

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION  
VOLUME 14, NUMBER 9  
SEPTEMBER 2002 • \$7.00

www.golfcoursenews.com

## INSIDE

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### Fungicide lineups expanding

Bayer ES has moved forward with a combined product line and BASF will launch new products .....18



Photo: Freddy Bird

#### BUILDING A GOLF DESTINATION

With construction of the Tom Weiskopf-designed Falls Course, Lake Las Vegas Resort, a \$4 billion development south of Las Vegas, is looking to become a major destination for golf in the Southwest. The resort already boasts two Jack Nicklaus-designed courses and may add as many as three more courses in coming years. See story on page 11.

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PERIODICAL

## POINT

Bill Rose of Turf-Seed squares off with Don Suttner of Monsanto and Bob Harriman of Scotts on Roundup Ready turfgrass fields in Oregon.

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## COUNTERPOINT

## 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.

In addition to the Roundup Ready creeping bentgrass that it has de-

veloped with Monsanto and Rutgers University, the company is working on low-mow bluegrass and several disease-resistant turfgrass varieties. The company will use its proprietary "gene gun" gene-insertion technology to create the new varieties.

"We are looking at the next-generation products for turfgrass," said Dr. Bob Harriman, vice president of biotechnology for Scotts.



Dr. Lisa Lee shows off Scotts' "gene gun" technology.

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 Golf 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 some-

thing 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

Continued on page 15



Mike Kelly

## 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 534-yard, par-5 fifth hole at Buck's Point Golf Club

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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## Marketing focus on the rise

Continued from page 1

data and analyzed market trends to determine that the club was best suited for serving corporate golf clients and travel and tour operators. To address these findings, the club hired Don Smith as corporate alliance manager and Kristian Anderson as tour and travel manager. Taking its cue from client suggestions, the club has introduced a corporate play program and a season ticket package, both of which are designed to make it easier for corporate clients to use golf for business purposes.

Once Intrawest has an idea how well the program is doing at South Mountain, it will look at the sales structures at the rest of its nearly 30 golf courses across North America to see if their sales and marketing processes can be adapted to better serve clients.

### CAUGHT IN THE WEB

Championsgate, Fla.-based Meadowbrook Golf Inc., like many course owners, managers and operators, has taken to the Internet to draw attention to its course portfolio. Most of the courses were already online, but the Meadowbrook program provides a sense of uniformity and, through partnerships with Scottsdale, Ariz.-based In One Advertising & Design and Edmonds, Wash.-based Cybergolf, provides new marketing opportunities.

"The Internet allows us to further enhance customer profiling characteristics, increase golfer convenience, as well as develop one-to-one marketing programs based on individual behavior," said Mike Kelly, Meadowbrook's vice president of marketing and development.

Kim Allison, president and creative director of In One, saw an opportunity in rounds played data and market saturation. Her firm has developed a cottage industry around helping owners and managers market their courses, which Allison said is based on both a "business and pleasure" approach.

"We understand both the finance and the fun of golf, and have applied that understanding to the production of advertising campaigns and collateral materials that help put our clients on the map in their respective markets," Allison said.

In One also helps courses find low-cost means for promoting non-golf services, which Allison said is something many owners and managers have yet to consider.

"Many golf properties simply do not have the budget to produce high-quality promotional pieces to market their ancillary services, which are becoming increasingly more important to a course's bottom line in a tough economy," Allison said. "While those areas were not always a high priority for

many golf courses, savvy owners and operators will make them a priority in the future."

This isn't simply a case of someone unfamiliar with an industry swooping in to reap the benefits of a down time. Prior to founding In One, Allison was communications and creative director for American Golf Corp. ■

## Golf 20/20

Continued from page 3

seven rounds per year) and a decrease in the number of core golfers (eight to 24 rounds) and in avid golfers (25 or more rounds). Yet the average number of rounds played per golfer decreased only slightly, from 20.41 to 20.08.

The report concludes that given the economy, the events

of Sept. 11 and particularly poor weather in several key parts of the country, 2001 more than held its own. These factors were also cited in findings from the NGF and the National Golf Course Owners Association as reasons why rounds played were flat in 2001 (GCN Aug. 2002).

Positive notes indicated in the report are that interest in the game continues to grow, along with the number of participants

and the number of golfers. This good news is tempered by the apparent decrease in the number of return golfers on the higher end of the spectrum, which the industry must address.

The report was supposed to be released in May, but the process of gathering data from so many varied sources proved to be more time-consuming than expected. Next year's report, however, will be out in May. ■

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