributors and dealers in the market," said CEO Mike Scott. "We want to make their business more efficient through technology and communication and backend support."

While Scott said that Golfsat is working with Lesco, he wouldn't divulge which other companies they are in talks with.

"We came out with Golfsat and made a lot of noise," he said. "In our particular

venture right now there is no advantage to us telling the world what we are about. We are more productive behind the scenes right now."

SMALLER PLAYERS

GreenIndustryOnline.com is involved in both the lawn and landscape and golf industry and has changed its strategy from being a customer management soft-

ware and e-commerce vehicle to being purely a directory portal for the entire industry.

"We are now selling the directory and enhanced listings and we have turned to building a Yellow Pages for the green industry," said president Steve Cissel. "I think we have value to offer and customer traffic is climbing."

Greentrac.com is another that has switched strategies in order to broaden its market appeal. The company still offers exchange and eRFP services on its site but has gone beyond the green industry to more general procurement solutions for any industry.

"The site can still be used by the green industry, but it is not our focus anymore," said Greentrac.com's Joanne Miller. ■



Julian Arredondo



Mike Scott

Flowtronex

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will be growing sectors of the irrigation and pump station business, said Olson.

"We need to realize that water quality issues are going to drive the market as much as quantity issues," he said. "You have to be able to measure quality and react to changes. If you know that salt content is up, you can react to it with different cultural practices." Flowtronex's system will be especially useful for courses using effluent water that varies in quality, he added.

Fertigation systems are primarily used on new layouts to speed grow-in.

"Sixty percent of new golf courses utilize fertigation to some extent," Olson said. "But courses are beginning to see an ongoing

benefit to being able to control color and growth by putting out specialty products in small but frequent dosages.

"It is a more efficient means of distributing nutrients to the plants. They take them up right away when you have just the right amount there, instead of putting down a large amount and controlling the release through an artificial method," he continued.

Products such as humic acid, wetting agents, microbial agents, and organic fertilizers are well suited for delivery via fertigation systems.

REQUIREMENTS

In addition to investing \$10,000 to \$20,000 for a fertigation system, courses will need to have a top-notch irrigation system in order to be effective and get necessary coverage. Courses will also have to purchase bulk storage containers or mixing systems for liquid fertilizers and other products. ■

GOLF COURSE NEWS

TERRACARE PRODUCTS COMPANY, INC.



When you can't depend on the weather, you can depend on the Terratopper! It was late October in Wisconsin and top dressing was scheduled for Monday. Two inches of rain and a cold front on Sunday froze the top two inches of sand. With the hopper loaded and water running out of the bottom, the Terratopper spread 28 tons of topdressing on nine greens in 9 1/2 hours.

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