

GOLF COURSE NEWS

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INSIDE

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With the deal done, BASF is now working on integrating American Cyanamid's product line 3

Old Brockway certified

1924 layout becomes first nine-hole course west of the Mississippi to win Audubon certification 11



IRRIGATION AND PUMP STATION FOCUS

As existing courses (including Pebble Beach, above) strive to keep up with new competition, irrigation upgrades and retrofits are at the heart of most renovation work. See pages 17-18 for a complete look at what's new in the irrigation renovation marketplace.

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PERIODICAL

Simplot consortium wins bid for ABT's assets

By A. OVERBECK
HENDERSON, Nev. — The bid for AgriBioTech's (ABT) Professional Turfgrass Division submitted by a consortium led by J.R. Simplot Turf and Horticulture was approved here June 10 in federal bankruptcy court.

However, the deal, which reportedly closed for less than the original asking price of \$65 million, required a lengthy day of negotiations after Central Garden and Pet (owners of Madison, Ga.-based Pennington Seeds) submitted a rival bid for this parcel of ABT's assets.

"After the overbid we left the hearings and spent the rest of the day in meetings with Development Special-

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The 12th hole at the Ritz-Carlton managed White Witch Course at Rose Hall in Jamaica

Ritz-Carlton barrels into course management with high-end clubs

By JAY FINEGAN

ATLANTA — There's a new player in the competitive field of golf course management, and this one comes loaded with cachet: the Ritz-Carlton Hotel Company, headquartered here.

For now, the company has only three courses in its portfolio, but that will grow to at least 17 over the next few years, as the number of Ritz-Carlton hotels grows from today's 37 to 63. Fourteen of the 26 new properties will feature courses ranging from 18 holes to 45. "We're basically doubling the size of the company over the next three years," said Stan Waterhouse, a Ritz-Carlton vice president and head of the club and golf division.

Waterhouse, formerly with ClubCorp, said he hopes to bring to the courses the same levels of quality and service that distinguish the company's famous hotels. "We believe we'll be the benchmark in the industry," he said. "By extending the Ritz-Carlton imprint of excellence to man-

aging existing and new golf facilities, we have an opportunity to make an impact on the market and deliver a product with a difference."

Waterhouse plans to employ a three-pronged growth strategy. First, his division will manage courses affiliated with Ritz-Carlton hotel and resort properties. It also will enter into management agreements with independent, top-caliber country clubs. And, third, it will look to develop an interest in courses not yet built. "We'll work with residential developers who have an interest in having a golf club to enhance their residential community," he said.

WHITE WITCH IN JAMAICA

In the first case, an example is the White Witch Course at the Ritz-Carlton, at Rose Hall, Jamaica, which opened in June. It sits near the company's new 428-room resort, 10 minutes from Montego Bay.

The White Witch, designed by architects Robert von Hagge and Rick Baril,

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Pete Dye finds gold at Lost Canyons

By MEGHAN FOLEY

SIMI VALLEY, Calif. — Take one look at the vast array of hills, slopes, meadows and rolling canyon floors, and it is no wonder why Lost Canyons Golf Club could become one of Pete Dye's greatest design achievements. Despite the fact that the famed architect does not like to compare his courses, he does admit that Lost Canyons is going to be special. The sheer terrain will see to that.

The 36-hole layout is currently in the final phases of construction and grow-in in the Santa Susana Mountains here, just north of Los Angeles. Landmark National, one of the leading golf real estate investment



The rugged terrain at Dye's Lost Canyons design near L.A.

companies, provided 1,600 acres of land, located on a portion of the historic Big Sky Ranch, and commissioned Dye to create two 18-hole public golf courses.

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Supers in Southeast coping with drought

By JAY FINEGAN

HILTON HEAD, S.C. — How bad is it?

Here in the southeast corner of South Carolina, only 10.3 inches of rain had fallen as of mid-July. A normal year would have brought 36 inches

by Independence Day. And that's after a dismal 1999, when the area came in 10 inches below normal.

"We're real dry," said Steve Wright, superintendent at the Long Cove Club, a private, 18-hole, Pete Dye

facility here on Hilton Head Island. "The greens are fine but the green banks are burnt. The edges are bad. We have effluent and water from the lagoon, where we trap rainwater. But now the

Continued on page 10

Penn Pals™ at Valhalla



Mark Wilson CGCS
Superintendent, Valhalla Golf Club
Louisville, KY
Host of the 2000 PGA Championship

*Par 3, Number 11
Jack Nicklaus Design*

We rebuilt or enlarged 9 tees for the 2000 PGA Championship and seeded them all with Penncross

"In preparation for the 2000 PGA Championship, we rebuilt, resurfaced, or enlarged 9 tees. The one I'm most proud of is the rebuilt 7,000 square foot tee for the 4,200 square foot, par 3, Number 11 green. We seeded these tees with Penncross not only for its rapid recovery, but for its ability to survive this summer's increased play and still look and play great for the Championship.

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BASF closes American Cyanamid acquisition

By ANDREW OVERBECK

RALEIGH, N.C. — The consolidation trend in the agrochemical industry continues to march forward as BASF announced July 1, a mere three and a half months after signing an initial contract, that it has closed its acquisition of American Cyanamid. The two companies are now on the integration fast track to sort out the product lines that will be handled by BASF's TopPro subsidiary and which ones will be handled by BASF Specialty Products.

"As we look forward we are going to try to draw the line that BASF Specialty Products will continue to sell and handle the proprietary products that service our markets. TopPro will tend to handle the generic or commodity type products, although that line gets fuzzy and we are trying to figure out which shop some products belong in," said Steve Briggs, the former head of American Cyanamid's Specialty Products Division and now vice president of Memphis, Tenn.-based TopPro.

Bill Baxter is the new head of the turf and ornamental group of Raleigh-based BASF Specialty Products.

While BASF has set a target date of Oct. 1 to have both companies operating as one, in the short term products will still be available through normal channels.

"We are going to run both businesses 'as is' to satisfy customer needs and demands," said Briggs. "By early 2001 we will figure out what's best for both the customers and the organization."

Briggs expects to have 90 percent of the product line determined this fall, but the other 10 percent may take until 2001.

PENDULUM

"Pendimethalin (Pendulum) is an example of one that we are struggling with right now," he said. "We use a lot of the field people in BASF Specialty Products to help service that product. But since it is older and has some possible pending generic competition, it may be best to keep it in TopPro. We have to decide whether to change the business philosophy and hire more people in the field or do something different on the distribution end to make it work."

MACH 2

Another product that is up in the air is MACH 2, the popular insecticide that was developed jointly by American Cyanamid

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Cagle wins Master Greenkeeper designation

Stuart Cagle, superintendent at Old Oakland Golf Club, in Indianapolis, has been named a Master Greenkeeper (MG). He is the sixth MG in the United States and the 23rd in the world. The presentation of his blazer, plaque and badge will take place in January in Harrogate, North Yorkshire, England, at the annual show of the British and International Golf Greenkeeper Association (BIGGA), which administers the MG

program. The MG program is similar to the certification program run by the Golf Course Superintendents Association of America, but the examination is more in-depth, consisting of two three-hour essay exams and a thorough review of the applicant's golf course, including everything from playing conditions and maintenance facilities to safety records and staff uniforms.

IMG TO PUT ON BARCELONA SHOW

BARCELONA, Spain — Barcelona European Golf Show (BEGS), a new exhibition organized by International Management Group (IMG) has been inked for a debut Feb. 16-18, 2001 here in Barcelona. Show organizers cite the current lack of exhibition in Southern Europe and the status of Spain as the current European golf tourism "hotspot" as the main reasons for investment.



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Current drought only hints at water problems to come

Drought conditions continue to plague huge regions of the United States, posing enormous challenges for course superintendents. In the southeastern states, including Florida, Georgia, Alabama and South Carolina, the situation has deteriorated from serious to critical. In metro Atlanta and many other areas, for example, water restrictions are now in place.

Farther west, Missouri recorded its driest April on record. In Arizona, the stretch from October to April was the second driest ever. The story in Texas is no better. And much of the great American "breadbasket" — including Kansas, Nebraska and Oklahoma — is now drought-stricken.

In time, the rains probably will return. But if you listen to Professor Ronny Duncan, of the University of Georgia, the long-term outlook for fresh water isn't very pretty — not in the United States, nor anywhere else. Duncan, a Ph.D. specializing in the development of turf grasses for stressful conditions, says "we've got a situation here that's not going to get any better than it is right now, and it will get progressively worse."

Duncan frames his position against the background of a wildly exploding global population and a rapidly growing thirst for potable water. A few facts he cited recently at an Oregon conclave of seed industry suppliers and distributors:

- According to United Nations' projections, world population will double to 12 billion people by 2100.
- Global demand for fresh, potable water will double every 20 years.
- Renewable water resources per person decreased 50 percent between 1960 and 1998. Another 50-percent reduction is projected by 2025.
- During the past 30 years, the U.S. population has increased 52 percent, while total water use has increased 300 percent. (Separately, the Census Bureau forecasts that the U.S. population will double over the new century, to about 550 million, driven by massive immigration.)
- A mere 2.61 percent of all the water on earth is fresh and non-saline, and most of that is in the form of polar ice. Seawater accounts for 96.5 percent of the planet's water. Fresh groundwater makes up a scant 0.77 percent of the total.
- Global warming will melt polar ice and raise sea levels, flooding low-lying regions and contaminating coastal fresh water with salt. The Caribbean, for example, is expected to rise between five and 32 inches over the next 100 years, depending on the severity of the "greenhouse effect."

Water quality and quantity will be a dominant worldwide concern in the 21st century, Duncan maintains. "The coming water problems," he predicts, "will significantly impact entire societies. The whole issue of water availability is going to change, and I think it's going to change very fast."

Against Duncan's grim scenario, golf courses are bound to face even greater societal and regulatory pressure to lower water usage. Faced with a choice between watering courses or providing the essential resource to their burgeoning populations, there's no doubt where government authorities will come down on the issue.

Fortunately, Duncan says, the golf industry is somewhat ahead of the curve. New grass varieties are coming on stream, more courses are irrigating with effluent or "gray water," and irriga-

tion audits are on the rise. Amazingly, the possibility of irrigating with sea water now also exists.

"We don't have to sacrifice anything from the golf side, or in the quality of the grass," he says, "but we have to change our mentality as to how we manage these grasses. And we can be proactive in showing how we're environmentally responsive to this. The golf industry needs to present a positive image to the public that says, 'Hey, we are environmental stewards and we're going to stay on top of this with our management tactics.'"

Superintendent Brian Sullivan, at Bel-Air Country Club in Los Angeles, concurs with that approach. "Water is going to be the main issue throughout the country," he says. "Certainly in Southern California is it our biggest issue. We need to do our best to conserve it, and we need to communicate our conservation efforts, so when water boards allocate the water, turf is right up there with all the recreational activities that compete for that water."

