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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.

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.

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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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.

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..." Continued on page 9

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 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...Continued on page 3