

# GOLF COURSE NEWS

THE BUSINESS NEWSPAPER FOR THE GOLF COURSE INDUSTRY

www.golfcoursenews.com

GCSAA Show Wrap-up ...13

## INSIDE Builder of the Year Awards

Glase Golf and Quality Grassing & Services take home annual Golf Course News awards at Atlanta show ..... 13

## Big Brother is watching

UpLink and Club Car collaborate on IQLink, a GPS-based system that allows courses to set parameters for golf cars ..... 18

## COURSE MAINTENANCE 6

- Severe drought in Colorado could threaten 2003 season
- Competition for interns becoming more competitive
- Tools of the Trade at Isaacs' Spring Valley GC

## DEVELOPMENT & RENOVATION 10

- Pelican Hill undergoing renovation to retain Fazio look
- Dark Horse owners learn from first golf experience
- Silva restores 1916 Seth Raynor course in Florida

## COURSE MANAGEMENT 15

- NGF presents tools, loyalty awards at PGA Show
- Plotkin takes guesswork out of hiring and training
- Keyonix finds multi-course success with Ratcliffe Golf

## SUPPLIER BUSINESS 18

- Bayer's Revolver aims to eliminate ryegrass, Poa
- Novozymes unveils EcoGuard at GCSAA show
- Two new Syngenta products await EPA approval

## POINT

Jay Feldman of Beyond Pesticides and Stuart Z. Cohen of Environmental & Turf Services Inc. weigh the impacts of pesticides in golf

Page 4

## COUNTERPOINT

## Audubon Int'l thinking big

By ANDREW OVERBECK

HARTWELL, Ga. — On the heels of announcing its "Fifty in Five" initiative, Audubon International revealed yet another ambitious plan to expand its programs during its first-ever industry summit here at Catechee Golf Club Feb. 12. The initiative, titled the Sustainable Communities Campaign, will build on the group's environmental certification of golf courses.

The new plan will dramatically increase Audubon International's profile and will require more participation from the golf industry if it is to be successful.

"We have become known as 'that golf environmental group,'" said Audubon president Ron Dodson. "We want to think really big and promote the principles of sustainability."

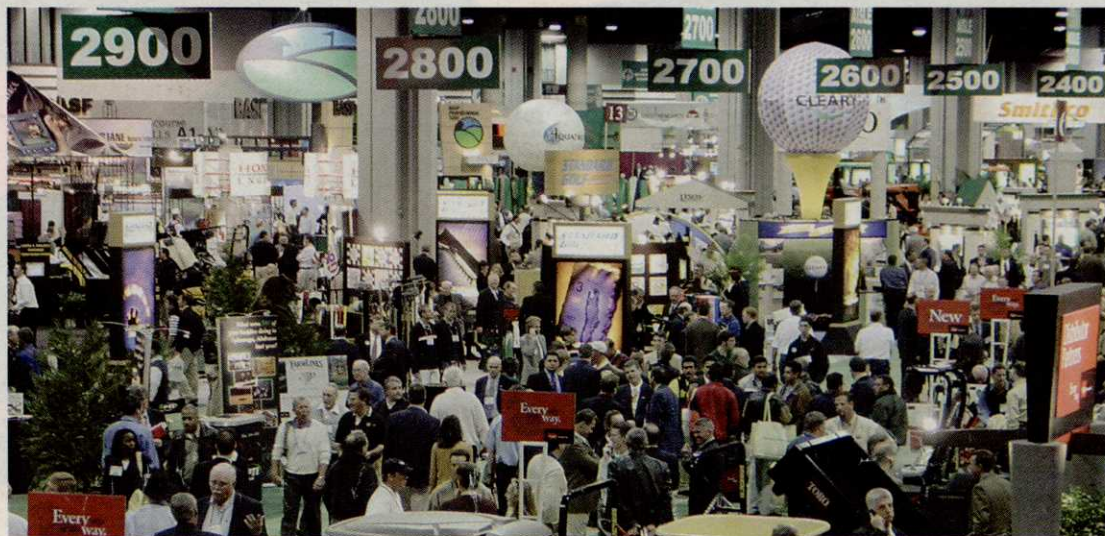
The goals of the sustainability-focused initiative will be to provide adequate supplies of clean water, to maintain and increase biological diversity and to create livable and equitable communities.

Audubon has divided the country into 18 level-one watersheds and will be launching programs in New York, North Carolina,

Continued on page 9

## GCSAA: Bring on the buying team

Combined show to shorten chain between superintendent and ultimate decision-maker



By merging their shows, the GCSAA and NGCOA hope to attract a larger percentage of qualified buyers beginning in 2005.

