

GOLF COURSE NEWS

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NEWSPAPER

Geologists examine Ocean Trails; future unsure

By ANDREW OVERBECK

RANCHO PALOS VERDES, Calif. — In the weeks since the landslide at the Ocean Trails Golf Course here, geologists are still examining the geological substructure beneath the golf course to determine what exactly caused a 200-by 400-foot section of the 18th hole to slip towards the Pacific Ocean. However, the largest earth movement to hit the Palos Verdes Peninsula since the Portuguese Bend landslide in the mid-1950s, has unsettled more than just a fairway and a green complex. Environmental activists, regulatory bodies, planning commissions and even other golf course

Continued on page 5

Drought plagues East Coast

I just got back from New Jersey. You've got to feel for the superintendents down there. It's been so dry, even the weeds are brown.'

— Scott Cybulski, superintendent, Falmouth (Maine) CC

By PETER BLAIS

Scott Cybulski's sympathy for his fellow superintendents is well placed, according to Stan Zontek, agronomist for the United States Golf Association Green Section's Mid-Atlantic region.

During his travels throughout his five-state area — Pennsylvania, Maryland, Delaware, Virginia and West Virginia — Zontek has witnessed the effects of what some are calling the worst drought in the past 100 years.

"It's a notch above awful," Zontek said. "Today [Aug. 5], the state of Maryland imposed mandatory water restrictions. Watering of fairways is only allowed with syringe irrigation with an 80-percent reduction in water usage required. Greens and tees are limited to the minimum necessary.

"Delaware is on voluntary restric-

tions and will probably go into mandatory water restrictions by noon on Friday [Aug. 6] north of Wilmington.

"Pennsylvania went to mandatory water restrictions last week. They allow watering of tees and greens only and syringing to a maximum of 15 minutes a day to heat-sensitive grasses, which are defined as bentgrass and *poa annua* fairways. Any irrigation of sodded or seeded areas can only occur from 9 p.m. to 5 a.m., which isn't going to help for sodding or seeding.

"In Maryland, they don't even allow that. No agricultural irrigation is allowed at all.

"West Virginia was just designated a drought emergency by the President. Virginia has voluntary restrictions, although in the far western corner of the state it's wet,

Continued on page 32



WALK, DON'T RIDE

Colleton River Plantation's Pete Dye Course hosts its grand opening in September, hailed as a cog in the trend towards walking and "core" golf courses, and full caddie service. Since the course's "soft opening" last Dec. 15, half the members have walked track, which stretches from 5,105 to 6,889 yards over Lowcountry property on Hilton Head Island, S.C. Above is the 135-yard 13th hole.

Mark Brown photo

Golf Communities files for bankruptcy

By PETER BLAIS

ORLANDO, Fla. — Golf Communities of America, a publicly held Orlando-based course owner and operator that recently filed for bankruptcy court protection, hopes to submit a reorganization plan by early fall, according to R. Scott Shuker, an attorney representing GCA.

GCA and its 21 subsidiaries operate five active courses, have three courses in planning or under construction and own property in Florida, Texas, Utah and North Carolina. Among GCA's courses are Cutter Sound Golf & Yacht Club in Palm City, Fla.; Hillcrest Country Club (under con-

Continued on page 38

Penn A-4 at Tiffany Greens

Mark Pierce, Superintendent
Tiffany Greens GC
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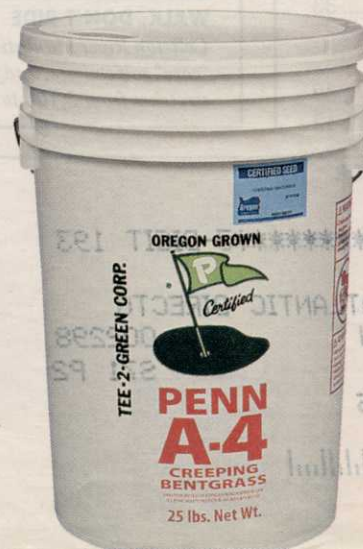
Penn A-4 doesn't require any extraordinary maintenance procedures. Anyone who wants smooth, fast greens has to do the same amount of maintenance. I verticut and top-dress twice a month and spoon-feed fertilizer.

My uncle Junior was a superintendent, so I grew up on a golf course. I worked for him 8 years, and have been a superintendent myself for another 19 years. He taught me that greens were like the motor of a car—the most important part—and when the motor was good the car was good. The motor's great here at Tiffany Greens. To host a PGA Senior Tour event in our first year is an honor, a privilege, and a compliment.

Mark A. Pierce

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BRIEFS

FESTUS, Mo. — Mike Murphy has proposed building a golf course on city-owned property near the water-treatment plant. Murphy worked with Hale Irwin on the Quail Creek golf course in south St. Louis County and on others. Murphy said he would like to start the course next year and open in May 2001. It would be privately operated on property leased from Festus.

•••

STOWE, Vt. — The Stowe Mountain Resort is finishing its revised application for an Act 250 land-use permit for a golf course development. Stowe filed for an Act 250 master plan permit earlier this year for an 18-hole course, 486-unit residential development, eight-mile snowmaking pipeline to Waterbury reservoir, and a new base lodge at Spruce Peak. Act 250 is Vermont's land use development law.

•••

HALLANDALE, Fla. — The new Diplomat Resort and Country Club has broken ground. The resort, and its 18-hole Joe Lee-redesigned course, is scheduled to be completed for a gala opening celebration on Dec. 31. Developed and built by Driscoll Development, the project is designed to complement the new 1,000-room Diplomat Hotel.

New survey shows growth in Canadian golf

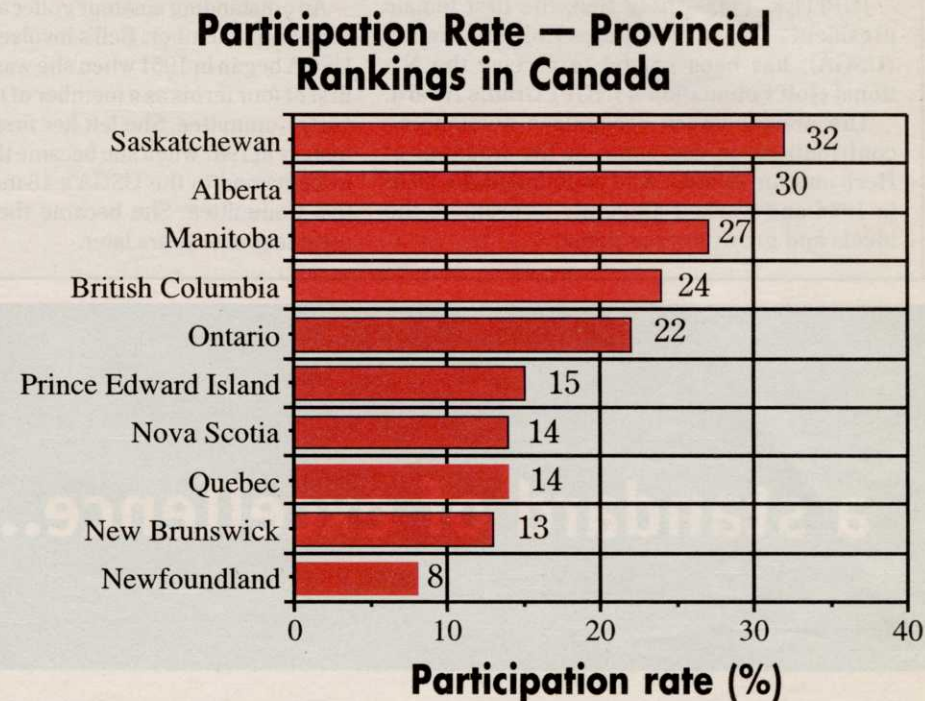
Western provinces show highest participation rates

OAKVILLE, Ontario, Canada — Canadians embrace the game of golf more than any other country in the world, based on a report released by the Royal Canadian Golf Association (RCGA).

In 1998, 5.2 million Canadians — 20.5 percent of the population—played golf, representing an 8-percent increase in the golf population in this country since 1996. These figures put Canada at the forefront of international golf participation, based on "The 1999 Golf Participation in Canada Survey Report" and the most recent international golf participation data.

In the United States, 26.4 million people golf, representing 11.9 percent of the American population, according to the most recent results. The participation rate in New Zealand — the nation ranked second to Canada in this regard — is 12.6 percent (480,000 golfers) and in Japan, the third-ranked nation, the rate is 12.5 percent, representing 15.7 million golfers.

"For years, we have felt that golf in Canada has been growing," said RCGA Executive Director Stephen Ross. "These results quantify that feeling. The Canadian golf industry can pat itself on the back for helping to boost the game's popu-



Source: Royal Canadian Golf Association

larity. It is now our responsibility to provide Canadian golfers with all the resources and services they need to play this game of a lifetime."

A significant part of the new growth is in the female and junior golfer segments

of the population. For the first time this decade, it appears that female golf is on the rise, experiencing a 12-percent increase in two years, from 1,307,000 in 1996 to 1,469,000 last year. Of the 387,000

Continued on page 4

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Bell receives NGF's Graffis award

JUPITER, Fla.— Judy Bell, the first female president of the United States Golf Association (USGA), has been named to receive the National Golf Foundation's (NGF) Graffis Award.

The annual award recognizes outstanding contributions to the game in the tradition of Herb and Joe Graffis, who co-founded the NGF in 1936 and worked diligently to promote the ideals and growth of the game.

An outstanding amateur golfer and U.S. Curtis Cup Team member, Bell's involvement with the USGA began in 1961 when she was named to the first of four terms as a member of the U.S. Junior Girls Committee. She left her first mark on golf history in 1987 when she became the first woman to be named to the USGA's 16-member Executive Committee. She became the association's president nine years later.

Canadian golfers

Continued from page 3

additional golfers in Canada since 1996, 42 percent are female, and the number of female junior golfers increased 60 percent in that same time — from 58,000 to 93,000.

"When we compare the 1996 and 1998 data, there is reason to be optimistic about this growth," said Paul MacDonald, RCGA di-

rector of membership development. "As a point-in-time study, this survey indicates that 1998 was simply a good year for golf. However, we believe there is more to it than this. The participation rate is up. The total number of golfers is up and the total number of rounds is up. These are the three key indicators of growth."

Additionally, the total number of junior golfers jumped 18.4 percent in the two-year period, from 359,000 to 425,000 young golfers, translating into a junior participation rate of 18 percent, up from 15 percent two years ago. We're thrilled junior golf is finally showing signs of growth," said MacDonald.

"I think it validates the efforts of the RCGA, the Canadian Professional Golfers' Association and the provincial golf associations with respect to our Future Links junior program in the last four years. Perhaps our efforts are starting to bear fruit, which bodes well for the future health of the game."

DETAILED FINDINGS

- Saskatchewan enjoys the highest golf participation rate in the country, at 32 percent. Ontario has the largest number of golfers, with more than 2 million. Quebec was the only province to experience a decrease in total number of golfers, which fell 2 percent.

- The number of rounds played per season has increased from 67 million in 1996 to 72 million in 1998.

- The number of core golfers (those paying eight or more rounds per season) reached 2.1 million in 1998, up 16 percent from 1.8 million in 1996.

- The number of beginner golfers increased 20.5 percent from 1996 to 1998, from 347,000 to 418,000. The average beginner tees up for the first time at 30 years old.

- In 1998, 72 percent of the golf population was male, nearly tripling the 28 percent of females who participated in the game.

- The typical Canadian golfer is a 40-year-old male with a white-collar job, earning more than \$50,000 a year.

The marketing and research firm of Jarvis, Sherman and Jarvis was commissioned to manage and report on the survey — conducted by Market Facts of Canada. More than 8,000 households responded to the three-month survey earlier this year, representing more than 15,700 individuals.

Information about all RCGA events and programs — including an executive summary of the survey and information on how the full 60-page report can be purchased — can be found at www.rcga.org on the Internet or by call 800-263-0009.

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CIRCLE #103





Developers of Ocean Trails Golf Course in Rancho Palos Verdes, Calif., are still seeking a solution to repair the landslide that pushed part of the 18th hole toward the ocean in early June.

Ocean Trails

Continued from page 1

developers are wondering how much credence can be given to geological reports and surveys.

The potential for a landslide event at Ocean Trails was identified before construction began, said Greg Post, senior planner for the city of Rancho Palos Verdes. "Mitigation measures were taken to ensure that no problems took place," he said.

However, since preventive measures failed, it is now up to the developers and Post to find out what caused the slide.

More than 25 geologists are on site and have dug 26 monitoring wells to take borings and samples of earth.

"Of course we want to rebuild the 18th hole," said Ocean Trails Director of Golf Bobby Heath. "But the important thing right now is stabilizing the land mass and making sure that the fix that is put in will accomplish what the golf course, access trails and habitat require."

The Ocean Trails slide has also raised the concerns of environmental activists.

"You have a lot of people in the city who want the golf course project to go forward," said Post. "But then there are people who have been against the project from the get-go and who are opposed to building anything along the coast."

The city is behind Ocean Trails, but remains cautious, according to Post. "The golf course is a financial boost to the city and we want it to go forward, but we are going to make sure that everything is looked at before we proceed," he said.

Ocean Trails is not the only ongoing golf course development project in Rancho Palos Verdes. The city is also working to increase golf-related revenue two miles up the coast at Longpoint, a proposed project that includes an 18-hole golf course, hotel and convention center close to the development moratorium zone at Portuguese Bend. While the city and the developer are still working to come to terms on the use of a sizable amount of public land, they are preparing an Environmental Impact Report (EIR), a zoning plan and coastal development permits.

Michael Moler, vice president of Destination Development Corp. and Longpoint's project manager, insists that the geology underlying the property is different than that at Ocean Trails. However, he acknowledges that the landslide incident has made his job much more difficult.

"It has required 25- to 50-percent more effort. We will be doing a bit more subsurface exploration, borings and strength tests as a result," said Moler. "And more public relations as well."

Dave Snow, principal planner for the city of Rancho Palos Verdes and in charge of the Longpoint project, agrees. "This project will undergo a little closer scrutiny because of the public nature of this issue and the interest sparked by the Ocean Trails slide," said Snow.

Moler maintains that initial geologic surveys reveal that the Longpoint site stands on stronger and more stable ground. "We don't have the same concerns," he said. "The property sits atop some very stable rock formations. Almost all of our site is on basalt formations and the bedding plains are level as opposed to dipping towards the ocean, like they do at Ocean Trails."

Geologic stability aside, Moler and Longpoint will have to deal with myriad additional regulatory concerns, the least of which is the California Coastal Commission (CCC).

NGF report focuses on state of junior golf

JUPITER, Fla.— The National Golf Foundation (NGF) has just released a new research report which provides golf courses and golf businesses with new information to help them develop their junior golfer customer base.

The seed for the report came from the NGF's recently released future state-of-the-game study, "A Strategic Perspective on the Future of Golf." Among other things, it suggests there are 8 million juniors (ages 5-17) in the United States who would like to play more golf, or take up the game for the first time.

Called "The Power of the Junior Golf Market," the study provides the reader with current quantitative and qualitative information on the junior market. In addition to statistics on participation rates, frequency and demographics, the report reveals why junior golfers play, the barriers juniors face when attempting to play golf, the actions necessary to encourage more play among current participants, and suggestions for attracting non-golfing juniors to the game.

For example, the report shows that high commitment to golf as a junior translates into high commitment to golf later in life. Specifically, nine out of 10 avid senior golfers today were avid golfers when they were juniors. And this adds up when considering that the economic impact of a committed or avid golfer is two-to-three times greater than the average golfer in any one year.

The report also shows that "Dad" is the most influential motivator during the trial and commitment phase for juniors. And now may be the most appropriate time to take advantage of this, given that the "Echo Boomers" (the children of the "Baby Boomers") are now into their teenage years.

Said Barry Frank, NGF vice president of membership services: "Golf is competing for the attention of juniors within a marketplace that is more crowded than ever before. The number of entertainment alternatives available to today's youth has never been greater and it only promises to get more cluttered. Thus, to be successful in the years ahead, golf entrepreneurs must have better information on the junior market and "The Power of the Junior Golf Market" is the most comprehensive report that the NGF has published on this important segment."

Copies of "The Power of the Junior Golf Market" can be obtained by calling the membership services department at 888-NGF-2500 or 561-744-6006. The cost is \$45 per copy for NGF members and \$60 for non-members, plus shipping and handling.

"The proposed course extends into an area that was reserved in the local coastal program for habitat, a buffer for geologic instability and a coastal public-access trail," said Pam Emerson, supervising planner for the Los Angeles County branch of the CCC.

Meanwhile, the CCC is also keeping close tabs on Ocean Trails. "We are working with them on the various plans to fix

the damage to be sure that the access and habitat go back in when the hole gets rebuilt," said Emerson.

According to Heath, the plan for fixing the 18th hole should be determined by early September. Then the real work begins.

"Even when we have the plan, we then have to go to the city and the CCC. There are a lot of fingers in this pie," said Heath.

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Pebble Beach changes hands, little else

By ANDREW OVERBECK

PEBBLE BEACH, Calif. — After almost a decade of foreign ownership, the famed Pebble Beach Resort is back in American hands. A group of investors led by Arnold Palmer, Peter Ueberroth, Richard Ferris and Clint Eastwood finalized the \$820 million purchase July 30.

The group acquired Pebble Beach Co. from Lone Cypress Co., a subsidiary of Taiheiyo, Inc., a Japanese golf resort company that has owned the resort property since 1992. Taiheiyo Club will maintain a minority equity position in the new ownership company. General Electric Pension Trust also has an equity

position in the new company. Banc of America Securities L.L.C. is financing the purchase.

The new ownership group will retain the name Lone Cypress Co. and has named Bill Perocchi, former executive vice president and chief financial officer of Doubletree Hotels, as its chief executive officer. The board of

directors will include Ferris, Ueberroth, Eastwood, Palmer, Perocchi and John Myers, president of GE Investments.

The rest of the management team will remain unchanged. According to Mark Stilwell, executive vice president of Pebble Beach Co., the team will make a seamless transition.

"I don't anticipate any changes. We plan on picking up where the

Lone Cypress Co. took off and continue managing Pebble Beach as one of the greatest golf resorts in the world," said Stilwell.

Stilwell also said the continued development of the resort will proceed as planned. The Tom Fazio-designed course at Del Monte Forest is nearing the development stage and there are plans to build an additional 300 homes on the property.

Palmer's named NGF's Golf Family of Year

JUPITER, Fla. — Arnold Palmer's family has been named Golf Family of the Year for 1999 by the National Golf Foundation (NGF).

The announcement was made by NGF Board Chairman Robert L. Maxon, who is also senior vice president/group publisher of Golf Digest-The Golf Company.

The award — which is known as the NGF/Jack Nicklaus Golf

Family of the Year Award — recognizes families that have made significant



contributions to the game and, in so doing, have also exemplified the ideals of golf and family.

Past recipients have included the families of Pete and Alice Dye, Johnny Miller, Robert Trent Jones, Karsten Solheim, Harold Eller, Renee Powell, Nancy Lopez, Jim Gallagher, Jim Cook, Joe Jemsek and Jack Nicklaus.

Like Arnold, the Palmer family is leaving its own mark on golf...especially in Latrobe, Pa. In addition to being a great early influence on Arnold's life, his father Deacon was also an integral part of Latrobe Country Club, where he was the superintendent and club professional for 55 years prior to his passing in 1976.

Deacon also introduced Arnold's younger brother, Jerry, to the game. While Jerry did not play the game as well as his brother, he did follow in his father's footsteps by learning the golf business at Latrobe, where he is now the facility's general manager.

Jerry's son Deken and daughter Amanda are both involved in golf. Deken is a USGA regional representative in Colorado Springs, Colo. Amanda is a junior at Penn State University where she is preparing for a career as either a golf course architect or superintendent.

Arnold and Winnie are the parents of two daughters: Amy and Peggy. Amy's husband, Roy Saunders, is chief of operations at Bay Hill in Orlando, Fla.

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"You listen to PGA, the MSGA [Maine State Golf Association] and other groups, and they talk about the integrity of the game. I wish these organizations would take a stand on alcohol on the golf courses," says Joe Golden, owner of Springbrook Golf Club — no minor golf course, having hosted Maine Opens in the past.

This summer Golden fought successfully in the state Legislature to defeat a law that would have made alcohol sales on golf courses legal in Maine. Most states have these laws, and Golden is not popular right now with many of his colleagues who were pushing for this one.



Mark Leslie
editor

Those owners saw dollar signs. Golden saw, in bold letters: "Loss of integrity and image."

"Here we are, as a group of owners, promoting junior golf and getting young people out on the course. And — what's this — having a beverage cart going from group to group selling beer?" Golden said. "The association is that golf and beer go hand in hand. And that's a bad message. It troubles me greatly. Kids are very impressionable. They know people have beer out there, but it's discreet. But this bill says: 'We endorse golf courses as a place to drink.'

"We are doing a disservice to young people for some added revenue. We already have enough problems with etiquette and rage over slow play. I can see all those things escalating."

Too bad Golden is in a minority. His is a good idea about golf's dominant organizations taking a stand against drinking on golf courses.

And drunkenness isn't even the lone reason to support this ban.

Do beer sales on the course really make money? Answer these questions:

- How much time do those beverage cart visits consume for each foursome? Enough through all the foursomes through the entire day to, say, tee off two or three more foursomes that day? Add those greens fees to your coffers and think about it.

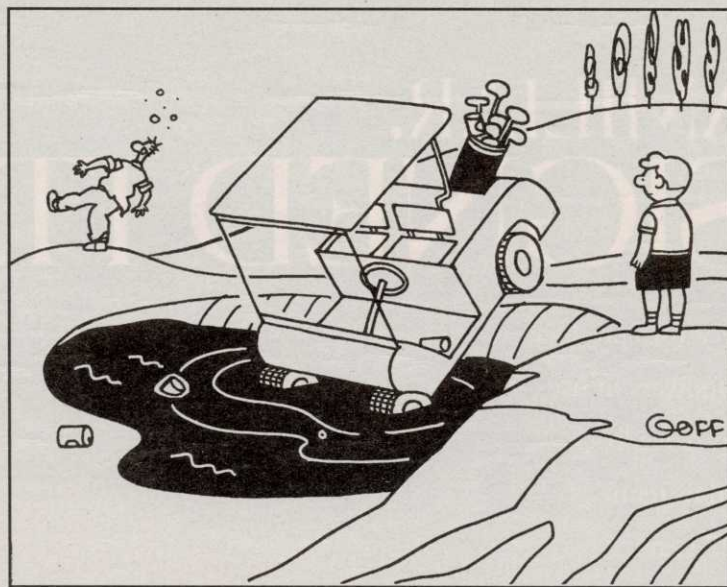
- How about the added risk in "dram-shop" liability claims? The fundamental requirement is that servers exercise care to avoid serving drinks to minors or patrons who have already over-imbibed. Do you trust your college-aged beverage cart driver to have the moxie (or will to resist those big tips) to say, "No"?

- How about your liability insurance itself? Ever check to see how far and fast those premiums would drop if there were no alcohol sales out on your course?

- Do the revenues outstrip the costs? Are sales paying off the payment for the \$8,000-\$10,000 cart, let alone the other expenses?

Frank Jemsek, who with his dad Joe operates four Cog Hill courses and two St. Andrews tracks in Chicago, mentioned an accountant friend who operated golf courses.

