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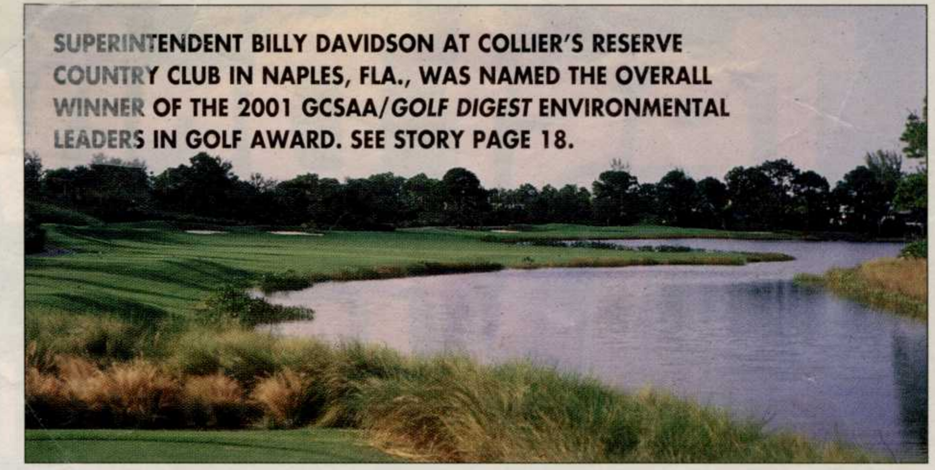

SUPERINTENDENT BILLY DAVIDSON AT COLLIER'S RESERVE COUNTRY CLUB IN NAPLES, FLA., WAS NAMED THE OVERALL WINNER OF THE 2001 GCSAA/*GOLF DIGEST* ENVIRONMENTAL LEADERS IN GOLF AWARD. SEE STORY PAGE 18.

INSIDE

GCSAA ORLANDO WRAP-UP

In addition to Kevin Ross' new product picks and a full report on the winners of GCN's Builder of the Year Awards, the post-show section includes information on the Golf Super-Market, the USGA's Green Section award, and the GCSAA tournament. *See pages 17-20.*

PERIODICAL

Palmer Golf set to diversify portfolio

By ANDREW OVERBECK

ORLANDO, Fla. — After spending 2001 opening five courses and dealing with the financial realities of Sept. 11, Arnold Palmer Golf Management is moving full speed ahead into 2002 with a strategy to further diversify its portfolio.

Tim Tierney

The firm signed its first management contract of the year at Stone Ridge Golf Club in Bowling Green, Ohio, and is looking to add four more facilities before the end of the first quarter. In addition to management deals, Palmer Golf will be paying more attention to acquisitions and will be working more closely with Palmer Course Design.

"We want to have a diverse portfolio of owned, leased and managed facilities," said Palmer Golf president and CEO Tim Tierney.

With the addition of Stone Ridge, Palmer Golf now manages 30 properties across the country. The semi-private club opened in 1998 and features a 6,900-yard, links style layout designed by Arthur

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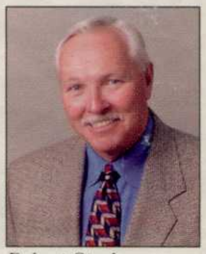
With financing scarce, builders grapple with equity gamble

By ANDREW OVERBECK

As golf course development financing has become increasingly scarce, more golf course builders, both large and small, are being asked to take equity positions in projects.

"It seems like seventy percent of the deals we see, the developer is looking for money," said Robert Steele, president of Scottsdale, Ariz.-based SEMA Golf. "More developers are trying to figure out how they can still have a golf course and not spend their money."



Robert Steele

While larger, established companies such as Lincoln, Neb.-based Landscapes Unlimited and Colorado Springs, Co.-based Niebur Golf have been involved in the equity partnership and ownership game for some time, this trend opens up a whole new set of challenges for medium and small builders which take comparatively larger risks when they trade profits for an equity stake in a project.

WEIGHING THE RISKS

"It may look like fun," said Lee Hetrick, executive director of the Golf Course Builders Association of

Continued on page 5

Newly elected Wallace determined to move GCSAA forward

Q&A

ORLANDO, Fla. — Newly elected president Michael Wallace has taken the leadership reigns at a pivotal time for the Golf Course Superintendents Association of America. The association, which is feeling the effects of a slowing golf economy, will be tackling some weighty tasks this year from PDI implementation to the launch of its e-business initiative.

Michael Wallace

Wallace, who joined the staff of Fairview Farm Golf Course in Harwinton, Conn., Feb. 25 after being let go by Hop Meadow Country Club Simsbury, Conn., also has thoughts on how superintendents can balance a leadership position with the association while still maintaining their jobs.

