

## IGM adds World Woods to portfolio

LAKELAND, Fla. — International Golf Maintenance, Inc., (IGM) has reached a multi-year, multi-million-dollar agreement with World Woods Corp. to provide maintenance services at its three courses. It is the largest volume maintenance agreement ever executed by IGM.

Designed by Tom Fazio in 1993, the World Woods complex is a combination of three courses: Pine Barrens, Rolling Oaks, and the Short Course. Pine Barrens is rated 75th in Golf Digest's annual ranking of "America's 100 Greatest Courses."

## Outsourcing

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ply," said Anderson. "Our equipment is a ground-driven spreader and so we have to trust our initial calculations because we don't have that type of knowledge as we are putting it out."

However, not everyone is that impressed with the with bulk fertilizer applications. The 40-foot throw of bulk application trucks is

one limiting factor. "I have a lot of narrow fairways and wetlands areas that make using a truck with a 40 foot spread impractical," said Chuck Anfield, superintendent at Heritage Bluff Golf Club in Channahon, Ill. "It is better suited for a wide-open course."

Control over timing is another issue. "I can buy bulk fertilizer and store it myself," said Anfield. "I am old school. I want to be able to put it down right when I

think it needs it. Using bulk application, you are locked into a date and have no flexibility."

Indeed, timing limits the capabilities of some applications. Nick Spardy, vice president of the Western region for Turf Partners, has seen the company's fertilizer application business take off, but is hesitant to get too involved in time-critical services such as overseeding.

"We just did 300,000 pounds of overseeding in San Diego," said Spardy. "But seed is not something that we really want to do a great deal of because it is very difficult and logistically it is tough because courses are on such a narrow time frame."

For that reason Spardy and Turf Partners are focusing on the bulk fertilizer application business. The company has 10 trucks in service throughout the country, three new ones on order and is expanding service into Arizona and Nevada.

### NEW TECHNOLOGY

As the outsourcing industry continues to grow, it brings new technology to the forefront.

In order to remain competitive with national distributors, regional companies like Jacksonville, Fla.-based Southeastern Turf Grass Supply have been driven to devise new ways of doing business. The company created a contract maintenance division, Turf Solutions, that among other standard services offers a revolutionary overseeding technology that blows seed directly into the turf canopy (see GCV story Oct. 1999).

However, new ideas are not limited to regional companies. Memphis, Tenn.-based Resource One, the marketing division of newly formed Cenex/Land O'Lakes Agronomy Co. (see story page 40) bought Florida-based Subsurface Granular Injection in March.

"It is a prescription injection service for fine turf that puts out granular products and liquid products simultaneously at 4,000 psi," said Jeff Mobley, marketing manager of turf and ornamental for Resource One. "You can apply compatible products such as insecticides and wetting agents or micronutrients and mole cricket insecticide together. And by injecting these products directly into the turf it keeps them away from surface runoff and improves the efficacy."

The service is available only in Florida, but Resource One is looking to expand prescription injection services throughout the Southeast in the next year and is building more machines to handle the increasing demand.

"It is attractive because superintendents know it is being taken care of correctly and they don't have to worry about liability or restricted pesticides," said Mobley. ▶

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