"When he had a beverage cart and added it all



"So, this is what golf is all about..."

together — and others confirmed this — the only person who came out ahead was the beverage cart driver," Jemsek said.

The Jemseks have been operating a half-dozen courses for decades and "don't believe in beverage carts," Frank said. Outings at Cog Hill can have soda and water carts. At St. Andrews, more of an "outing" course, alcohol is made available at one or two tees on the course.

"We want to be a place where people 'get a drink,' but we don't want to be a place where they 'drink,'" Frank added. "I believe in the right of people to drink, but we just don't want to have it abused."

The difference, Frank said, is a "fine line. You want to take care of people, not be their guardian angel. But over the years we feel it has been in our and our customers' best interest to serve drinks and serve them in moderation."

Budweiser's television ad promoting 18-packs, he said, is "real dumb."

Vince Alfonso Jr., owner of Kimberling Golf Course in Kimberling City, Mo., and former co-owner of The Rail in Springfield, Ill., said if he could wave a wand and make beer drinking go away on golf courses, he would. And he does sell beer just one can at a time.

But "many see golf as strictly bottom line-driven," Alfonso said. "And bottom line-driven clubs will sell alcohol on their courses because they have apparently proven beverage carts make money."

More likely, perhaps, is that alcohol sales on the course are competition-driven. That is, the

Continued on next page

LETTER TO THE EDITOR

Golf work more than a job — an indulgence

To The Editor:

I must thank you for placing my name in such lofty circles with some very dear and old friends in your "Witteveen retired?" article. One likes to see good press and this was, indeed, so kind. In this World of Golf one has an opportunity to meet the finest cross-section of people. Those who know Gordon are richer for it. For those of us that have grown up on a golf course it is more than a job, it is a life's indulgence.

My warmest regards to you and the continued success of GCN, a publication which is perused may times prior to receiving the next issue.

Melvin B. Lucas Jr.
So. Dartmouth, Mass.

Making the best of a bad situation

David Oatis is a "When Life Hands You a Lemon, Make Lemonade" kind of guy.

As director of the United States Golf Association Green Section's Northeast Region, Oatis has witnessed the struggles of East Coast superintendents as this summer's prolonged drought has wreaked havoc on the region's courses (see page 1).



Peter Blais
managing editor

Weaker grasses have died off. The threat of gray leaf spot, which could devastate many courses, looms if things don't improve soon. And courses are fighting to survive under watering restrictions that many states have imposed.

One such state is the Northeast Region's New Jersey, which has ordered that golf course greens and tees may be watered with sprinklers or other mechanical means from 9 p.m. to midnight and 3 a.m. to 6 a.m. only. Syringing is permitted for no more than 10 minutes for each green between noon and 3 p.m.

Superintendents — concerned about their courses, under pressure from owners/members/customers to keep conditions green, and with the cover of darkness and their own irrigation ponds/wells as allies — may be tempted to push these restrictions beyond their limits.

Oatis' advice? DON'T DO IT.

Oatis, along with agronomists Matt Nelson and Jim Skorulski, wrote recently on the USGA's Green Section web page: "There may be some temptation or perhaps even pressure to try to circumvent the intention of the law, but I encourage you all to comply as directed. This is a great opportunity for golf to set a positive example and to demonstrate our commitment to preserving and enhancing the environment. Hopefully, golfers will understand that each course is a representative of the game of golf. If anyone steps over the line, it reflects badly on the entire industry. This is about being good citizens and living up to our responsibilities."

Enough said.

...

Here's hoping that Golf Communities of America (GCA) is able to work out its financial difficulties (see page 1) and get back to building and operating golf course communities.

The Orlando-based firm has

Continued on next page

GOLF COURSE NEWS

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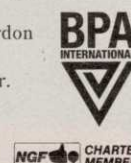
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Say 'no' to booze

Continued from previous page

surrounding courses sell it, forcing the issue onto operators who would rather not.

Having faced only rare cases of "angry drunks," Alfonso keeps alcohol low-profile.

"I think putting it in the cart at the clubhouse is a better way to do it," he said. "I contend that that method would be equally financially successful, and it was at The Rail."

But, again, do course operators really need to sell — or even allow — booze out on the course? What about the message to those youths everyone describes as golf's new harvest of players?

The course is, in fact, where young people are getting their initial impressions of the game of golf.

"Yes, the idea is increased revenue," said Golden, where his state does not yet allow sales on the course. "But in the long term, what would that do to the image of golf as it relates to young people and the family atmosphere, and what might it do through lost revenue from slow play?"

Imagine, if you will, a public restaurant you walk into. It's bright, it's sunny — even beautiful. Your children are with you and you have promised to show them a good time, provide training in etiquette in a "restaurant experience" — and, indeed, the restaurant advertises itself as "a family affair." Seated beside you, four men are slamming down beers. They're spending so much time with the waitress that it's slowing down your own service. That might have even been offensive language you just heard.

Two questions: Will you bring your kids back to this restaurant, and will they want to come along?

A friend of mine who travels widely to courses across the country said recently that there are three major problems at daily-fee facilities: drinking on the course; cell phone use; and cigar butts.

Let's keep the alcohol where it belongs: in the clubhouse.

As for the PGA, LPGA, USGA, National Golf Course Owners Association, etc., etc., we'll be looking for your Public Service Announcements calling for "A Ban on Booze."

As for you golf course operators, it should not have to be integrity versus revenue.

Making the best

Continued from previous page

filed for bankruptcy protection and plans to come out with a reorganization plan this fall. Company President Warren Stanchina has always been very helpful, forthcoming and prompt when I've approached him regarding stories about his company and the golf industry in general.

It obviously pained him not to be able to answer my questions regarding the bankruptcy filing and potential lawsuits and instead refer me to GCA's attorney. Although my dealings with Stanchina have only been over the phone, my gut tells me he is one of the industry's nice guys.

Good luck, Warren.

Golf Course News Stock Report

Name	Symbol	Stock Price	%Change	%Change	P/E	52-week Range	Projected 5-yr. Earnings Growth
		8/13/99	Since 1/1/99	Since 7/15/99			
Astrazeneca	AZN	36.94	-17.69	1.55	29.13	31-48.94	8.50%
Deere & Co.	DE	42.13	26.93	18.87	14.74	28.38-45.94	9.50%
Dow Chemical Co.	DOW	128.56	41.37	2.75	23.81	74.69-138	8.00%
Family Golf Centers	FGCI	1.19	-93.99	-85.16	20.23	0.72-24.5	
Golf Trust of America	GTA	22.00	-20.72	-5.88	16.73	20.5-31.88	11.70%
Ingersoll-Rand	IR	63.06	33.47	3.38	18.3	34-73.82	11.50%
Lesco Inc.	LSCO	16.63	29.13	-13.07	19.33	9-19.5	15.00%
Nat'l Golf Properties	TEE	22.94	-20.73	-5.41	20.68	21.19-30	9.80%
Toro Co.	TTC	38.00	33.33	-0.16	49.83	16.5-39.5	13.00%
Textron Inc.	TXT	82.75	8.97	-6.36	5.71	52.06-98	14.30%

* — Data provided by the Value Trend Links

GCN begins tracking the market through Value Trend

EL CAJON, Calif. — This issue begins a monthly tracking of key golf industry businesses in the stock market. The figures will be provided by Jeff Provence at Value Trend Links Fund, headquartered here.

Established last Jan. 1, Value Trend Links Fund is a no-load fund dedicated to companies associated with golf. It tracks 180 companies and owns businesses that are producers of prod-

ucts for the golf industry and major sponsors of golfing events, as well as Real Estate Investment Trusts, which are involved in the golf industry. For more information, Value Trend Links Fund may be reached at 800-590-0898, or on the Web at www.golfmultifund.com.

We hope that our readers find the stock price, change and earnings ratios, and especially the projected earnings growth rate.

Let's all prove character does count — even in business.

...

Joe and Frank Jemsek have instituted proactive practices regarding drinking at their Cog Hill and St. Andrews facilities.

They include training sessions for bartenders and offering to provide rides home for customers who have overindulged.

"I have actually taken keys away from people and driven them home," Frank said.

...

Architect Rees Jones recalls meeting David McClay Kidd, whose first course design, Bandon Dunes in Washington

Yes, the idea is increased revenue. But in the long term, what would that do to the image of golf as it relates to young people and the family atmosphere...'

— Joe Golden, course owner

State, has received universal acclaim.

Rees said he joked with Kidd: "What an awful thing to have happen to you in your career. Your first course is on one of the greatest sites you'll ever see. It's all down-

hill from here."

Rees' first job when he went on his own in the 1970s was on a farm in Tennessee. "I actually staked the irrigation myself, worked for the farmer to move the dirt and built this low-budget, pretty good golf course," he said.

...

Ask Michigan State University Prof. John "Trey" Rodgers how his Spanish is and he'll reply, "Mui poco."

But two-year turfgrass students at MSU will have the inside track on communicating with Hispanic golf course workers now that the class "Spanish for Golf Course Management" is mandatory for graduation. (See story page 13.)


Great idea, Trey.

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BRIEFS



LAKE CITY OFFERS IRRIGATION TECH

LAKE CITY, Fla. — Lake City Community College is offering a new one-year certification program in irrigation technology to train residential and commercial irrigation technicians for the golf, irrigation and landscape industries. Instructor Steven King has more than 15 years of irrigation experience. He has developed a state-of-the-art irrigation laboratory on campus. The extensive curriculum was developed with input from practicing irrigation professionals, the Florida Irrigation Society and the Irrigation Association. The first class began Aug. 23. Interested people should contact John Piersol, chairman of the Golf, Landscape and Forestry Division, at 904-752-1822, ext. 1225.

CYBULSKI EARNS CGCS

Scott Cybulski, head superintendent at Falmouth (Maine) Country Club, recently received his designation as a Certified Golf Course Superintendent, making him just the fourth active superintendent in the state to earn the distinction. Cybulski has been at Falmouth CC since 1992 and served as head superintendent since 1995.

MSU adds Spanish to turf curriculum

By MARK LESLIE

EAST LANSING, Mich. — In a testament to the prominence of Hispanics on golf course grounds crews, Michigan State University has made a class in the Spanish language mandatory for two-year turfgrass students.

The class, Spanish for Golf Course Management, has been taught in the turfgrass program for two years, but this will be the first time it is mandatory, said MSU Professor John "Trey" Rodgers. He added that it will be available, but not mandatory, for four-year students.

"It's interesting that when our four-year students come off internship, one of the first questions they ask is if the Spanish class is available," Rodgers said.

Around the country, he said, Hispanics often comprise a large portion of the golf course work force, and Spanish is their operative language. Without knowing Spanish, it is difficult to work with them, Rodgers added.

The 10-week, three-day-a-week, two-credit course has two focuses:

Continued on page 17

Post-traumatic stress syndrome

Cleaning up after The Majors is like clearing a battle field after war

By MARK LESLIE
and TREVOR LEDGER

PINEHURST, N.C. — It's five weeks after the U.S. Open and the roughs are lower, the fairways longer and the greens slower on Pinehurst No. 2 here. "You would hardly know right now that we had [an Open]," said Director of Golf Course Maintenance Brad Kocher, whose course is blessed with fast-growing, fast-healing Bermudagrass.

Augusta National Golf Club Senior Director of Golf Course Operations Marsh Benson and superintendent Brad Owen opened their course for play the day after the Masters Tournament concluded and, in this dry year, had the playing areas back in shape in two weeks.

Three weeks after Carnoustie Golf Links hosted the British Open, July 15-18, superintendent John Philp was removing all the periphery items which come first in the regeneration of the famous course after its first Major in 24 years.

But at Medinah (Ill.) Country Club, whose No. 3 hosted the PGA Championship on Aug. 13-15, superintendent Danny Quast was in more of a rush, waiting for the last of the corporate tents to be removed from the neighbor-



This gallery area between the 14th green and 15th tee is indicative of the damage superintendent Paul Jett and his crew faced following the U.S. Open. The inset shows how it appeared on June 23. Above is how it looked by July 6.

ing No. 2 course so that his crews could seed bentgrass and return it to normal playing conditions.

Quast, who hosted the Open in June in 1990, pointed to the importance of timing in recovering from his mid-August event.

"The main concern about how the course will look next spring is how fast they get the tents out of my way," he

said. "But some have an urgency to do so: They need to get out to Boston for the Ryder Cup.

"The main trick of success is how soon you can seed the course. The later you do it, the longer it takes to germinate. If I can get it to germinate in the first part of September, we will have very beautiful fairways next spring. If

Continued on page 18

George Frye, H2O and The Ocean Course



Lack of quality water the bane of Kiawah super

By MARK LESLIE

KIAWAH ISLAND, S.C. — "Water, water everywhere, but not a drop to drink." George Frye could pen his own refrain to this lament. The superintendent at Kiawah Island Resort's famed Ocean Course, which is running short on available effluent, is paying the high price of potable water and monitoring his three sister courses on the island, which are watering with deep-well, brackish and waste water.



George Frye

Frye may be best known for readying the Pete Dye-designed Ocean Course for the 1991 Ryder Cup even before the course was built, or for preparing Tom Fazio's Turtle Creek course here for the World Cup matches in 1997, or for his course being a test site for a major Clemson University toxicology study. But he points to water as his most consuming issue.

"Water. It's getting as expensive, if not more, than providing electricity. It's our biggest challenge of the future," said Frye, calling for extensive research into how to grow turfgrass with low-quality water.

The Kiawah Island courses "are considered — not to golfers or myself, but others — as sewage dispersal sites, a means of getting rid of excessive effluent," Frye said. "The problem right now is, we have too many courses for the effluent. We need more houses in order to provide effluent."

In the meantime, the Ocean Course is irrigating with aquifer water and a small amount of effluent, while the other courses get a combination of potable, effluent and deep-well water.

Dealing with less-than-perfect water has led to experimentation with methods to treat that water. For instance, the deep-well water contains "a lot of bad constituents, such as high bicarbonates, high carbonates, high sodium, high boron," Frye said.

Continued on page 20



AUDUBON CERTIFIES OCEAN COURSE

KIAWAH ISLAND, S.C. — The Ocean Course has achieved designation as a Certified Audubon Cooperative Sanctuary by the Audubon Cooperative Sanctuary System (ACSS). The Ocean Course is the fourth in South Carolina and 177th course in the world to receive the honor. The other three courses in South Carolina are The Club at Seabrook Island, Palmetto Hall Plantation, and Whispering Pines Golf Course.

DeYoung joins Glen Arbour

BEDFORD, Nova Scotia, Canada—Mike DeYoung, president of the Canadian Golf Superintendents Association in 1996, has taken the position as head superintendent at the newly built Glen Arbour Golf Course here.

DeYoung left Hartlen Point Golf Club in Eastern Passage after 17 years. A 1978 graduate of St. Mary's University, he was presi-

dent of the Atlantic Golf Superintendents Association in 1991-92.

Glen Arbour, designed by Canadian Graham Cooke, opened for play in July.

•••

SANTA BARBARA, Calif. — Vincent Gilmartin has been appointed to the new position of golf course superintendent at Glen Annie Golf Club here by

Environmental Golf.

Prior to joining Environmental Golf, Gilmartin was superintendent at Franklin Delano Roosevelt Golf Club in Philadelphia, and assistant superintendent at Strawberry Farms Golf Club in Irvine, Calif., and Inwood (N.Y.) Country Club.

Gilmartin is a graduate of Rutgers University.

•••

LA QUINTA, Calif. — Rancho

La Quinta Country Club has named Alfredo Alcocer and Humberto Cortez to oversee its championship designs

Alcocer, assistant superintendent of the club's Robert Trent Jones Jr. course for nearly a year, has assumed the role of superintendent. Alcocer, who earned a degree in turfgrass management from University of California-Riverside, previously worked for Desert Horizons Country Club in

Indian Wells for 18 years.

Cortez WHERE THEY'RE GOING has joined the development to supervise construction and grow-in of the new Jerry Pate layout. Cortez holds a degree in turfgrass management from College of the Desert, is a former assistant superintendent for Indio's Heritage Palms and the Francisco Grande and Torres Blancas golf clubs in Arizona.



Purdue student gets Musser scholarship

SHARON CENTER, Ohio — The Musser International Turfgrass Foundation has presented its 1999 "Award of Excellence" to Purdue University graduate student William Von Sigler.

The \$12,000 "Award of Excellence" prize is presented to



William Von Sigler

outstanding scholars who are seeking PhDs in the turfgrass sciences.

Von Sigler earned a bachelor of science degree from Purdue in 1992 and is nearing completion of his doctoral thesis, "Molecular Ecology of the Turfgrass Ecosystem," which examines the effects on turfgrass of synthetic and biological methods of pest management.

Since 1995, Von Sigler has authored or co-authored 10 articles on a variety of topics, including the biodegradation of turfgrass fungicides, the effect of biological and chemical inputs on turfgrass soils, and proper pesticide selection.

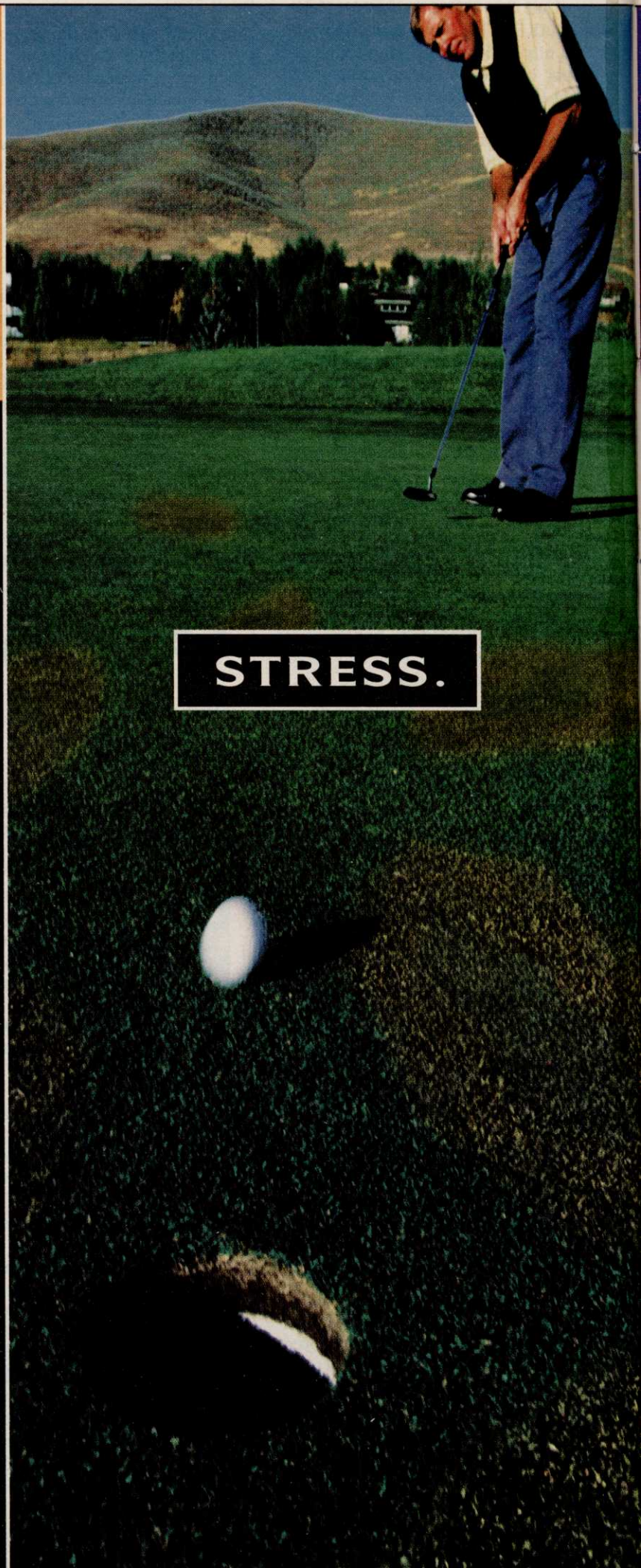
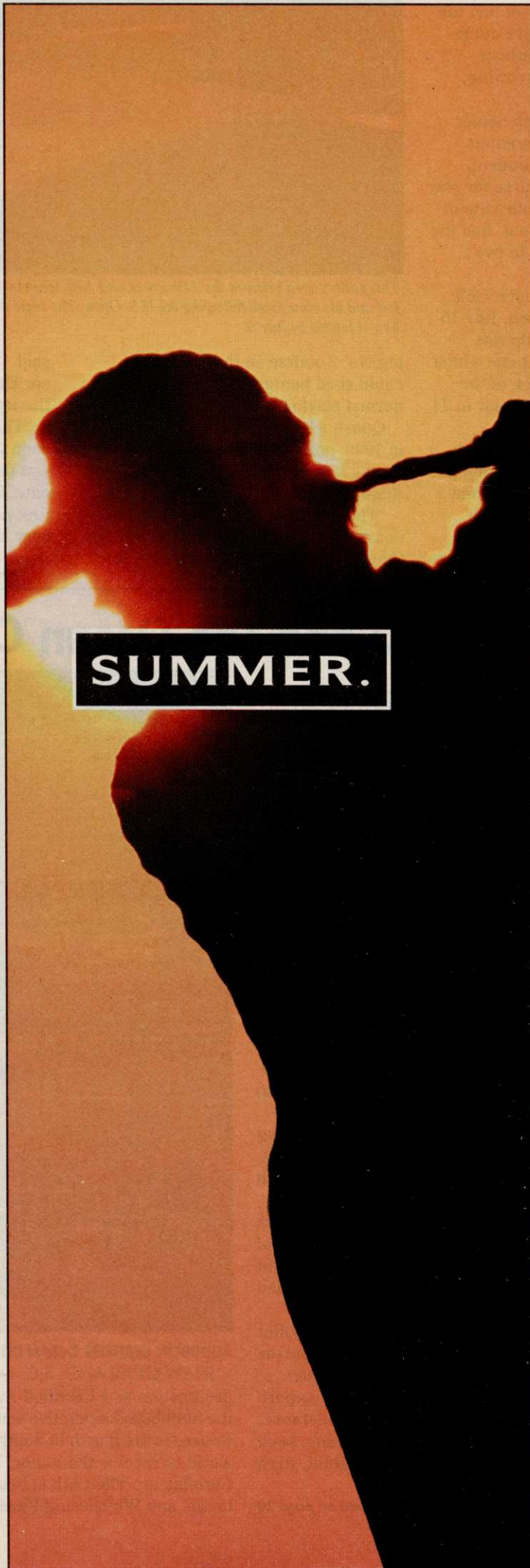
He has also completed internships at Sand Creek Country Club and Pine Needles Resort.

"I was glad to see my work recognized," said Von Sigler, who believes the turf industry is entering an important time as far as public perception is concerned.

"We've gone through a time period in the past 10 years in which public perception [of the turf industry] is not favorable, and I think the problem has been from the frequency of product applications." The challenge for us now is to extend the efficacy of synthetic products and augment those with effective biological controls."

Having been a research assistant under Dr. Clark Throssel, Von Sigler would like to build a career in the areas of biological controls and microbial ecology.

"The research that Von is conducting for his Ph.D. degree is novel, and will provide insight into biological disease control in turfgrasses and other agricultural commodities," said Throssel.



By JEAN MacKAY

Int'l environmental summit planned

COSTA DEL SOL, Spain — The first international U.S.-European Golf Environment Summit is scheduled to be held at Valderrama Golf Club here on Nov. 8 and 9.

The summit brings together key players from both sides of the Atlantic in the ongoing efforts to develop and manage greener golf courses.