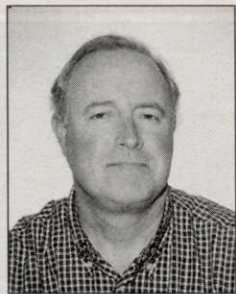
Duncan points to drought-tolerant grasses as one promising example. Seed research companies have made nice strides in developing grasses that can survive in harsh, dry conditions. "We're starting to see a trend in that direction," he observes. "Those grasses are beginning to pay off with reduced course watering."

He is also seeing greater emphasis on efficiency in irrigation. More superintendents are intent on fitting the heads and coverage to very specific situations, he says, and then, instead of doing blanket coverage, they are starting to tie in irrigation with evapotranspiration and weather conditions. And increasingly, he adds, superintendents are ordering irrigation audits.

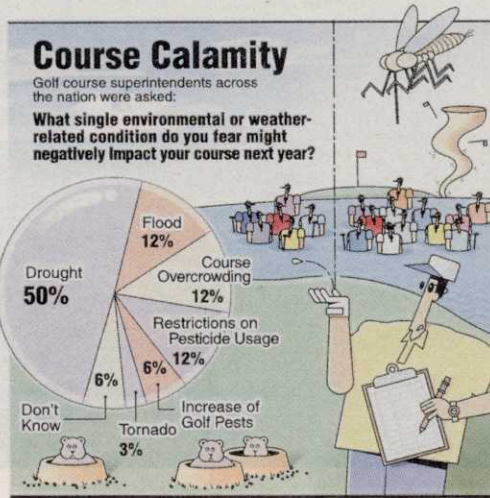
"Irrigation companies come in and run these audits," he says. "They go hole to hole, sprinkler to sprinkler. They look at coverage and make sure the course is getting the maximum benefit."

With one strain of grass — seashore paspalum, which Duncan helped develop — it's possible to water golf courses with ocean water, he says. "You need a coarse, sandy soil, and it takes very intensive management to keep the salts moving down through the profile, but it can be done. If you have to go to straight ocean water, you're in a very desperate situation. But if that's the scenario you're up against, we now have the capabilities that can help, that can keep the grass growing."

All these steps and more will be needed as the earth's population continues to boom and the scramble for water intensifies. The golf industry, however, need not be a casualty. "It's not just one thing that's going to solve the problem," Duncan says. "We have to move on multiple fronts, and be proactive in how we do things."



Jay Finegan



Return of traditional course design is well underway

"What has been will be again, what has been done will be done again; there is nothing new under the sun."

Ecclesiastes; 1:9

The author, Solomon, was referring to the works of the first, and greatest, golf course architect — God. The world waited another 3,000 years, however, for 'the gowf' to

take advantage of the natural 'golf courses' that existed long before the game. Everything the modern architect does has been done before. The genius of the golf course architect finds expression not in creation but in re-creation.

No excuses for repeating the above which I wrote in a freelance article some months ago. It seems that another band-

wagon is rolling, and the more grease on the axles the better, as far as I am concerned.

The fact is, the return to traditional golf course design is well under way. The renewed enthusiasm for links-style layouts is evident in the United States and around the world. At Lake Obing in Germany, architect Tony Ristola described his new course as "real raggedy George

Thomas kind of stuff with some Alister MacKenzie, say Cypress Point, thrown in as well." David McClay Kidd at Queenwood in England says, "To do something new, you have to do something old."

No doubt there are many examples of architects and golf courses that have never left such a traditional approach, but I hazard that they



Trevor Ledger, international bureau chief

Continued on next page

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Tradition returns

Continued from previous page

have been a minority. Since golf gripped the United States – not for the first time, by the way – in the early 1960s, the dominance has been almost complete. Everything American was desirable, from loud plaid trousers in the '70s to highly fertilized fairway lushness throughout the '80s and '90s. Our erstwhile colonists have ruled the golfing roost, with the odd Ryder (hic)cup viewed as mere skirmish defeats.

Yet it was an American who recognized that there was more to golf design than length, punishment and emerald brilliance of the sward. Pete Dye visited Scotland with his partner Alice (partner in life and design), and took the 'Gospel according to St. Andrews' back to the United States for the second time in history. A seed had been sown which would grow into today's

renaissance.

Now the time has come to go back to the future. Suddenly the classic links, heathlands and minimalist style has become desirable once again and true golf courses are beginning to emerge. The days of heavily manicured target golf have not gone; many fine courses will continue to be built and be loved, but the balance has started to swing the other way. To murder Churchill, "This is not the end, nor is it the beginning of the end, but it is the end of the beginning."

The intangible qualities of the classic original courses have probably got much to do with the fact that the site that was available in the first instance – you cannot make a silk purse out of a sow's ear, as the saying goes. But the tangibles, the qualities that can be admired with a degree of recognition, are repeatable anywhere.

This is the nub of it. The sublime absurdity of nature coupled with the

sheer genius of Colt, Fowler, Abercrombie, MacKenzie et al, created the game as we know it. Natural hazards and green locations dictated how the game was played, but the advancement of equipment and the seeming abandonment of strategy as an integral element put the cart before the horse. All of a sudden the game began to dictate design. It is irrefutable that the challenge ahead of a golfer ought to cause him or her to think. This is the charge of the architect, and the return to original design principles – in theory and in practice – will aid them in that assignment.

Recently I had the privilege to play the Old Course at St. Andrews. Sure, it is maintained to the highest degree and, yes, there are occasions when brute force is desirable. But it was the incredible degree of strategic competence that held me spellbound. Every shot had myriad options. Every hole asked questions, and every step on the 'running' fairways reinforced my undying resolution that this is a triumph of design (and blind luck) that will never be improved upon. The fact that such qualities are once again being propounded and acted upon by architects and developers alike brings joy to my heart. Viva 'retro' and adios spectator mounds and diamond-cutting patterns and 'funky' signature holes and all the rest.

HOUSE OF CORRECTIONS

Dear Sir,

In your May 2000 issue, you wrote an article titled "Troon golf moves on Japanese Market."

On page 37 of such issue, column 1, you state "It also operates an Alistair MacKenzie-designed stand-alone course named Yarra Yarra in the Melbourne Sand Belt . . ."

This statement is incorrect as MacKenzie never saw the site of the Yarra Yarra course. It was designed by Alex Russell in 1928.

It is true that Russell—MacKenzie's partner in Australia from October to December 1926—forwarded his plans of the course to MacKenzie seeking advice on a few greens and bunker placements, but MacKenzie certainly did not design the layout. The president of the Club can confirm this information if so required.

Yours sincerely,
J. Lovell
Australia

P.S. The only course MacKenzie designed in Australia-Asia is the Royal Melbourne Golf Club's West Course. Russell designed it's East Course.

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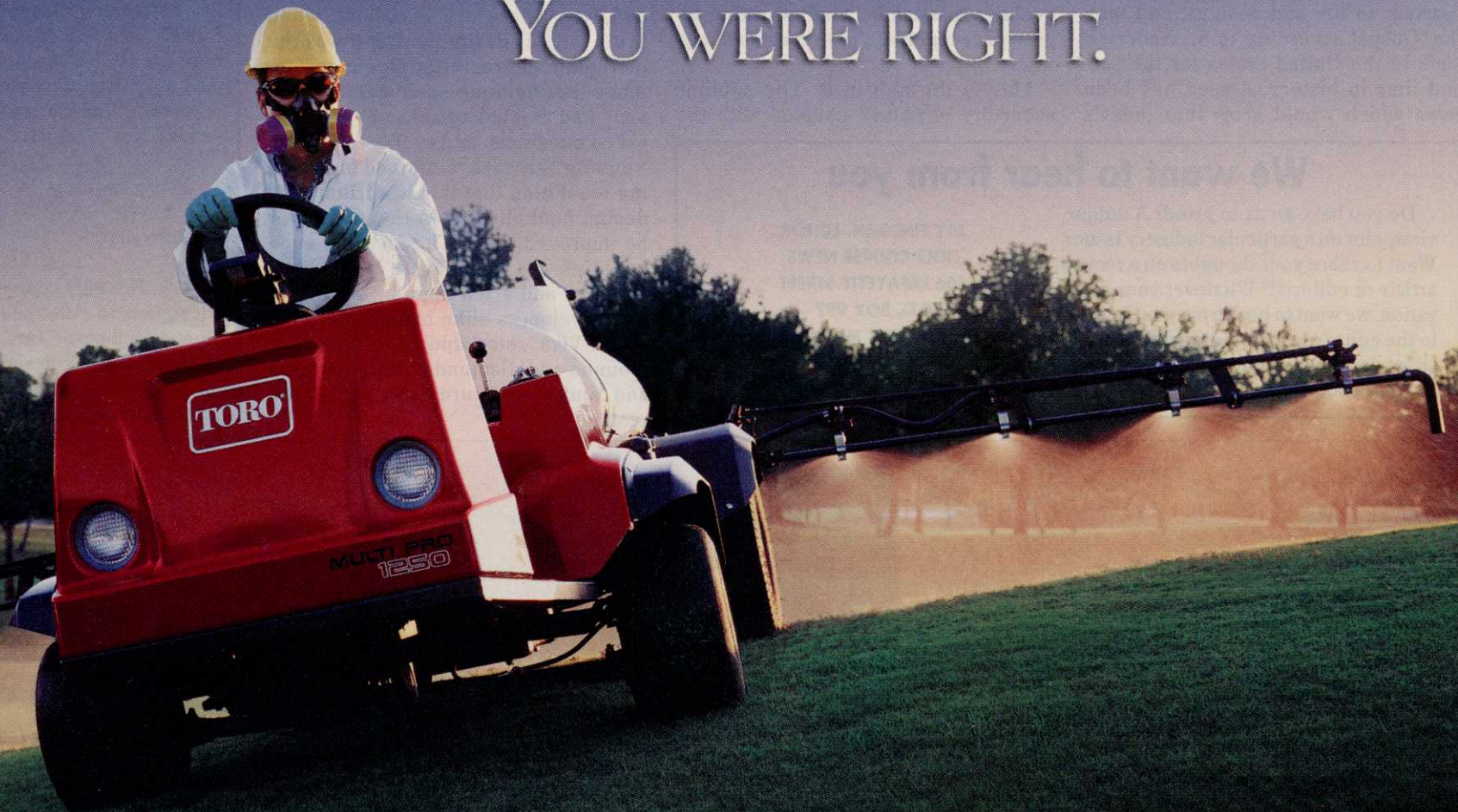
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HILLS REBUNKERING LINKS COURSE AT HALF MOON BAY

HALF MOON BAY, Calif. — The Links Course at Half Moon Bay Golf Links south of San Francisco continues its renovation program under the direction of noted golf course architect Arthur Hills. Improvements to the back nine were completed in January 2000 with the front nine work set to begin this month and finish in November.

An entire new irrigation system is being installed throughout the course and enhancements to the drainage on the course are also being made. The project includes rebuilding bunkers, moving some fairway bunkers and the shifting of some tees. No changes are being made to the green surfaces.

Hills, who designed the widely acclaimed Ocean Course at Half Moon Bay that opened in 1997, talked about the objective of the Links course efforts. "The goal is to make the Links course equally strategic, beautiful and fun to play," he said. "The new carefully placed, sculptured bunkering does much to achieve that goal."

