

# GOLF COURSE NEWS

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## DNA fingerprinting pegs rogue cultivars

By LARRY KIEFFER

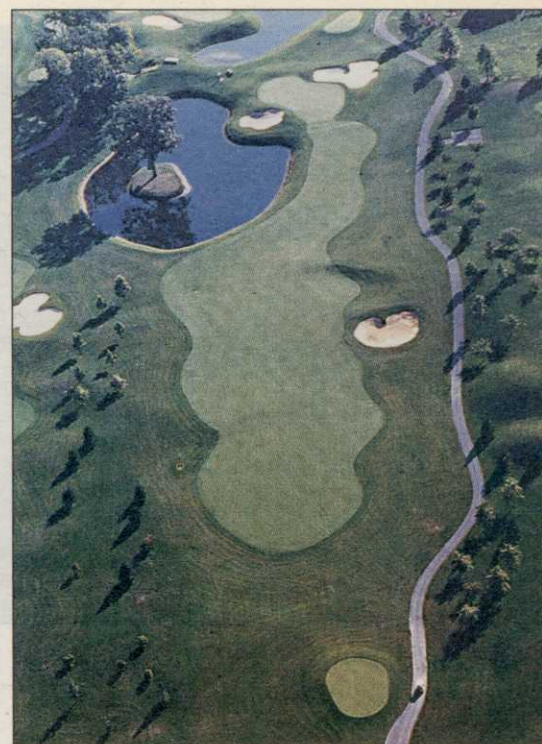
TAMPA, Fla. — Developing techniques to identify "off-types" of Bermuda grass through DNA analysis has become a market-driven research project in Florida. Superintendents in the state increasingly face job insecurity as these off-types appear on their golf courses, particularly on the greens.

The objective is to find a reliable means of verifying a cultivar before it is planted. With his job on the line, the superintendent wants to make sure he is getting what his boss

is paying for.

"We have found that DNA fingerprinting has proved to be a powerful tool for identifying off-types in Tifway Bermuda grass," said Dr. Phil Busey, one of four researchers with the University of Florida's Institute of Food

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### FERTIGATION OVERVIEW

This blimp shot of the 10th hole at Bent Creek Country Club in Lancaster, Pa., was taken last August at the height of heat and humidity season. How did superintendent H. James Loke maintain such color and plant vitality? The answer is fertigation. See this month's Super Focus on page 22.

## Biosolids gain favor

By MARK LESLIE

OGUNQUIT, Maine — Nutrient-rich, disease-suppressant "biosolid" compost is gaining support and becoming a player in the world of golf course design and maintenance.

Some took notice when Firestone Country Club used a biosolid compost to rebuild its greens two years ago. Others have watched as several courses in Ohio purchased the Kurtz Bros.' sludge compost product, Technigrow.

Now courses are contracting companies like Kurtz and Brown & Ferris Industries (BFI) to provide biosolids for the root-zone mix on greens in new course construction and

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Forum Update  
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### U.S. OPEN GOES PUBLIC IN 2002

Score another victory for public-access golf in America: The U.S. Golf Association will, for the first time, conduct its Open Championship at a publicly-owned facility: the Black Course at Bethpage State Park on Long Island (the par-3, 17th is shown here). For story, see page 3.

## Course marketing entering new media

### • The Internet

By PETER BLAIS

ST. GEORGE, Utah — Developers of a golf and residential community in southwest Utah have started their own web page to keep the 2,000 investors informed about the project's status on a daily basis.

Golf Ventures Inc., a publicly traded company specializing in golf and related real-estate development, is building Red Hawk International Golf Community, located 30 minutes from Zion National Park and 90 minutes from Las Vegas.

Through its web site — www.gvim.com — GVI



### PUBLIC GOLF FORUM

keeps investors apprised of daily developments at the 670-acre project, home to a 27-hole Fred Couples/Gene Bates-designed golf course, clubhouse, tennis facilities and 945 residences. The first phase, 18 holes and 114 dwelling units, should be completed by spring 1998.

"We use a digital camera to take photos and update them on the web page on a regular basis," com-

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### • TV and Radio

By MARK LESLIE

LINCOLNSHIRE, Ill. — Intimidated by the mere thought of doing a television or radio commercial — the dynamics, the costs, the stage fright — most golf course operators flee exclusively to other media to promote their facilities.

Resist no longer, urges Vince Alfonso Jr., president of Alfonso Creative Golf Enterprises in Williamsville, Ill. Alfonso will conduct a one-day seminar, "Marketing Your Course on TV and Radio," following the Public Golf Forum here this month.

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### THE GAME'S THE THING

Architect Ken Kavanaugh said he won't compromise the game for appearance's sake. See story page 29.

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