For many years now, the golf-

ing community in both North America and Europe has been engaged in researching environmental issues and implementing conservation strategies. In the United States, the U.S. Golf Association (USGA) Green Section, through its Turfgrass and Envi-

ronmental Research Committee, and the Audubon Cooperative Sanctuary Program for Golf Courses administered by Audubon International pioneered these efforts and later were joined by other golf and environmental stakeholders.

In Europe, since 1994, the European Golf Association Ecology Unit has spearheaded conservation efforts and in 1997 launched "Committed to Green," an environmental management program for golf courses.

The Golf-Environment Sum-

mit at Valderrama, 1997 host of the Ryder Cup and this year's first American Express World Golf Championship, will bring together all the key players in these initiatives. Representatives from Audubon International, the U.S. Fish and Wildlife Foundation, the USGA Turfgrass & Environmental Research Committee, the European Golf Association Ecology Unit, and World Wildlife Fund will be among the featured speakers.

The summit will be a unique occasion to review and evaluate the vast range of work done to date, and to discuss future priorities and strategies in the golf-environment field. Technical issues slated for discussion include: water resource management, developing alternative pest management strategies, and refining certification programs to create reliable, international measures of environmental performance.

Jean MacKay is education director for Audubon International, headquartered in Selkirk, N.Y.

Troon, Crosswater both certified

SCOTTSDALE, Ariz. — Troon Golf and Country Club has been designated a Certified Audubon Cooperative Sanctuary by the Audubon Cooperative Sanctuary System (ACSS).

"Over a year ago, Mark Clark, my golf course superintendent, and Eric Watson, our assistant superintendent, and I attended an Audubon International seminar sponsored by the local golf course superintendents' association," said General Manager John Reyhones. "We felt that a program such as the sanctuary program would be beneficial to wildlife, [plus] conservation, our community and members of the club. Both Mark and Eric are to be congratulated for a job well done."

...

SUNRIVER, Ore. — Sunriver Resort's Crosswater Golf Course has earned Audubon International's certification as a Audubon Cooperative Sanctuary.

"This is particularly gratifying because the Audubon certification symbolizes the unending philosophy at Sunriver Resort," said Crosswater superintendent Jim Ramey, who has been with Sunriver Resort for 25 years.

In 1998, Crosswater spearheaded a restoration plan for the Little Deschutes River to stabilize its banks, and create fish habitats and spawning areas. Ramey, who carefully oversaw the restoration process, worked closely on the project with the Oregon Department of Fish and Wildlife as well as fisheries, hydrology and resource management enhancement companies.

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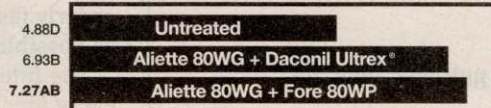
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CIRCLE #111



Used oils placed in a square blake container. Used oil filters are disposed of properly as well.

Used oil: Its economic disposal & storage

By TERRY BUCHEN

NAPLES, Fla. — Disposing of used oil has been taken to the utmost — yet simple — level at Collier's Reserve Country Club here.

Golf Course Manager Tim Hiers said he and his staff have "upgraded and improved some of our original ideas and concepts" for the Natural Resource Management Center at the second golf course which is being built at Collier's Reserve.

"The handling of our used oil is unique," said equipment manager Mike Koopman, "as we have a utility sink inside the shop area, with a hinged cover that we made in-house. We simply put our used motor, hydraulic and gear oils and oil filters into the sink, allowing the oil filters to completely drain.

"When drained, the filters are stacked into a special barrel in an orderly fashion so we can store as many as possible."

The filters are disposed of properly every four to six months, Koopman said.

"The used oil is pumped into a 240-gallon storage tank located outside the shop area through a double-diaphragm air-operated pump, with an on/off valve on the right side of the sink," he said.

On the left side of the on/off valve is an air filter, "luber," to keep the pump lubricated and a pressure gauge and adjustable regulator to monitor the normally operated 35- to 40-PSI air pressure to operate the pump.

A strainer in the bottom of the sink safeguards the 1-inch-diameter, steel-reinforced rubber hydraulic hose that goes from the sink to the storage tank, from getting plugged up. This hose is enclosed in a PVC pipe just in case it ever ruptures, as the used oil would then be contained instead of spilling onto the ground.

On the outside storage tank, there is an upper door that has access to the pump and the quick coupler that



Used oil is pumped into an outside container and then hauled away.

is used to suck the used oils out of the tank. On the outside of the upper door is a sight glass that shows how many inches of used oil are in the tank. It registers from zero to 46 inches, and the tank must be emptied at the 40-inch level, Koopman said.

"When we service some of our equipment," he said, "we use

a 5-gallon portable oil caddy, mounted on wheels, that has a quick disconnect with a suction tube in the bottom of it that hooks up to a similar quick disconnect at the bottom of the sink so it can be emptied efficiently and cleanly."

Safety Kleen, who obtains any needed permits, transports Collier's Reserve's used oils.

"It is important to note that only used oils are used in our used-oil recovery system," Koopman said. "Any used anti-freeze/coolant is disposed of in a separate barrel and recycled by a separate recycling company."



SHOP TALK



The coquina shell sand at Kiawah Island resort's Ocean Course fits in as a natural substance, as well as one that compacts tightly, for the cart paths. The sand is available from a number of sand companies in the Carolinas.



ON THE GREEN

A 'natural' solution to dusty cart paths

By MARK LESLIE

KIAWAH ISLAND, S.C.— Superintendents on courses where golfers and the grounds crew eat dust while riding the cart paths have looked for a solution since oil-based products were outlawed.

Enter coquina shell sand.

The crushed-up shells, mixed with sand, are used extensively and effectively at The Ocean Course here.

"It was [course architect] Pete Dye's idea," recalled superintendent George Frye. "We wanted natural cart paths as one of the design features."

"Looking at this golf course, you couldn't imagine how you would put in cart paths because it seemed it would destroy the integrity of the course."

Although he hasn't seen it used

elsewhere on golf courses, Frye endorses coquina.

"For us, it packs in and fits the natural environment here and the overall presentation of the course. It also has aesthetic appeal," he said.

The only time Frye has experienced even "a little trouble" with his cart paths has been under extended, heavy rains — say, nine inches in 10 days. Then they must be regraded, he said.

Coquina shell sand is available, with varying quality, from sand companies. Frye said the price can vary depending on the supplier and trucking costs.

Though coquina might not "fit" the natural look of an inland or mountain course, "for a lot of people it can serve as a means of keeping dust down," Frye said.

New York prepares for 50th-year expo

SYRACUSE, N.Y. — The New York State Turfgrass Association (NYSTA), in cooperation with Cornell University, will celebrate its 50th year at the annual Turf and Grounds Exposition, on Nov. 9-11 at the OnCenter here.

The conference theme, "Committed to Excellence: Plants, People, The Environment, and You," exemplifies the overall commitment that NYSTA has made throughout its 50-year history.

The conference will feature more than 60 business and technical sessions addressing all aspects of the green industry — new product updates, golf turf,

lawn and landscape, grounds maintenance, sports turf, and equipment management.

The program has been restructured to provide interactive educational sessions.

Speakers from across the country will present the conference topics. Keynote speaker will be Brian Holloway, four-time All-Pro and holder of the NFL record for most consecutive plays from the line of scrimmage.

To obtain conference information, or exhibitor trade show material, people may call NYSTA at 800-873-8873.

MSU mandates Spanish course for two-year students

Continued from page 13

teaching students how to speak to Hispanics about the specific jobs they want them to do on the golf course; and learning the culture of the Spanish worker.

"I learned very quickly, visiting my students, that this [learning the culture] was extremely important," Rodgers said. "The superintendents who had good relationships were the ones who had understanding and respect for this culture."

The idea, he said, "is not so much that students are going to be able to speak Spanish, but they will have the confidence to initiate conversations because, obvi-

ously, they are going to learn it on the job."

The reputation of Hispanic workers is growing in the golf industry.

"I think it's categorical," Rodgers said. "Some superintendents will pointblank say that they will hire no one else but Hispanics for their crews."

MSU's turfgrass program contains slightly more than 200 students. Rodgers said two years ago 17 were enrolled in the Spanish class. That grew to 30 last year, and he expects 50 this fall.

It has been taught by Marco Dias, a PhD student in the Spanish Department.



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Post-traumatic stress

Continued from page 13

I've got to be seeding in late September because of any delays, the course won't look so nice in spring."

Kocher, Quast, Benson and Philp all agree: Though returning their tournament courses to "normal" playing conditions has its challenges, the toughest ob-

stacle is dealing with damage from the peripherals — traffic into and out of corporate tents, bleachers, clubhouses and television paraphernalia.

"We had 50 corporate tents," said Kocher. "They started putting them up in April, and it took them four weeks to get them out after the Open. They

were here a long time."

Thankfully, said Pinehurst No. 2 superintendent Paul Jett, most of the corporate village was on Course No. 4's 1st and 18th fairways, and No. 4 was already closed for reconstruction. Only one major tent was situated on No. 2, and that was in the woods between the 8th and 16th holes.

Quast said his biggest problem isn't the No. 3 tournament course, but rather No. 1, where

they dumped 1,300 tons of gravel on the 13th fairway, which had become home for the corporate village.

Several hundred trucks were expected to unload tent parts, air conditioners and various other equipment on the property, so Quast had the idea of laying down plywood, then covering it with gravel.

"I think it will clean up pretty well," he said, "but obviously the

grass will be dead under it."

On the adjoining Medinah No. 1, an area for decorators, sports bar-type and merchandise tents on the 11th fairway, the champions tent on 12th fairway, and small hospitality tents caused damage that needed repair after the Championship.

"Wherever they've dumped gravel into the roughs, we're going to dig it out 6 inches and sod it," Quast said. "Everything on the fairways we will burn off with Roundup and overseed in bentgrass."

As far as No. 2 course fairways' recovery from being a parking lot for a week, Quast said "a little aerification and fertilization at the right time of year and it will come back by itself."

But if the weather gets wet, some problems could persist for many months, Quast said.

"If it rains and gets muddy and they pack it down, there are some areas around the clubhouse that may take a couple of years to get back to what you'd like," he said. "If the ground is dry and with reasonable weather, between aerifying, overseeding and fertilizing next spring, it will look all right. The wetter it is, the more compaction."

The British Open, according to Philp, is the biggest event in golf and the one with the most infrastructure in place.

"You've got all these stands, all the tentage, all the hospitality units and the TV cabling. It all has to come away and they're still doing it now [early August]. The stands are mostly down around the course now. They're just dismantling the last ones on the 18th and behind the 16th green."

Philp is not overly concerned about the damage left behind on the course. "The damage is not too bad," he said, "but these forklift trucks that carry all the equipment have aggressive tires and they are four-wheel drive." Their operation, he said, is not biased towards turf care, either.

"The drivers are not greenkeepers. They are not going to be here once they've taken it all away, so they tend not to be as careful as we would be," Philp said. "We have taken on an extra three staff [for the cleanup and ensuing summer] and we have already aerated the main routes around the Links. We will require some overseeding or some odd bits of re-turfing 'round about some of the stands."

It is the damage to the Burn Links course [one of the other two courses at Carnoustie] which is the biggest headache for Philp.

"The worst area has been caused by the tented village which, in our case, ran up the 1st fairway of the Burns Links course," he said. "With all the pedestrian traf-

Continued on next page

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CIRCLE #113

GOLF COURSE NEWS

High-level volunteers get down and dirty for comrades

By MARK LESLIE

PINEHURST, N.C. — Instead of a high schooler or college student tending bunkers during the U.S. Open at Pinehurst No. 2, there stood Augusta National Senior Director of Golf Course Operations Marsh Benson and Pebble Beach Golf Links superintendent Mark Michaud with rakes in hand.

The brotherhood of keepers of the green reaches new heights during major events when one of their members needs help, say superintendents whose courses hosted the four Majors this year.

"We were blessed to have a lot of volunteers," said Pinehurst Resort Director of Golf Course Maintenance Brad Kocher. "We



A Pinehurst No. 2 grounds crew member prepares turf for restoration in a typical area that was beneath a grandstand during the 1999 U.S. Open.

had between 50 and 55 every day of the tournament. So we were able to do everything to the 'nth' degree."

Benson was "instrumental in showing us how he staffs for the Masters and we used a lot of his program as a template for what we did," Kocher said.

"I learned a lot, too," Benson said of his volunteer work at

Pinehurst No. 2.

And Benson said he also received major help for his Major. One hundred seven individuals worked on Augusta National during the Masters, including 62 volunteers who did a wide variety of jobs, he said.

Superintendent Danny Quast, whose Medinah (Ill.) No. 3 Course in Medinah, hosted the

PGA Championship in August, said he had 16 superintendent volunteers — a lot of them assistants, some from Florida.

He noted that August is "crunch time for all the superintendents in the area, so it's understandable if others don't volunteer." And he added: "There is not one [local] superintendent who wouldn't help, if asked."

But since Quast has crews for Medinah's three golf courses, "we're in pretty good shape," he said.

Meanwhile, at British Open host Carnoustie Golf Links, in addition to volunteering superintendents, John Philp had "180 local schoolchildren working in shifts through the tournament to collect litter. They have been down since."

Kocher summed up the feelings of all four for future hosts of Major tournaments. "Anything we have here we would be glad to share," he said. "It improves the learning curve of anyone who is going to host a tournament."

Post-traumatic stress syndrome at the Majors

Continued from previous page

fic during the tournament and the subsequent vehicles to remove it, the fairway is pretty bereft of grass. We'll have to do some serious aerification and overseeding to recover it. That's all part and parcel of hosting an Open."

COURSE CARE

After dealing with dozens of tents and other structures foreign to golf courses, turfgrass is a world apart and normally easier to deal with, according to the superintendents.

"Very few Opens have been played on Bermudagrass," said Pinehurst's Kocher. "It's easier to rut things up in heavier soils and cool-season grasses. But here we have Bermuda on a sand base, so the damage to it, even if we get some rain, is minimal."

Jett said his biggest challenge at Pinehurst was "getting everything mowed back out and grown back in for our regular member and resort play."

His crews started widening the fairways on Tuesday after the Open, he said.

No. 2's fairways had to go from 28 to 32 yards wide back out to 35 to 40 yards.

"A lot of areas at 3 inches are now down under 1/2 inch," Jett said. "We took rotary mowers out, set them as low as they could go and scalped it down, then used fairways mowers to cut to regular height. Then we let them green up again and started from scratch just like they were coming out of dormancy from the winter. That took about three weeks until when we mowed it, it didn't turn brown again."

For the Open the greens were cut at 0.135 inch and some were mowed three or even four times

"The rough was quite powerful this year and that has stood us in good stead for all the traffic."

— John Philp, super Carnoustie Golf Links

in the morning until they reached the Stimpmeter speed for the day — 11.6 on Sunday. The slopes and tees were mowed at 0.225 inch; the fairways at 0.375 inch; intermediate rough at 1-1/4 inch; and primary rough at 3 inches.

Today, the greens are cut at 0.130 inch, but mowed only once a day. The fairways are at 0.400 inch, intermediate rough at 0.875, primary rough at 1.5, and slopes and tees at 0.275.

At Augusta National, whose tees and fairways are Bermudagrass overseeded with rye and whose greens are bentgrass, the grounds crew relieves the turf from compaction by various means of aerification. In the sites that are in sunshine and open to air movement, the Bermudagrass underneath will repair itself for next year's overseeding, Benson said. In more shady and isolated locations, ryegrass seed is applied for the rest of the season. After the club closes, those areas are re-sodded.

Benson and Owen are developing a process that allows the agronomic staff to move sod from sunny areas to shady locations. The weak Bermuda in the shady sites is ground up, then spread in the sunny locations, Benson said, adding that this is positive environmentally because it re-uses topsoil and does not move other dirt from its original location.

Dealing with bentgrass and far different conditions outside Chicago, Medinah's Quast compared his experience hosting the Open in June and this year's PGA Championship in August.

"After the Open, you had your worst growing period," he said. "After the PGA, you have the best growing period. In Northern grasses the fall is usually your best growing time. After the U.S. Open, it was hot and humid and you got nothing to come up but crabgrass. This time around it should be favorable weather for recovery."

At Carnoustie, Philp is confident of an early return to normalcy. "The rough was quite powerful this year and that has stood us in good stead for all the traffic," he said. "Where all the public walked, it's padded it all down. The turf was so strong to start with, it's going to help with recovery. The players might not have liked it [the rough], but it's beneficial here with the recovery. There will be bits and pieces, no doubt. The 1st fairway and the [Barry] Burn will not be back to normal until next year. That was quite intense traffic. The public putting green on Links Parade had the physiotherapy unit on it and the BBC studios. It will not be a putting green again until at least next year."

Philp, too, has made changes for non-professional golfers to enjoy Carnoustie.

"A lot of the rough has disappeared now," he said. "A normal golfer could not get around in less than six hours. One of our first jobs was to cut down the rough to enable normal traffic to get round, but the fairways are just the same."

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George Frye

Continued from page 13

To neutralize these constituents, the Ocean Course system uses sulfur dioxide, burning it in an SO₂ generator and converting it. "As the sulfur is burned, it turns into SO₂ and then SO₃ and SO₄ and as it does, it gasses off the bicarbonates as CO₂," he said.

"When you have a lot of bicarbonates in the water," he said, "they very quickly hit the calcium in the soil and displace the calcium, leaving sodium. Sodium reduces the permeability of the soil and causes poor drainage, poor filtration, and can create black layer. Whenever the salt index in the soil becomes greater than the plant, the plant can't take up available nutrients, or available water."

Meanwhile, he said, more and more courses have to use effluent and, therefore, must deal with chlorides and suspended solids that can adversely affect the permeability of the soil and cause black layer.

WATER DETERMINES SOIL

"The soil is going to become what the water is," Frye added. "If you have bad water, you will have bad soil. So good water is a prerequisite to being successful agronomically."

Frye called for more emphasis and re-

search on "the kind of water qualities we are forced to deal with — whether it is deep-well, brackish, or effluent."

Water quality, he said, "has a tendency to affect the efficacy of our fertilizer, insecticides, all our agronomic practices — our whole holistic approach to managing the course. We've got to really focus and direct a lot of research dollars in that area to have a good understanding of where we're going to be in the future."

What of desalination, especially for courses near the ocean?

"People talk about desalination, but how many people can afford a \$1-million desalination plant?" Frye asked. "If you do that, you have to pass the expense on to someone."

Meanwhile, Frye also predicted "a big push into using more salt- and drought-tolerant grasses in the future."

When it was built, The Ocean Course became a point of focus, not only for the Ryder Cup matches that followed but also for its attempt to prevent its water runoff from affecting the surrounding environment.

"Pete [Dye] did a great job laying out the golf course in the environment that was already here, so it 'fits,'" Frye said. "He also designed the fairways from the outside in, so that when we do apply insecticides, nitrates or nitrites, they buffer through the soil profile and are

SEE RELATED STORY, PAGE 17

recycled and prevented from going out to non-fairway areas. They are taken up in the ... infrastructure of the golf course, and we keep everything recycling. We recycle about 250,000 gallons a day from the back nine to the front nine."

A four-year study by Clemson's Toxicology Institute for Wildlife and Environmental Technology found that the Ocean Course has "very little runoff into non-target areas, whether internal or surrounding areas," Frye said.

STEWARDS OF THE ENVIRONMENT

Citing the chemical industry's ability to produce "environmentally sensitive products that have allowed every superintendent to fulfill the obligation of being good stewards," Frye called for even more tools.

"Not only are we superintendents, but we are acting as stewards of maintaining golf and the environment together as one entity," he said. "That is our responsibility as golf course superintendents... I think that is going to be one of our primary roles for the future. And that is why Audubon International has been so successful."

Because of that philosophy of stewardship, The Ocean Course has become certified as an Audubon Cooperative Sanctuary System and works closely with the Kiawah Island Nature Conservancy.

The course has a number of bat, owl and bluebird boxes, and a deer feeding station. About the deer feeding station, Frye explained: "The deer like to munch on a lot of the annuals we plant. So we put in a feeding station with a salt block and corn, and it keeps the deer away from the front of the clubhouse. Deer will gnaw pansies right down to the ground. Now pansies are part of our annual planting.

"That's what it's all about — having nature and golf coexist as one entity."

Under the Audubon program, the Ocean Course also adopted a school.

"We let the kids plant annuals and play some golf," Frye said. "It gets them involved and lets them know we are sensitive to the environment, not just out here pushing golfers around to make a dollar — even though without the economic impact, the golf would not exist.

"There are a also lot of novice golfers who come out here and enjoy the wildlife — least terns, pelicans and cranes. We're creating the public perception that we're not only stewards of golf but the environment as well."

MANAGING NATURE

While turf care consumes much of the time for most superintendents, Frye's main concern is the natural areas that are "constantly in motion."

"Grass is fixed. You maintain it, it stays there. You want to keep it disease and insect free," Frye said. "We spend tremendous amount of dollars, manpower and focus on non-turf areas. At least 50 percent of our effort is non-turf."

"Managing 'natural' is very difficult," he said. "Nature wants to change and evolve. That's one of our biggest challenges. The whole golf course is shifting, it's changing, and you have to adapt your managing practices to change with the course.

"We're trying to maintain the integrity of the design and all these environmentally

sensitive areas. It is a challenge when compared to a more conventional golf course."

With permission from the Office of Coastal Resource Management, Frye's crews have had to selectively manage the peripheral areas of the course because those are changing the most. In all the dune areas they have to constantly prevent natural vegetation from overgrowing the dunes and natural areas so that golfers can see from the tee to the fairway.

"If you didn't do anything to these dunes for two years, they would become overgrown. They would evolve and change," Frye said.

"We also have to selectively prune a lot of the wax myrtles," he said. "And we do a lot of barking around the oak trees on the front nine. We double-shred and put a lot of bark around the root system out to the edge of the canopy of the trees. That makes it feel like the root system is in a forest environment. If the bark were not there, the cart traffic and wind would erode away from the root system. On oak trees, a lot of nutrients and water is taken in through the feeder roots on the surface. It looks really good, but we're actually doing it to protect the tree."

The most telling testimony to this evolution are aerial photographs from the 1991 Ryder Cup and today. "Look at those photos and you'd wonder if they are the same golf course," Frye said. "We're constantly moving sand around, trying to keep dunes from overtaking a hole."

"We're constantly pushing sand around, grading cart paths, edging the fairways with Roundup to keep the 419 [Bermudagrass] from encroaching into the dunes," he added. "We're trying to give it a 'managed' look — not just a wild, unkempt look."

A NATIVE SON RETURNS

When Frye came to Kiawah Island in 1985 it was a return of a native son. He grew up in Robbins, N.C., worked at Pinehurst Resort summers, attended Campbell College for two years before transferring to North Carolina State University, where he graduated with a turfgrass degree in 1978. He worked at Seabrook Island next door to the Ocean Course for four years, then with Robert Trent Jones Sr. on the grow-in and development of Crooked Oaks.

He also spent 1984-85 with architect Jay Morrish renovating the A.W. Tillinghast-designed Oak Hills Country Club in San Antonio, Texas, which hosted the 1985 Texas Open.

Upon his return, the 36-hole resort expanded to 54 with Tom Fazio's Osprey Point. Frye was involved in the construction, development and grow-in of that track, which opened in 1988. He saw the Ocean Course through construction, the Ryder Cup and Hurricane Hugo, and the Turtle Creek course through PGA Cup matches.