The improvements to the Links course are being done in conjunction with the planned opening of The Ritz-Carlton at the Half Moon Bay Resort. Hotel guests will have the availability of two golf courses of the highest quality to choose from. The courses at Half Moon Bay Golf Links are also available for public play.

PENN STATE LAUNCHES TURF WEB SITE

UNIVERSITY PARK, Pa. — Penn State's center for Turfgrass Science recently developed a web site for program information. The site contains educational program information, research reports, outreach activities and faculty, staff, and graduate student contact information. The address is turf.cas.psu.edu/.



In conjunction with Ohio State University, Penn State has also published a new bulletin entitled "Factors Affecting Green Speed" for golf course managers and golfers alike. This publication covers management practices that impact ball roll on putting greens. The authors, Patty Sweeney, George Hamilton, and Karl Danneberger, incorporate research data in an easy-to-read format.

Customized Toro Workman allows on-course equipment repairs

By TERRY BUCHEN

PALM BEACH GARDENS, Fla. — Equipment managers go out on the golf course to monitor the operation of any given piece of equipment and to make repairs to implements that must be taken care of out in the field. In more serious situations, the implement must be brought back to the maintenance building.

The latest golf course management trend is to have a separate vehicle that is equipped for easy and quick repairs by equipment technicians. One such specialty equipment mechanic's vehicle located here is state of the art, with the proper tools needed to do the job right.

The Frenchman's Creek Country Club is a private 36-hole residential golf community where F.W. "Chip" Fowkes III, superintendent, is very aware of the best ways possible to make his preventive maintenance operation a complete success. What better way than to have former helicopter mechanic, Mike Gatch, on his equipment maintenance team as the head mechanic.

"We have a Toro Workman 3300-D Turf Vehicle that is equipped with a PTO dual-cylinder air compressor for air tools and for tire repairs. This is for the exclusive use of the head mechanic and assistant mechanics. There is a large tool box for all mechanical tools and a small tool box for jumper cables and chains, spare fuel containers, a single point hookup for

jumper cables and a hydraulic remote system," Gatch said.

The Toro Workman mechanic's vehicle also doubles as a tow truck. It has a 1,000-pound capacity 12-volt winch, with forward and reverse capabilities. Gatch said it uses aircraft wire rope, 20 feet in length. Two-inch tubular steel was



"Tow truck" attachment to the turf vehicle comes in handy for those unexpected towing situations.

welded together to a thick steel plate that is bolted to the vehicle's dump body floor. All this customization was done in-house.

"We use our tow truck quite a lot to pop the bead on a flat tire, tow in equipment that

must be returned to the shop for more specialized repairs, and even for the occasional member's golf cart that unfortunately goes into the golf course lakes," Fowkes added.

With all of the specialized and frequently more sophisticated golf course maintenance equipment being used more often, it makes a lot of sense for equipment managers to have their own properly equipped vehicle that can be put into action quickly instead of waiting for another turf vehicle to return to the maintenance area. Many times, the equipment mechanic can fix the problem on the spot, saving time. And if more extensive repairs are required, this type of innovative vehicle can tow it back to the shop quickly, efficiently and easily.

Bear Trap Dunes, growing to 27 holes, wins Audubon nod

OCEAN VIEW, Del. — At Bear Trap Dunes Golf Club here, crews have broken ground on Rick Jacobson's third and final nine holes, complementing his 18 championship holes that opened last year to rave reviews. The new nine, opening next year, will share design characteristics with the existing course, where Jacobson employed a dunes concept to give a piece of flat farmland the look of the coastal Delaware landscape. The new holes are expected to open next year.

The layout is a par-36, measuring 2,450 yards to 3,400, depending on which of four tee boxes golfers use. It features six lakes, which will operate not only as hazards but as part of the local storm water management system. The native sand used to create the dunes was excavated in the process of creating the lakes.

The Bear Trap course also has received certification in environmental planning from the Audubon Cooperative Sanctuary System (ACSS), administered by Audubon International and sponsored in part by the United States Golf Association. Through the program, the course



Architect Rick Jacobson has turned farmland into beach-like landscape at Bear Trap

will be involved in projects that enhance habitat for wildlife and preserve natural resources.

"There is much more to a golf course than green grass," said superintendent Tim McMahon. "We're committed to responsible stewardship of the land, and in conjunction with the ACSS, we hope to bring the golfer and nature closer together."

Audubon-related projects that have been implemented so far at Bear Trap

The changing times of topdressing

By KEVIN J. ROSS

The cultural practice of top dressing has changed significantly over the past five years. The principle remains the same: coating the green surface with a thin layer of sand or high sand-content mix. But the methods of material application and brushing, that I and others have developed, are changing rapidly.

First, we must understand the basic principles for top-dressing sand particle size. You must try to achieve a match that is close to the existing root zone in sand particle size. Also consider the particle size distribution of that sand or sand mix.

How is this best done? I send all my top-dressing samples to an independent lab to be analyzed.

If you try to have your top dressing on hand a minimum of seven days in advance of use, most labs can have the information back to you within three to four days upon receipt of the sample.

Why do this analysis? Incorrect matching can result in layering, which can destroy the performance of a properly constructed golf green. I would also not rely on previous tests that have been done, then photocopied and given to you by a sand supplier. The U.S. Golf Association has accredited seven labs, which can be found on the USGA's web site: www.usga.org.

Continued on page 9

Dunes include: building and placing nesting boxes for cavity-nesting birds such as bluebirds and swallows, regular monitoring of pest incidents and population, establishing wetland shrub borders throughout the golf course, and completion of Audubon's environmental audit.

The 27-hole complex is the centerpiece of a neo-traditional 700-home residential community called the Village at Bear Trap Dunes, being developed by Carl M. Freeman Associates, Inc.

Tools of the Trade...at Steve Geller's Cedar Point Club

SUFFOLK, Va. — Steven Geller has been head superintendent at Cedar Point Club here since 1989, after completing his education at the University of South Carolina and Virginia Commonwealth University in business management, and at Virginia Polytechnic and State University in turfgrass ecology.



Steve Geller

With over 19 years' experience in turf management and over nine years' experience as superintendent of a private country club,

Geller worked as a pesticide technician at the famed Country Club of the Rockies at Edwards, Colo., and as an irrigation technician at Brandermill Country Club in Midlothian, Va.. He is certified in interpreting soil, conducting water and tissue analysis and designing programs to correct deficiencies, as well as in the installation of tee, green and fairway irrigation systems, including drainage systems for problem greens.

Geller is responsible for the 162-acre facility at Cedar Point Club, including the 18-hole championship golf course, tennis court, pool and clubhouse grounds. He also designed and constructed a 3,750-square-foot maintenance facility and four ponds to increase water supply.



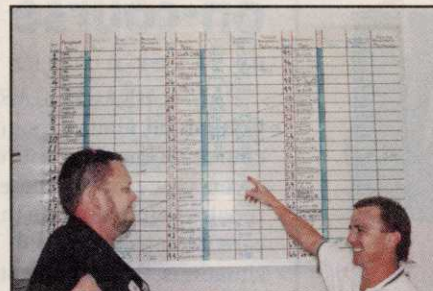
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Annual rounds of golf: 23,000
Normal green speed: 10.6

OLDEST PIECE OF EQUIPMENT: 30-YEAR-OLD ROLLER



Steve Geller (right) and John Gibbs, head mechanic at Cedar Point Club, have abided by the essential maintenance schedule board for seven years now.

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- Riding Bunker Rake:** 1 Toro,
- 1 John Deere
- Turf Utility Vehicles:** 4 Toro Workmans
- Verti-cut Reels:** 1 Toro set
- Aerifiers:** 1 Toro, 2 Ryans
- Topdressers:** 1 Toro
- Grooming Reels:** 1 Toro
- Tournament Speed Roller:** 1 Greensiron
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- Golf Car Fleet:** ClubCar
- Flagsticks:** Standard
- Computer & Accessories:** IBM Compatible, 233 megahertz
- Primary herbicide:** Roundup
- Primary pesticide:** Merit, Tempo
- Primary fungicide:** Cleary 3336

Maple Ridge renovation complete

COLUMBUS, Ga. — Extensive improvements over the past two years have transformed the semi-private Maple Ridge Golf Club into one of west-central Georgia's top layouts. Former Masters champion Larry Mize and architect Craig Schreiner teamed up to transform the already-formidable layout into a strategically

challenging but highly playable course.

Phase two improvements called for the complete removal of the 11th hole, a short downhill par 3, and adding a new par-3 16th hole. Phase Two improvements also included the remodeling of the former par-3 14th hole, the reshaping of five fairways, four new green complexes

and additional teeing complexes.

"Eliminating one hole allowed us to improve the back nine tremendously," said Schreiner. "Not only was the playability and strategy of the golf course enhanced, several new residential building lots with golf course frontage were created. Removing one mediocre golf hole really gave us an opportunity to enhance the golf course."

Mike McCollum, director of golf, was concerned about retaining the membership level during the renovation. As a result of the renovation, however, membership grew by over 50 members. Heartland Golf Construction of Little Rock, Ark., completed the work in the off-season to allow the golf course to remain open with minimal disruption to play. "Heartland was great to work with," McCollum

said. "The support and expertise they exhibited was beyond compare."

"With the completion of Phase Two and the initial response to the additional course improvements," he added, "we have reason to believe that membership at Maple Ridge Golf Club will be closed out before the end of 2000. This will allow us to become a private, restricted-access facility."

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Topdressing

Continued from page 7

METHODS OF APPLICATION

It seems that most superintendents have adopted the light top-dressing program, with applications every 10 to 14 days.

The biggest change in the application method has been the use of hand-push rotary-type fertilizer spreaders. We use this method at the Country Club of the Rockies and have been very impressed with its advantages. This method works best with dried sand. The drying of the sand at plants is becoming more and more common, and some suppliers also bag it. This makes the operation very similar to fertilization.

Calibration is as simple as just eyeing the amount on a nursery green. I strongly suggest using the wheel-to-wheel method and applying in two directions to achieve uniform coverage.

Once the material has been applied some superintendents are simply syringing the material in and not brushing at all. This method works quite well.

At the Country Club of the Rockies we have adapted the Fly-Mo technique for working the sand into the turf canopy. Our method works as follows: cut the greens, apply the sand with Lesco spreaders in two directions, then a team of three with Fly-Mo's follows each other, going over the green in two directions. That evening we water heavily to help work the sand into the canopy.

This season we also tried a few top dressings using the same method, except with green-colored sand. The results were remarkable. Many of our members said they didn't even realize we had topdressed. You know that old saying, "Out of sight, out of mind."

This season we plan to use colored sand during our peak season for all top dressings. It adds to the cost, but the advantages offset the additional dollars.

Kevin J. Ross is director of golf course management at Country Club of the Rockies in Edwards, Colo., and president of Ross Agronomy in Eagle, Colo.

S.E. drought

Continued from page 1
lagoon is getting pretty low.”

