Scotts ready to round up GMO turfgrasses

**By A. Overbeck**

MARYSVILLE, Ohio — With clearance from the Oregon Department of Agriculture to grow Roundup Ready creeping bentgrass in a special control area, the Scotts Co. is one step closer to bringing the first of many genetically altered turfgrass varieties to market.

The company acquired the gene gun technology in 1995 and decided to produce Roundup Ready varieties first because it was a universally accepted and proven technology. “One hundred and thirty million acres of crops are

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Management companies increase marketing focus

**By Derek Rice**

Faced with flat rounds numbers and increased competition in many markets, management companies, many for the first time, are needing to rethink the way they sell and market their properties.

For example, Scottsdale, Ariz.-based Intrawest recently launched a pilot program at The Raven Golf Club at South Mountain. The new sales process Intrawest is test-driving involves identifying the individual strengths and weaknesses of each of its properties and then matching those strengths with customer segments to create customized golf products that address specific customer needs.

“We aren’t fixing something that’s broken,” said Jim Lancott, Intrawest's director of revenue maximization. “We're shifting our resources and our tactics to enable our golf properties to better serve the wider range of customers that make up the core of their businesses.”

At South Mountain, Intrawest reviewed client

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The First Green of Wash. gets off the ground

**By Andrew Overbeck**

SPOKANE, Wash. — A grassroots educational effort aimed at introducing high school agriculture students to the golf industry is starting to pay dividends here in Washington State.

The program, The First Green of Washington, matches 120 high schools that have adopted golf turf management curriculum together with local golf courses for field trips and hands-on experience.

The First Green has been in existence since 1997 and has continued to grow over the years, integrating curriculum from the Future Farmers of America

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P.B. Dye builds $1.5M Buck’s Point GC

**By A. Overbeck**

LIBERTY, Ind. — After eight years of work, P.B. Dye is set to open his own golf course here on the shores of Brookville Lake in eastern Indiana.

Dye and his partners, longtime construction superintendent Mike Davis and high school buddy Jack Harris, have teamed up to develop Buck’s Point Golf Club for a meager $1.5 million.

Dye is leasing the land from Brookville Enhancement Partners, which has a 100-year lease on the 350-acre property from the Indiana Department of Natural Resources. The 18-hole public course is now the centerpiece of a development which already includes an established

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