It proves you can return home.

Life, and golf, are good for the Frye family — wife Lou and sons George III, 16, and Mack, 13 — even with myriad challenges and deadlines.

"This has been the first year I've had a chance to sit back and breathe," Frye said. "But I wouldn't change anything. I've been very fortunate to be able to stay in the same place and have the number of challenges I've had. Others have had to move three or four times to get these challenges."

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Northern, Southern supers prepare winter seeding regimens

Dormant seeding: Saving Northern supers time, money and headaches

By MARK LESLIE

BEDFORD, Nova Scotia, Canada — Time is money. The further north a golf course sits, the shorter its playing season, and, the reasoning goes, the quicker you need to open the course to start paying the bills.

For many, the solution has been the procedure known as dormant seeding, seeding a grass into the turf stand late in the fall so that it gets a quick start in the spring.

And now, a new method of dormant seeding "saved us a month," said Mike DeYoung of Glen Arbour Golf Course, a public track which opened in July in this Halifax suburb. "We were able to mow the first week of May, and had 80- to 90-percent coverage. That's the best I've ever had."

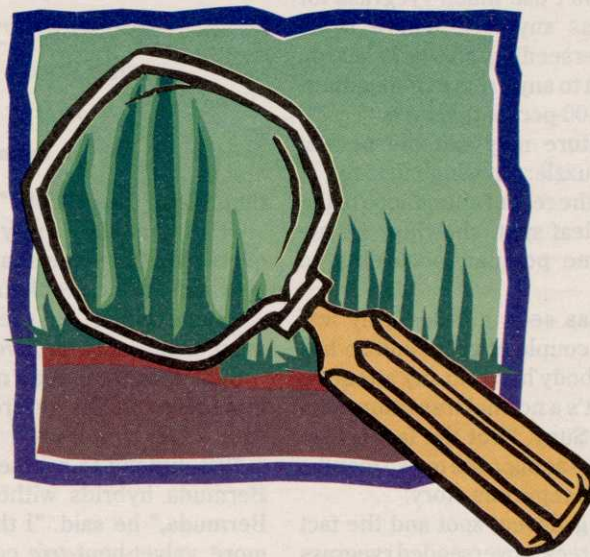
A former president of the Canadian Golf Superintendents Association and former superintendent at nearby Hartlen Point Forces Golf Course, DeYoung used a new method for dormant seeding last fall on his newly built greens.

His pre-planting routine was similar to summer seeding, with phosphate and micronutrient and starter packages. Once the bentgrass seed was planted, DeYoung's crews laid down a four-mil greenhouse membrane product over each green. They stapled the membrane around the edges of the green, then sodded the collars up over the top of the membrane.

The greenhouse material was bought in 24-foot sections that DeYoung had glued by a greenhouse salesman so there were no seams and no water could get beneath it.

"In the spring we simply lifted the sod off the polyethylene [membrane] and pulled the poly off."

DeYoung said he had never used polyethylene be-



fore. He had used Evergreen covers and the nonbreathable ice shield "with less success."

"In our climate, with a short golf season, covers have become a valuable tool for a lot of people," DeYoung said. "A project near here dormant-seeded with Evergreen covers and I think they picked up three to four weeks on the back end."

The Whys of Dormant Seeding

There are more reasons to dormant seed than overcoming short playing seasons, however.

"Dormant seeding is being done more and more because of time constraints," said agronomic consultant Terry Buchen of Williamsburg, Va. "Developers are willing to gamble if they are running late because of bad weather or for whatever reason. During the spring, sometimes it's so wet you can't get out and seed. And

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The ever-changing world of overseeding for warm-weather course superintendents

By MARK LESLIE

NAPLES, Fla. — To overseed or not to overseed, that is the question. And it is sometimes answered differently by golf course superintendents right down the road from each other.

In Las Vegas half the golf courses are warm-season Bermudagrass tracks and half are cool-season bentgrass. In Phoenix all are Bermudagrass, and in Scottsdale all bentgrass.

"Six hundred feet [of elevation change] in Phoenix is the difference between bent and Bermuda greens," said Arman Suny, general manager at Shadow Creek in Las Vegas and an expert in growing grass from the mountains to the desert.

And whether a course has bent or Bermuda is a major factor whether overseeding is needed at all. When Bermudagrass goes dormant in the winter season, golfers, especially vacationing Northerners, desire green putting surfaces. Thus the existence of "overseeding" — seeding a cool-season turf into a stand of the warm-season varieties normally grown in the South.

"But you can't boilerplate it [overseeding] for anybody. It's different at every situation," said Tim Hiers, superintendent at Collier's Reserve Country Club here. "If my greens were poorly constructed, if they were old, if we played 400 rounds a day, if I had small greens, or too much shade or poor water quality, I might overseed. There are so many variables."

In his deep South location, Hiers does not overseed — instead preparing for the few days a year his Bermudagrass may be in danger.

For those who do overseeding, 1) timing is every-

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Cleaning an aerator.

Preparing the aeration system for winter

By HEATHER SCHWABE-CHASE

Water is incorporated into almost every landscape design in the form of ponds, lakes and waterfalls. Some courses even use their aesthetic water feature as an irrigation solution.

Water is beautiful, but it must be maintained in order to preserve that pristine feeling. This may be accomplished in various ways, but the most popular and effective way is aeration. Aeration, the mechanical addition of oxygen to water, is accomplished with a surface or sub-surface aeration unit. Surface units include any aeration device with a fountain-like pattern that sprays water into the air. Sub-surface units are placed below the water's surface and are not visible to the eye.

As winter approaches, thoughts turn to the removal, maintenance and storage of aeration systems for the season. Any aeration system motor that is water-cooled must be removed from the water and stored in an area where the temperature will remain above freezing. Freezing temperatures will cause the water inside the motor to expand and crush vital components. This will not only render the unit inoperable; it

Continued on page 22

Winterization and freeze protection of variable speed pumping systems

By BOB CLARK

Variable speed pumping systems have become the standard for course irrigation.

Winterization of any irrigation pump station is a necessity in virtually any part of the temperate world. Even locations in Florida, Arizona, and California can experience freezing temperatures for long enough to damage system components.

Besides the normal winterization procedures that are carried out on many irrigation systems, three components of most variable frequency drive (VFD) pump stations require specific attention:

1. The heat exchanger has a water-filled coil that must be blown out with compressed air. Close the heat exchanger feed line isolation ball valve. Remove the inlet and outlet fittings allowing the inlet hose to drain. Using relatively low air pressure (less than 50 psi) blow into the inlet expelling all water from the coil outlet. Replace the fittings and hoses. This is a good time to disassemble and clean the regulator and solenoid valve.

2. Isolate the pressure transducer sensing line using the ball valve typically provided on the system manifold. Remove the sensing line from the pressure transducer fitting. Leave the line disconnected until the freezing condition has passed.

3. The relief valve is best protected by removing the piloting entirely and placing it in a freeze-protected area. Otherwise, the entire valve can be removed and likewise protected. This is a good time to

service the valve by disassembling and cleaning its components. It is a good idea to have a repair kit on hand before disassembling the valve. If the valve is left in place, the water that is trapped under the cover must be purged by loosening the cover nuts and allowing the water to escape.

Points to Remember

It can and does freeze almost anywhere. Plan for freezes before they happen and damage expensive, essential components.

- A kerosene heater is often your best protection (as long as you remember to fill it and light it). It is not dependent on electricity like gas and electric space heaters. The turbo type of heater can be used in temperate areas even if the station is not in a pump house.

- Should a heat exchanger coil be damaged by freezing, it can be easily removed and taken to a radiator shop for evaluation and repair. This is generally much quicker and less expensive than replacing the coil with a new one.

- If your local temperature falls to 25 degrees Fahrenheit (-4 degrees Celsius) or below for more than two hours, you must take action to assure that freeze damage does not occur.

- Strategically placed heat lamps can work well in protecting the system components from freeze damage. However, caution must be exercised to assure that plastic hoses, conduit and wire insulation are not in contact with such lamps. If

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Overseeding continues to evolve for supers

Continued from page 21

thing, and 2) the type of grass to use is a sometimes trendy, ever-fluctuating element.

"Timing, timing, timing," said golf course agronomic consultant Terry Buchen of Williamsburg, Va. "Many times it's done too early. My advice: Overseed as late as possible so [the overseeded grass] does not compete with the Bermuda."

Seed Selection Changing



The type of turfgrass used in overseeding has evolved from *poa annua* dominating the scene, to perennial ryegrass, then *poa trivialis*, and now — with stress being put on

speed and fine texture — mixes of *poa trivialis* and/or bentgrass. Although this, again, may be regional.

"I only see perennial ryegrass for fairway overseeding and *poa triv* for putting greens," said Patrick O'Brien, director of the Southeast Region of the U.S. Golf

Association Green Section. "Superintendents here don't use much ryegrass for putting greens anymore. There is no bentgrass overseeding on warm-season turf in my area to any great extent, either. It's virtually 100-percent *poa triv*."

Yet, the future may see the newest piece of the puzzle: chewings fescue.

Because of the recent abundance of the disease gray leaf spot, chewings fescue should become popular, according to Suny.

"Phoenix has seen a little [gray leaf spot] the last couple of years and so has Vegas, but nobody has paid any attention to it because it's a normal transition component," said Suny. "But the fact it happens in two days as opposed to two months is a different, dangerous story."

Because of gray leaf spot and the fact that Shadow Creek's overseeded ryegrass died during the monsoon season two years ago, Suny said he is "looking at putting chewings fescues in with ryegrass in our overseed mix. Chewings is resistant to gray leaf spot, and we'd like a little insurance. The ball will stand up nicely on it, and chewings can be cut down to fairway height and persist. Also, we have shade here and chewings will do better

The type of turfgrass used in overseeding has evolved from poa annua dominating the scene, to perennial ryegrass, then poa trivialis, and now — with stress being put on speed and fine texture — mixes of poa trivialis and/or bentgrass.

than rye in those spots."

Poa trivialis, Suny said, will be overseeded in some shady areas and on tees with traffic problems.

"Come winter, we use *poa trivialis* almost exclusively for divots," he added.

Suny also predicted a number of superintendents in the future will overseed with velvet bentgrass.

"It's difficult to overseed into the new Bermuda hybrids without spoiling the Bermuda," he said. "I think we will see more velvet-bent-*triv* combinations, or even straight velvet because its seed size will let it get down into those tighter canopies."

Velvet bentgrass' one deterrent, Suny

said, is that it is tough to top dress. But while supplies have been limited in the past, they are plentiful now.

New Technology Breakthrough

O'Brien pointed to the latest in overseeding technology as one improvement in the process.

The Orbit Air Seeder, he said, "blows the seed down into the upper portion of the mat layer, which provides much better soil-to-seed contact than a traditional drop spreader."

Quail Hollow Country Club in Charlotte, N.C., Palmetto Dunes on Hilton Head Island, S.C., and Seabrook Island in South Carolina have all used this method, O'Brien said.

Aeration

Continued from page 21

is pricey to repair, if the unit can be repaired at all.

Removal of a surface aeration system is fairly simple. Most systems will either be anchored to the pond bottom or moored to the shoreline. If it is anchored, disconnect the anchoring lines from the unit and flip the unit upside down. The unit will then be covered by only four inches of water. At this point it can either be hoisted it a boat or towed to the shoreline.

If a system is moored, remove the mooring on one side of the pond, then the other. Carefully tow the unit to shore.

In either case, if the power cable has a quick disconnect, remove it from the unit and

place a protector cap on the end. You will want to anchor the cable and mooring lines to a buoy for easy retrieval and re-installation. A plastic milk jug works well for this task.

Once the system is removed, minor maintenance should be completed. Clean the intake valve screen with a brush and rinse out any silt build-up on the bottom of the unit.

A damage inspection of the unit and power cable should also be performed at this time.

If the power cable will remain in the water during cold months, it is advisable to cap the quick disconnect.

If it is a unit that incorporates oil into its motor components, this is an ideal time for an oil change. Consult the owner's manual for this and any other recommended scheduled maintenance procedures.

Certain aeration systems can remain in the water during the winter. These include oil-cooled units, sub-surface units (when equipped as an aspirator) and Air-Flo systems (so long as there

are no moving parts in the water). Sub-surface units may remain in the water as long as they are placed deep enough to not get frozen in.

It may be necessary to leave an oil-cooled system in the water during freezing temperatures to keep an area free of ice. In this case, it is highly recommended that the unit be converted into a circulator for that time.

This is a high-maintenance situation. If the power shuts down and the unit freezes in, you must not run it until the ice clears or severe motor damage may occur.

It is advisable to run these units 24 hours a day, every day, to prevent ice accumulation and damage.

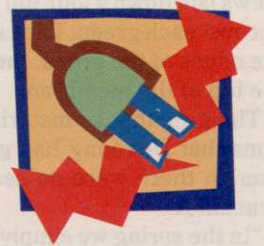
When spring is finally sprung, your aeration system will be in prime condition and ready for re-installation.

On the mechanical side of the installation process you need to be certain to tie mooring lines loose enough so the unit may turn a quarter turn. In addition, you should place a small amount of dielectric silicone grease in any quick-disconnect connections to avoid moisture intrusion.

The electrical precautions are just as simple; be certain to verify voltage and amperage readings before operating the unit.

Simply moor or anchor your unit as was done originally and you are ready for another season.

Heather Schwabe-Chase is regional marketing manager with Otterbine-Barebo, Inc. of Emmaus, Pa.



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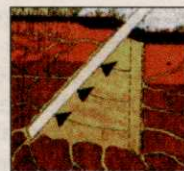
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Dormant seeding

Continued from page 21

contractors love it because sometimes they don't have to come back in the spring."

Arman Suny, general manager at Shadow Creek in Las Vegas, recalled on dormant seeding three or four holes during construction of Country Club at Castle Pines in Colorado.

"We got it done before Thanksgiving and opened July 4," he said. "If we had seeded it in the spring, we could not have opened in July."

Suny added that a number of Northern superintendents dormant seed in "perennial weak spots, places that get shade and ice. With dormant seeding, they have a shot at coming back quicker."

At Springbrook Golf Club in Leeds, Maine, superintendent Rick Newbauer said most of his colleagues in the Northeast are experimenting with dormant seeding.

"A lot of us will pick one or two greens a year and try slicing and seeding in the bentgrass, and follow up with applying a snow mold control fungicide. The timing varies — often at the end of October, or perhaps the first of November."

Newbauer's most successful effort came when his crew built mounds around the 12th green and put down a ryegrass-bluegrass-fescue mix and rolled it in. "The next spring it was like we had sodded it. We started mowing it right away," he said.

The reason? Though Newbauer could not say with scientific certainty, he said he used aeration plugs from greens and tees as a base for the mounds. "That was good soil, and we added two to three inches of topsoil over that. It took off great."

But, timing and the weather are determining factors in the success of dormant seeding.

"It's a gamble," said Buchen. "You might have to reseed it. The best-case scenario is a 50-50 chance."

Nevertheless, "It's prudent dollarwise," said Suny. "If everything goes right, you've gained a couple of months. If it doesn't go right, you've lost some seed."

You also lose preparation and labor costs, which affect some courses more than others. For Newbauer at the daily-fee Springbrook, "You have to think of economics," he said. "It costs \$175 a bag for seed and I have a skeleton crew in the fall."

Whether the Weather

The cruelty of winter weather can also negate the best of dormant-seeding programs.

As Blake Palmer related from Rockwood Park Golf Course in St. John, New Brunswick: "Dormant seeding up here in open areas hasn't been that successful, basically because of all the ice we get. It is so hit-or-miss."

Palmer has dormant seeded late in the fall, especially with bentgrass on *poa annua* greens.

"Success depends on the type of winter we have. If we get a mild winter like last year, the success rate is a lot higher and the mortality rate a lot less..."

"We simply can't bring ryegrass through the winters up here. If we get snow and mild temperatures, it will survive. But generally our winters start open and cold, then get to freezing and thawing with ice and snow."

Because of recent winters where ice damage has been significant, Palmer's solution is using a combination of covers and dormant seeding.

GOLF COURSE NEWS

Pump station winterization

Continued from page 21

electrical power is interrupted this will obviously allow freeze damage to occur.

- If your discharge manifold is supplied with a drain valve, open it to remove all water from the piping. This can protect pump check valves from damage.

- A variety of pumps are used for pressure maintenance. Any end suction or vertical multistage pumps should be drained using plugs usually located on the bottom of the pump housing. If the system is to remain off line for an extended period, leave the plugs removed and place them in a safe location, such as inside the control panel.

Conclusion

Although not necessarily a complete list for all makes and types of pump stations, the previous suggestions apply in most situations. If in question, drain a component until freezing conditions no longer exist. Following the proper freeze-protection and winterization procedures will best assure that when spring or warm weather returns, you will not be delayed in restarting your irrigation equipment. Hopefully the only leaks you find on your pump station are from the plugs you forget to replace on your pump housings. Remember, they are in the control panel.

Bob Clark is a field service specialist with SyncroFlo, Inc. in Norcross, Ga.



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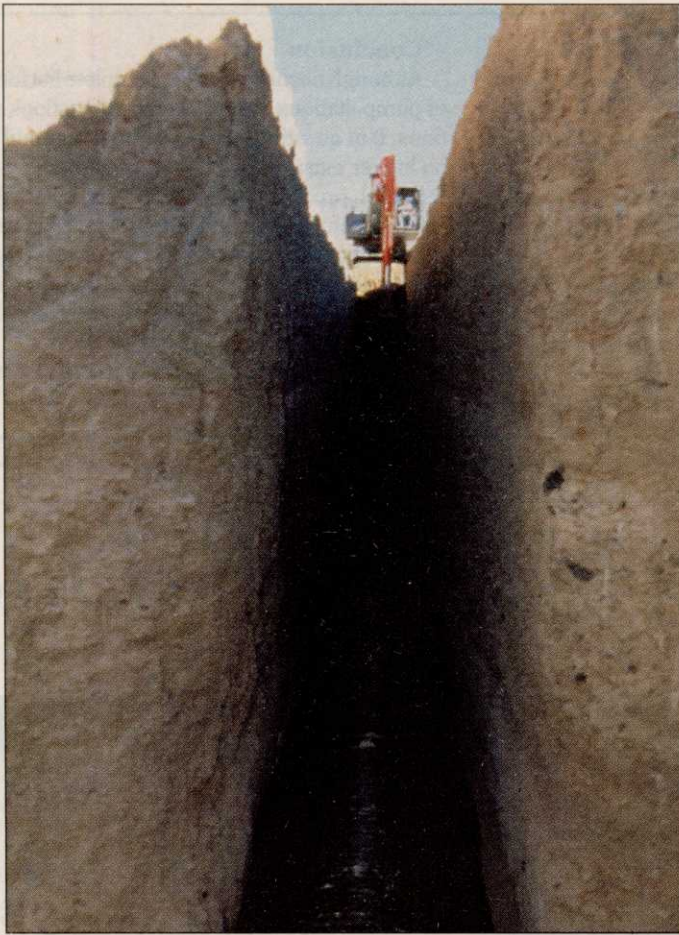
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FLOOD PLANS

At first glance, flood control may not seem like a big issue in a desert region like Las Vegas, but with localized thunderstorms capable of producing a year's average rainfall in just a few minutes, the potential for trouble is real. Pictured here, crews at Southern Highlands Golf Club, which will open in December, bury a 48-inch drainage pipe to handle the run-off produced by even the largest projected storms. In addition to adding a measure of safety, the massive drainage pipe will help provide members of the private club with better playing conditions year-round by enabling the course to shed excess irrigation water and rainfall more quickly.



Winter prep reports nationwide

Name: Dave Fearis
Course: Blue Hills CC
Location: Kansas City, Mo.
Grasses: Tees and Fairways — zoysia; Greens — bentgrass; Roughs — bluegrass.

"With the warm-season grasses (zoysia), we don't do anything to them after August. The first frost it goes off-color. We do all the verticutting and aerifying to the zoysia in the summer months. In September we raise the zoysia's height of cut.



David Fearis

"We put applications of iron and sulfate of potash on all types of turf in late September and early October.

"We overseed the bluegrass roughs with the new tall fescues in the fall. The bluegrass just isn't suited for this Transition area. We'll overseed any spots that need it. There will be quite a few this year because of the hot weather we've had. Then we'll do late-fall fertilization on the cool-season grasses.

"We'll aerify all the new tall fescue green banks in September and overseed them before doing an October fertilization.

"If the fall is real dry, we watch the zoysia going into the winter. Most of the zoysia here is lost in February and March. If it warms for a week that time of year, the zoysia comes out of dormancy, dries out and dies when the temperatures turn real cold again. So you have to think of not letting that zoysia go into the fall in a real dry state.

"The landscaping plants may receive an anti-transpirant in November that coats the leaves so they don't transpire and lose as much moisture.

"With the zoysia dormant and the overseeded bluegrass roughs, carts are required to stay on the paths through winter. We time the cart-path only rule to the frost."

Name: Mike Pock
Course: Grayhawk Golf Club
Location: Scottsdale, Ariz.
Grasses: Greens — bentgrass; Fairways, tees, roughs — ryegrass (winter), Bermudagrass (summer).

"Sometime between the second week of September and Nov. 1 you select a date to overseed then close the course for two to three weeks.

"We tear up all the tees, fairways and roughs. We'll dry them out for a few days, then verticut the summer Bermudagrass away to the point where there is no green on them. Then we overseed with 400 to 800 pounds of ryegrass seed per acre. We still have some 100-degree days in September, so I put Primo [a growth regulator] down on the Bermudagrass so it won't come back so fast and the ryegrass has a chance to win the battle.

"While we're shut down we aerify all our [bentgrass] greens; paint the trash cans, benches and ball washers; and do the busy work we don't get to normally. It also gives the greens a chance to heal after surviving the summer.

"We spray a lot of urea and iron to force growth in the fall. When the seeds first germinate there's only one or two blades per seed. If I can turn that into nine blades per seed it helps."

Name: Ken Giedd
Course: Kingsmill Resort
Location: Williamsburg, Va.
Grasses: Tees and Fairways — zoysia; Greens — bentgrass; Roughs — bluegrass.

"In August, we'll begin planning winter projects and putting down a pre-emergent poa annua control.



Ken Giedd

"We don't even think about winter in September. We've got to get through the PGA Michelob Classic first.

"October is time to overseed all Bermudagrass areas, harden off warm-season grasses with high P-K fertilizers, and aerify cool-season grasses.

"In November we make the last checks of the irrigation system before drainage. We check the heaters in the restrooms and pump stations. We apply any post-emergent poa controls and winter annual controls. The outdoor water fountains are removed and spring bulbs planted (pansies for winter color).

"December means ordering sand and de-icer, checking snow blades and sand spreaders, and conducting the last cool-season fertility measures.

"We order parts for the winter overhaul of equipment, purchase supplies for winter projects, and prepare a crew training schedule.

"January is a time to relax and cut back to a 50-hour work week, unless it snows — then it's 60 to 70 hours. Business as usual."

Name: Scott Cybulski
Course: Falmouth CC
Location: Falmouth, Maine
Grasses: Tees, Greens, Fairways — bentgrass; Roughs — bluegrass, perennial ryegrass, fine fescues.

"I start at the end of August by reserving a compressor to blow out the irrigation system in late October. I need to have it the week before the big compressors head up to the ski areas to make snow for the winter.

"I'll order my snow mold control the first week in September. The majority of our damage comes from pink snow mold. We'll probably start those applications the third week of October. After that, the opportunity for good spraying becomes limited.