By DEREK RICE

ATLANTA — Recognizing the importance of the buying team in purchasing decisions, the Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Owners Association (NGCOA) have joined forces to put on the first Golf Industry Show, scheduled for Feb. 11-13, 2005 in Orlando, Fla.

The merger comes at a critical time for the GCSAA show, which has seen a decline in overall attendance. This year, 18,164

people attended the show, approximately 2,500 less than last year in Orlando (20,613), 2,700 less than in Dallas (20,927) and 3,500 less than 2000 in New Orleans (21,686). The 1999 show in Orlando set the high-water mark at 22,623.

GCSAA CEO Steve Mona said the number of qualified buyers (6,045) essentially equaled last year's mark in Orlando. Education seminar attendance reached 6,295, down from the 6,921 chairs filled in Orlando.

One of the main drivers behind

the merger, which the two organizations have talked about for three or four years, was the need to deliver more of those qualified buyers to the show floor, said

Continued on page 22

## VGM Club signs Yamaha

By DEREK RICE

WATERLOO, Iowa — Golf buying alliance VGM Club has signed an agreement with Yamaha Golf Car to give its members access to discounts on Yamaha cars.

D. Jay Ellis, president of VGM Club, said the agreement came about mostly because of the efficiencies Yamaha has built into its new manufacturing facility in Newnan, Ga.

"We're excited about our relationship with Yamaha and the warranty schedule they use on their golf cars. They're doing some exciting things with their cars, and their plant is phenomenal," Ellis said.

The agreement is non-exclusive, Ellis said, meaning VGM could conceivably

Continued on page 16

## Debate over Roundup Ready bent rages on

By ANDREW OVERBECK

ATLANTA — Scotts and Monsanto are moving ahead with the development of Roundup Ready creeping bentgrass despite several recent challenges.

Bill Rose, president of HybriGene, Turf-Seed and Tee-2-Green, announced at the GCSAA Conference and Show in Atlanta that his researchers had officially produced a male-sterile bentgrass plant. Rose contends that this method reduces the risk of gene flow and contamination of tra-

ditional bentgrass varieties during the production process and that using any other method



Bill Rose said that pollen from the Roundup Ready production field could contaminate bentgrass grown nearby. The above photo shows pollen from a Tee-2-Green field.

also took a hit in mid-January when the New York Times reported that certain weeds in row crops were becoming resistant to the widely-used herbicide.

Also in January, the International Center for Technology Assessment (ICTA) filed a lawsuit against the United States Department of Agriculture to force them to include genetic grasses on its list of noxious weeds. If successful, the group could block the approval of any biotech Roundup Ready technology

Continued on page 20

## Mountain Lake restored

Continued from page 10

Seth Raynor's design, and we knew that Brian Silva was very qualified for this type of restoration," Blackwell said.

Silva advised the club not to oversee this fall, which would give the features time to grow in. While this left many of the greens looking brown for a while, superintendent Steve Ciardullo said he is impressed with the end result.

"The greens came out great, if not a little fast," Ciardullo said.

Many of the members, Blackwell said, are not so sure about the new number and shaping of the bunkers. Many were re-faced and re-sodded, so the course decided to make them out-of-play for the time being.

"A lot of our members are older, so they have a hard time climbing down into the bunkers," Blackwell said. "There is a low spot on each one, but instead of walking all the way around, some of them have come up with a way of getting their ball out using a wedge and a rake."

Among the other Raynor features Silva restored were signature holes, such as Eden, which was inspired by the 11th hole at St. Andrews, and Biarritz, a tribute to the chasm hole at the original Willie Dunn course in Biarritz, France. Versions of these holes, along with many others, can be found in each of Raynor's designs. The seventh hole at Mountain Lake is a tribute to the Road Hole at St. Andrews, with a bunker to the right of the green filling the role of one of the most famous stretches of pavement in golf.

Mountain Lake is a private club surrounded by a gated housing community that was founded 1915 and landscaped by Frederick Law Olmstead Jr. ■

## Golf Industry Show

Continued from page 1

GCSAA past president Michael Wallace.

"We have a duty and an obligation if we're going to put on a show like this to deliver buyers to that arena," Wallace said. "We take that very seriously. We see this as one way of doing that because we see buyers and superintendents coming together and working

toward that common goal."

At the press conference to discuss the merger, some in attendance expressed

concern that this show would blur the lines between the two associations, but the NCGOA's Walt Lankau, who owns Stow Acres Country Club in Stow, Mass., dismissed those concerns.

"I have two people here, my superintendent and head of construction, and there's plenty of room for all three of us. I really enjoyed being with them. I haven't had the chance to do that in the past," Lankau said.

"They know what they want and I know what I want, so I don't think that's going to be an issue at all. When we have our combined conference, we're going to have separate educational stuff, but I'm hoping there will be some cross-pollination there as well. It's a huge win-win for everybody."

