

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 10, NUMBER 5
MAY 1998 • \$5.50

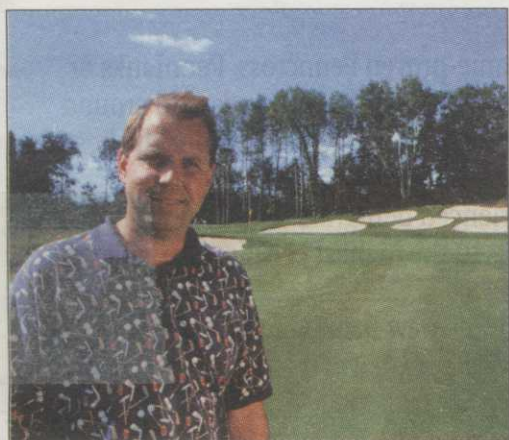
INSIDE

Golf Car Market

With more than 900 courses under construction, the golf car market has never been busier 61

Beauty and the Berm

When the "new" wears off at a golf course, put on a new dress. 17



ATOP TWO WORLDS

Scott Hoffman not only maintains four courses at the top-rated resort in Minnesota, he stepped into designers' shoes and laid out Golf Digest's 1997 3rd Best New Upscale Public Course in North America. See Super Focus, page 17.

COURSE MAINTENANCE

The power struggle in today's clubs 26
Pro-active job interviewing 30
Help! USGA needs it with effluent study 32

COURSE DEVELOPMENT

Q&A with ASGCA President Bob Lohmann 29
City takes action to attract golf project 49
Ault, Clark take on landfill site 52

COURSE MANAGEMENT

AGC upgrades Tilden Park Golf Club 8
Environmental Golf acquires Sandpiper 53
Annual management company chart 54-58

SUPPLIER BUSINESS

Toro lands exclusive with St. Andrews 59
Eco Soil to acquire micro-irrigation distributor 60
Lesco boosts internal information systems 62

Rain Bird snags AGC exclusive

By M. LEVANS

AZUSA, Calif. — The directors of maintenance at American Golf Corp. (AGC) have changed its irrigation supplier with the recent signing of an exclusive three-year agreement with Rain Bird.

AGC estimates that it will use Rain Bird Products — from replacement sprinkler heads to the new Cirrus central control irrigation system — in 20 new course irrigation system installations this year. The arrangement could even-

tually trickle down to all 260 AGC courses.

According to AGC, it will continue a service contract with Toro, AGC's previous irrigation supplier, to maintain the existing equipment.

"There are perceptions that we go after the low bidder," said John Meyer, director of fleet management and national accounts at AGC. "That is not the case. We have 8 directors of maintenance. I look at them as the committee and say, 'Irrigation is coming up, who should get a proposal.' The only two names that come up are Rain Bird and Toro. Quality versus quality, you can't get any better in this industry."

Rain Bird won the tight battle, said AGC, with its commitment to extensive after-market service. Rain

Continued on page 63

CCA banks on PGA ETC

From wire services

DALLAS — The International Group of ClubCorp has acquired a 23-percent interest in PGA European Tour Courses PLC (PGA ETC) from Thompson Investments, Ltd. The transaction is valued at more than \$10 million.

PGA ETC is a company that owns and invests in flagship, tournament golf venues in Europe. It is listed on the London Stock Exchange and trades under the symbol (PGA). ClubCorp will also have two seats on the board of directors of the company.

Thomson Invest-

Continued on page 70



The Indian River Club: an environmental winner

Audubon cracks down

By MARK LESLIE

SELKIRK, N.Y. — Probation. Excommunication. These terms that embody enmity are now part of the lexicon at Audubon International (AI), long a bastion of teamwork and cooperation.

While the majority of the 66 golf courses in the 4-year-old Audubon Signature Program are committed to it and swear by its effectiveness, others have fallen off the bandwagon, or perhaps were never aboard, according to AI President Ron Dodson.

Lamenting the fact that he had to, first, "place on probation," then "excommunicate" one of the eight fully certified Audubon Signature facilities, Dodson said: "Our strongest program is only as strong as our weakest one, and we can't allow people to make our name look weak. We already

Continued on page 34



Estate courses on the rebound

Certainly not your average backyard. The 2nd at Rich Harvest.

By MARK LESLIE

SUGAR GROVE, Ill. — Disappointed in Augusta National's famous par-3 12th hole at Amen Corner, Jerry Rich came home to his 2,000-acre estate and built what he calls a better one. Dis-

appointed in Augusta's 200-yard-long Magnolia Lane, he built a Magnolia Lane of his own. It meanders across two miles.

This is Rich Harvest Links. This is Jerry Rich's dream — a dream that grew from the idea of a

SEE FEATURE ON
ESTATE COURSES,
PAGE 39

modest couple of practice holes to a stunning facility that will open 18 championship-

Continued on page 40

CCA/PGA ETC

Continued from page 1

-ments accepted the ClubCorp offer after consulting with the two other primary shareholders. Primary shareholders of PGA ETC are PGA European Tour, which owns 18.9 percent and International Management Group (IMG), which owns 19.3 percent. Approximately 38 percent of the shares are in the hands of the public.

Said Robert Dedman Jr. president and chief executive officer of Club Corporation International, "Our company expects to complement the expertise and skills of PGA European Tour and IMG with the 40 years of successful experience we have had in operating tournament-caliber facilities while building quality relationships with tournament sponsors, players and host course owners."

PGA ETC owns and manages high-profile courses in England, Sweden, and Portugal which are the sites of internationally prominent golf tournaments. In England, PGA ETC owns a 50-percent interest in the Woburn Golf Club near London, the home of the British Masters, as well as two other tournament courses near London, Collingtree Park and Stockley Park.

