



Rain Bird Wins Rose Parade Trophy, Again!

Rain Bird's 2001 Tournament of Roses Parade float, "Enchanted Expedition," was awarded the prestigious Sweepstakes Trophy marking the third time Rain Bird has captured the Tournament of Roses Parade's most prestigious accolade. Since 1997, Rain Bird has been honored for its floats focused on water conservation. In 1998 and 1999, the company won the Sweepstakes Trophy, presented to the most beautiful entry in the parade for outstanding floral presentation and design. In 2000, the company received the President's Trophy for the most effective use and presentation of flowers. As part of its sponsorship of the GCSAA Environmental Stewardship Awards, Rain Bird hosted the 2000 ESA winners and their families to three days of parade-related festivities. They participated

in float decoration and attended a New Year's Eve Ball, the Rose Parade and the Rose Bowl Game. Thousands of Rain Bird employee volunteers and their families spent more than 10,000 hours applying fresh flowers to the three-story, 55-foot-long float. The float depicted the beauty of the wildlife and the adventures of Lewis and Clark while highlighting the importance of the earth's precious resources to the environment. "Rain Bird is very honored to once again receive the Sweepstakes Trophy," said Art Ludwick, senior vice president, Rain Bird. "We're so pleased to have the opportunity to share the message about the importance of water conservation and the earth's precious resources in such a unique and beautiful way."

Rubber Cart Paths?

Synthetic Golf Surfaces, Oakville, Ont. has introduced a poured-in-place system for creating rubber paths consisting of recycled tires mixed with a polyurethane binder. The Golf Path system can be applied over concrete, asphalt or a granular base. When installed on a granular base, it uses a geotextile underlayment. One advantage of the system is that it allows water to percolate through to the

granular base. Golf Path is available in three standard colors and a number of custom colors and color combinations. According to the company, the system has been used for a number of years in playground construction, and is now being introduced to golf courses as result of the shift to nonmetal spikes.

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Standard Set For Tee Time Systems

After two years of work, a set of standards for interconnectivity of tee time reservation systems have been completed, according to the National Golf Course Owners Association. The final standards are published and available at <http://www.hitis.org>, and <http://www.ngcoa.org>. The Electronic Distribution of Golf Enterprise project first began work on a standard of interconnectivity for tee time companies. They then joined forces with the Hospitality Industry Technology Integration Standards project, combining tee time standards with other hospitality reservation system

standards. In the fall of 2000, the HITIS/EDGE initiative moved to the Open Travel Alliance standards project. Golf course owners and operators can now specify that systems be OTA standards compliant. Suppliers can incorporate the standards into their systems, making them more user-friendly and compatible with other systems. Next steps include implementation of the standards and initial work on standards of interconnectivity between other golf operation systems including point of sale, food and beverage, accounting, and GPS.

Syngenta Hits The Turfgrass Market

Syngenta, the new company formed by the merger of Novartis Agribusiness and Zeneca Agrochemicals, has officially launched itself in the golf industry. The new company is the number one pesticide supplier for the turf and ornamental industry and company spokesmen say that it will combine a wide array of products with a commitment to identifying and meeting the needs of superintendents and other turfgrass

managers nationwide. "We are convinced we can deliver on our commitment to professional products because we have both the world's largest agriculturally-focused research and development resources as well as the long-term commitment to bring the best people, products, innovative solutions and service to customers," said Heiri Geiger, president of Syngenta Crop Production for North America.

GCSANC Newsletter Schedule

My goal each month is to get the Thru The Green newsletter into the member's hands before each monthly meeting. Due to mailing problems, the newsletter has been late the last couple of months. Please bear with us as we try to improve the mailing procedures.
Ken Williams, CGCS
Editor