Wallace agreed and praised the potential the combined show will present.

"Realistically, the ability to bring owners to a show and be able to take them around the floor and be able to explain to them or show them what different options are open to them as far as equipment purchases, it's huge," Wallace said. "It enables them to come to a place where they can see what

options are available to them. I think it allows the superintendent to gain some credibility and it allows the owner to see that the super has done due diligence."

Because very few superintendents have free reign with a checkbook, Wallace said, the Golf Industry Show will enable owners to make more qualified purchases more quickly.

"Now you've shortened the chain in that decision-making process and hopefully the

decisions will be made quicker and the industry will have the ability to interact directly with the ultimate decision-

makers," he said. "As superintendents, yes, we make a lot of decisions on what piece of equipment we're going to recommend, what purchases we're going to suggest, but when it comes down to the ultimate decision-maker, it's usually going to be the owner. It's his pocketbook and he's the fellow who's writing the check. I think this is a very good partnership."

Newly elected GCSAA president Jon D. Maddern said his experience with bringing an owner to the GCSAA Show has been nothing but positive.

"Owners are able to see first-hand the things he's looking at, the things he may like or what he feels he needs. They can talk to the manufacturing reps to ask their questions and whatever else," Maddern said. "I did the same thing when I went to Elk Ridge. I brought them here to the show to purchase everything we needed for the golf course because I wasn't going to ask every company to bring it in and for the owner to make a decision. It was the best thing I ever did. I can't encourage members to do that enough because I have never seen a negative with it."

*'As superintendents, yes, we make a lot of decisions on what piece of equipment we're going to recommend ... but when it comes down to the ultimate decision-maker, it's usually going to be the owner.'*

—Michael Wallace

Maddern also said vendors would realize major benefits from having qualified buyers on hand at the combined show.

"It's what the vendors want. They want the people that are going to be making the decisions and making the purchases," he said.

Mona said there may be opportunities for even more associations to get involved with the show, which would add even more value.

Mona said he knew what the financial breakdown of the combined show would be, but declined to be specific.

"Both organizations have skin in this game," Mona said. "We have incentives to make these shows grow and become better shows as one." ■

## QUOTED

Barnes, Howard	Quality Grassing & Svcs.	13
Blackwell, Dorothy	Mountain Lake GC	22
Blew, Gregg	Wellshire GC	6
Cadenelli, Stephen	Cape Cod National GC	13
Ciardullo, Steve	Mountain Lake GC	22
Clarke, Dr. Bruce	Rutgers University	18
Dodson, Ron	Audubon International	1
Ellis, D. Jay	VGM Club	1
Faubel, Gerald	Saginaw CC	13
Feingold, Cindi	Meadowbrook Golf	15
Fletcher, Kevin	Audubon International	9
Fralick, Chad	Dark Horse GC	12
Fralick, Ed	Dark Horse GC	12
Glase, James	Glase Golf	13
Harrimann, Bob	Scotts Co.	20
Hawkins, Dan	The Ridge at Castle Pine	8
Hoffman, Roger	Desert Winds GC	13
Hurley, Brian	Monsanto	20
Isaacs, Richard	Spring Valley GC	7
Lankau, Walt	NCGOA	22
LoVine, Bobby	Keyonix	15
Lyon, Dennis	City of Aurora, Colo.	8
Maddern, Jon	GCSAA	13
McHugh, Mac	UpLink	19
Mona, Steve	GCSAA	22
Mullinix, David	UpLink	19
Myers, Don	Bayer ES	18
Owens, Roger	Woodland Hills GC	3
Page, Doug	Briggs & Stratton	18
Phelps, Scott	Arrowhead GC	8
Rose, Bill	HybriGene	20
Rumac, Barry	UpLink	18
Sylte, Russell	Dark Horse GC	12
Terry, Lee	Pinhurst CC	6
Thomas, Steve	Pelican Hill GC	10
Wallace, Michael	GCSAA	22
Witt, Tommy	GCSAA	13
Young, Mike	Mike Young Designs	9

Periodicals postage paid at Yarmouth, Maine, and additional mailing office. *Golf Course News* (ISSN 1054-0644) is published monthly by United Publications, Inc., 106 Lafayette St., P.O. Box 997, Yarmouth, ME 04096. Phone number is 207-846-0600.

The publisher assumes no responsibility for unsolicited material or prices quoted in the newspaper. Contributors are responsible for proper release of proprietary classified information. Copyright ©2003 by United Publications Inc. All rights reserved. Reproduction, in whole and in part, without the written permission from the publisher is expressly prohibited.

Reprints may be obtained from PARS International at 212-221-9595 or by email at [jeclipse@parsintl.com](mailto:jeclipse@parsintl.com). Back issues, when available, cost \$7 each within the past 12 months, \$12 each prior to the past 12 months. Back issue orders must be paid in advance either by check or charged to American Express, Visa or MasterCard.