That's the way it is across the Southeast, where a weird post-La Nina weather pattern has put the region into an unusually severe and prolonged drought. Superintendents are doing everything in their power to conserve what water they have and still keep their courses presentable.

Still, the situation is grim, and there's no relief in sight.

Agronomist Pat O'Brien, southeastern director for the Green Section of the U.S. Golf Association, has visited more than 100 courses in the region this year. Wherever he goes, he said, watering bans of some sort are in effect. "Some guys are restricted to even or odd days, or certain hours of the day," he said. "I'm seeing a lot of new strate-

gies. The superintendents are working hard to keep their courses playable and the presentation excellent, but these are certainly tough times.

"I've seen some courses reduce five to 10 acres of what used to be maintained turf and turn it into areas that don't need water," O'Brien said. "They put down shredded bark or pine needles and turn the sprinklers away. I've seen guys take out all

the grass around the teeing areas and just keep it on the tees and the tee banks. The ground is so hard that they're not aerating fairways and doing standard summer practices. Some sod projects have been delayed, along with fairway sprigging and row planting, because they just don't have the water. It has impacted a lot of capital projects."

Random thunderstorms have pelted the hardest hit states —

South Carolina, Georgia, and eastern Alabama — but in the mid-summer heat the moisture is short-lived. When storms do roll through, they sometimes wreak heavy damage. Said Steve Wright: "My friend Tom Alex down in Grand Cypress [Orlando] got 7.5 inches of rain last weekend, and 7.25 inches of it fell in 90 minutes. He got destroyed. Lake banks and bunker faces just washed away. If we get that kind of heavy rain, we'll have some real issues to deal with, due to the lack of rooting."

On Hilton Head Island, only two courses are permitted to draw water from wells. Everyone else is on treated wastewater — effluent — but even that can grow scarce.

"Some of the big resorts have three courses coming off one waste-treatment plant," said Wright. "They might get two million gallons a day, but if they run high for three or four days, all of a sudden they're down to 400,000 gallons available to them. It takes a while for the effluent to build back up, especially in the advanced-technology plants that make the wastewater so clean that they'd be drinking it in places like India."

AQUIFERS DEPLETED

A little further south, on a barrier island off the Georgia coast near Savannah, the Landings Club picked up only a half-inch of rain in May, and just 3.5 inches in June.

"We had drought conditions last year, but this year has been particularly bad," said Dave Kyle, business manager for the 72-hole complex. "We water from lagoons, which capture storm water run-off, and all of our lagoon levels are down real low."

The Landings courses also draw some water from two deep wells, but the amount is capped at a certain level. "We've had a lot of communication from the state Environmental Protection Division," Kyle said. "The wells pull from the Floridan Aquifer, which runs under a large part of southeast Georgia. The Floridan has been badly depleted, and we're concerned about salt-water incursion into it."

The club's permits to draw from the deep wells expire in a few years, and already the management is planning for alternate water sources.

"We're looking at trying to develop shallower wells, 40 or 50 feet versus the 400 feet into the Floridan," Kyle said. "Also, a lot of courses in this area have gone to effluent wastewater. We've been running a pilot project for that, and that will be the next thing that happens down here. We're also moving to more sophisticated irrigation systems as another way of saving water." ▶



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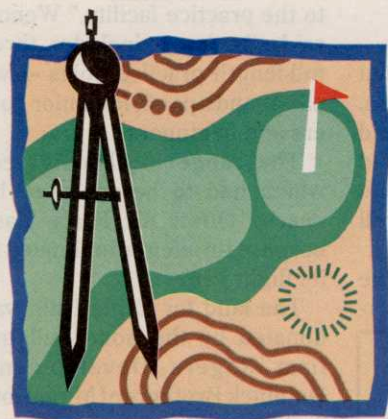
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BRIEFS



THE ROCK GETS A \$3-MILLION FACELIFT

GREENVILLE, S.C. — The partners of Waterhead LLC recently unveiled plans for a major renovation and construction of the former Table Rock Golf Community. Under the new name, The Rock at Jocassee, the community is undergoing a \$43-million development over the next eight years to upgrade and build new roads, expand recreational amenities, develop homes, and improve the cornerstone of the property, a championship style golf course called The Rock. Nestled in the foothills of the Blue Ridge Mountains on highway 11 in Pickens County, S.C., The Rock at Jocassee is a complete, year-round family retreat. The developers are investing more than \$3 million to reshape and improve hole design, build new tee boxes and make the course entertaining for players of all ages and skill levels.

DAVIS LOVE III OPENS WINDERMERE

ATLANTA — The South Forsyth community officially opened its Davis Love III signature golf course at Windermere this summer. The 18-hole, daily-fee golf course, designed by 1997 PGA champion and Georgia resident Davis Love III, and his brother, Mark, embraces the natural terrain and scenic woodlands of the Windermere Valley. The course includes many challenging hills and ridges. Several of the picturesque holes are lined by forested areas. The Windermere Golf Club will feature a full-service pro shop, a practice range and greens, the Plateau Bar & Grill, and a veranda overlooking holes 10 and 18.

ORANGE BROOK SPIFFS UP BACK NINE

HOLLYWOOD, Fla. — Quality Grassing & Services Inc. is working with Sanford Golf Designs, Golf Hollywood, and the city of Hollywood on the Back Nine West renovation project at Orange Brook Golf Course, a 36-hole municipal facility opened in 1936. Rough shaping has been completed on holes 10, 11 and 12. The renovation includes new designs of all green complexes, including all contours and slopes, new bunkers with drainage, and the installation of USGA "spec" greens. Quality's Tifdwarf will be installed on all greens and collars. The course should be ready for play by early October.

Old Brockway first 9-hole western course to be certified by Audubon

By DOUG SAUNDERS

TAHOE CITY, Calif. — Since 1992, when Audubon International's Sanctuary Program was launched, more than 2,500 courses nationwide have been certified as members. The concept of designing and maintaining courses in an environmentally friendly way continues to gain strength, but so far only three courses in the Sanctuary registry are 9-hole facilities.

These smaller layouts, usually family-owned, are typically run with tighter budgets. While many of them are ecologically superb, they haven't seen great value in investing the time, money and toil required to obtain Audubon International's stamp of approval.

Old Brockway Golf Course, located along the shores of Lake Tahoe in the High Sierra of California, is one small course that saw value in making the effort. When it obtained full Audubon certification recently, it became the first 9-hole course west of the Mississippi to do so.

Why did Old Brockway's high command decide to shoot for

GOLF AND THE ENVIRONMENT

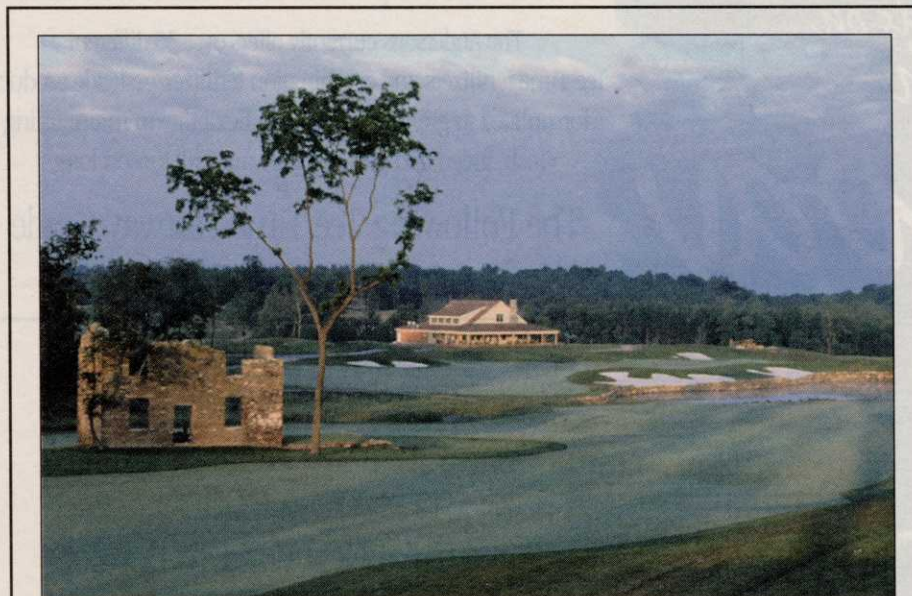


The 8th hole at Old Brockway Golf Club, located on the shores of Lake Tahoe

certification? What sort of benefits did they envision? The answers became clear once operations began to upgrade the 76-year-old course in an area with some of the most stringent environmental controls in the country.

Silver magnate Harry Comstock — of the legendary Comstock

Continued on page 14



ERNIE ELS UNVEILS FIRST DESIGN

IJAMSVILLE, Md. — Whiskey Creek Golf Club, the first golf course designed by two-time U.S. Open champion Ernie Els, opened here outside of Washington, DC June 17. Els collaborated with course architect J. Michael Poellot on the layout, which features springs, streams, stone walls, wetlands, rock outcroppings, broad meadows, pine forests and dramatic views of the Catoctin Mountains. Pictured above is the strategic 18th hole, a par-5 that forks around the stone ruins of an old farmhouse.

Tobago Plantations opening in December

By TREVOR LEDGER

TOBAGO, West Indies — December 15 has been inked for the unveiling of Tobago Plantations Golf Club, designed and managed by PGA Golf Management of Bristol, United Kingdom.

"This is such a beautiful site," said PGA technical director Bob Hunt, who continued, "there is no decorative planting, everything about the design is wild and natural, very similar to a British links course in that respect."

Situated on an old sugar and coconut plantation, Tobago Plantations required a fair bit of "muck shifting" — 350,000 cubic meters to be exact — a lot of this being involved in the construction of several huge freshwater lakes.

"This site is extremely sensitive environmentally," explained Hunt. "We had to be very careful not to contaminate the mangrove swamps with any run off. The wonderful side effect of this extreme care



The 14th green at Tobago Plantations

is the incredible flora and fauna of the course — orchids through to 'Naked Indian' trees, and lizards through to these birds that are constantly flapping around and chattering."

Design of the course was undertaken

Continued on page 16

Cal Olson on fast design pace out West

By MEGHAN FOLEY

SAN JUAN CAPISTRANO, Calif. — With three new courses already opened and four more scheduled to debut in the near future, Cal Olson Golf Architecture, based here, is on a hot streak in California, New Mexico and Nevada.

The newest construction project, which broke ground recently, is Diamond Hill Golf Course, an 18-hole, upscale public course nestled between two hills in Fullerton, Calif. The course measures 6,890 yards from the tips, but has five tees per hole, making it friendly to both big hitters and beginners.



Cal Olson

"At Diamond Hill, we're planning on using bentgrass on the greens and Bermudagrass in the roughs," said Olson. "I think all this will work best within the constraints of the natural environment."

According to Olson, the well-drained soil should provide an excellent turf growing media, which should keep the surface as dry as possible. Diamond Hill GC will also feature seven lakes, as well as four to five acres of waste bunkers created for overall drainage needs.

"When all is said and done, the project will probably end up costing \$8.5 million, excluding the clubhouse and the maintenance building," Olson said. The course is expected to be complete spring of 2001.