"I'm sitting on the fence about dormant fertilizing. The risks may be starting to outweigh the benefits.

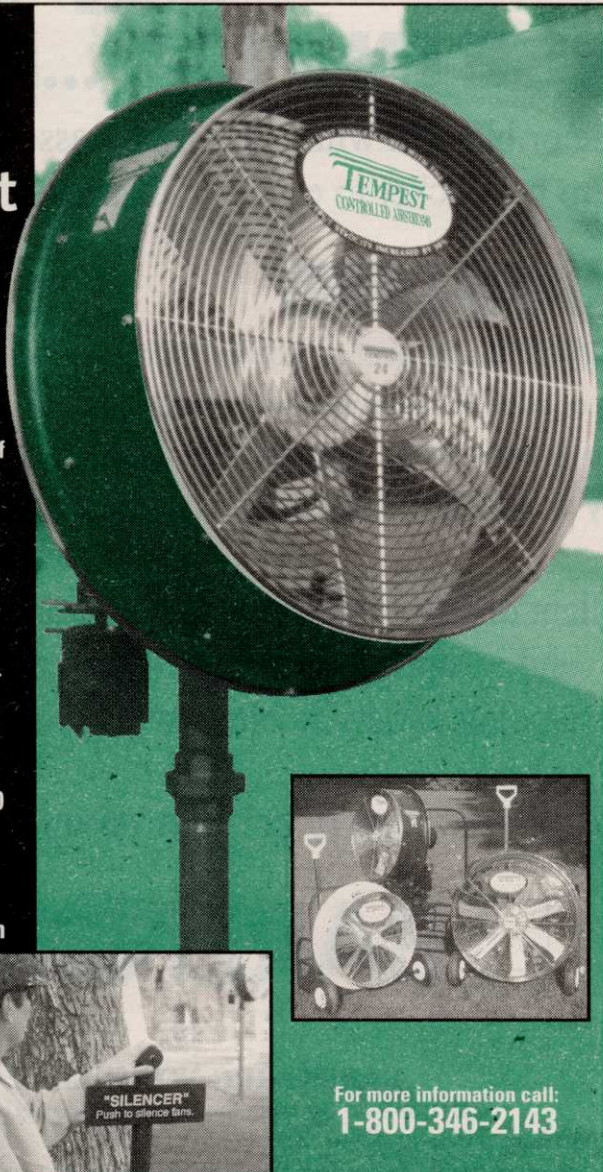
"Last fall, particularly in Southern New England, grass came out of dormancy in early December while it still had fertilizer on it. It softened up, soaked up some of the nitrogen, and some guys ended up losing greens. Normally I'd do that in late November.

"We'll put turf covers on 10 of our greens around Thanksgiving, before the ground freezes, which makes it so hard to get those staples in. We'll stake and rope off the greens to keep the cross-country skiers and snowmobilers off. And we'll put rigid insulation over the irrigation heads about then."

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New overseeding varieties in the golf course marketplace

CHAMPION BLUE AND CHAMPION FINE

Seed Research of Oregon introduces two new perennial ryegrass mixtures for fall 1999 that are resistant to gray leaf spot.

Champion Blue is a mixture of 90-percent Champion G.Q. and 10-percent Kentucky bluegrass.

The SR 2100 Bluegrass also offers low mowing heights to 1/2 of an inch.

Champion Fine is a mixture of 85-percent Champion G.Q. and SR 5100. This mix of Champion G. Q. and Chewings fescue provides existing fairways with a genetically resistant species that can interrupt the transmission

of the pathogen that causes gray leaf spot. The mixture helps to reduce fertility and irrigation costs as well.

For more information, contact Seed Research of Oregon: 1-800-253-5766.

GOLFSTAR IDAHO BENTGRASS

Jacklin Seed introduces GolfStar, a native bentgrass with

a fine texture and a rich blue-green color. It is best suited for putting green overseeding, but can be used on fairways if combined with perennial ryegrass. GolfStar provides excellent cool and hot weather performance and is faster to transition in the springtime than creeping bentgrass. For more informa-

tion, contact Jacklin Seed: 208-773-7581.

PARAGON

TurfMerchants, Inc. introduces Paragon perennial ryegrass for greens and fairways. Paragon offers a dark green leaf color and high turf density. It can be mowed as short as 0.19-of-an-inch for putting greens and 0.5-of-an-inch for fairways. Paragon also features a high resistance to turf diseases, fine leaf texture and excellent transition qualities.

For more information, contact TurfMerchants: 1-800-421-1735.

PHANTOM

ABT Lofts Seed introduces Phantom perennial ryegrass, an improved variety for use in both northern and southern maintenance programs. It performs well in the temperate regions of the United States as a permanent turfgrass and can be used for overseeding dormant Bermudagrass as well. Phantom is adapted to short day lengths, has a deep green color, offers rapid establishment and uniform turf density and is tolerant of a low height of cut.

For more information contact ABT Lofts Seed: 1-800-526-3890.

WINTERSTAR, MOONLIGHT AND BLACKSTONE

Turf-Seed announces three new overseeding mixtures for 1999. Winterstar, a poa trivialis mixture, is ideal for winter overseeding greens in the southern United States. It is a medium maturing variety with dark blue color and reduced plant height that offers excellent turf density and performs well in shady areas.

For renovation and prime seeding where Kentucky bluegrass is adapted, Turf-Seed introduces Moonlight and Blackstone. Moonlight, an elite turf-type bluegrass, offers a dark blue color and a compact growth habit. Blackstone features excellent summer performance, early spring green-up and resistance to stripe smut, dollar spot and stem rust. For more information, contact Turf Seed: 1-800-247-6910

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Eagle fungicide, manufactured by the Rohm and Haas Co. has received a label expansion for use on pink snow mold. When tank mixed with PCNB, Eagle is also effective against gray snow mold. Preventative treatment against snow mold calls for a one-time application of Eagle fungicide at the 0.6 to 1.2 oz per 1000-sq.-ft. rate prior to snow cover.

For more information, contact Rohm and Haas Co.: 1-800-987-0467.

BRIEFS



SEASIDE AMONG FASTEST-GROWING

Seaside Golf Development, Inc. Founder and President Scott Pate reported that his firm was recently ranked by Dunn & Bradstreet and Entrepreneur Magazine as the 44th fastest-growing small businesses in the nation. The rankings were listed in the June issue of Entrepreneur Magazine. Seaside Golf Development, Inc. is a golf course construction company that was formed in October 1997. It is currently working at The Mountain Brook Club and Shoal Creek, both in Birmingham, Ala.; Limestone Springs in Onconta, Ala.; and Spanish Oaks in Brooksville, Fla.

JOHNSTON SIGNS S.C. DESIGN DEAL

FORT MILL, S.C. — Clyde Johnston has been retained to design an 18-hole daily-fee golf course here, called Springfield Golf Course. The course is owned and will be managed by Leroy Springs & Co., Inc., which has three other courses within a 30-mile radius of Springfield. Clear Springs Development Co. is making available the land for the course. In designing Springfield, Johnston will work along the banks of Sugar Creek, a swiftly moving, 70-foot-wide waterway that drains rainwater from much of the metro-Charlotte area. Springfield Golf Course is expected to open in the fall of 2000 or spring of 2001.

PLAYER OPENS WOLVERINE

GRAND TRAVERSE, Mich. — Gary Player has opened the Wolverine, an 18-hole layout at KSL-owned Grand Traverse Resort here. The front nine is routed through a landscape that incorporates the large wetlands that have been protected, as well as expanded. The second nine holes feature substantial elevation changes that offer views of Traverse Bay and the entire property. Hardwoods and spruce trees line many of the fairways. The Wolverine's bunkering is some of the most dramatic of all Michigan courses with bold faces and bright white sand, which is in contrast to the darker-colored sands that more often are used in the state's designs.

SHARK HIRES HORROW

JUPITER, Fla. — Great White Shark Enterprises has retained Rick Horrow as its development advisor. The announcement was made by Greg Norman and Great White Shark President Bart Collins. Horrow is president of the South Florida-based Horrow Sports Ventures.

Sandy Lyle has his designs on course architecture

Alexander Walter Barr Lyle, MBE - AKA Sandy Lyle - knows a thing or two about golf. Having turned professional in 1977, he has since won the British Open and the U.S. Masters as well as 21 other tournaments on both sides of the Atlantic Ocean, not to mention five Ryder

Q & A

Cups... Having dipped his toes in the art of designing of golf courses some years ago, he is now ready to take a deeper plunge. *Golf Course News International Bureau Chief Trevor Ledger caught up with Lyle during his preparation for the 128th British Open Championship at Carnoustie in July.*

GCN: Tell me about your partnership with Strategic Golf Design of Colorado, which has formed Sandy Lyle Golf Design.

Sandy Lyle: It started last year. It was something that I had been on the sidelines that I wanted to do, other than just playing tournament golf. The guys at Strategic Golf were keen to team up, also to use my name I suppose, and I was keen to get more into the design side of golf. It's a very competitive market, obviously, with [Greg] Norman, [Nick] Faldo, [Arnold] Palmer, [Jack] Nicklaus and [Tom] Weiskopf out there. But we



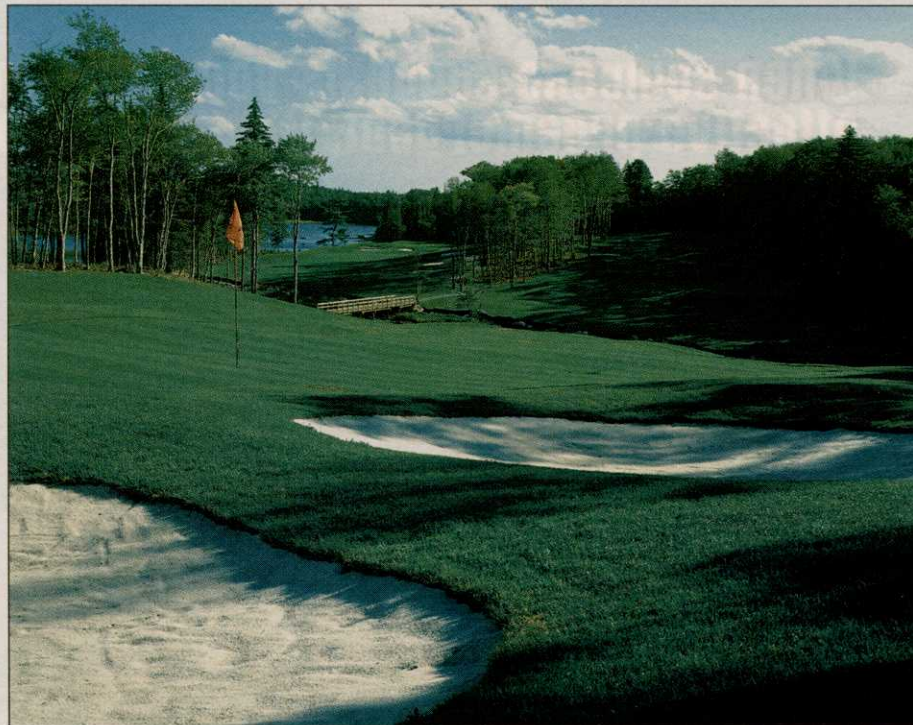
are looking to do a few "facelifts" and we'll try and make something work out of it.

GCN: Does this increased design activity mean you will play in fewer tournaments?

Lyle: I don't think it will do that actually. I'm not playing the maximum amount of tournaments as it is. I'm not playing 34, 35 tournaments per year. I'm down to the low twenties and there is less pressure every week trying to make the cut.

GCN: So, when you finally quit the Tour, will you go full tilt into golf course design?

Continued on page 28



NOVA SCOTIA'S NEWEST

The Graham Cooke-designed Glen Arbour Golf Course, located between the city of Halifax and the Halifax International Airport, opened July 15 for public play. Five tees stretch the layout from 4,736 to 6,800 yards and the all-bentgrass track plays through mature hardwood stands and around three lakes. Superintendent Mike DeYoung is overseeing the facility's involvement in the Audubon Cooperative Sanctuary System "to enhance [the property's] habitats to ensure the protection of plants, fish and wildlife." The facility includes an additional nine-hole par-3 track and a practice facility.

Honours jumps into golf market

BIRMINGHAM, Ala. — With an eye toward becoming an immediate, active force in the golf industry, Honours Golf Co. LLC officials say they will move toward development, acquisition and management of first-tier golf course facilities.

Principals are Bob Barrett of Birmingham and Rob Shults of Atlanta. The company will maintain offices in both cities. Chairman of the board is Robert E. Julian of Omaha, Neb. Julian retired from Peter Kiewit Sons, Inc., in 1995 as executive vice president and chief financial officer. Julian continues to be involved in his business investments and serves on the board of directors for Level Three Communications.

The company has raised \$50 million in equity, which it will use to acquire and develop golf courses. It will focus on high-end daily-fee facilities in metropolitan markets and resort areas.

Barrett has had a long career in golf, as a professional, manager, and developer.

Continued on page 30

Yale grad Rulewich restoring alma mater's course

C.B. Macdonald's original bunkers get new life, facelift

By MARK LESLIE

NEW HAVEN, Conn. — Yale University Golf Course, the last project completed by the "Father of American Golf Course Architecture," C.B. Macdonald, is undergoing a facelift of its 42 bunkers after decades of neglect.

"We have none of Macdonald's drawings or plans, but we do have 1924 construction photos and some old aerials," said golf course architect Roger Rulewich of The Rulewich Group, a Yale alumnus who is overseeing the project.

Saying university officials "do not know what they have here" in a design by one of the great classic architects, Rulewich said of Macdonald: "I love him. The Yale course is the first I ever played golf on."

Seth Raynor and Charles "Josh"

Continued on page 29



The Rulewich Group restored this greenside bunker on the par-4 4th hole at Yale University Golf Course. The bunker had eroded over the years, time "eating up" the slope. Rulewich installed 500 cubic yards of material and "flushed" the sand on the bunker.

Q&A: Lyle

Continued from page 27

Lyle: That's a very difficult question at the moment because it depends how well Sandy Lyle Golf Design] takes off. For example: There's a very good chance that we will have our first course soon in Los Angeles. If we do a good job there, things might snowball.

GCN: Can you make the comparison between seeing a design come to fruition and winning a golf tournament?

Lyle: A course I did in Berlin a few years ago — Wilkendorf — has just been voted one of the best courses in Germany. [In fact, number one in the Brandenburg region, according to a German magazine readership survey]. It was obviously good to hear that Wilkendorf is doing so well, I hadn't heard a thing for the last few years about the place and it was always in the back of my mind as to how it was going and if people were still enjoying it. To hear good things this far down the line is clearly very encouraging.

As regards winning tournaments, it's been a while since I won a golf tournament but both feelings are satisfying in a very similar way. It is nice to have the chance to put something back into the game.

GCN: You have spent a lot of time on the U.S. PGA Tour and Sandy Lyle Golf Design is based in Colorado. Does this mean that Sandy Lyle Golf Design is an American company through and through?

Lyle: Basically, we are an American design company, but we are looking to do work outside of the United States as well. The design principles will depend upon what the customer, the guy who wants the golf course, is looking for. We can then work around that, taking into consideration the type of land that we have to work with.

Overall I want to produce something that is a good test of golf but is also enjoyable by someone with a higher handicap. Always in my mind is Augusta National, which, if you put the tees up front, is an encouraging golf course — big greens and wide fairways — that has been sensibly put together. But for The Masters, you can put the tees right back, cut the greens and then you've got a real test of golf. For the average player, though, it's not that difficult a course on a day-to-day basis. They are very big greens which are not as fast as when they have the tournament there, which makes it a lot more enjoyable.

GCN: Augusta is an Alister Mackenzie course. Do you see Mackenzie as some kind of design role model?

Lyle: I think he's a very good

role model. I also like a lot of Tom Weiskopf golf courses and I will keep my mind focused on that style. I'm not too keen on the TPC type of courses in America. They've proved that they can be very tough, but a lot of them are not functioning very well because not many people are playing them. If you can lose eight to 10 balls during a round, you are not likely to be enjoying yourself.

GCN: How do you respond to

Many people who are designing courses at the moment have never been a Tour player. They can gripe about us, but that's competition, isn't it?

professional golf course architects who grouse about Tour pros getting into the design business? Sour grapes or justified moans?

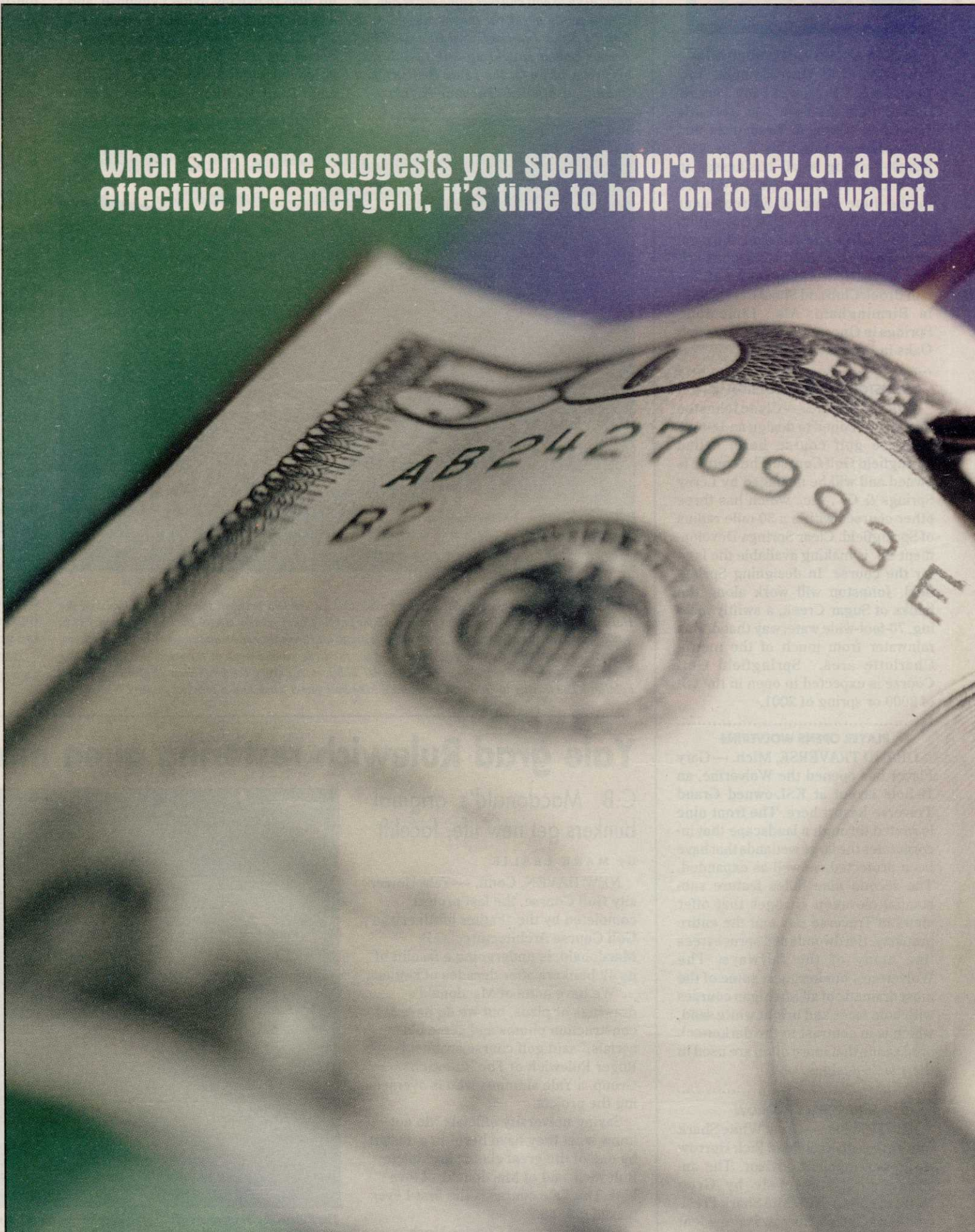
Lyle: I don't think there's any sour grapes about it. A Tour pro has got a lot of experience and

he's played around the world and seen as many different types of golf course as there are. I think the pro can pick up ideas all the time. Many people who are designing courses at the moment have never been a Tour player.

They can gripe about us, but that's competition, isn't it?

An architect who has been through all the schooling deserves to get what he gets. If he's a very good designer in the first place, if he makes good golf courses, he's going to be busy anyway. If they are as good as they say they are, there's plenty of business out there. There is no reason why both parties [Tour players and

Continued on next page



When someone suggests you spend more money on a less effective preemergent, it's time to hold on to your wallet.

Rulewich restoring Macdonald at Yale

Continued from page 27

Banks both worked with Macdonald on the Yale design. Macdonald is best known for the nationally ranked Chicago Golf Club and National Golf Links (on Long Island) in the United States and Mid Ocean Club in Bermuda.

The pace of renovation at Yale is conditional on fund-raising,

Rulewich said. Yale will dedicate a bunker to every donor giving \$5,000 to the project. "We want to finish the front nine this fall," he said.

The advent of golf cars, heavy play and the acceptance of out-ings and outside play have meant much heavier traffic on the Yale course than when it opened in

1926. Besides that, the bunkers are poorly drained.

"It's doing 40,000 rounds a year now and that is wearing out the course. The bunkers are in terrible condition," Rulewich said.

Thus far, Rulewich's crew has completed seven bunkers on the 4th and 5th holes and five bun-

kers on the 1st and 8th.

"There is only one fairway bunker on the entire course," Rulewich said. "It's all greenside. The terrain is so dramatic you don't need fairway bunkers."

The longtime senior designer for Robert Trent Jones Sr. said he is retaining the original steep banks and flat bottoms of the bunkers, but building up those bottoms to fairway level and add-

'The terrain is so dramatic you don't need fairway bunkers.'

— Roger Rulewich

ing drainage.

"We never touched the inside face of some of the bunkers, just the floors and the outside shapes," Rulewich said.

Q&A: Sandy Lyle

Continued from previous page
designers] cannot be successful.

GCN: What do you think makes a golf course great?