*Golf Course News* is distributed in the U.S. without charge to qualified personnel of golf course facilities and to golf course builders, developers and architects. Non-qualified subscriptions to the U.S. and Canada cost \$65. All foreign subscriptions cost \$150 annually to cover air delivery. All payments must be made in U.S. funds drawn on a U.S. bank. For subscriber services, please call 215-788-7112. Send address changes to *Golf Course News*, P.O. Box 3047, Langhorne, PA 19047-3047.

## GOLF COURSE CLASSIFIEDS

To reserve space in this section, call Anne Washburn 207-846-0600, ext. 230

### EMPLOYMENT

#### GOLF COURSE ARCHITECT-ENTRY LEVEL

Denver design firm seeks enthusiastic professional to provide golf course architecture services to a wide variety of clients. Projects incl. design, remodel and renovation, clubhouse & landscape design, land use planning, community development & resort planning/design. Degree in LA, Agronomy, Art or Civil Engin. req'd.; 1-2 yrs. office exp. w/ golf course or landscape arch. firm. Proficient w/ AutoCAD, Microsoft Project, Word & Excel; 2 yrs. exp. FAX resume to Sue, Design Workshop @ 303-623-2260 website: [www.designworkshop.com](http://www.designworkshop.com)

#### MARKET LEADING GOLF COURSE BUILDER

Interested in receiving resumes from qualified "Class A & B" golf course shapers and project foremen. Person(s) must have min. 3 years experience shaping golf courses and managing project construction. Person must be a team player. Please fax resume to: (802) 496-2750, Attn: Andrew Crouch.

#### HELP WANTED

Olipphant Golf Construction, Inc., a nationwide golf course contractor, has job openings for all positions: project manager, superintendents, shapers, irrigation personnel and others. Please call (608) 662-0505 or fax resume to (608) 662-0506. Olipphant Golf Construction, Inc. is an equal opportunity employer.

#### WANTED

Shaper and Project Manager for Southern Michigan golf course. Please fax resume to (989) 983-4425.

### EMPLOYMENT

#### PGA EMPLOYMENT SERVICES

Complimentary Assistance for Hiring PGA Professionals

Golf's Leaders in Managing Your Business and Growing the Game"

PGA Employment.com  
1-800-314-2713

#### HELP WANTED

McDonald & Sons, Inc. seeking qualified project managers, assistant project managers, shapers and operators for high end golf course renovations and new construction. Fax resumes to 410-799-5840 or email [McDonaldandSons@aol.com](mailto:McDonaldandSons@aol.com).

#### HELP WANTED

United Golf, LLC. (GCBA Member) seeking Superintendents, Foremen and Shapers for course construction. We are a growing company looking to expand our field services. Please send resume with past work history to 6317 S. 103rd E. Ave., Tulsa, OK 74133 or fax to (918) 250-7049, attention Jeff.

### REAL ESTATE

#### GOLF COURSE FOR SALE

9-hole Executive Public Golf Course. Metro Phoenix, near new Coyote Hockey & 101 Frwy. 35 year lease w/ 2-10 year options. New Hotels soon. Asking 1.45M - cost 3.5M. Illness forces sell. Contact T.J. at Thunderbird Realty, 480-994-1047.

### MANAGEMENT COMPANIES

#### SEEKING MANAGEMENT COMPANIES

The Board of Munster Parks & Recreation is seeking letters of interest from management companies to finance, construct and operate a 9-hole golf course, driving range, clubhouse, entry road and parking lot at Lakewood Park in Munster, Indiana. The majority of the golf course and driving range will be located on a town-owned, closed sanitary landfill site. Interested parties should contact Chuck Gardiner, Director of Parks & Recreation at (219) 836-7275.

### SERVICES

#### GEESE CONTROL WITH BORDER COLLIES

Keep your turf geese free!! Satisfaction Guaranteed! Over 24 years of experience in training. Call Federal Goose Control at 1-800-464-6673 or Jim El-Baff at 410-896-4268.

#### Glorso Murray Surveys, LLC

GPS (Global Positioning Services)  
Survey grade accuracy - horiz & vertical  
GOLF COURSE MAPPING  
Phone: 303-755-8300  
e-mail: [dglorso@juno.com](mailto:dglorso@juno.com)

**CLASSIFIED AD RATES:** \$90 per column inch (25-35 words, including a bold headline). Each additional 1/4 inch is \$30. Please include an extra \$20 if needing a blind box. All line ads must be prepaid. All rates are per insertion. A minimum 2X insertion is required. For more information, call Anne Washburn at 207-846-0600, ext. 230.