INTRAWEST RUNNING SIERRA STAR

Sierra Star, an 18-hole, par-70 golf course layout in Mammoth Lakes,

Continued on page 15

Wencel designs for 'drama, fun' at new Nebraska layouts

PAPILLION, Neb. — Eagle Hills Golf Club, a new Grant Wencel course, opened here recently in this small town southwest of Omaha.

The 18-hole layout features three distinct parts and experiences, Wencel said — a wooded creek area, an open floodplain

section, and a back nine that weaves through a residential area. "Six holes start you off strong and strategically through the wooded area," he said. "These are the holes you'll remember, because they'll challenge you."

Holes seven, eight and nine play across the flat and open ter-

rain, which includes the practice facility. "The great feature to the practice facility," Wencel said, "is that it includes three full-length practice holes — two par-4s and a par-3, for junior golfers and beginners."

The range is also lighted, which had to be approved by nearby Offutt Air Force Base because the course is situated in its flight pattern.

The land for Eagle Hills was donated by the home-building firm Rogers Development. Duinick Brothers of Minnesota built the course.

Wencel also has designed the new Stone Creek Golf Course, a 27-hole public facility at the heart of a new residential community in west Omaha. The site consists of broad rolling hills on former cornfields. The course, not yet open, is meant to be "dramatic, fun and playable for anyone," he said. "For this reason, each nine is short in yardage — 3,100 to 3,300 yards — but each still plays to a par 36. It's a flowing journey, as all the holes except a few have elevation changes and movement. Holes designed as part of the new lakes may be the standouts."

The funnel-shaped practice range hits into a broad valley and contains nine elevated teeing areas stepped down side to side and back to front. "This course should be a favorite place for learning players and junior programs," Wencel said. The major subcontractors at Stone Creek are Golf LLC and Dave Way, of Omaha.

First Golf to build Hollow Brook

NEWPORT BEACH, Calif. — CEC Properties, Inc., announced that its wholly owned subsidiary, First Golf Corp., has signed a contract with Natelli Communities to construct and manage a \$5.2-million development project.

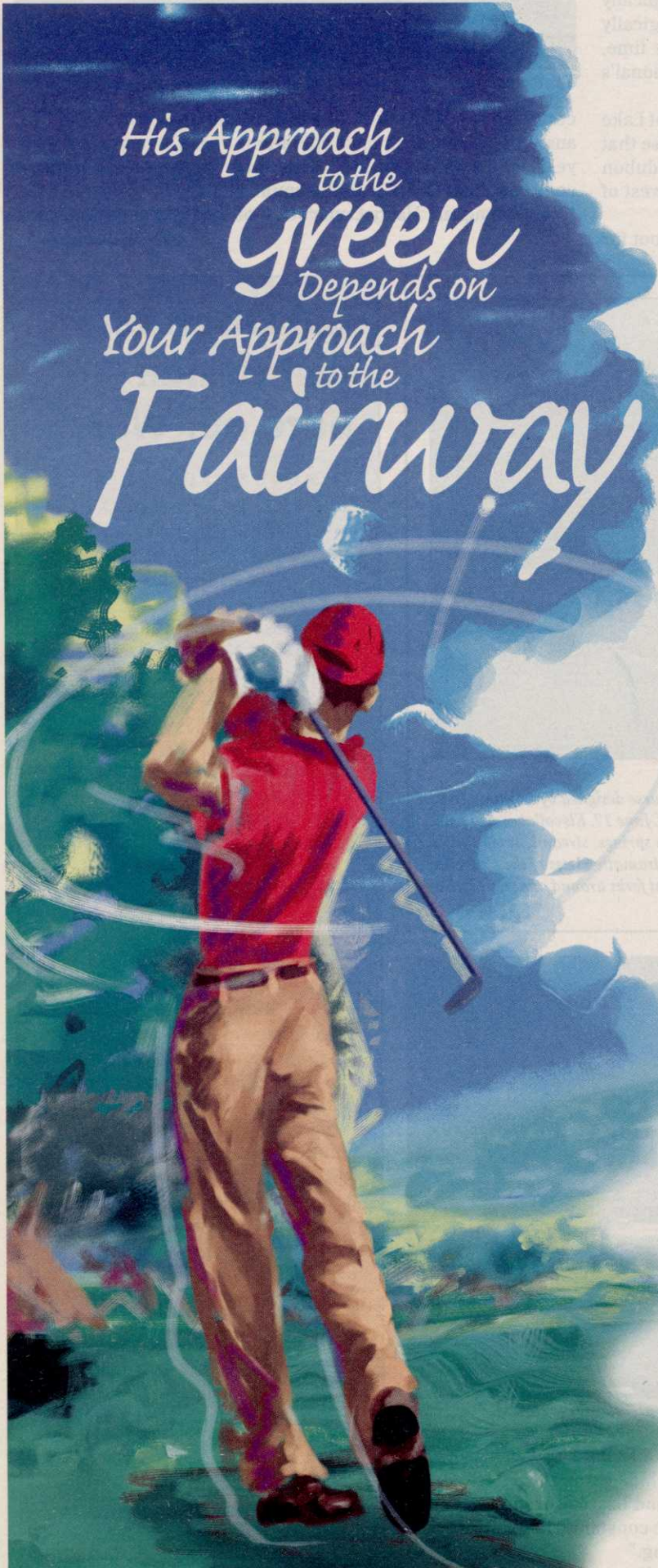
Hollow Creek Golf Course, at Glenbrook, located in Frederick County, Md., will feature a championship golf course with a complete practice facility. Under the terms of the contract, a portion of the Glenbrook property will convey to First Golf for the construction and operation of the facility. First Golf will provide the construction management, design review, and grow-in for Glenbrook Properties.

First Golf Corp. is expected to begin the preliminary layout work this summer and start the rough grading work before fall. The course is expected to open in late 2001. Architect Rick Jacobson designed the layout.

First Golf currently has six courses under construction. CEC Properties Inc., is engaged in development, construction management, maintenance, and ownership of golf course facilities.



The 156-yard, par-3 6th hole at Wencel's Eagle Hills



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ClubLink, Couples team up in Quebec

KING CITY, Ontario – ClubLink's Fred Couples signature course is under construction at Mont Tremblant/ St. Jovite in the Laurentian Mountains, north of Montreal and Ottawa. The premium member club, to be named Le Maitre (The Master), is about 75 minutes from Montreal and 90 minutes from Ottawa. It's expected to open next spring.

Couples, a winner of 14 PGA Tour events, is the design consultant for the project, being sculpted on 260 acres of riverfront terrain on Riviere du Diable (Devil's River). He is working with Couples/Bates Golf Design, of Palm Beach Gardens, Fla., and Cooke-Huxham International Golf Course Architects, of Montreal.

The par-72 layout will measure more than 6,850 yards and feature a full practice facility with target greens. Between the 9th and 18th holes, two ponds being built will be connected by a waterfall. Club amenities include a 13,000-square-foot clubhouse, outdoor tennis courts and a swimming pool. The course will be available for guests of affiliated resorts.

"This is my first design project in Canada, so I'm especially pleased that the site is spectacular and lends itself to creating a golf course that's both challenging and in a scenic resort setting," Couples said. "This project is exciting because I really enjoy visiting and playing in Quebec, having played ClubLink's Cedarbrook course in the past and the 1999 Skins Game at Mont Tremblant."

The club is situated in a popular vacation and second-home market serving primarily Montreal and Ottawa.

"We're thrilled to work with Fred Couples, one of golf's most accomplished and popular players," said Justin Connidis, ClubLink president for Quebec and eastern Canada. "Fred brings almost 20 years of professional playing experience to the project, and Couples/Bates Golf

Design has collaborated on a number of top courses around the world."

ClubLink is also working on golf development plans on sites it owns in Montreal and Ottawa, in addition to pursuing acquisitions of existing facilities. Its courses in operation or under development in east-

ern Canada include Kanata, Le Dome and Grey Hawk in the Ottawa region; and Cedarbrook and the original Les Quatre Domaines course in Montreal. In addition to Le Maitre, the company is also building a second Les Quatre Domaines layout, which is scheduled to open next May.



Le Maitre will feature ponds and a waterfall between holes 9 and 18



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SMR UNDERWAY AT LAKEWOOD

SARASOTA, Fla. — Schroeder-Manatee Ranch Inc. (SMR) has started construction on the first nine holes for Lakewood Ranch Golf & Country Club here. The initial phase is expected to be completed by this coming November. Completion of the second nine is planned for one year later to coincide with the grand opening of the private club and clubhouse.



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Old Brockway

Continued from page 11

Lode – built the course in 1924 as an amenity for the Old Brockway Hotel. Comstock hired Scottish golf architect John Duncan Dunn to handle the design work. Dunn was a respected teacher and designer who worked with Walter Travis around the Northeast before moving to California in the 1920s. The course still maintains the subtle features of the old courses with smallish push-up greens, deep, high-faced bunkers, and a layout through the tall pine forest that is easily walked.

COURSE NEEDED A FACELIFT

While the golf course holds much history and charm, it was also showing its age. “We had to do major upgrading of tees, greens, and fairways to take the course to the higher level,” said Lane Lewis, owner and general manager. Given the Tahoe area’s restrictive environmental code, he added, “We had to show the various regulatory agencies that we were doing things here that would enhance our unique environment.”

Head superintendent David Laurie began to map out a renovation program incorporating the ideals of the Audubon program – the creation of natural rough, protection of natural wetlands, and the encouragement of wildlife habitat. He worked on a new approach to pest management, which greatly reduced the need for pesticide spraying. He also lowered fertilizer usage.

These moves worked to his advantage when it came time for permitting.

THE SAFEWAY STRATEGY

Plans for a new clubhouse and a new finishing hole had been in the works for over five years, but securing the necessary clearances took some luck and ingenuity. The neighboring Safeway supermarket had been eyeing an expansion for several years, but it had run into regulatory problems. The land it wanted to build on was in a stream zone and a scenic corridor. To expand they needed to find some solution to the runoff problems that construction would bring.

“We obtained land from them for our ninth green and clubhouse site in exchange for allowing our drainage plan to control runoff for both the golf course and the Safeway site,” Laurie said.

Nutrient runoff around the lake has been implicated in the loss of its renowned clarity. The once gin-clear lake has over 100 miles of shoreline and depths that plunge more than 1,000 feet. Thirty years ago one could see nearly 100 feet down in the pure water. Since then, visibility has dropped to 70 feet due to construction, roads, and landscaping.

A bi-state agency, the Tahoe

Regional Planning Agency (TRPA), was created 25 years ago to deal with the issue. It has absolute authority over all types of construction in the basin.

“Our paperwork has helped to show the regulators how our programs are also beneficial to the goal of controlling runoff and protecting the lake’s clarity,” Lewis said. As a result, the course got the land for a new ninth green

and a larger clubhouse, Safeway was able to build a larger store and TRPA had a solution to control runoff.

