

GOLF COURSE NEWS

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INSIDE

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Tools of the Trade

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Hurricane Floyd leaves its mark on Carolinas

By PETER BLAIS

WILMINGTON, N.C. — Hurricane Floyd and the heavy rains that followed in mid-September left numerous courses submerged and forced many to close for a month or more.

Floyd came ashore here Sept. 13. The Wilmington area was hit full force by the hurricane, but escaped the worst of the floods, according to Joey Hines, head pro at Cape Fear Country Club.

"We got 33 inches of rain, but never flooded to the point many other courses did," Hines said. "Anything from Wallace to Kenston to Greenville was badly flooded. The perimeter roads leading into and around Wilmington were washed out. But Wilmington did not have real bad floods."

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RTJ II TRACK NO GAMBLE IN VEGAS
Golf course architect Robert Trent Jones Jr., right, discusses a modification in the design of a fairway at Southern Highlands Golf Club in Las Vegas with club President Garry Goett. See story, page 17.

COURSE MAINTENANCE

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Supers benefit as outsourcing grows

By ANDREW OVERBECK

Using outsourcing for various tasks is becoming increasingly attractive to superintendents and golf course operators across the country. Independent contractors can often out-perform the regular maintenance staff in specialized tasks like fertilizer applications and aerification or relatively simple jobs like maintaining the clubhouse grounds. More and more superintendents are employing these services because it saves time, manpower and maintenance costs and provides access to specialized services and new technology that were previously out of reach.

"Outsourcing jobs means there is one more headache that superintendents don't have to worry about," said Terry Buchen, president of Terry Buchen Golf Agronomy International, a consulting firm based in Williamsburg, Va. "They can make more use of their existing crew. For

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Tyler Enterprises' custom fertilizer application truck in action.

PRODUCT NEWS



John Deere revamps ProGator

The new John Deere ProGator is a compact, maneuverable utility vehicle designed for golf course maintenance. It features a new engine, transmission, and suspension system, making it more efficient and durable than previous models.

E-Z-GO rolls out PD5 golf cars



The E-Z-GO PD5 is a new model of golf car designed for comfort and performance. It features a new seat, steering wheel, and suspension system, making it a more enjoyable ride on the golf course.



Miltona Trimmer makes the cut

The Miltona Trimmer is a new model of trimmer designed for precision and efficiency. It features a new blade and motor system, making it a more effective tool for maintaining the golf course.

New Hover Mower from Eastman Industries



Toro's Reelmaster rolls light, cuts big

The Toro Reelmaster is a new model of reel mower designed for light weight and high performance. It features a new reel and deck system, making it a more efficient and durable tool for maintaining the golf course.

The new riding lawn mower



The new riding lawn mower

The new riding lawn mower is a new model of riding lawn mower designed for comfort and performance. It features a new seat, steering wheel, and suspension system, making it a more enjoyable ride on the golf course.

NEW FROM GOLF COURSE NEWS

For a preview of GCN Product News, which will debut in March, see the pullout section, pages 21-28.

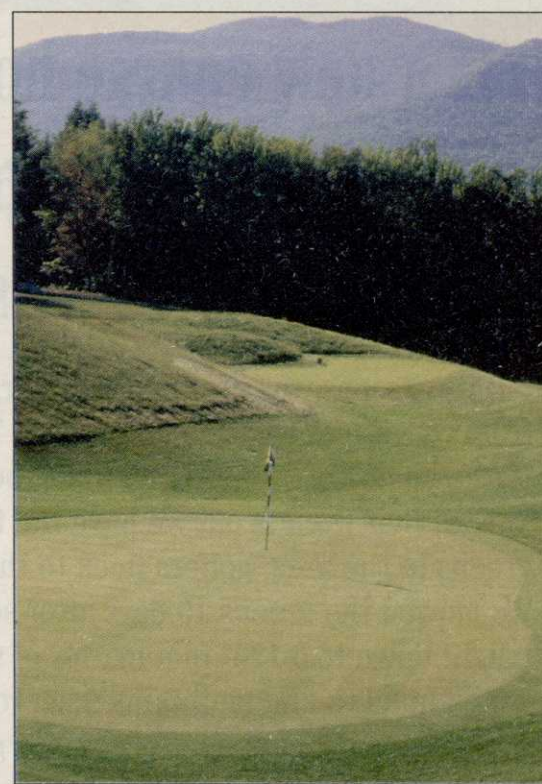
Development management new to the golf industry

By MARK LESLIE

PALM DESERT, Calif. — From the blades of grass on the golf course to the depth of the sewers on the streets of a development, Winchester Development Co. controls what it does as no other company does. Indeed, Winchester is a new breed of company, defining a previously undefined niche: development management.

