NEW INSIDE

Study shows mixed results
The first annual report from Golf 20/20 delivers good news on some fronts, bad news on others 3

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

Scotts ready to round up GMO turfgrasses
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 universally accepted and proven technology. “One hundred and thirty million acres of crops are
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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.

COURSE MAINTENANCE
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Management companies increase marketing focus
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 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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P.B. Dye builds $1.5M Buck’s Point GC
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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EMERSON, N.J. — Meadowbrook Golf's growing contract maintenance division, International Golf Management (IGM) has hit a roadblock in New Jersey, losing five contracts in the state over the last year.

As a result of the poor conditions at Emerson, UPG decided to close the course in September 2001 and shift play to its sister course, Valley Brook Club in Rivervale. The lawsuit said this situation caused UPG to lose revenues due to expensive re-booking outages at Valley Brook at the reduced fees charged at Emerson. As a result, the owners allege both courses suffered damaged reputations and conditions at Valley Brook suffered from heavy play. Both courses are still charged production rates this season to drive play back to the layouts.

According to Scott Zakany, executive vice president for IGM, the poor conditions at Emerson GC were due to poor construction. "Last summer was a tough summer in New Jersey with heat and rainfall," he said. "We lost three greens because they were 85 to 95 percent Poa annua. The rest of the course was in great shape. These greens don't drain, they are bowls. When they don't drain they stay saturated. When you have saturated grass growing in the sun with poor drainage, you can't water it."

"They lost greens for several years prior to IGM coming on property, and they lost them again this year after IGM ended the relationship with the course," Zakany added.

Part of the secret to the low development costs were the scaled back construction methods used to build the course. The greens are all topsoil and less than 250,000 cubic yards of earth were used to form the layout. Dye also brought in his own shapers and equipment from other jobs to piece together the construction of the course together.

Other cost-cutting measures included using used Rain Bird irrigation heads that were bought for $55 a piece and buying mostly used equipment.

"We have one brand-new piece of equipment," said Davis. "The rest I have bought used. This winter I found a tine seeder for $160 and a five-gang pull-behind mower to use during grow-in for $150. Jack is such a good mechanic that anything I buy, he can fix."

Dye is out to prove that quality golf can be built for less.

"I didn't approach this project any differently than any other," Dye said. "We are trying to build a very good golf course," he said. "The market will support low greens fees and we will be in below $40, including golf cart and range balls. We want people to go out there, beat the ball around and have fun."

"The market is the key reason for losing the last seed hit over the last year. Despite a wet spring, the ground a year later. Meadowbrook Golf had managed both of the clubs since 1998.

UPG's suit also claims that Meadowbrook was negligent in not imparting "its actual and imputed knowledge of the agronomic, horticultural and maintenance condition of Emerson and Valley Brook to IGM so that there was at least one round maintained." The lawsuit is scheduled for arbitration and the court was due to select an arbitrator by the end of August.

"Now they are pointing the finger and allege the conditions cost them lost revenue."

IGM assumed maintenance duties for Emerson and Valley Brook in February, 2001. Meadowbrook Golf had managed both of the clubs since 1998.

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As a result of the damage, the tournament's pro-am was shortened to a 17-hole event and the fourth hole was shortened for the competition. "We reduced the size of the hole so they could hit shorter irons," said PGA Tour media official Dave Senko. "Instead of 195 yards it was 150 yards. Otherwise we proceeded as normal."

Carlone planned to nurture the turf following the tournament. "Over the long term I will grow these patches back by raising the heights of the grass, cut and doing some light liquid fertilization applications to make sure they heal as quickly as possible," he said.

According to the ALF's communiqué the group targeted The Meadow Brook Club because one of its members has ties to a firm that conducts animal research. The vandals apparently entered the 270-acre property at one of the most remote areas, three-quarters of a mile from the clubhouse and one mile away from the maintenance facility. The Nassau County Police Department's Special Investigations Unit is handling the case.

IGM faces lawsuit in N.J.

P.B. Dye doing his part for affordable golf

Continued from page 1

by DEREK RICE

PONTE VEDRA BEACH, Fla. — Gone are the boom days of the 1990s, when new courses opened at an all-time high.

New course openings are becoming fewer and farther between as the industry tries to adjust to new participation levels, according to the first annual Golf Industry Report from Golf 20/20, which was held the first weekend in August. The damage, however, did not disrupt the tournament. The vandals struck sometime during the night of July 29, digging holes with shovels on the second, fourth and fifth green. The green on the par-3, 195-yard fourth hole suffered the most damage with an 18-inch wide by one-foot deep hole dug around the cup in the center of the green.

"We found the damage at 5:30 a.m. Tuesday morning," said superintendent John Carlone. "We had holes two and five fixed and back into play that morning but we had to close the fourth green." All 18 holes were ready to go for the tournament by Friday.

On the fourteenth hole, Carlone's crew took sod from the back of the green and placed it over the damaged section. They then patched the back of the green with sod from their on-site nursery.

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Construction down, participation up, according to first Golf 20/20 report

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