

Turfgrass America

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marketplace, we knew that we were strong in Texas," said Arthur Milberger, president of Milberger turf and sports field division for Turfgrass America. "But in order to do some of the things that we envision for the 21st century we recognized that we needed to expand outside of our region and that we needed to have brand names across the U.S. in warm season and some cool-season grasses."



Turfgrass America now has more than 30 warm-season varieties, including Bermuda, buffalo and zoysia, in the marketplace, 10 farms, nine retail outlets and more than 500 employees across Texas, Tennessee, Georgia, North Carolina and Florida.

According to Milberger, the company will be focusing its expansion around the golf turf market and the wide array of services it offers.

"Golf is the fastest-growing market for us," said Milberger. "And now we can do virtually any job anywhere, be it washed turf on a green, sand-based turf or solid sod fairways."

However, Milberger is also working to position Turfgrass America to take advantage of the golf course renovation market that he expects will pick up in the coming years.

"The golf market is getting more and more competitive. Instead of giving away free martinis, courses are going to have to provide better fairways and greens than the course down the street," said Milberger. "That's why we are working to develop the new varieties that we are coming out with right now."

Turfgrass America produces several of the new "superdwarf" Bermudas, including TifEagle, Floradwarf, MS-Supreme and Thomas Brothers' own Mini-Verde.

"A lot of people still have bentgrass greens, but there is a huge drift of people coming over to these improved Bermudas," said Milberger. "We are putting 12 different Bermudas on golf courses at the moment."

While the market for new Bermudas is strong, Turfgrass America will

also continue to work with the new bent varieties.

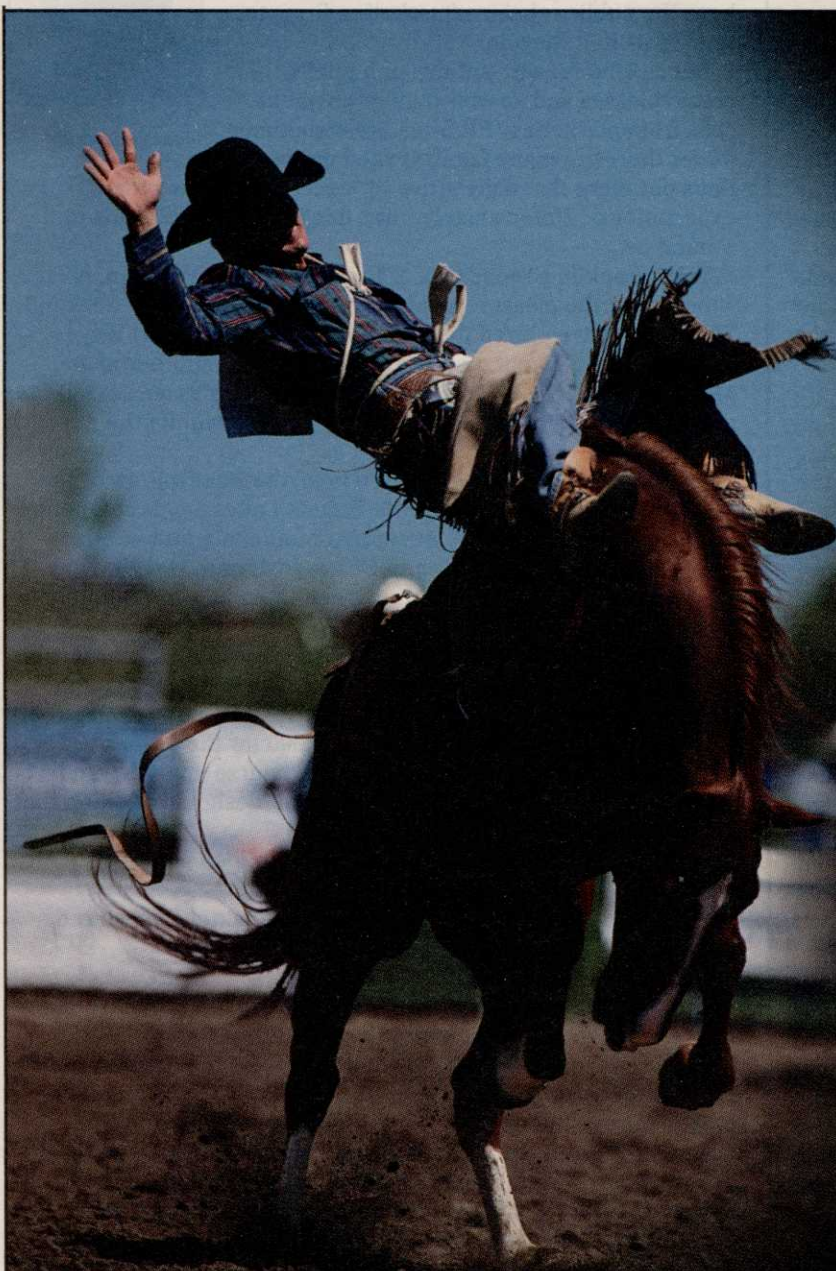
"We grow very little bentgrass at the moment, but we are working to up the ante on that production as well," said Milberger.

With that in mind, the company is looking to expand.

"We will be looking at new farm sites, but the object is to get out and acquire only if it makes good sense," said Milberger.

Olson designing in New Mexico, Nevada

SAN JUAN CAPISTRANO, Calif. — Cal Olson Golf Architects is busy with two golf courses under construction — Sonoma Ranch in Las Cruces, N.M., and Mountain Falls in Pahrump, Nev. — while Diamond Hill in Fontana is expected to start construction in October. Sierra Star Resort in Mammoth Lakes was completed last year and will open this summer. Olson is also remodeling El Dorado Golf Course in Long Beach, Calif., by adding and improving on the water features and bunkers and extending the yardage.



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Sunriver

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entertaining, welcoming course."

Fought added: "I've spent a great deal of time studying and admiring the bunker designs of some of the classic courses like [Ross-designed] Pinehurst #2. At the Meadows I've been able to employ some of this traditional styling into bunker shaping and placement."

Of the three golf layouts available to Sunriver Resort guests, the Meadows is the most accessible to less-experienced players. The Woodlands, designed by Robert Trent Jones Jr., and Crosswater, Oregon's top-rated golf course and one of *Golf Digest's* America's Greatest 100 courses, offer a stiffer challenge to recreational golfers.