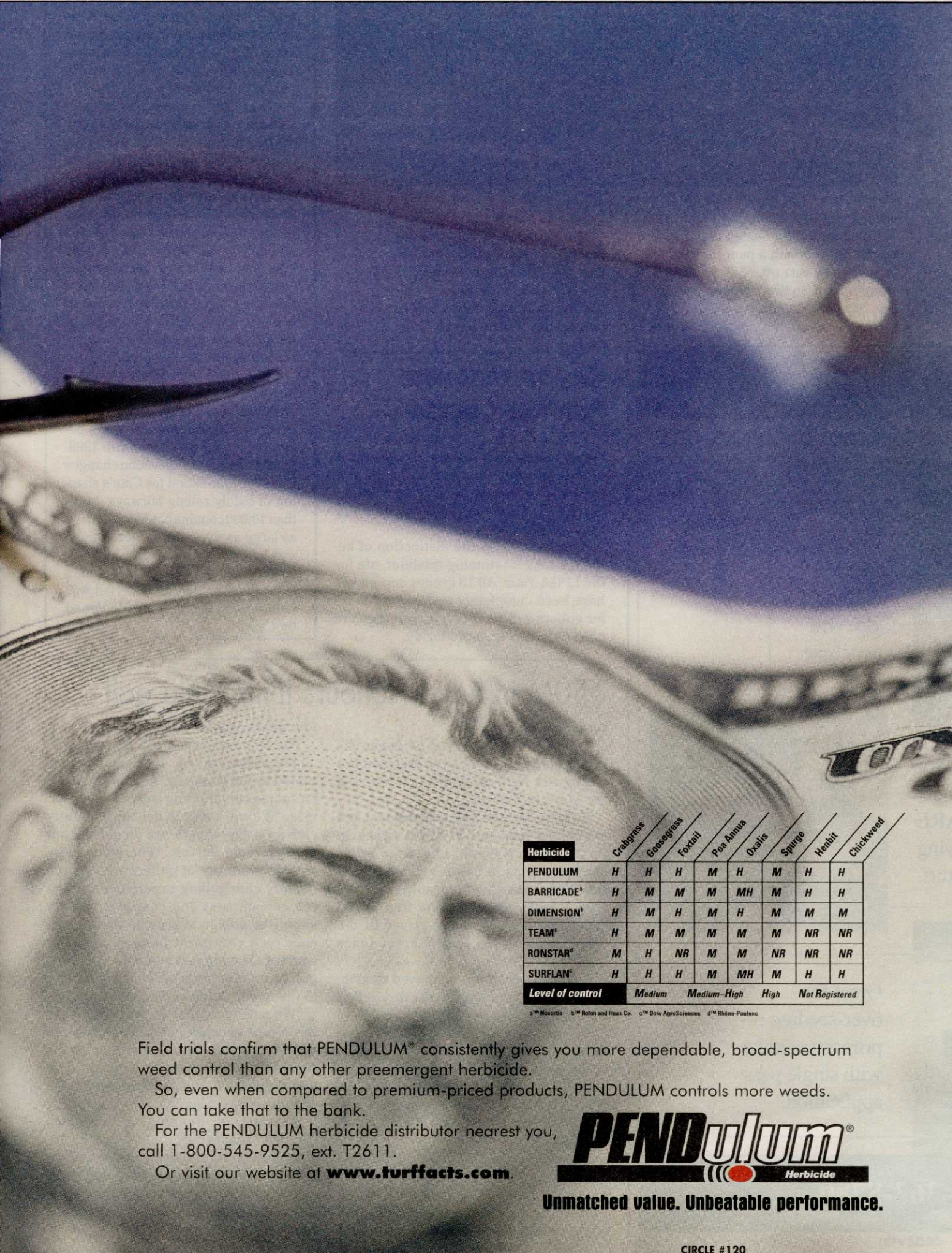
Lyle: All the great courses I've known over the years have been about decision-making and the choices available. Many courses can be very tight and difficult and the choice is taken away, going back to Augusta — that is one of the all-time great decision-making courses. It doesn't kill you if you miss the fairway by a couple of yards and it doesn't stop you doing some shot-making.

Even this year when there was a certain amount of rough at Augusta it wasn't the sort of rough that we're used to. There is no comparison. I love the way the course plays. It gives you lots and lots of chances at par-5 holes. It encourages you to hit the driver off the tee and then make a decision. These 620-yard par-5s don't interest me one little bit because the decision has been made for you. It's not reachable in two, so you can hit a five iron off the tee, a six iron second and another six iron into the green. The shorter par-5 holes, say 505 yards, give an option after the drive. Do I lay up? Do I go for the green? I think the great courses — for example, Carnoustie — leave you mentally exhausted at the end of the round. You really have to think your way around them to combat the bunkers, the angles, the wind and the way the ball will bounce into the green.

That's the idea I like for a golf course — having the front part of the green reasonably open where you can play in windy conditions and bounce the ball in. I can think of a lot of American golf courses where you don't have that option; the greens are guarded by water or bunkers and it doesn't matter what sort of conditions you play in.

GCN: If you had to hire somebody else to design a personal golf course for you, who would you choose?

Lyle: At the moment, Tom Weiskopf or [Tom] Fazio. They use the terrain as well as they can use it and try to be a little different without using too much trickery. I would say that they are golfer-friendly rather than trying to hurt the golfer.



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Highly ranked Pole Creek adds another Griffiths 18

WINTER PARK, Colo. — Pole Creek Golf Course has added holes to the award-winning 18-hole layout here in the Fraser Valley.

The addition was designed by Denis Griffiths, who designed the original 18 holes that Golf Digest voted the best new course in America in 1985 and "the number-one place to play in Colorado" for 1996-97.

"The first time I saw Pole Creek valley with its meadows of wildflowers, the creek, and the meandering tree line, it was almost as if you could mow the tall grasses, set flags out and be ready to play," said Griffiths. "The site was a natural; with 18 holes fitting quite nicely on the terrain framed by the perfect mountain backdrop."

Griffiths has designed the new nine holes to be significantly different and at the same time to compliment the current playing experience. Trees line the entire course but golfers still have plenty of room on most holes.

Griffiths' use of elevation changes and natural land forms make an



The 8th green on the new nine holes at Pole Creek Golf Club's Ridge Course in Winter Park, Colo.

assortment of challenging holes. The culmination of the design is the arrival on the 9th tee with a panorama of the valley. Tee shots over 300 yards will be frequent due to the 100-foot drop on this 561-yard finishing hole.

The grand opening of the new nine

holes was July 31.

The Fairways at Pole Creek commissioned Griffiths to design the new nine holes and formally gifted this addition to the Fraser Valley Metropolitan Recreation District, owners of the Pole Creek Golf Club, on Aug. 1.

Key to renovate Panther Course

VENICE, Fla.— New York-based Stephen Kay Golf Course Architects is putting the final touches on an 18-hole master plan renovation of the Panther Course at Plantation Golf and Country Club here.

Plantation holds the distinction of being the longest-running qualifier site for the LPGA Tour. All 18 greens complexes have been completely re-designed to offer golfers a different style than they are used to in this area of Florida.

Tiger's Eye unique for the Carolinas

SUNSET BEACH, N.C. — Grass sprigging and sodding has begun on architect Tim Cate's Tiger's Eye Golf Links here. Designed to be the flagship course of the 1,300-acre Ocean Ridge Plantation, Tiger's Eye has numerous design features unique for the Carolinas coast, including a dramatic rock-lined waterfall, two- to four-ton ancient coquina boulders lining the ponds and lakes, and big elevation changes. Tiger's Eye is set to open to the public in January.

"There has been a lot of curiosity about the course from the first day we began construction," said Tom Plankers, director of golf at Ocean Ridge. "Visiting golfers and even passers-by have inquired about its unusual look and the breathtaking beauty of the boulder-lined ponds and rolling fairways. A lot of folks have told us that it is more reminiscent of the great layouts of Pinehurst than the coast. Many have asked to book tee times, and now we feel that we are at a stage where we can accommodate those requests."

Tiger's Eye represents a labor of love for Ocean Ridge owner Ed Gore and Cate, who worked on the course design for more than six years before beginning construction in 1998. Sixty feet of natural elevation changes were the foundation for Cate's shaping of boldly rolling fairways. More than 10,000 coquina boulders—many as large as five tons—were mined and brought to the site to give the layout a unique look. In addition, a 250-gallon-per-minute waterfall was built next to the 18th tee, designed by Cate.

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\$50M in hand Honours jumps into golf

Continued from page 27

oper. A native of Augusta, he began his career in the business as an assistant pro at Augusta National Golf Club, home of the Masters Tournament.

He later became golf professional and operations manager at Shoal Creek in Birmingham, which hosted three major championships in seven year, the 1984 and 1990 PGA Championships and the 1986 U.S. Amateur. Moving from Shoal Creek, he became a key player in the development of the Robert Trent Jones Golf Trail in Alabama.

From that position, he moved to manage the golf operations for the diversified Drummond Co., which included Old Overton Club in Birmingham, The Grasslands in Lakeland, Fla., and Rancho LaQuinta in Palm Springs, Calif.

He is currently managing partner of the Charley Boswell Golf Course at Highland Park here, and Kelly Plantation in Destin, Fla.

Prior to forming Honours Golf, Shults was with Wachovia Bank in Atlanta after receiving his M.B.A. from Vanderbilt University. A graduate of the U.S. Military Academy at West Point, Shults spent

four years as a U.S. Army officer.

The Honours brand will be evident in all properties owned, developed and operated by the company, with an emphasis on course conditioning and customer service. "We will strive to deliver a 'country club for a day' experience for each of our players," said Barrett. "There are an increasing number of golfers who want a country club golfing experience without the commitment and cost of a country club. Our goal is to provide that experience on a consistent basis at all of our courses. The biggest gap we see at most golf courses today is the lack of attention to the needs of the average golfer."

"We anticipate that we will add two to three new courses per year during the next five years, initially focusing on the Southeast. While there are several attractive acquisition opportunities which we are currently evaluating, we are also very interested in developing our own courses," said Shults.

Over time, the company hopes to form partnerships with developers and manage the golf course development within large-scale residential development projects.

FREE CLINICS AT NEW MATTHEWS TRACK

When new owners Ed and Pam Dangler added nine holes designed by Jerry Matthews to their nine-hole Edgewood Hills Golf Course and changed its new 18 holes to Hidden Oaks this summer, they also targeted new golfers. Among their initiatives at the St. Louis, Mich., facility were free clinics for women, juniors and beginners as well as new leagues. They also added a driving range with three target greens. The original nine was built in the 1970s and designed by Matthews and his father, W. Bruce Matthews.



First Tee expands rural reach at Old English

By ANDREW OVERBECK

ENGLISH, Ind. — Cary Hammond, developer of the Old English Golf Course here has signed on with the First Tee program to build a 3-hole practice course, driving range, practice area and education center. The practice course will be part of an 18-hole, Michael Hurdzan-designed course that is being built on a flood plain that was formerly the site of downtown English.

While Hammond's intent is to build an 18-hole course that will rejuvenate the town of English, he also wants to help promote the game of golf through the First Tee program.

"We had already committed to doing the things that First Tee is trying to do, said Hammond. "When they started to look at southern Indiana, which is a rural area with a low golfing population, they decided to come on board and help us expand our reach."

The concept of the Old English First Tee center will combine environmen-

tal education with an introduction to the game of golf and will serve the populations of Louisville, Ky., Evansville and Bloomington.

Hammond has designed a program for school field trips consisting of classes on golf etiquette and instruction as well as water ecology.

"We will have stations where students can collect water as it enters the golf course and then compare those samples with ones taken from where the stream exits the property. The purpose is to show the minimal effects of a golf course on water ecology," said Hammond.

Mark Lowry, Midwest representative for First Tee, is excited about the concept. "The First Tee is not only trying to teach kids how to play the game, but it is also trying to help them develop life skills. This project has been set up to do just that," said Lowry.

The Old English program also brings the First Tee into another rural location. "Naturally our target audience is inner city and minority populations, but at the

Reaching out



This package of stories is one of an ongoing series covering initiatives and projects developed to bring new golfers into the game, particularly youths and minorities. People wishing to submit projects for articles should contact the editorial department of Golf Course News at 106 Lafayette St., Yarmouth, ME 04096; e-mail: mleslie@golfcoursenews.com

same time we want to open up the game to rural kids as well," said Lowry. "These locations are important because our mission is to make golf accessible to kids that usually don't have access."

Hammond expects to break ground on the \$150,000 project Oct. 1 and aims to be done by August 2000 when the PGA Championship comes to the Valhalla Country Club in Louisville.

JMP goes east

CHAPEL HILL, N.C. — JMP Golf Design Group has opened an East Coast office here, to be managed by Robert W. Moore Jr., a JMP principal.

The office is being created "to better serve our East Coast clients and to facilitate our expanding presence in the market," J. Michael Poellot said. "With ongoing projects in Bradenton, Fla. (The Estuary), Urbana, Md. (Whiskey Creek), Tuxedo, N.Y. (Sterling Forge) and Wake Forest, N.C. (Heritage Club), the Chapel Hill office is a response to the increasing workload in the Eastern United States."

Moore will see his West Coast projects through to completion and will continue to work closely with a limited number of Asian clients.

"This is an extremely exciting move for JMP and very gratifying on a personal level as it affords us an opportunity to focus our unique approach to golf course design in a region where I began my career," Moore said.

AULT, CLARK HIRE TWO

KENSINGTON, Md. — The golf course architecture firm Ault, Clark & Associates has added Michael S. Peny and Anthony R. Cusat to its design team. In the five years since graduating from Kansas State University with a bachelor's degree in landscape architecture, Peny has worked as a lead planner on projects ranging from large multi-use resorts to smaller commercial and residential developments. He has gained experience in the engineering, environmental planning and governmental approvals for golf course developments. Cusat was first introduced to golf course design when he interned with the firm during the summer of 1998. A graduate of landscape contracting from Pennsylvania State University, he is completing a simultaneous degree in landscape architecture and turfgrass science from Penn State.

Frontier building Palombo's The Links at Spring Church

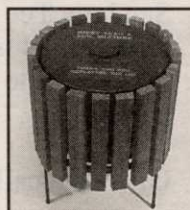
SPRING CHURCH, Pa. — Frontier Construction Co. has made great progress here on The Links at Spring Church, an upscale daily-fee course located 20 minutes northeast of Pittsburgh. The 18-hole project — developed by the Spring Church Golf Group, Inc. of McMurray, Pa. — will be ready for seeding this fall; a grand opening has been scheduled for the summer of 2000, according to Frontier President Nick Scigliano.

The course — which will eventually feature 27 holes — was designed by architect Dominic Palombo, whose portfolio includes Treasure Island GC in Dubois, Pa., and King's Creek Golf Club in Rehoboth Beach, Del. "We've worked closely with Dominic to extract and create all the features this site has to offer," said Scigliano. "We're only moving about 275,000 cubic yards of dirt. The site is naturally rolling and quite interesting, so we really didn't need to move a whole lot of earth. The first six holes are wooded, then it opens up into the heathland portion of the site."

The Links at Spring Church will feature bentgrass wall to wall. The roughs will feature a combination of bluegrasses, ryegrasses and fescues, while the mounding will be accented with sheep's fescue.

The Links at Spring Church has been nearly 10 years in the making. It was originally conceived as a private men's club but a spate of private club development in Western Pennsylvania (Nevillewood, Diamond Run, Treesdale) redirected the project. "This region is crying out for upscale, daily-fee golf," said Dr. Edwin Assid, managing partner of the Spring Church Golf Group.

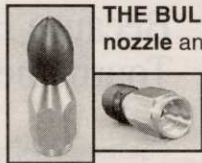
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FOUGHT DESIGNING DOVE MNT. TRACK

AURORA, Ore. — John Fought has been signed to a contract to design a 27-hole facility on an adjacent piece of property. The new course, Dove Mountain Resort, will include a golf school, training facility, 500-room Hyatt Hotel and mixed-use residential community. The Course at Dove Mountain Resort will be situated in a mildly undulating valley, with hundreds of specimen saguaro cacti and several 30-foot-deep washes. Cottonwood Properties is the owner/developer of Dove Mountain Resort.

Drought plagues East Coast

Continued from page 1

like an oasis. The courses around Bristol are the first green courses I've seen in two months."

Most watering restrictions apply to courses whether they are on municipal water or have their own wells.

"The superintendents are irate," Zontek said. "You can have an impounded pond that doesn't rely on city water, streams or wells, and it doesn't matter. You're still under the same restrictions."

In addition to brown grass, the drought has led most courses to restrict golf carts to cart paths and/or roughs. But despite the inconveniences, Zontek said golfers have been extremely understanding of the superintendents' dilemma.

"You walk out in the sun and your yard is all burned up, it doesn't take a superior intellect to understand the problem," Zontek said.

According to Zontek, it's too early to tell what long-term problems could arise from

The superintendents are irate. You can have an impounded pond that doesn't rely on city water, streams or wells, and it doesn't matter.'

— Stan Zontek
USGA Green Section

the prolonged dry spell. "Cool-season grasses have a very efficient dormancy cycle under drought stress," he said. "The grass may look white, but if you get rainfall for recovery, it will pop back just fine. High-traffic areas are the problem.

"The second major effect will be on trees. The ground is powder dry four feet down, and most tree roots are in the top three feet. They are losing leaves now. I'm seeing trees literally wilting. That's sayonara. Arborists say it takes up to five years to see the effects of a drought on trees. So that's where the greatest long-term effect is likely to be.

"The bent and poa annua greens are taking it on the chin. Anthracnose is out there... There definitely will be some re-seeding this fall."

Zontek said no courses have closed due to the drought. A course north of Philadelphia has turned to the tank trucks that supply water to swimming pools to water its greens, he said.

As of mid-August, there was no end in sight to the dry conditions. The tropical storms that spawn rain-laden, late-summer and early-fall hurricanes along the East Coast had yet to materialize.

"They had predicted nine hurricanes this year. So far there have been zero," Zontek said.

The drought will change how superintendents prepare their courses for winter.

"How can you aerate fairways, fertilize, overseed, or do your normal fall renovation without water?" Zontek said. "It's putting a lot of fall programs on hold. There was a course outside Baltimore that was going to convert from ryegrass to bentgrass fairways this year. That's got to be a big question mark now. It's making everyone pause and re-evaluate."

New Jersey has been the hardest hit state in the USGA's Northeast Region, according to Director David Oatis, who oversees New England, New York and New Jersey. Recently enacted statewide water restrictions state "Golf course greens and tees may be watered with sprinklers or other mechanical means from 9 p.m. to midnight and 3 a.m. to 6 a.m. Syringing is permitted for no more than 10 minutes for each green between noon and 3 p.m."

"I've heard about some major problems, but haven't really seen any catastrophes out there," said Oatis, noting that much of the damage occurred around July 4 when low humidities and high temperatures made it impossible to put down water fast enough to save some turf. "Courses have lost some shallow-rooted, weaker grasses. And there has been some pythium reported. But greens seem to be holding up. There hasn't been any widespread damage, yet."

A potential problem down the road could be gray leaf spot, Oatis said. "It's probably been to dry to germinate. But there could be a nasty outbreak coming. Gray leaf spot could just kill off the perennial ryegrass."

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BRIEFS



MADISON NAMES NEW PARTNERS

MADISON, Wis.— Bill Reller and Steve Stumbras have become partners in Madison Golf and Development Group's ownership. Reller, a PGA member, is director of golf operations. Stumbras is director of food and beverage operations. Both will continue in their respective capacities. Madison Golf's portfolio includes three golf facilities plus residential and commercial developments in and around the Madison area. An additional 27-hole, daily-fee facility with residential lots in the town of Verona is currently in the development stages.

CMAA'S SINGERLING GIVEN NEW TITLE

ALEXANDRIA, Va.— The Club Managers Association of America (CMAA) has changed the title of its executive vice president, James Singerling. The CMAA board voted to amend Singerling's title to executive vice president/chief executive officer, a title that more appropriately represents Singerling's capacity at the CMAA national headquarters. "Jim's performance as CMAA's executive vice president was the catalyst for this change in title," said CMAA President Paul Skelton.

Epani introduces one-stop shop for IT purchases



Photos such as The Woodlands Course at Craft Farm in Gulf Shores, Ala. available on OnTee.com.

CARBONDALE, Colo. — Epani, Inc. has announced an autumn roll-out of its comprehensive information technology (IT) system, OnTee.com.

OnTee.com claims to have signed on 5,000 European courses and has hundreds of U.S. facilities signing on each month. Founded in 1994, Epani is the official IT provider to national golf federations in Sweden, Denmark, Norway and Finland. Epani has also secured contracts and commitments from golf associations in England, Scotland, Ireland, Wales, Germany, Austria, Spain and Iceland.

OnTee.com provides course owners and operators a range of Internet-based IT tools and solutions: a private golf media network, a worldwide family of web sites, a multi-channel tee-time reservation system, a suite of course management software products, and state-of-the-art messaging to communicate these offerings to golfers.

"We're intent on simplifying the IT equation for course owners and operators, while at the same time expanding their horizons to the cost and promotional benefits our system makes possible," said OnTee.com's U.S. President Gary Barr. "Golf's IT market is crowded and confusing; there are so many new

vendors out there, most of them peddling individual products that don't work with each other and are basically unproved. We're a single vendor, so our products are fully integrated."

The services that comprise the OnTee.com network fall into five main categories, which may be employed as a wholly integrated system or in parts. They include:

- Private Golf Media Network — Multiple television screens at the golf course show golf and health tips, travel and business videos, and live streams of local and global information, all transmitted via the Internet. While the OnTee.com network is similar to CNN's Airport Network programming, a local screen area allows each course to provide marketing information about its facility; a global area downloads up-to-the-second news, stock quotes, sports scores and weather.

- Worldwide Family of Cross-Promotional Web Sites — OnTee.com provides a localized web site for every region where the system is employed. Each site provides local course news, regional features and the ability to complete tee-time, travel and merchandise purchase transactions. These sites also feature photos by Mike Klemme, a founding partner in

Continued on page 37

Clubhaus makes play for PGA European Tour Courses network

By TREVOR LEDGER

Clubhaus PLC, the British-based golf course management company, is looking to expand its portfolio (and put a sizable dent into its reported bank facilities of £40 million) with its £25 million bid for PGA European Tour Courses PLC — a valuation of 40 pence per share.

While some 32 percent of the company's shares are in the hands of institutional and private investors, the remaining 68 percent is shared between International Management Group (19 percent), PGA European Tour (19 percent) and ClubCorp (30 percent).



ACQUISITIONS

Somewhere in among all the financial spaghetti is a 4.5-percent personal holding by American Golf Corp. Owner and Chairman David Price.

Initial responses from PGA are disparaging toward the bid as Rudy Anderson, managing director of Surry-based ClubCorp explained: "Following a meeting of the board of PGA European Tour Courses, at which we were obviously represented, the board notified Clubhaus that their preliminary approach to evaluate the possibility of making an offer for the company has not received the support of either the board of the company's principal shareholders. We consider that [the bid] materially undervalues the company and the board doesn't wish to take it any further."

The lure of the PGA company is obvious: valued at 90 pence per share at its launch in 1996, the company has traded around or below 30 pence pretty much ever since. This despite the fact that PGA's portfolio contains Woburn Golf & Country Club, Quinta do Lago in Portugal, Kunsangen in Sweden and PGA Golf de Catalunya in Spain — as

Continued on page 36

ClubLink adds to Montreal cluster

KING CITY, Ontario — ClubLink Corp. has purchased 50 percent of Quatre Domaines Golf Club in Montreal, a 36-hole daily-fee facility designed by architect Graham Cooke.

ClubLink has subscribed for treasury shares representing 50 percent of Golf des Quatre Domaines, Inc., whose other shareholders include the family of contractor Robert Dion and developer Gilles Debut, both of Montreal. The facility is on a 346-acre site leased until 2073 from the municipalities of Blainville, Mirabel, Boisbrind and Ste-Therese, which jointly own the property.

The first 18-hole course — a par-72, 6,780-yard layout — opened in May along with a practice range and a three-hole academy course. Construction on the 7,100-yard second course, also designed by Cooke, is to begin this fall. It is scheduled to open in June 2001.

Quatre Domaines is ClubLink's second course in Montreal, following the acquisition of private Cedarbrook Golf Club in Ste-Sophie in March. Quatre

Continued on page 38

ClubCorp takes over Mexico's Palmilla

DALLAS — ClubCorp Resorts has acquired the management contract for Palmilla, an oceanfront property on the Sea of Cortez in Los Cabos, Mexico.

"We have long been interested in expanding our resort division to the Latin American market," said Robert Dedman Jr., ClubCorp president and CEO. "In addition to the Los Cabos location giving us a very exclusive address, the resort is rich with history and the golf is known as tough and almost distractingly beautiful."