WATER USAGE DOWN 20%

One of the main goals of the Audubon program involves decreasing “maintained” fairway acreage in favor of natural rough and wetlands. At Old Brockway, superintendent Laurie let the rough areas grow to encourage the natural vegetation. These are

now being harvested for seeds for use around new tee boxes and for creating roughs around some of the new greens.

“Our proactive approach to maintenance has already begun to pay off,” Laurie said. “We’ve reduced our water usage by 20 percent. We’ve also cut our fertilization in half, and we’re now a completely non-spray course for insecticides.”

Other programs associated

with the certification drive include the setting of 25 bird boxes, which are now 90 percent occupied, and a tree harvest to eliminate dead wood, stimulate air circulation around greens and create a healthier forest.

“We’ve found that bringing back some of the wildness to the rough areas and wetlands has been an excellent way to let the course show its age,” Laurie said. ▽

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DESIGN AND DEVELOPMENT

Olson on roll

Continued from page 11

Calif., opened late last year, just before the snows hit. The site sits at an 8,000-foot elevation and incorporates tree-lined fairways, well-trapped greens and numerous lakes, ponds, waterfalls, and streams to make it the ideal mountain retreat for golfers. "It is designed to challenge all skill levels, and it was by far

the most difficult to construct," Olson said.

A resort course open to the public, Sierra Star is being managed by Intrawest and is the centerpiece of one of the new Intrawest villages.

In Las Cruces, N.M. the Olson group celebrated the grand opening of the Sonoma Ranch this spring. This 7,000-yard championship course sits at an elevation of 4,000 feet and

is considered a "high desert" course. The layout has water on only two holes, but the real test of the rolling terrain rests in the variety and strategy of the course itself.

"Sonoma Ranch GC has spectacular views – it is really a great looking project," said Olson. "The course has many interesting holes, each unique within the site, and it provides an interesting challenge to the player. It has the



The 8th hole at Sierra Star GC in Mammoth Lakes, Calif., which opened last fall

feel of a links course."

ENVIRONMENTAL DESIGN

Mandated by the philosophy to develop aesthetically pleasing and optimally playable golf courses, Olson and his team also aim to create construction techniques that maximize the harmony of the natural environment. His Coyote Hills Golf Course in Fullerton, Calif., which was completed in 1996, was recently certified by Audubon International as a wildlife sanctuary.

According to Olson, it's the only California course south of San Francisco to receive this honor. Coyote Hills GC is carved from the hills of an operational oil field, which is precisely why Olson believes this course runs the gamut of design challenges: endangered species, pumping oil wells, soil reclamation, and 150-foot elevation changes. "It was the toughest course to design from an environmental standpoint," he said. "All my courses are committed to environmental integrity. Nowadays, if you're in California, it's an automatic."

Since no two Cal Olson golf projects look or play alike, Mountain Falls Golf Course in Pahrump, Nev., is ready to set a new standard for golf design. The hotel and casino resort course is scheduled to open this month, and will open many eyes to creative golf layout in "flat" areas.

"The 7250-yard course is carved out of flat desert and sculpted to challenge players of all abilities," said Olson. Among some of the course's attributes include two holes on each nine having alternate green placements, one for regular play and one for tournament play.

Other projects underway are the Hemet Valley Inn and CC, a 6,600-yard course primarily for seniors, which begins construction this month. Also, Reidy Creek, an 18-hole, par-3 course in Escondido, Calif., is scheduled to start construction in September and will open next summer for play.

Since its inception in 1979, Olson's company has designed golf projects in the continental United States and Hawaii, and overseas in Japan, Korea, Singapore, French Polynesia and Spain. ▽

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Tobago Plantations

Continued from page 11

in house for PGA with Hunt being joined by golf architect Marcus Blackburn. With ideal growing conditions for the Bermudagrass, around 1,000 acres available on the estate and the top specification for USGA greens, Hunt and Blackburn be-

lieve that they have delivered "the goods."

"The Bermudagrass course winds along beaches, around coral peninsulas, through mangroves and down to a hidden lagoon," said Hunt, clearly enthusiastic about the picturesque layout.

A 200-room Hilton Hotel is due for a July opening, with another hotel to start construction later this year. All 120 con-

dominiums and 85 villas of the first phase have been sold, and work on a third nine holes will start within the next few months, including at least 100 more villas.

Elsewhere in Tobago, the Mount Irvine Golf Club – formerly a 'Top 100' course in the world, according to Shell – is in the process of being refurbished, giving Tobago Plantations "good company," said Hunt. ▶

Dye's Lost Canyons to open in fall

Continued from page 1

Under the supervision of PGA Tour star Fred Couples, both courses are scheduled to open this fall.

"It's the property that will make this course so special. I have never in my life seen a property like this one," Dye said. "Pebble Beach has the Pacific

Ocean, and you can't duplicate that kind of ambiance, but this place will have unmatched views of up to 20 and 30 miles from some points."

The two tracks will feature distinctive looks. The Shadow Course will follow the terrain of the rolling canyon floor, and the Sky Course will run along the ridgelines of the canyon. As Dye explained, "The golf courses are both totally connected. It's all self-contained. From a gallery point of view, you can put all of Los Angeles out here."

"There was no need to try to trick up anything at Lost Canyons," Dye added. "The ambiance and the challenge are already here. You just have to make it as playable as possible. If they held a Tour event here, you would have players shooting 64 or 65, but there's also going to be a few 82s thrown in there, too."

Both courses will measure about 7,000 yards from the back tees, and the daily fees will range from \$115 to \$135, with reduced rates for seniors. Included in the fee will be a forecaddie, who will greet players on arrival and provide them with information that includes strategy from any of the five tees, direction and club selection. The crowning jewel in the center of it all will be an 11,000-square-foot ranch-style clubhouse, including a pro shop, executive conference rooms and a bar.

Dye, who has designed eight of the top-20 ranked modern courses in the United States, believes that his new creation will move to the top of the list.

"Lost Canyons should be among the best courses I've designed because of the topography," he said. He believes that golf should be accepted more in its natural state, and that is the case here. "There are no fast greens in Ireland or Scotland. They all have different mixtures of grasses and the sand in the bunkers. I really don't agree with courses that are so artificial that if there is a blade of grass out of place, there's something wrong. Lost Canyons is such a great place to build a golf course because everything is so natural. You don't have to try to wiggle in a bunker; all we're trying to do is combine a golf course with what's already here."

"I think this is a great thing for people in L.A. who just see buildings and cars," he said. "We're so close to 20 million people here and you don't see a soul – nothing but hills and greens."

Lost Canyons represents Landmark National's debut in Los Angeles. The company currently has golf properties under development in Houston and Padre Island, Texas and in Maryland, Mississippi and Ireland. ▶

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Suppliers set to attack growing renovation marketplace

By ANDREW OVERBECK

As new courses continue to flood the market, perhaps to the point of saturation, older courses are starting to revamp and renovate existing layouts to keep up with the increasing competition. Renovation efforts, more often than not, start with improving and upgrading the course's irrigation system.

"There are a lot of things that a course can do to improve playing conditions," said Mike Donoghue, division director for Rain Bird Golf. "But irrigation is one of the most important. In addition to having more control, they will also save money on energy and water use, and by having a more reliable and maintenance free system, they will save money on labor."

The new three- and four-row systems offer better coverage of traditionally hard to reach areas such as roughs, green surrounds and areas around tee boxes. When adding new heads, however, increased pump station capacity is another need that must be addressed.

"Designs have changed drastically from 90-foot spacing down to 60-foot spacing and three rows around greens," said James Simonini, market manager for golf and irrigation at SyncroFlo. "All of a sud-

den the [existing] pump station cannot meet the new demand."

Old age is also a culprit.

"As courses age, even if they are not adding capacity in new heads, the pump stations will need to flat out be replaced due to being worn out," said Jeff Nelson, sales manager for Watertronix.

With needs and requirements changing, thousands of courses are changing out pump stations, upgrading controls and software, and adding more heads to irrigation systems.

Industry experts foresee the retrofit and renovation market exploding in the coming years.

"Retrofit is huge in golf," said Simonini. "The market is easily three times the number of new courses coming online and probably more."

As a result the industry is gearing up to attack the retrofit and renovation market with new products and services.

FINANCING

Many companies have created leasing programs through outside vendors to help courses bear the brunt of an irrigation renovation.

"The key to this market is financing,"

Continued on next page



The irrigation upgrade at Pueblo de Cochiti GC helped the course keep up with the local market.

Pueblo de Cochiti GC keeps up with the Jones'

By ANDREW OVERBECK

COCHITI, N.M. — In a move to improve playability and reposition the course against new competition, Pueblo de Cochiti Golf Course recently finished a complete irrigation renovation.

"The system that was in the ground was 20 years old," said superintendent Pat Brockwell. "It was a two-row system and had an undersized main line. We were fixing leaks at least once a week. It was just time."

The course was also losing business to newer facilities in the area.

"They were able to put a better product out there," said Brockwell. "We knew that we had to upgrade to keep up with the local market."

Continued on page 28

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Renovation mkt.

Continued from previous page

said Toro's Steve Snow. "A lot of superintendents want a new system but the difficult thing is convincing club owners that it is a worthwhile investment. Through financing, you can minimize up-front expenses and spread them over a number of years."

Many courses are using these options due to financial benefits, said

Flowtronex's Willie Slingerland. "With little money down, they get the equipment in there and they don't tie up capital."

Another way to spread renovation costs is to do the work in phases.

"Some courses don't have the funding to do it all in one year," said Scott Macintyre, national golf sales manager and vice president of Century Rain Aid, an exclusive Hunter Irrigation distributor. "Instead they are

putting together master plans and doing them six holes at a time." To serve this need, Century Rain Aid and others offer control systems that can be installed in phases.

Providing superintendents with information and familiarizing them with the products and choices is another important step.

To this end, Toro has created an informational Internet site for superintendents and has set up a

service to help them find irrigation consultants and architects.

"Superintendents have a tough task because they are going to their ownership and asking for a million dollars or more and we need to make sure that they have the tools and information they need to make a good case to the ownership," said Snow.

NEW PRODUCTS

To help superintendents further justify their irrigation renovation



Flowtronex's new Retro-Oasis

needs, Metron, Inc., has developed a new panel that monitors the electrical consumption of an existing system and produces documentation of system failures.

"This enables them to document what the existing system is doing and have results to show the board or greens committee," said Metron's David Haynes.

Other products are now on the market that allow for the retrofitting of existing equipment.

Flowtronex will soon be introducing its Retro-Oasis control panel to retrofit fixed-speed pump stations and bring them up to current technology. "It is a small computer controller that can be interfaced with existing motor starters and controls and take over the pump station," said Slingerland. "It provides the same control as a brand-new fixed system would and buys a course time before it needs to upgrade fully."

As long as the existing pumps



Toro's short-radius 720 head

are in good condition, the system can be installed in four hours and costs around \$6,000 he said.

In addition to expanding into the pump station business, Rain Bird has also developed a retrofit-specific product called the Eagle's Nest which is designed to replace the inner workings of existing Impact sprinkler heads. "It allows the course to convert to a plastic gear drive model with Eagle rotor technology without having to dig up heads," said Donoghue.