"We know where everything goes on a golf course project," said Craig Bryant, co-managing partner with John Shaw of Winchester, which has offices here, in

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AMERICA'S (ARGUABLY) OLDEST COURSE ADDS NINE

After 113 years of operating as a nine-hole course, Dorset Field Club in Dorset, Vt., has added another nine holes, designed by Steve Durkee. See story, page 17.

NEWSPAPER

THE REASSESSMENT

October: Internet release of preliminary risk assessment, public comment period opens.
December: Public comment period closes.
February, 2000: Release of revised risk assessment, public comment period opens.
April, 2000: Public comment period closes.

Comment starts on chlorpyrifos

By ANDREW OVERBECK

The Environmental Protection Agency (EPA) has released its initial risk assessment for chlorpyrifos, an organophosphate commonly used in turf and ornamental applications and known to the golf course industry as Dursban. Under the Food Quality Protection Act (FQPA) of 1996, the EPA is systematically reassessing numerous classifications of pesticides

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Development management: Going one step further

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Scottsdale, Ariz., and in Hamilton, Mont. "There are people who do construction management, to a degree, in this business, but they do it for a clubhouse or a golf course. We go one step beyond the that — development management — and then there is no

need for construction management.

Bryant and Shaw, who have a combined 30 years experience in golf course and other developments, are concentrating solely on high-end golf course projects. Their portfolio includes The Quarry in Palm Springs and The Estancia Club

in Scottsdale, Ariz., two Tom Fazio-designed courses recently voted into *Golf Digest's* Top 100 list; The Tradition, designed by Arnold Palmer, in La Quinta; Fazio-designed Stock Farm in Hamilton, Mont.; and Robert Trent Jones II-designed The Bridges at Rancho Santa Fe in California.

"We either act as partial owners or on behalf of the owner to do everything necessary to develop a golf course project," Bryant said. "This includes coordinating all the design, engineering and construction efforts, personnel staffing, purchasing of merchandise, and building the

infrastructure of the golf course, clubhouse and all related amenities. We also do some of the marketing."

Some projects include aspects far from golf — like The Stock Farm's equestrian center, fishing, hiking and fine cuisine.

This work, according to Bryant, "is a big deal to owners who want to do a golf course project, but haven't the foggiest idea how to get started. They can throw tons of money away with false starts."

TIME, MONEY AND INTEGRATION

Time, money and integration are the major factors this new niche company influences, Bryant said.

"Usually, we can save owners between 10 and 15 percent on what they would otherwise pay on a net basis," he said. "And we can usually get it done in two-thirds the time. We built The Quarry in six months."

"Our projects run in the neighborhood of \$30 million to \$60 million. That's a big figure when you're talking about that 10- to 15-percent discount."

In its five years of existence concentrating on golf-related developments, Winchester has worked with a team of course and building architects and contractors, and others, Bryant said. These contacts, and volume, mean "significant savings," he said. "For instance, whether it's golf carts or maintenance equipment, since this is all we do we get significant discounts. Same with the components that go into the golf course, and the infrastructure suppliers and things of that nature."

Meantime, Bryant, Shaw and their personnel "know what the next step is," Bryant said. "If you build this, then you have to do this, and that has to fit in. You're speaking of a totally coordinated project which includes the golf course, clubhouse, maintenance buildings, off-site situation and all the employees who have to be hired to run it. All of that has to be integrated. That integration process alone is a significant factor in the eyes of the owner."

With 11 projects under its belt and five under construction, Winchester boasts that "all of our projects have either sold out, or will be sold out in a matter of time," Bryant said.

"We are always ahead of the forecasted sell-out in both real estate and memberships," he added, pointing to The Stock Farm, which has sold out its memberships, and has a waiting list, one year after opening.



To some lenders
this is a very risky situation.

Many lending institutions can't afford to dedicate the necessary resources to fully understand golf course financing. First National is one of the largest lenders to golf courses, with substantial experience lending domestically and internationally. No one understands this specialized asset class better than we do.

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make our own decisions, we make our own loans and we can usually provide higher valuations and higher loan limits to golf facilities. And we continue to service our loans so our borrowers always deal with the principal lender.

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