GS Emerging Market Real Estate Fund L.P. retains ownership of Palmilla. ClubCorp Resorts assumed management of Palmilla effective July 1.

Palmilla sits on 900 acres on the southern tip of the Baja Peninsula.

The resort is home to a Jack Nicklaus Signature-designed course. The Palmilla Golf Course, which opened in 1992, was Nicklaus' first in Latin America.

An expansion of the Palmilla course will bring the total number of holes to 27. In addition to the existing Moun-



Palmilla has become a ClubCorp property.

tain Nine and the Arroyo Nine, the Ocean Nine is under construction and is expected to open in the fall.

The golf course image: names and logos play a role

Part 1 of a 3-part series on managing the process of creating and nurturing a golf course's visual image, signage, course details and printed graphics.

By FORREST RICHARDSON

One of the most overlooked and very often forgotten ingredients of a golf course is an appropriate attention to detail to name the course and create a memorable visual image. This is a shame when one considers that a name, scorecard, and perhaps an embroidered shirt is really all a golfer is left with following their visit. Sure, we provide memories, but memories pile up in a golfer's mind. Very often it is the memorabilia we send home with guests that will spark a particularly favorable thought and perhaps lead to a repeat visit or referral.

I am particularly sensitive to this topic. My responsibilities as a golf course architect put me in the situation where we are more times than not the "first to arrive on the scene" of a new course site. From this point in time we begin the process of helping our client to effectively spend millions of dollars to transform the land into a wonderful experience. Yet, in many cases, after much time and effort has been devoted to causes great and grand, the essential details of coming up with and implementing a course's image is all but ignored. These very important elements are relegated to afterthoughts. This approach reminds me of the notion that it is almost always in the details that our



Using every opportunity to further the message.

perceptions are affected — both positively and negatively. I recall great restaurants where it was a mere detail that reduced the experience to that of a common meal. And, conversely, I am sure we can all recall stumbling into the most creative of retail shops where a positive feeling was intensified through a common thread of attention to detail and a good sense of design and style.

Admittedly, the whole idea of creating a visual image for golf courses is much more aligned to the privately owned, daily-fee or resort course than it is to 100-percent private clubs and military layouts. However, even private facilities can benefit from a well orchestrated image where pride is instilled to members and employees alike. And, while new courses are most apt to consider the entire realm of experience, naming and image design, older courses should certainly not overlook the potential. In any economy, whether robust or flat, the cost associated with the planning, design and imple-

mentation of a good visual image and experience is almost minuscule when compared to other costs and budget line items.

"Corporate identity," as it is referred to outside of golf, knows no boundaries. It transcends virtually every layer of an organization and becomes a connection between virtually everything an organization objectively sets out to accomplish. It is the visual "front" put out for the public to see. People who run corporations — including golf courses — come and go. Management style changes with the tide. What may one day be a focus, can be replaced next year by an entirely new focus. But an image usually stays around for much longer time periods.

Essentially, a good "corporate image" for a golf course is constructed of the very same basic components that are found in any well-thought-out "brand." In the case of a golf course, however, there are nuances which should be addressed. In this first installment on image matters, I have outlined the three areas of course image which form the foundation of a comprehensive course image program.

THE EXPERIENCE

Before trying to come up with a name or image, I suggest a simple exercise to help get at the heart of the matter. For new courses, the objective is to define, in words, a concise narrative of what this golf course would be saying if it could speak. For existing courses, the goal is only subtly different: we might ask, instead, what the course should be saying. The result is description of the unique experience that this particular course will yield to all who visit and play there.

There has been a lot written lately about our "experience economy." In summary, the idea is that the world economy is currently moving from a "service economy" into one in which it is no longer adequate for companies — including golf courses — to simply offer a service.

There is more money and profit to be made when business operations package an entire "experience" to consumers. A good example is Nike Town, where it is now possible to see a demonstration basketball game, meet famous athletes, buy a Coke, stroll through an exhibit of rare baseball cards and pick up the latest pair of running shoes — all in the space of a single store location, on any given Saturday. The next step is for Nike Town to charge admission in addition to charging for each product guests might buy during their visit. Since admission — green fees — is already an integral part of the golf course industry, golf courses are far and away better positioned to make the jump from a service economy to that of an experience economy. The net result, if done well, is expressed through the simple advantage of being able to charge more than if the experience were ordi-

nary. A sweater, for instance, may be at a premium price at Pebble Beach because there is an exceptional experience that goes along with the sweater. Likewise, a nicely designed, classy sweater at a distinctive course named "Fathom Links" might sell for a slight premium if it were to embody the overall experience of a destination that lives and breathes an ambiance of whatever "Fathom Links" might be expressed to be.

The experience should be defined at the very beginning.

It should involve your golf course architect, clubhouse architect, executive management, marketing and graphic design professionals.

All experiences can be articulated; avoid the notion that "things will come together." This is a cop-out.

Golf is theater and the course is your stage; defining the experience opens the door to a world of good design and creative decisions.

THE NAME

"It's all in a name," the saying goes. And, like it or not, this is all too often true. The name of a golf course should express something about the place. It should be in harmony with the design and speak volumes about what lies ahead.

A name should be distinctive.

When possible, it should be based on history and authenticity.

Consideration should be given to how it will sound when someone answers the telephone; and how it will look in print.

Take into account other names and how they all work together. Courses may carry a name different from a community or resort; a clubhouse can have a name of its own; holes and features can be named to reinforce an overall experience.

Consult with a registered patent attorney. Corporate attorneys are generally not equipped to handle trademark issues.

Golf course names are trademarks and worth protecting if created properly; a patent attorney can check names before you move forward and provide advice on how to register names and eventual designs.

Avoid using contests to come up with names or images. They produce results that are largely based on uninformed impressions. It is far better to use a team approach made up of your design and management consultants.

If the process allows it, work on names and images simultaneously to produce the best results.

THE VISUAL IMAGE

Once a name is chosen, or up for consideration, it can be incorporated with a visual image. Many names come to mind;



Disney's Bonnet Creek Golf Club in Orlando, Fla.

logos, crests, trademarks, symbols, logotypes, etc. Generally, the same "rules" apply for golf courses as they do for the design of any "logo" — there are none.

The best visual images are finely tuned for the specific project they are supposed to represent. While designers might employ certain approaches, there are no hard and fast formulas for creating an overall image.

A visual image needs to address the topics already covered and should reinforce the experience you are trying to create. It should be designed to express the essence of the golf course. A course image is a very powerful device. It will serve as an icon for the course before a guest ever even has an opportunity to visit (such as in advertisements or web sites), and it will carry the weight of an entire golf course many years following a visit. The trend in golf course play among our newest and largest customer base — those between 20 and 40 years of age — is to play golf at "new" courses they haven't visited before. This means more people will golf while traveling, both on business and pleasure. It also translates into regional golf outings lasting from dawn to dusk. The visual image for golf courses must be as distinct and memorable as the courses themselves.

Think outside of the box.

Hire a professional designer or design firm.

Make sure you know who will actually do the work.

Make sure this person knows something about golf (or forever hold your peace).

Avoid believing that a visual image can come together on its own; forcing a particular image into a name and then allowing the balance to be "thrown" together by various members of your staff is not a good idea and rarely works.

Organize the design process by starting with a schematic design, but make sure you include enough time and budget to allow the designer to show a taste of

Continued on next page

Walters signs Schmidt-Curley for Las Vegas design

LAS VEGAS — Schmidt-Curley Design of Scottsdale, Ariz., has been signed to design a new course on the Las Vegas Strip. The Walters Group, developers and operators of five courses in Las Vegas, including Desert Pines and Royal Links, selected Schmidt-Curley Design for its latest facility located be-

tween The Strip and Interstate 15, just across the street from the new Mandalay Bay Resort.

The par-72, 7,018-yard course will be surrounded by landscaped mounds and features 2,000 palm trees. Construction is scheduled to begin this fall.

Schmidt-Curley has a number of designs under construction, in-

cluding the 36-hole Landmark Golf Club, site of The Skins Game for the next five years. Other designs under construction include the 36-hole home of the Southern California Section of the PGA in Beaumont, Calif.; Sunrise Colony courses at both Las Vegas (Siena) and Houston (Royal Oaks with Fred Couples); Talega in San Clemente

and Santa Fe Valley in Rancho Santa Fe (both with Fred Couples); Landmark Golf's Oak Quarry outside Ontario, Calif.; and Marriott's latest high-end facility in Palm Desert, Calif. (with Nick Faldo).

Recently opened is Goose Creek Golf Club, outside of Ontario. Construction has been completed on The Palms, a membership club next to PGA WEST in La Quinta, Calif..

WESTERN GOLF TRACK OPENS IN CALIF.

SCOTTSDALE, Ariz.— Western Golf Properties' clubhouse construction is near completion at The Meadows Del Mar Golf Club in San Diego, Calif. The 18-hole course was designed by Tom Fazio and opened Aug. 28.

Player enters Chinese market

By ANDREW OVERBECK

SINGAPORE — The Gary Player Group has hooked up with Hong Kong-based Leisure Resources International (LRI) in order to expand its golf academy and golf center concepts throughout Northern Asia and other large Southeast Asian cities.

"We are looking for partners who are building brand new facilities, as well as those looking to improve existing sites," said Erica Hodge, general manager for Gary Player Management Services. "We plan to initially focus the golf center concept on Northern Asia, particularly greater China."

A Gary Player Golf Center is a complete golf practice facility incorporating both a teaching academy and a driving range, and ideally practice greens and golf holes.

Although the Gary Player Group is starting a new company, Gary Player Management China, it signed on with LRI in order to gain regional expertise. "The partnership with LRI is key to our expansion into China. They have extensive contacts and experience in Hong Kong and China," said Hodge.

Gary Player Management China is in negotiations for a variety of projects in Hong Kong and China.

Signage

Continued from previous page

how the image will be used.

When looking at a visual image, take everything into account: color, typefaces, ability to be reproduced 1/4-inch in height (or less, such as on a golf ball), potential signage options, etc.

Avoid "dictating" design specifics such as sign types; let this be an option, but keep an open mind.

Always look ahead and try to get your team to envision what should be and what can be.

Forrest Richardson is a golf course architect based in Phoenix and president of Golf Group Ltd. You may reach him at 1-602-266-6782, or via e-mail at forrest@rorr.com.



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TURF PRODUCTS

Clubhaus

Continued from page 33

well as two additional clubs in the United Kingdom. With the price of golf courses recovering of late, coupled with Clubhaus' desire for expansion, the temptation proved too much to resist for Clubhaus Managing Director Charlie Parker.

"We made a preliminary approach," he said, "and the [PGA board] put out a release saying we had undervalued the company. We'll have to see what happens next. I'm a little disappointed at the initial reaction."

So, is that it for Clubhaus? Parker doesn't think so.

"I'm still hopeful, although its odds against as far as Clubhaus is concerned at the moment," Parker said. "But we have the firepower."

Both Kunsangen and Woburn are hosts to European Tour events. Given the stated intention (and actual practice) of selling golfing holidays abroad to its client base of 15,000, Clubhaus is unlikely to let this issue fade quietly. However, the European golf club management industry is in its infancy compared to the United States and such an acquisition might prove too attractive to other parties, thus sparking a "bidding war." ClubCorp's Anderson would not be drawn on such a question and American Golf UK's managing director Geary Leathers was similarly reticent. ClubCorp and American Golf UK are Clubhaus competitors.

"There's not any news [from American Golf]," Leathers said. "I'm not being coy, but we are pretty plain, boring guys that keep our noses to the grindstone and operate golf courses. To date there has not been an opposing bid [from American Golf] and we do not anticipate any such opposing bid."

ClubCorp would seem to have the resources to make a bid, but has not expressed interest.

Parker is convinced something will come of Clubhaus' original bid. "Share prices are now way up so the market thinks that something will happen and Clubhaus is in the prime position. There's no more to say."

Added one financial analyst: "This will be a volatile period for the [PGA European Tour Courses'] shares as everybody will be holding their cards close to their chests waiting to see if anybody else acts. The blips that we are seeing in the share price at the moment represent speculation that a capital event is about to take place."

Three years ago, PGA European Tour Courses PLC evolved out of its two previous incarnations as PGA European Tour Properties Ltd. (1987-1992) and PGA European Tour Golf Courses (IMG) Ltd. (1992-1996).

CMAA promotes Palermo, Pasquale

ALEXANDRIA, Va.—The Club Managers Association of America (CMAA) has promoted two staff members. Lou Palermo has been promoted to director of education and Kim Pasquale to director of chapter/member services.

As director of education, Palermo arranges all aspects of the education sessions offered at the Annual World Conference

on Club Management. He is responsible for hiring speakers, selecting and scheduling educational programs and overseeing all details. Additionally, Palermo supervises the staff within the CMAA's education department and is the education liaison with CMAA member groups such as the Club Management Institute, Certification Committee and The

Club Foundation. In addition to overseeing CMAA's Professional Development Program and coordinating CMAA's Business Management Institute, Palermo manages the administrative and budgetary functions of CMAA's education department.

Pasquale assumes the management of CMAA's chapter and member services, Executive Career Services and student development programs. Pasquale

works on several chapter and member award programs, such as CMAA's annual Idea Fair and Chapter of the Year competitions; manages the membership renewal process; oversees CMAA's special recognition and affinity programs; serves as coordinator for the annual Legislative/Leadership Conference; and handles voting procedures at the annual World Conference on Club Management.



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Fairway Oaks Country Club (above) in Abilene, Texas, is one of several properties Fore Star Golf has acquired in the past few months. Fore Star plans to spend \$1 million on irrigation and clubhouse renovations. Fore Star also purchased Mesa del Sol, an 18-hole course with nine Arnold Palmer-designed holes in Yuma, Ariz., and is developing Sonoma Ranch, a Cal Olson design under construction in Las Cruces, N.M., that is scheduled to open next April.

Casper to manage upstate N.Y. track

VICTOR, N.Y. — Billy Casper Golf Management (BCGM), Inc. will provide turnkey management services to private Cobblestone Creek Country Club here in upstate New York.

BCGM will direct clubhouse operations, marketing and public relations, membership sales, turf management, personnel staffing and training, food and

beverage, merchandising, and financial management programs.

Cobblestone Creek opened in 1991. Cobblestone Creek shares several invitation-only members with nearby Oak Hill Country Club.

Cobblestone Creek's 18-hole, 6,973-yard, par-72, course was chiseled through 400 acres by architects Dr. Michael Hurdzan and Craig Schreiner.

OnTee.com

Continued from page 33

OnTee.com's U.S. operation.

- Multi-Channel Tee-Time Reservation System — This Internet-based reservation system gives courses control over their inventory and pricing, while allowing golfers to reserve slots via the Internet, phone-activated system, cable TV system or the old-fashioned way.

- Management Software — OnTee.com offers integrated software systems that handle club management, course management, consolidated buying, tournament management, association and handicap management.

- Broadcasting Notification Services — OnTee.com keeps golfers in the loop regarding tee-time availability, course information and e-commerce promotions via wireless messaging to mobile phones, palm-top devices, e-mail or fax stations.

OnTee.com's comprehensive approach to IT also means providing course owners with a built-in multimedia marketing and promotional program. The program includes a presence on the World Wide Web; a direct-mail campaign to golf course users; the private TV network with programming slots dedicated to course promotion of facility offerings (food and beverage, retail); a direct connection to local hotels, travel agencies and tourist bureaus; and cross-selling of each facility nationally and internationally through the private TV network and OnTee.com web sites.

Courses which participate in the OnTee.com network are able to pool their buying power via OnTee.com's consolidated buying service, whereby course equipment and maintenance materials can be purchased in bulk, meaning lower prices from manufacturers.

The Consolidated Buying Service also allows pro shops to more effectively compete with off-site discount operators.

The cost for the OnTee.com service is \$500 per month per course with discounts available for associations and multi-course operations.

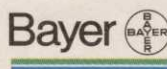
Based in Carbondale, OnTee.com is an Internet information and service company concentrating solely on the golf industry. OnTee.com, which also maintains offices in Orlando, Minneapolis and San Francisco, is the U.S. partner of the Swedish firm, Epani, Inc.



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Golf Communities

Continued from page 1

-struction) in Clermont, Fla.; The Plantation Golf Club in Pinehurst, N.C.; NorthShore Country Club in Portland, Texas; Wedgefield Golf & Country Club in Orlando; The Pines Golf Club in Orange City, Fla.; Red Hawk International (in planning) in St. George, Utah; and The Lakes of Arlington (under construction)

in Tarrant County, Texas.

Another GCA property, The Club at Pelican Strand in Naples, Fla., is not included in the bankruptcy filing.

In its Chapter 11 filing, GCA listed \$122 million in debts and \$145 million in assets. Credit Suisse First Boston (CSFB), the major creditor, is reportedly owed more than \$100 million. CSFB is also GCA's largest

shareholder (24.9 percent).

GCA President Warren Stanchina said the firm's problems resulted from Credit Suisse First Boston's decision to cut off funding, but expressed confidence the firm would successfully emerge from its financial problems. He referred specific questions to Shuker.

"The companies had to file for bankruptcy to protect their as-

sets and try to get a dividend to unsecured creditors and, potentially, stockholders," Shuker said. "The company had restricted access to its ongoing loans from Credit Suisse and construction at a number of the projects stopped. The purpose of the Chapter 11 was to try to restructure that debt obligation and find a meaningful workout plan."

Shuker said he didn't know

why Credit Suisse had cut off funding to Golf Communities.

"All the [existing] courses are still operating," Shuker said. "We received a commitment for interim financing to keep them operating and get to a place to make a proposal to all our creditors on how we are going to restructure debts and what the company will look like in the future. We're talking to a number of parties about further investments or loans or a combination thereof to restart construction at a number of the projects."

That new financing could include Credit Suisse, Shuker said. "In fact, the interim financing is being provided by Credit Suisse," he added.

Asked when the situation would be resolved, Shuker said, "We'll likely file our plan of reorganization within the next three months."

Golf Communities is a publicly held firm.

In a written statement, CSFB said: "We have acted in a commercially reasonable manner and fulfilled all of our legal obligations as a lender. All allegations to the contrary are without merit. We have worked with GCA in the past and are open to working with them in the future."

Another course operator, Crenshaw Golf Properties of Dallas, has slowed its course acquisition plans since dissolving its relationship with Credit Suisse First Boston, according to company President C.J. McDaniel.

ClubLink

Continued from page 33

Domaines is in the Mirabel-Blainville area, about 20 minutes from downtown Montreal and about 15 minutes from Cedarbrook.

"Quatre Domaines Golf Club is an important building block in putting together ClubLink's cluster of courses in Greater Montreal, a dynamic area with a robust economy and an appetite for quality golf," said Bruce Simmonds, president and CEO of ClubLink. "The project developer, Gilles Debut, has extensive golf development and management experience and the Dion family has built three golf courses around Montreal. The Dions and Debut will be of great assistance as ClubLink expands in Quebec."

The 7,200-square-foot clubhouse, which opened in May, includes a 2,200-square-foot covered terrace, dinner seating for 280 people, a 25-seat bistro and 1,200-square-foot conference room. The club also boasts a 10-acre practice facility with target greens and a practice putting green, and a three-hole academy course with a par-3 and two par-4s.

GOLF COURSE NEWS



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CIRCLE #127

BRIEFS



PROFILE PROMOTES HAVEMAN

BUFFALO GROVE, Ill.—Profile Products L.L.C. announced the addition of Dennis Haveman as south central regional sales manager. Based in Dallas, Haveman's responsibilities include working with local Profile distributors and contacting golf course owners, superintendents and architects.

A certified golf course superintendent for more than 11 years, Haveman has worked as a golf course and construction superintendent on various projects across the southwest. He has also been the owner of Golf Consulting Services since 1995.

VW&R ADDS CASSERLEY, RAMOS

AUSTIN, Texas—Van Waters & Rogers Inc. (VW&R) announced that Sandra Casserley has joined the professional products and services business unit as a turf and landscape specialist.



Casserley comes to VW&R with over nine years professional sales experience and will be responsible for covering South Central Texas.

VW&R also added Angela Ramos to the professional products and services business unit. She will be responsible for covering Southeast Florida.

HAMILTON TAKES POST FOR STN

ROBERTSDALE, Ala.—Southern Turf Nurseries has named John Hamilton as its consulting agronomist for golf course sales in central and southern Florida.

Hamilton has acquired 25 years of experience in the golf industry, and has a degree in agronomics from Purdue University. He has served as a golf course superintendent at various domestic locations as well as in Asia from 1989 to 1995.

ECO SOIL SELECTS CARROLL

RANCHO BERNARDO, Calif.—Eco Soil Systems, Inc. has named Jacob Carroll as its director of corporate development. Carroll joins Eco Soil from George K. Baum and Co., a Kansas City-based investment banking firm. He will focus on developing Eco Soil's future joint ventures and strategic partnerships.

Lesco profits bounce back

Company eyes future growth, brings in new VP, CFO

By ANDREW OVERBECK

ROCKY RIVER, Ohio—Following a rocky 1998 that saw its earnings and market share growth eaten up by rising costs, Lesco, Inc. has turned the corner with second-quarter sales up 12.1 percent and net income up 23.3 percent over comparable numbers last year.

At the root of last year's profit difficulties were ambitious expansion plans.

"We did have a difficult earnings year in 1998," said William Foley, Lesco chairman, president and chief executive officer. "But we also opened 20 new stores, built a new fertilizer plant, started up a joint venture and had two acquisitions. It was a lot to put our arms around, but it was all strategic to position the business for the future."



William Foley

The largest cost factor in 1998 stemmed from the newly formed Commercial Turf Products, Ltd., (CTP) a 50/50 joint ven-

ture between Lesco and longtime consumer lawn care equipment manufacturer, MTD Products Inc.

"We had a number of problems," said Foley. "We missed our sales objective and that cost us \$2 million, and we had serious cost start-up issues that cost us another \$2 million."

According to Foley, these costs were necessary in order to maintain the performance of Lesco's equipment business. "We felt that in the longer term we didn't have the technological expertise to sustain the equipment business at the proper level," said Foley. "So we worked out this relationship with MTD."

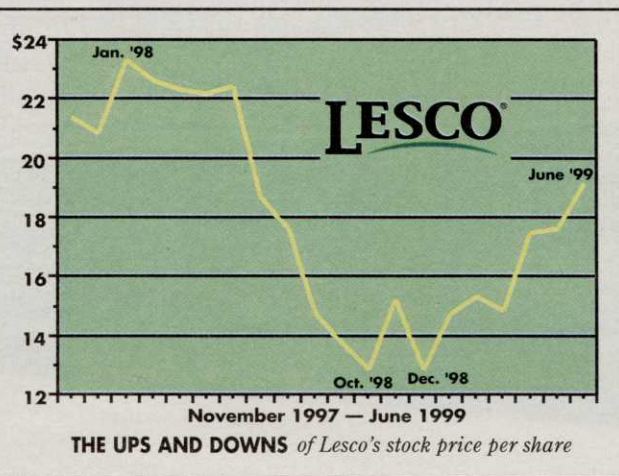
The new plant in Streetsboro produces commercial mowing equipment, renovation equipment, spreaders and sprayers and is now running at expected levels. Increased sales from the joint venture are the key reason behind Lesco's improved bottom line. "We are getting triple the revenue out of the CTP plant this year, which is a big step up," said Foley.