Golf Course News recently caught up with Wallace to discuss what goals and hurdles are in store for the GCSAA this year.

Golf Course News : What are your goals for association this year?

Michael Wallace: The GCSAA is obviously poised. We just finished our 75th year as an association, and tremendous strides have been made in that period of time thanks to all those who have preceded me. The PDI implementation will be taking place July 1,

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Bayer, Syngenta settle patent suit

By ANDREW OVERBECK

BASEL, Switzerland — Syngenta AG and Bayer AG have reached a settlement over a dispute concerning neonicotinoid chemistry, which was the subject of various legal proceedings in the United States, Europe and Japan.

The dispute arose in 1994 when Syngenta first filed for a patent for the neonicotinoid active ingredient thiamethoxam. Arguing that thiamethoxam was too similar to its neonicotinoid active ingredient imidacloprid (Merit), Bayer challenged the patent.

After enduring years of lawsuits and legal expenses in different venues around the world, both sides agreed in early January to settle the matter and move on.

Continued on page 26

Textron retools sales and marketing team

CHARLOTTE, N.C. — Textron Golf, Turf & Specialty Products has named four new vice presidents to lead sales and marketing for its turf and professional lawn care (PLC) division.

Dennis Schwieger has been named executive vice president of sales and marketing – turf and PLC. He joins Textron from Valmont Industries where he was vice president of global distribution.

Three other new vice presidents will report to Schwieger:

- Ralph Nicotera has been promoted to vice president of marketing and product management – turf and PLC. Nicotera has been with the company for 27 years, most recently directing sales and dealer development for turf and PLC.
- Joe Thompson has been appointed vice president of sales – turf. Prior to joining Textron, Thompson worked for John Deere and Case Construction.
- Joe LaFollette is the new vice president of customer care – turf and PLC. He joins Textron from CNH Corp. where he held several executive sales and marketing positions.

Syngenta, Bayer end neonicotinoid dispute

Continued from page 1

"To continue litigation we were going to incur heavy legal bills, and it became a business issue for both parties to come to an agreement that benefited both of us," said director of corporate communications Ken Gordon.

As part of the settlement, Syngenta will pay Bayer $120 million in return for full access to crop protection and related markets worldwide for thiamethoxam. The company expects global sales of thiamethoxam to top $200 million.

According to Chuck Buffington, market manager for Syngenta's lawn and landscape division, it is not unusual to have different patented active ingredients within the same chemical class.

"Heritage and Compass are both trademarked and patented strobilurin chemistries but are significantly different products," he said. "Now there are two neonicotinoid chemistries."

While Syngenta has already registered thiamethoxam for agricultural and crop uses elsewhere in the world, it is still waiting for the Environmental Protection Agency to register Meridian, its first thiamethoxam product for the turf and ornamental business.

Meridian offers lower use rates, broad-spectrum control on multiple grub species, and increased late season activity. Syngenta expects registration by late 2002 or early 2003.

For its part, Bayer is confident that its neonicotinoid product, Merit, will continue to lead the grub control market.

"The dispute was costing both parties a lot of time and money," said Dan Carrothers, director of marketing for Bayer Garden and Professional Care. "Settling was the right decision. But we feel very strongly about our position in grub control."

Bayer has been selling Merit since 1994 and has unveiled a marketing campaign that offers a full guarantee that its product will control grubs.

According to turf and ornamental brand manager Michael Daly, the new campaign will help superintendents mitigate risk by helping them time applications of Merit for preventive control and applications of Dylox for curative control.■

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Dow sells Rubigan

Continued from previous page

We had to choose between Eagle or Rubigan, and Eagle is newer and more widely recognized."

According to Gowan's turf sales manager Steve Peterson, Rubigan will be a big part of the company's turf offering. "We are going to run with it on the turf side," he said. "We will maintain the existing market and keep it in front of the *Poa annua* market."

In the short term, McNutt said Gowan will not make any major changes. "Initially, I don't see a whole lot of changes between what they were doing and what we are doing," he said. "It usually takes us a year or two to get used to a new product and have our sales and technical team find new fits and uses and different positions that we can take."

•••

With the divestiture of Rubigan, Meile said the integration of the Dow AgroSciences and the Rohm and Haas product lines is pretty much complete. "We are 95-percent done," he said. "It has been eight months since the close date and we have taken care of the people issues, technology transfers and product overlap."

The final challenge, according to Meile, will be wrapping up product code issues, revising logos and literature, and handling registration and state label problems.■