Redstone GC ready for '03 Tour stop

By DEREK RICE

HOUSTON — After a couple false starts due to bad weather in Houston, Redstone Golf Management was finally able to open its first 18-hole course at Redstone Golf Club in early December.

Designed by Jim Hardy and Peter Jacobsen, the course will host the 2003 Shell Houston Open two weeks after the Masters. A second 18-hole course, designed by Rees Jones, is currently in progress and is expected to open in fall 2004. The Jacobsen/Hardy course will be private, while the Jones course will be open to the public. The Shell Houston Open will move to the Jones course in 2005.

Jacobsen and Hardy turned the existing course at Redstone GC into a 7,508-yard course. Upon completion of the Jones course, the facility, which also includes a 31,000-square-foot teeing area for 36 holes, will be open to the public.

Audubon sets 50 percent goal for 2007

BY ANDREW O'KEEFE

SELKIRK, N.Y. — Audubon International has set an ambitious membership drive to attain 50 percent participation from the 17,000-plus golf courses in the United States over the next five years.

Currently 13 percent of the courses across the country have joined either the Audubon Cooperative Sanctuary Program or the Audubon Signature Cooperative Sanctuary program. Two percent of all courses in the U.S. have achieved Certified Audubon Cooperative Sanctuary status.

"This is an ambitious effort," said Kevin Fletcher, director of programs. "Now is the time to be bold and make this happen."

The plan has five objectives, said Fletcher:

• Make sure that all 17,000-plus courses know the Audubon International program exists.
• Find out why those who know about the program have not joined.
• Do a better job of explaining the benefits of the program to the environment, job satisfaction and overall golf course budget.
• Dispel any myths about the program and its difficulty.
• Work more with the industry and its various organizations. If we have high visibility and credibility, than so do superintendents. Fourth, we want to be seen as the authoritative source for information and continued education for the golf course management profession. And finally, we want to be recognized as a leader in helping golf courses make a positive impact on the environment.

GCSAA TACKLE LONG LIST OF INITIATIVES

LAWRENCE, Kan. — The last 18 months have been anything but quiet at the Golf Course Superintendents Association of America headquarters here. From introducing an e-commerce venture, to proposing a dues increase, to studying the relocation of its headquarters, the association has kept busy.

Budget shortfalls and slipping numbers for the upcoming show in Atlanta have added to the organization's growing to-do list.

Golf Course News recently caught up with Golf Course News CEO Stephen F. Mona to discuss the association's list of initiatives and ongoing challenges.

Golf Course News: Where does the GCSAA want to be in five years?

Mona: We have five specific goals that we want to achieve by 2007. Number one, we want the superintendent to be viewed as a key to the economic vitality of the golf facility. Second, we want the superintendent to be viewed as a key to the enjoyment of the game. Third, we want the GCSAA to be viewed as one of golf's leading organizations. If we have high visibility and credibility, than so do superintendents. Fourth, we want to be seen as the authoritative source for information and continued education for the golf course management profession. And finally, we want to be recognized as a leader in helping golf courses make a positive impact on the environment.

GCSAA: How do you respond to the criticism from some members as a whole by communicating more with golf course managers, owners, management companies, developers and suppliers.

GOING PUBLIC

GOYC, AGC to discuss the merits of changing the GCSAA's articles of incorporation.

SUPERHOT BUSINESS

• Hydrograss Technologies opens Florida office.
• Subsite regroups, looks to expand market share.
• Dow AgroSciences reorganizes T&Q sales group.

GOVERNMENT

• Freedom Golf Services adds third management contact.
• Marketing becoming key to courses' survival.
• Investor group hires CEO to lead NGF, AGC.

DIRECTIONS

• GCSSA, USAg to conduct joint study of wetting agents.
• Klingstone looks to protect bunker investments.
• Tools of the Trade at Wake's Palmetto Dunes RTJ course.
• TMMT musings: 'Course Superintendents are the key to the economic vitality of the golf facility'.

COUNTERPOINT

Supervisors Steven Cook and Timothy T. O'Neill debate the merits of changing the GCSAA's articles of incorporation.

POINT

Superintendents of course and course management companies, contact information, and number of courses, new for 2003... 16.

INSIDE

Fist attacks effluent issues

Superintendent solves water quality problems by getting homeowners to switch water softening agents.

Management company listing

The complete list of golf course management companies, contact information, and number of courses, for 2003... 16.

COURSE MAINTENANCE

• GCSSA, USAg to conduct joint study of wetting agents.
• Klingstone looks to protect bunker investments.
• Tools of the Trade at Wake's Palmetto Dunes RTJ course.

DEVELOPMENT & RENOVATION

• Irwin crafting gem of a course in Minnesota.
• Guest commentary: Course Managers' Bob Pinson on bidding.
• Harvey completes Berkshire Valley design.

COURSE MANAGEMENT

• Freedom Golf Services adds third management contact.
• Marketing becoming key to courses' survival.
• Investor group hires CEO to lead NGF, AGC.

SUPPLIER BUSINESS

• Hydrograss Technologies opens Florida office.
• Subsite regroups, looks to expand market share.
• Dow AgroSciences reorganizes T&Q sales group.

GCSAA Show preview...13