Toro's new E-OSMAC wireless control system is also ideally suited to the retrofit market, said Snow. "Since it is wireless there is no need to put in underground cable, and it can now handle 64 stations, allowing for expansion," he said.

Also new from Toro is the 720 sprinkler which has an adjustable short-radius head designed for hard to irrigate places like tee box surrounds, mounds and approaches.

According to Snow, products specific to the renovation market will continue to grow.

"The existing golf course market for renovation is going to get much more attention as new golf construction slows," he said. ▶

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BRIEFS



GLOBAL GOLF MANAGEMENT ACQUIRES SHINING MOUNTAIN

WOODLAND PARK, Colo. — Global Golf Management LLC, doing business here as Shining Mountain Golf Club, has acquired the former Woodland Park Fujiki Golf and Country Club here. John F. Golden will be the managing principal of golf facilities. The championship golf course and clubhouse are open to the public for daily golf, outings and special events.

TROON GOLF NAMES SKELTON GM

PEORIA, Ariz. — Troon Golf named Paul Skelton general manager of Quintero Golf & CC here last month. Quintero, an upscale private course, is scheduled to be open for play on November 15. Skelton will be responsible for overseeing the balance of construction on the golf course and directing all operational functions of the facility.

EETEETIME.COM ADDS COURSES

LA QUINTA, Calif. — Tee time reservation operator eTeeTime.com, has added to its reservations network with the signing of agreements covering Michigan, New Mexico and Florida.

Guerra, Pillsbury to lead American Golf charge

By ANDREW OVERBECK

SANTA MONICA, Calif. — In response to the challenges posed by the increasingly competitive course management industry, American Golf has named Joe Guerra and David Pillsbury to the posts of co-CEO. In their newly created positions, the golf industry veterans will be working to transform the company from an acquisitions-driven organization into a service and sales-driven organization domestically. Internationally, the company will be renewing efforts to expand through acquisitions.



Joe Guerra



David Pillsbury

"There is a de-emphasis on growth through acquisitions and more focus on capitalization of opportunities internally," said Guerra who has moved up from the execu-

tive vice president slot to lead American Golf.

Citing competition from the 400-plus new golf courses a year that have come on stream in the U.S. for several years running and market saturation in the top 20 metro areas, Guerra and Pillsbury have decided to adopt a "grow from within" strategy.

"One day we will be the beneficiary of the growth of this high-quality golf that has come online," said Guerra, who will focus his efforts on golf operations and business development. "But if you take a snapshot today it is not good because the added supply is putting pressure on the industry and the operators. With our inability to raise greens fees

Continued on page 21

NGCOA teams with In-Touch to gauge player satisfaction

CHARLESTON, S.C. — The National Golf Course Owners Association (NGCOA) is initiating a new golfer satisfaction program that will allow course owners to gauge customer satisfaction.

In-Touch Survey Systems, with clients including McDonald's, Holiday Inn and American Airlines, will provide NGCOA members with on-site, automated kiosks, which contain a brief customer satisfaction survey. The golfer uses an electronic pen to answer a

Continued on page 21



McCumber Golf's Greystone GC in Dickson, Tenn.

McCumber Golf adds to stable

JACKSONVILLE, Fla. — McCumber Golf Facility Management has added to its stable of courses in the Southeast with the purchase of The Course at Northgreen in Rocky Mount, N.C. McCumber Golf has opened the previously private facility to the public and is offering limited lifetime memberships.

"When the opportunity arose to purchase this course, we conducted several months of due diligence," said company CEO Jim McCumber. "There is very little competition in this market for an affordable daily fee course."

According to McCumber, the company will continue to take a measured approach to acquiring further properties.

"We are interested in courses that are turn-around opportunities," he said. "The strategy is to acquire courses that have either missed their mark or not been managed properly."

Northgreen is the perfect example of a course that McCumber thinks has missed its mark.

"The course is very solid. They have played 10 ACC (Atlantic Coast Conference) championships at Northgreen," he said. "It is also ideally located outside of Raleigh, off I-95."


The company is also looking to build and own more courses and has a couple of locations, including one in Florida, in mind.

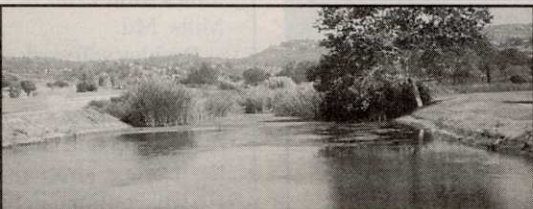
In addition to Northgreen, McCumber Golf manages The Course at Westland in Jacksonville and Greystone Golf Club in Dickson, Tenn.

— Andrew Overbeck

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White to head Diamond Players Club

ORLANDO, Fla.— Douglas W. White has been named president of Diamond Players Club (DPC), a brand and golf course management company here headed by Arizona Diamondbacks pitcher Todd Stottlemire. Formerly the chief operating officer, White will assume responsibility for all operating and staff functions, as well as

all strategic planning.

DPC built and owns the new Diamond Players Club Clermont, a semi-private facility about 20 miles west of Orlando. It also operates two courses in Longwood, about 10 miles north of Orlando — Diamond Players Club Wekiva, a semi-private facility, and Sweetwater Country Club, a private club.

Before joining DPC, White worked for Granite Golf Inc., and opened 25 new courses and club houses in a five-year period. Stottlemire said that White's experience will help DPC to expand its golf course portfolio nationally in three ways: seeking new construction opportunities; purchasing existing facilities; and negotiating

management contracts on existing courses. DPC has no geographical limitations, but due to the structure of the company and the nature of the ownership, DPC will specifically look for opportunities in major league sports cities.

DPC plans to upgrade and mature Diamond Players Club Clermont and

to improve the greens at Diamond Players Club Wekiva by designing a new drainage and growth system and lengthening the course to make it more of a challenge for all golfers.

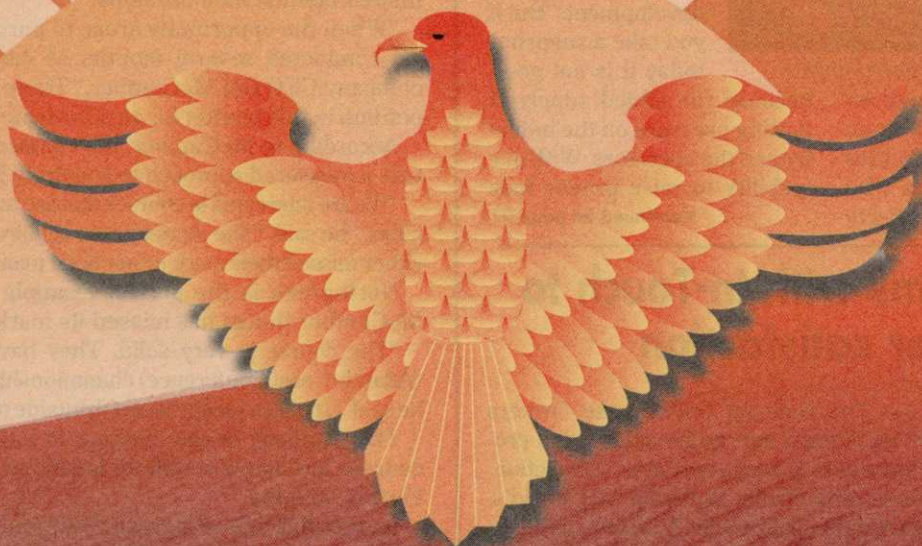
DPC was founded four years ago by Stottlemire and Florida PGA professional Greg Gagliardi. Included among its celebrity sports partners are Steve Jones, a former PGA Tour player, and many former major league baseball players.



Douglas White

— Staff report

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Pinehurst adds Jones, Pashley

PINEHURST, N.C. — Beth Kocher, executive vice president of Pinehurst Championship Management (PCM) and chairwoman of the 2005 U.S. Open executive committee, recently promoted Reginald "Reg" Jones and Tom Pashley to the senior management team. As a group, they will be responsible for sales, marketing and operations of the championship division of the Pinehurst Company.

Jones has been named vice president of championships for PCM, and Pashley is the new vice president of marketing.

In his new role, Jones will be the championship director for the 2005 U.S. Open at Pinehurst. He will be responsible for the total operation of the event, including the setup of the corporate village, transportation and traffic control, a volunteer program, and security for the television, production and media compounds.

Pashley is responsible for the sales and marketing of the 2001 U.S. Women's Open at Pine Needles Lodge & Golf Club in Southern Pines, N.C., and the 2002 U.S. Senior Open at Caves Valley Golf Club in Owing Mills, Md.

Pashley will work closely with Pinehurst's 2005 U.S. Open executive committee to develop and implement the event's strategic plan. He will continue in his role as part of the ClubCorp Partner Program Team, a group responsible for planning and negotiating corporate agreements for The Pinehurst Company's corporate parent, ClubCorp.

American Golf

Continued from page 19

and dues to achieve our annual growth of 15 to 20 percent, we are going to have to focus on getting more income per customer and do so by providing more services and value."

EMERGING BUSINESS

David Pillsbury will be in charge of these efforts, attacking what the pair calls "emerging business opportunities."

"If you think about the ability to generate revenue, you do three things," said Pillsbury. "One, attract new customers. We are doing this through our player development initiative, but it is a very slow process. Two, slow [member and player] attrition. We are doing this through frequency and loyalty programs and creating better value. And three, figuring out how to get each customer to spend more money with you."

To this end, American Golf will be spending some serious money to implement its three-year plan. The company plans to strategically reposition some of its 320 courses, converting some high-end daily-fee courses to private courses and converting some daily-fee courses to high-end courses. Food and beverage outlets will also be improved and golf shops will be revamped and renovated. A renewed emphasis will also be placed on employee retention and training efforts.

Rising guest and member expectations are forcing the company to make these changes, said Guerra.

"At the high end, customers want more service, more attention and more value. At the more modest courses it is all quality and value driven. The market is experiencing change, so we have to change," he said.

INTERNATIONAL OPPORTUNITY

While the focus in the U.S. market will be on sales and services, the company has put in place an ambitious growth-through-acquisition strategy to attack international markets.

Claiming that it is too difficult to peg the value of a course in the U.S. these days, Guerra is looking to grow the business through 15 to 20 international acquisitions a year.

"Overseas there is less competition, the capital is available and we are seeing significant growth in bringing the American Golf formula to foreign countries," he said. "We anticipate more than 50-percent growth coming from Japan, Australia and the UK within three years."

However, he has not ruled out acquiring more courses in the U.S. if market conditions change.

"Eventually those [new] courses will get sold and consolidated and we're going to be standing ready, willing and able to acquire those properties," said Guerra. ▶

NGCOA survey

Continued from page 19

short list of questions, which measure their satisfaction with the condition of the course, pro shop selection, courtesy and efficiency of the staff, food and beverage quality and more. Results are then compiled and compared to industry standards.