However the CTP start up was not the only source of profit pressure felt by Lesco. "The construction of a new ferti-

lizer plant in Florida was delayed for 120 days due to El Nino rains and led to horrible cost over-runs," said Foley. "And we have had to continue to factor in significant price pressures and lower margins on ryegrass for the overseeding market."

However, these short-term growing pains are already leading to increased prof-

Continued on page 40



Eco Soil secures credit line, announces earnings

RANCHO BERNARDO, Calif.—Eco Soil Systems, Inc. announced that it has obtained a \$25 million revolving line of credit for its wholly owned subsidiary Turf Partners Inc.

"This will better serve Turf Partners' financing requirements given its significant growth and success in servicing the golf industry," said Mark D. Buckner, chief financial officer for Eco Soil.

The credit line gives Turf Partners working capital financing and allows the purchase of inventory needed to meet the high demand in the summer season.

"The line will support our working capital requirements at Turf Partners for the foreseeable future and may improve operating margins by achieving vendor discounts for volume purchases and early payments," said Buckner.

In other news, the company announced revenues for the three months ended June 30, 1999 of \$40.7 million compared to \$26.9 million during the same period in 1998. Net income for the quarter was \$1.1 million. Eco Soil's turf business reportedly accounted for \$34.2 million of its second quarter-earnings.

Yazoo/Kees picks up CheTech

By ANDREW OVERBECK

JACKSON, Miss.—Aiming to become a player in the utility vehicle market, Yazoo/Kees Power Equipment, based here, acquired the CheTech Company, PUG, Inc. and Applied Design Technology of Chetek, Wis.

Yazoo/Kees, a manufacturer of walk-behind and riding mowers,

will add the CheTech line of utility vehicles to its existing Haul Master line that it purchased from Mendota, Ill.-based HCC,



ACQUISITIONS

Inc. in February.

"The utility vehicle market is growing and we intend to be a very serious player," said Bill Chestnut, director of the utility product division at Yazoo/Kees. "CheTech offers a wide variety of vehicles and Yazoo/Kees brings the marketing and manufacturing capability to grow this business substantially, and that's exactly what we intend to do."

While CheTech has been in the utility vehicle business since the 1960s, the company never fully reached its growth potential according to Chestnut. "It was a family-owned company," said Chestnut. "They took the business to a certain level, but to make that leap into the bigger market it takes a lot of funding and financial backing."

Yazoo/Kees will maintain

Continued on page 46

NEW PRODUCT OF THE MONTH



LasTec introduces the model 425D to its growing product line. The 425D combines a floating rotary mower with its own hydrostatic drive and a Kubota 38-hp, water-cooled diesel engine to produce a zero-turn-radius, powerful, wide-area contouring riding mower. It features four individual 25-inch articulating mower decks, comprising a total cut path of eight feet. LasTec's patented drive belt system allows the mower decks to float over contoured turf. The 425D can handle mounded, contoured or hilly areas—without scalping, scuffing or missing grass. It has a wider wheel-base and lower center of gravity that provides for greater side-hill stability as well as safer operation on severe terrain. For more information, contact 1-800-515-6798.

Bayer awards 1999 scholarships

KANSAS CITY, Mo.— The Bayer Corp. Garden & Professional Care (GPC) business group has awarded scholarships to 15 university students pursuing turf-related degrees at 12 different universities. Students selected for the scholarship have demonstrated superior academic and leadership skills. University professors nominate students who demonstrate promising potential for the turf grass profession.

"Bayer GPC is always looking for ways to raise the bar professionally in the turf and ornamental industry," said Neil Cleveland, turf and ornamental market manager. "These students have demonstrated the drive and the skills to help move us in that direction."

The scholarship recipients are: Ryan Vogler and Matthew Boyce, Penn State University; Eric Hogan, University of Missouri-Columbia; Dave Weston and Mieke Damaske, Cornell University; Eric Watkins, Rutgers University; Kris

Kvelling, University of Illinois-Champaign; Cliff Helvie, Purdue University; Adam Haberkorn, Michigan State University; Trygve Ekern, University of Wisconsin-Madison; David Roush, University of Maryland-College Park; Thomas Marks and Jeremy Fall, Louisiana State University; Mark Daniels, Ohio State University; and Jeffrey Urquhart, University of Rhode Island-Providence.

Textron signs deal with American Golf

RACINE, Wis. — Textron Turf Care and Specialty Products announced that it has finalized a supply agreement with golf course management company, American Golf. The company operates more than 300 private, resort and daily-fee golf courses and practice

centers in the United States and the United Kingdom.

The three-year agreement states that a majority of American Golf's new turf-maintenance equipment purchases will be from Textron Turf Care and Specialty Products.

"American Golf's agreement

with Textron Turf Care and Specialty will help us continue to provide the highest level of maintenance possible at our courses worldwide," said John Meyer, American Golf's director of fleet management and national accounts.



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For more information, call 1-800-987-0467 or visit us at www.dimensionpro.com.

Lesco

Continued from page 39

its, said Foley. "The strategic initiatives that we invested in during 1998 are driving our growth and profitability in 1999," he said.

Lesco looks to continue its expansion strategy this year with the construction of a new plant outside of Richmond, Va. that will produce a completely new controlled-release, homogeneous turf fertilizer utilizing matrix technology. "We bought the worldwide rights last year," said Foley. "The fertilizer features an entirely new process that has not been available anywhere in the world before." The plant is scheduled to go into limited production early this fall and product should be available late this year.

Meanwhile, Foley expects to maintain the current growth levels. "We have been growing at 20 percent for the last five years, and I think we'll continue to grow at those rates," said Foley.

...

In other Lesco news, the company announced that Breck Denny will replace Ware Grove as vice president and chief financial officer.

Denny worked for investment banking firm J.P. Morgan and Co. for 23 years and most recently served as vice president, finance and treasurer for Ohio-based Medusa Corp.

"He has great relationships with the investment community as well as experience in our market," said Foley.

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Harley launches Power Box Rake

The new Harley Power Box Rake for front-deck mowers is ideal for turf renovation and over-seeding, de-thatching or completely removing old or worn turf for reseeded. The Box Rake also offers great maneuverability with minimal turf damage when repairing trench restoration.

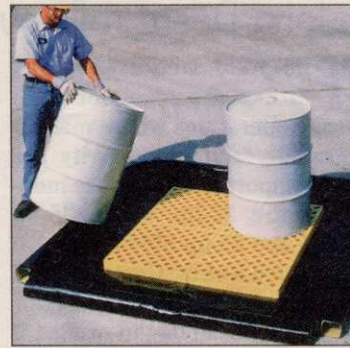
The rake operates driving forward, and the belt-driven rotating roller grades, levels, and conditions the soil for perfect seed preparation. It is available in 4- and 5-foot models and includes adapter kits to fit most 22-hp front-deck mowers.

For more information, contact 1-800-437-9779.

CIRCLE # 201



Harley's Power Box Rake



Ultra Tech's new Flex Wall berm

New Flex Wall containment berm from Ultra Tech

New FlexWall containment berms provide sill containment for drums, tanks, generators and chemical processing equipment. The 4-inch-tall sidewalls are held upright by flexible polymer inserts that compress under weight, and rebound instantly to their original shape. This feature is perfect for "drive in/drive out" applications where taller sidewalls are not desired. FlexWall berms can be easily accessed with standard drum trucks or forklifts with a 4-inch or taller undercarriage. FlexWall inserts can be quickly installed in the field or stored fully assembled. Optional two-by-four-foot grates keep drums, tanks and other devices elevated from potential leaks and spills.

For more information, contact 1-800-353-1611.

CIRCLE # 202

Tractor adds hitch option

Tractor Vehicles announces that Tractor T-Series tractor-trucks with front loader are now available with optional "Universal Quick-Hitch" attachment system to utilize most skid-steer loader attachments. The new Universal Quick-Hitch enables the operator to quickly change loader buckets or attach any skid-steer-type attachments, such as: back-hoes, pallet forks, graders, rakes, sweepers and trenchers, snowblowers, vacuums and rollers. For more information, contact 508-748-1200.

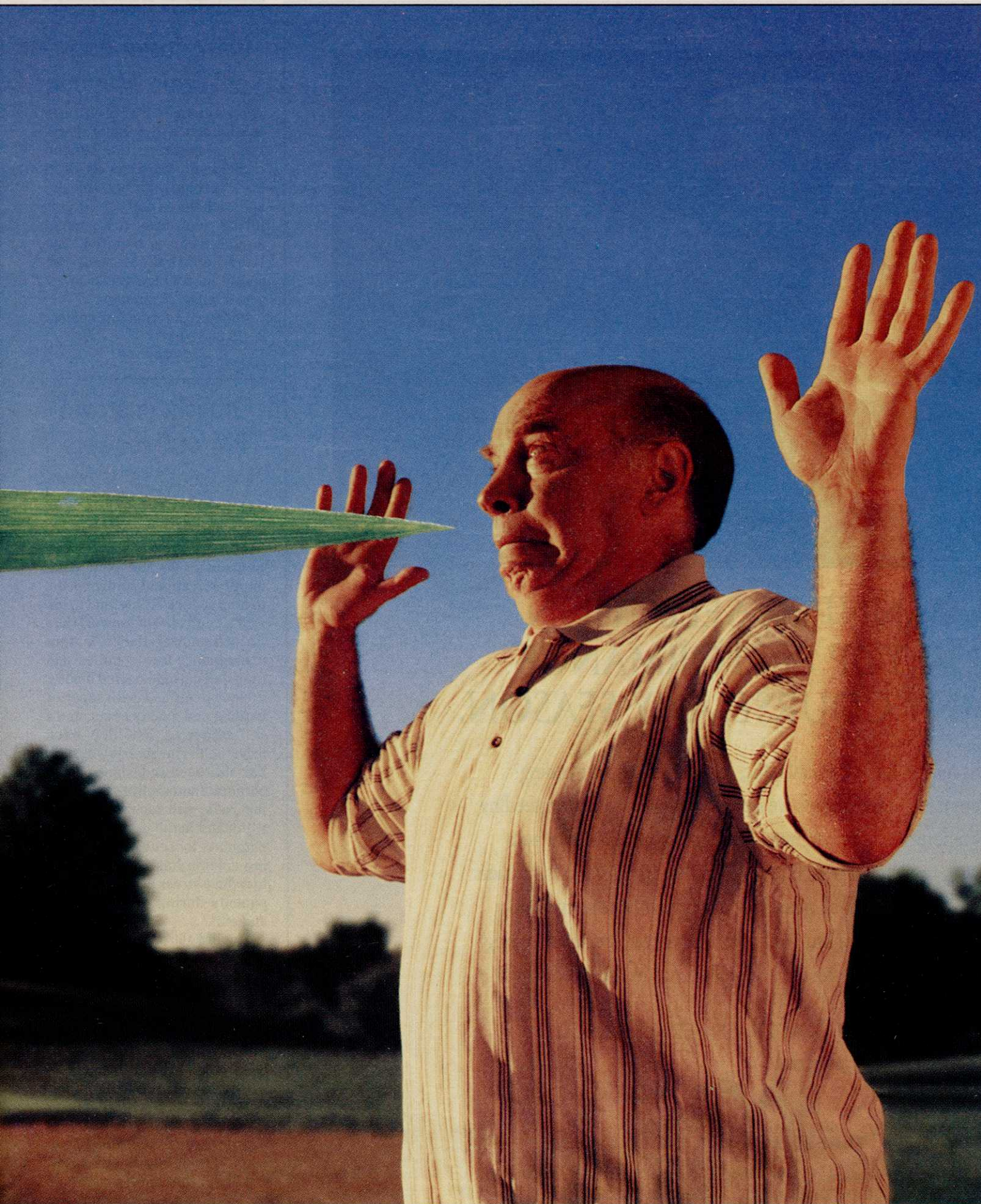
CIRCLE # 203

Growth Products readies Companion

Growth Products announces that Companion has been approved by the Environmental Protection Agency for use as a biofungicide in greenhouse, nursery, and turf applications.

Companion, a liquid biological-Bacillus subtilis, crowds out harmful disease-causing pathogens. The microbes attach themselves to root hairs and produce certain hormones that stimulate root growth and mass. Companion can be used for seed germination, and its smooth, creamy texture allows it to be used with irrigation systems. For more information, contact 1-800-648-7626.

CIRCLE # 204



John Deere rolls out the M-Series Ztrak

The John Deere M-Series Ztraks are ideal for high usage operations where maneuverability and productivity are most important. The three models—the 22-hp M653, 25-hp M655 and 25-hp M665—feature air-cooled Kohler Command engines and a 10-gallon, top-draw fuel tank for all day mowing.

A hydrostatic drive system

provides power to mow at speeds up to 9-mph. Dual lever, hydraulically-dampened operator controls provide instant control while maintaining zero-turn maneuverability. A low center of gravity and a wide stance increase hillside-mowing capability.

The M-Series Ztraks also feature heavy-duty commercial

mowing decks with anti-scalp rollers. A unique baffling system allows the grass to stand up before being cut, producing a uniform cut and eliminating blowout from under the deck. Cutting widths range from 54 to 60 inches and cutting height can be easily adjusted from 1.5 inches to 5 inches in half-inch increments for mowing in all conditions.

CIRCLE # 205



John Deere's new zero-turn Ztrak mower



Redexim's Baby Verti-Drain Mustang

New, faster Baby Verti-Drain Mustang

Redexim-Charterhouse launches the Baby Verti-Drain Mustang, the second model in the Mustang series. It has a working width of 1.3 meters and both cores and verti-drains till 150 mm deep. A tractor of around 24-hp is required. The Baby Verti-Drain Mustang can aerate an average green in approximately 17 minutes.

For more information, contact 31-30 69-19-042.

CIRCLE # 206



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CIRCLE # 150

Gravelly improves PM 460 mowers

The Gravelly PM 460 model mower now offers improved features and performance.

For the operator, the PM 460 has an adjustable full-suspension seat and a relocated pivot point on the directional control pedal to help reduce fatigue and to improve control. The new 60- and 72-inch mower decks feature maintenance-free spindles and tungsten-carbide-coated blades, a 5-inch deep deck with superior baffling and quality of cut, and a self-adjusting 5/8-inch deck drive belt. The steering system has also been redesigned to incorporate automotive-style steering rods with tapered ends to withstand harsh use and to help eliminate looseness. The steering column has been extended to reduce stress on internal components during operator entry and exit.

The PM 460 is equipped with a rugged, 30-hp liquid-cooled Kubota diesel engine, direct-drive PTO power and a two-speed transaxle for increased efficiency when using attachments. Additional anti-scalp wheels have been added along with larger 11-by-14-inch caster wheels on the 72-inch model. Rear-wheel steering provides responsible handling and sharper turns, while the on-demand differential locks the wheels together for superior traction on wet grass and hillsides.

For more information, contact 920-756-2141.

CIRCLE # 207

Golf Course Classifieds

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CAREER OPPORTUNITIES

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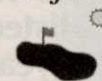
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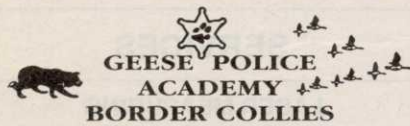
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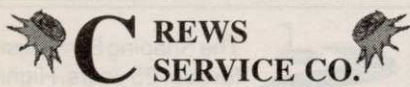


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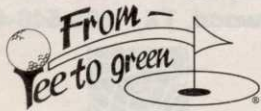
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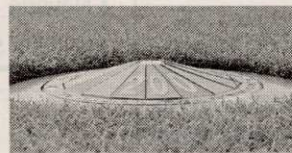
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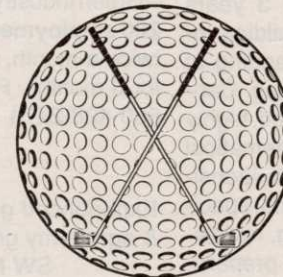
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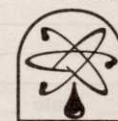
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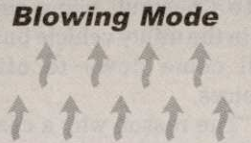
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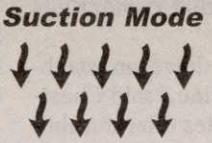
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*Appears in regional editions.

Yazoo/Kees

Continued from page 39

CheTech's manufacturing facility in Chetek and will continue to build Haul Master vehicles at its plant in Jackson. The utility vehicles will continue to be sold under both the Haul Master and CheTech names.

In addition, Bill Figura, CheTech's founder, will remain with the company to head up the Chetek-based utility vehicle design and development facility.

Yazoo/Kees is now working to integrate the two companies and implement a marketing plan. "We are strategizing and going through our branding and marketing procedures to put packages together for our dealers that focus on the markets that we are going after," said Chestnut. Yazoo/Kees is also in the process of selecting additional dealers.

Strategizing will be key if Yazoo/Kees is to be successful in the utility vehicle arena that is

dominated by significantly larger companies like Toro, Club Car and Textron. Chestnut, however, remains undaunted pointing to the advantages that Yazoo/Kees holds.

"We already have an established product line," said Chestnut. "Our vehicles offer durability, ease of service and versatility."

Yazoo/Kees will also offer impressive product depth.

"We will have somewhere between 12 and 17 different mod-

els available," said Chestnut. "We will be able to put together some products and packages that people have never seen before."

To Chestnut, being successful in the utility vehicle business will come down to offering choices.

"The reason why a company like Textron has all these different models is because customers like to make choices," said Chestnut. "But it is hard to meet the needs of everyone in the marketplace. We will be coming in

there with our models that will show customers that we understand their needs."

In order to meet those needs, new products are already in the works, according to Chestnut. However, he also acknowledges that responding to market demand is going to be a challenge.

"The utility vehicle market changes rapidly," said Chestnut. "We will have to be able to meet increasing needs while still maintaining a speed to market."

Calendar

September

9 — GCSAA Seminar on Maximizing Job Satisfaction in Phoenix. *

9-10 — Southwest Horticultural Trade Show in Phoenix. Contact 602-966-0923.

10 — GCSAA Seminar on Advanced Weed Management in Kauai, Hawaii. *

14 — Southern Illinois University Turf Field Day in Carbondale. Contact SIU Division of Continuing Education at 618-536-7751.

14-15 — Turfgrass and Landscape Research Conferences and Field Days in Riverside, Calif. Contact Victor Gibeault at 909-787-3575.

21 — GCSAA Seminar on Human Resource Management in Orlando, Fla. *

October

4 — GCSAA Seminar on Protecting Natural Resources on the Golf Course in Syracuse, N.Y. *

7 — GCSAA Seminar on Bentgrass Management and Rootzone Maintenance in Billings, Mont. *

13 — GCSAA Seminar on Bentgrass Management and Rootzone Maintenance in Hauppauge, N.Y. *

13 — GCSAA Seminar on Sustainable Golf Course Landscape Design: Enhancing Aesthetics, Function and Maintenance in Jackson Hole, Wyo. *

18 — GCSAA Seminar on Advanced Weed Management in Little Rock, Ark. *

19 — GCSAA Seminar on Lake and Aquatic Plant Management in Little Rock, Ark. *

19 — GCSAA Seminar on Protecting Natural Resources on the Golf Course in Grand Rapids, Mich. *

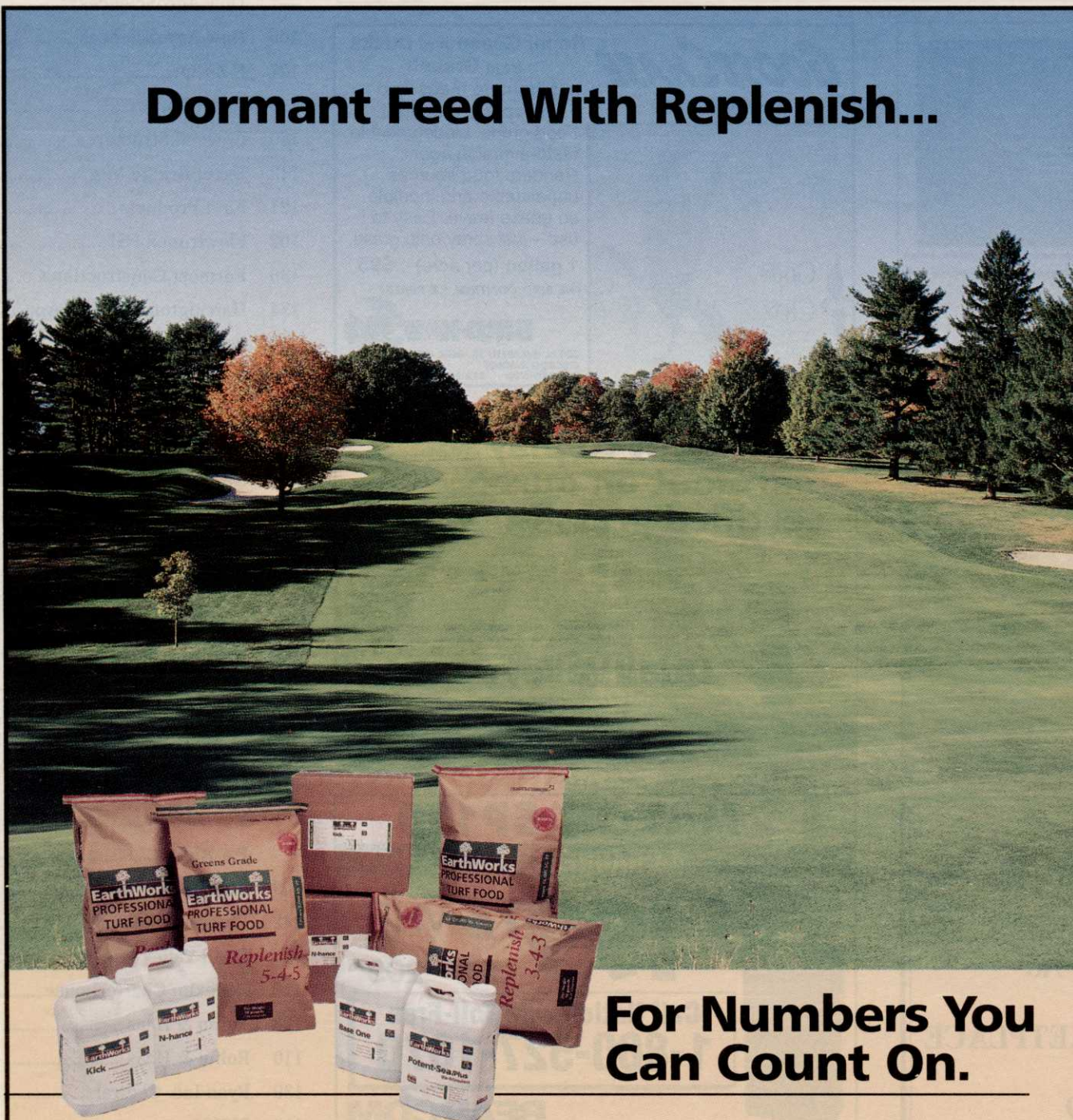
25 — GCSAA Seminar on Wildlife Management and Habitat Conservation in Manchester, N.H. *

26 — GCSAA Seminar on Management Strategies for the Turfgrass System in Lexington, Ky. *

26 — GCSAA Seminar on Bentgrass Management and Rootzone Maintenance in Rockford, Ill. *

* For more information contact the GCSAA Education Office at 800-472-7878.

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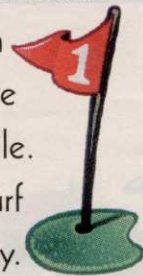
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