The PGA ETC-owned property in Sweden is the home of the Scandinavian Masters.

In Portugal, PGA ETC owns the Quinta do Lago golf courses on the Atlantic coast, which have been the site of numerous tournaments such as the Portuguese Open and the Johnnie Walker Euro Classic. PGA ETC has a course built to Ryder Cup standards near Barcelona, Spain, currently under development.

Club Corporation International owns or manages more than 220 golf-related properties and private clubs worldwide.

Leslie comment

Continued from page 14

Gamble used to use the Good Housekeeping Seal of Approval," said Bob Swift, general manager of Indian River Club in Vero Beach, Fla., one of seven fully certified Audubon Signature golf facilities.

"What's really ironic," said superintendent Tim Hiers at Collier's Reserve in Naples, Fla., "is, you hear somebody say 'We don't have the money to join [Audubon golf programs].' They're really saying: 'We don't have the fortitude, desire or intent to do what is right.'"

...

Upon hearing that his design of The Classic at Madden's had won third-best New Upscale Public Golf Course in 1997, superintendent Scott Hoffman said: "My first reaction was that I was really happy for Brian [owner Thuringer], that it worked out. Not to sound like I'm not grateful, but when I look at the ratings, how do you rate all these golf courses? It's like rating your kids: Which is best? There are a lot of great courses out there. We were fortunate. It's good for our area."

...

Carter Morrish's pay from Bill O'Connor for designing three holes on the cliffs overlooking Malibu in 1992? (See story page 39)

"My deal with him was no charge," Morrish said. "He was to take me to play Riviera, Bel-Air and Los Angeles Country Club."

Golf Course Marketplace

To reserve space in this section, call Trish Hoffman, 207-846-0600

DIRTY BIRDS a PROBLEM??

Scare them away with harmless, APPROVED, ENVIRONMENTALLY SAFE BIRD CONTROL NOISEMAKERS

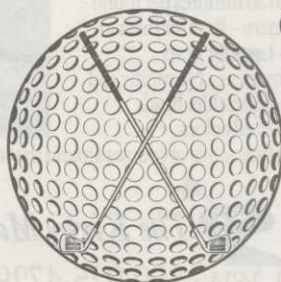
UNIQUE, MORE DISCREET PRODUCTS ESPECIALLY FOR GOLF COURSES near residential areas are available.

We CAN help solve your bird problems. CALL TODAY: 1-800-582-8843 JPF Distributors

CIRCLE #173

Formost Construction Co.

Serving the nation for over 30 years.



Golf Course Builders

"Doing One Thing Well"

P.O. BOX 559 TEMECULA, CALIFORNIA 92593

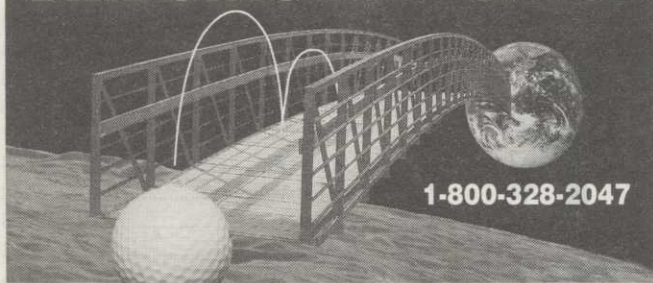
(909) 698-7270

FAX (909) 698-6170

STATE LIC. #267960

CIRCLE #166

BRIDGING ANY SPACE



1-800-328-2047

CONTINENTAL BRIDGE

8301 State Highway 29 N, Alexandria, MN 56308 USA

Phone: 320-852-7500 Fax: 320-852-7067

E-Mail: conbridg@carlos.polaristel.net • www.continentalbridge.com

CIRCLE #161

Ball Washer Refurbishment

- Ball washers, benches, tee markers, etc. restored to like new condition for a fraction of the cost of new.
- Saves money over in house refurbishment.
- Reduces time demands on staff as GCSinc. manages the process from disassembly through re-assembly.
- Includes; sandblasting, welding & powder coating.
- Service Nationwide... Representative Inquires Welcome.

Golf Course Solutions 714-427-5400 (fax) 5411

2127 S. Grand Ave., Santa Ana, CA 92705

CIRCLE #167

DURABILITY
RELIABILITY
FLEXIBILITY

Pond and Lake Liners

Great Lakes Containment, Inc.

(616) 258-8800 / (800) 455-7800

FAX (616) 258-5496

731 South Cedar Street, P.O. Box 51

Kalkaska, Michigan 49646

SPECIALIZING IN PVC LINERS

CIRCLE #169

Quality with a Twist

A twist of our easy off lid gives you quick access to Pinhigh's quality reel sharpening compound.

pinhigh
reel sharpening compound

Call 1 (800) 422-4748



CIRCLE #172

Flymo

Easy to use
Lightweight
Adjustable
Powerful
Fast

The Original
Hovering Trimmer



4 Models
GCT12
GCT15
GCT20
GCT21

STARTING AT
\$299.95

PRECISION
YOUR GOLF COURSE SUPERMARKET

1-800-345-1960

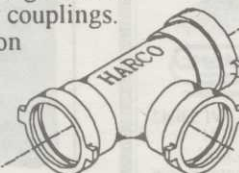
ORDER ONLINE WWW.PRECISIONUSA.COM

CIRCLE #178

HARCO DUCTILE IRON FITTINGS FOR GOLF COURSE IRRIGATION SYSTEMS

Sizes 2" through 12", all configurations including "knock-on" repair couplings. High Strength, high corrosion resistance.

The Harrington Corporation
P.O. Box 10335
Lynchburg, Va 24506
804-845-7094 Fax 845-8562



CIRCLE #170