After the survey period, the data is transmitted back to In-

Touch, and a report is generated and returned to the course within 10 business days. The report provides information on various aspects of the golfer's experience. It outlines those areas that met the golfer's expectations, as well as those that did not. The report also provides information on which elements of the golf experience are most important to the customer, including: staff friendliness, course maintenance and clean restrooms.

Also, owners and operators will be able to monitor and manage a change in performance," said Dave Sutin of In-Touch.

After all participating NGCOA courses have turned in their results, another report will be generated comparing individual course results to overall results, while maintaining confidentiality throughout. This index will allow owners to benchmark their individual performance against an industry standard.

"Using the survey motivates staff to be customer conscious.

Also, owners and operators will be able to monitor and manage a change in performance," said Dave Sutin of In-Touch.

Jay Karen, NGCOA director of membership, explained, "The information in this index becomes more valuable as more courses participate. The input from golfers is very important in creating better golf facilities, and we want our members to take advantage of this data." ▶



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Ritz Carlton

Continued from page 1

features 18 picture-postcard holes that play through lush hillside country. "This mountainous terrain offers opportunities for amazing diversity," said von Hagge. "Combine that with these striking views of the sea, and you have a course that will be unequalled in the Caribbean, and maybe the world."

Similarly, Waterhouse said,

"We're opening a new property in Orlando called Grand Lake, where we'll have a hotel and an 18-hole Greg Norman course. We'll probably have enough demand from the hotel guests to keep the course full. It's intended to be a property driven primarily by the guests."

Another course under Ritz-Carlton management, however, is a stand-alone operation — the Country Club at Columbus (Georgia), an 18-hole facility founded in

1910. And this month or next the company will open the Ritz-Carlton Country Club, set on 7,600 acres of rugged high country some 30 miles from Seoul, South Korea. "It's Korean-owned," Waterhouse said, "but we'll do all the management. It's the first club we've branded."

There's no hotel at the 10,514-yard, 27-hole Country Club course, laid out by Ault Clark & Associates and Lim Sang Ha Golf Design. But the Ritz name and

prestige have driven membership fees to \$150,000, Waterhouse said, "and they're climbing rapidly." Membership is capped at 450.

Waterhouse said the Ritz "brand" will be applied judiciously. "Not all the courses we manage will be called a Ritz-Carlton Country Club," he explained. "We'll use it only in those cases where we feel good about the quality of the product and the market opportunity. The ones that we brand will

be special places."

At the Korean operation, for instance, amenities include a 70,000-square-foot clubhouse; saunas and masseurs; private dining rooms; caddies and forecaddies; and a first-class golf course.

"Our goal is to have courses that are in keeping with our image," Waterhouse said. "They have to challenge the low handicappers but give the high handicappers a chance. In resort properties, you can't have courses where the average player loses 12 or 15 balls each round. Resorts depend on repeat business."

THE SERVICE DIFFERENCE

Waterhouse knows that course management has become a crowded field, but his advantage, he feels, lies in the legendary Ritz guest service, which he plans to leverage in the golf operation. His plans go well beyond a club-cleaning service and a bag drop.

"We believe that the service quality in golf leaves a lot to be desired," he explained. "So much of it has been to just take their money and send them out on the course. But where else in business do you get a five-hour capture of someone's time? We'll take that time and provide the kind of service that other people aren't doing. We'll make that round memorable."

Ritz-Carlton employs 17,000 people, and every one of them receives an average of 41 days of training per year, Waterhouse said. Customer service is stressed with religious zeal. "Nobody goes live with customers before they've taken a five-day orientation and then two weeks of training in their specific department," he said. "Ground crews at the course, caddies, the superintendent — they also will get training in the customer experience."

"You can still ride in a golf car," he said. "The caddy will walk and explain the course and show you things — make it more fun. Once you've been ushered onto the course by a concierge, you'll have the same unobtrusive service level that we have in the hotels. It will add to the experience."

One example: Waterhouse dislikes beverage carts patrolling the course. He finds them intrusive. "They basically stop you from playing," he said, "and then the group behind you has to stop. It breaks your rhythm. So we can either put stations around the course, or put drinks and snacks in the golf car. The problem with stocking the cars is refilled them during a round. So right now we're looking at putting refreshment centers at every third hole."

The Ritz-Carlton "signature" will be apparent at every level of golf course operation, he said, including guidance of professional staff, management of agronomic practices, the quality of retail merchandise and food service.

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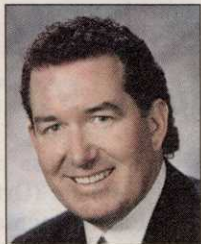
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BRIEFS



WHITACRE JOINS SIMPLOT

POSTFALLS, Idaho — Bill Whitacre has been named president of Simplot Turf and Horticulture succeeding Doyle Jackson, who retired May 5. Whitacre will be responsible for business operations and financial matters. Before joining Simplot Whitacre served 24 years with Research Seeds, a St. Joseph, Mo., firm engaged in the development, production and marketing of proprietary forage and turf seed.



Bill Whitacre

TORO NAMES DANIELSON

BLOOMINGTON, Minn. — The Toro Co. has named Paul Danielson finance marketing manager for the Commercial Division where he will oversee the development and execution of all strategic and finance programs for golf and grounds customers and Toro distributors. He comes to Toro from New Holland Credit Co., where he was responsible for finance programs for more than 600 agricultural and industrial dealerships.

PTI reshuffles management deck

Higgins to focus on PTI Tour, product development

By ANDREW OVERBECK

SYLACAUGA, Ala. — In order to concentrate efforts on expanding Purcell Technologies' (PTI) ambitious PTI Tour training program, marketing director Jeff Higgins has taken the new post of director of market development. John Johnson, formerly vice president of sales for Scotts Professional Business Group, has taken over as the new marketing manager for the company.



Jeff Higgins

"Our marketing strategy is centered around the PTI Tour and I was spending the majority of my time doing it," said Higgins. "So we decided to create a new position and I have moved in to coordinate all of the tour activities and the development of new products. John has come in to take over the traditional marketing functions."



John Johnson

Johnson is excited to take the marketing reigns for PTI.

"The goal is to build POLYON to the number one brand in the U.S.," said Johnson. "All the other fertilizer companies are fighting for a share of the methylene urea market. By taking a coating technology and making it economically feasible, Purcell has carved out a niche market with POLYON."

PTI TOUR

Making customers aware of the POLYON technology is the purpose of the PTI Tour said Higgins.

"The hurdle we have for growing our business is that Polyon is so technical and we are perceived as being expensive," he said.

"The tour clears up confusion through education and takes them through

Continued on next page

BASF to amend Curalan use on sod, not golf

RESEARCH TRIANGLE PARK, N.C. — Following the tolerance reassessment of vinclozolin by the Environmental Protection Agency (EPA) under the Food Quality Protection Act, BASF Agricultural Products has announced that it will amend the listing of vinclozolin uses supported by U.S. labeling. Vinclozolin is the active ingredient in Curalan and Ronilan fungicides.

However, according to a BASF official, the label amendments will not effect the golf course use of Curalan, a broad-spectrum fungicide used on dollar spot and brown patch.

"There will be no change on use patterns on golf courses," said Jerry Minore,

market manager, fungicides, at BASF. "It will effect other uses on sod farms and food crops but that is about it."

According to Minore, in its two-year reassessment of vinclozolin, the EPA was primarily concerned about dietary exposure and risks to children.

"Since sod is used on home lawns, they decided to restrict sod use," he said. "But there is no major shift for golf."

This year there will be an imposition of a 24-day pre-transplant interval for turf sod, and further refinement of turf and ornamental labeling will be released later this year.

— Andrew Overbeck

Novartis to divest FLINT, Compass

By ANDREW OVERBECK

BASEL, Switzerland — The merger between Novartis' crop protection and seeds division and AstraZeneca's agrochemicals business is pressing forward as both companies have been forced by U.S. and European regulatory agencies to divest certain product lines. While AstraZeneca plans to divest its worldwide acetochlor corn herbicide, Novartis' divestment will directly impact golf course superintendents.



As a preliminary step in its planned merger to create Syngenta, Novartis Agribusiness has put its worldwide FLINT business up for sale. The decision was based on Federal Trade Commission (FTC) concerns that the combined companies would have a monopoly on the market for strobilurin fungicides.

FLINT, which is also known as Compass, has been commercially available in Switzerland, South Africa, Norway and the United States since 1999 and entered the market in Great Britain, Germany and Belgium earlier this year. FLINT is a second-generation strobilurin with broad spectrum control and is used widely in the golf, lawn, landscape and ornamental markets.

"At the moment there are only two or three strobilurin products on the market," said Novartis spokesman

Continued on page 25

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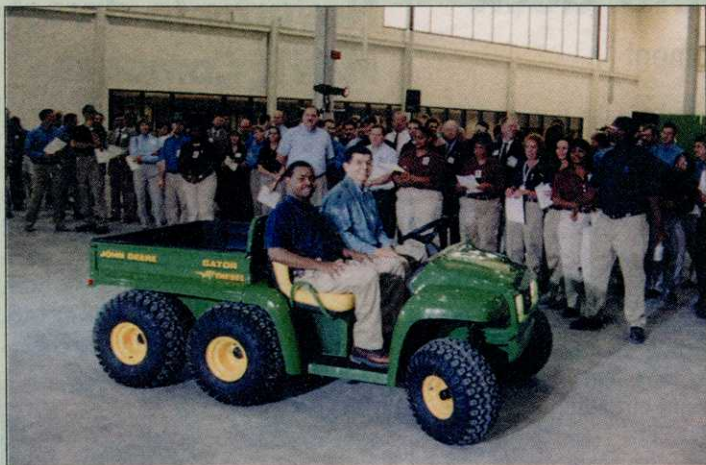
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WILLIAMSBURG, Va. — The John Deere Worldwide Commercial and Consumer Equipment Division recently celebrated the production of the first Gator utility vehicle at the company's newest facility here. John Deere built the \$30 million complex in response to the overwhelming success of its utility vehicle line. The 300,000-square-foot facility houses all Utility Vehicle Group operations — from engi-

neering, design and manufacturing to sales, marketing and distribution.

"Since the first Gator was designed in 1992, we have seen an explosion in the demand for these utility vehicles," said David Larson, general manager of the new facility. "This facility, dedicated to the Gator line, was a necessity."

When fully operational, the facility will employ approximately 300 people.

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Dow, Carbide merger will not affect turf market

INDIANAPOLIS — The proposed merger between Dow Chemical and Union Carbide that is expected to close in the third quarter will not affect Dow's AgroSciences arm according to a company spokesperson.

"I don't think it will have a major impact," said Sue Breach, global media relations manager. "The whole point of the merger is to enhance the existing applications that we have."

The deal, which was announced last August, is intended to broaden Dow's geography and its product portfolio, said Breach.

— Staff report

Ewing Irrigation opens three new branches

PHOENIX, Ariz. — Ewing Irrigation has opened two new branch locations in Texas and one in California.

In Texas, Tim O. Little will manage the company's Abilene branch and Billy Penton will manage the Amarillo branch. Ewing now has 14 locations in Texas. Billy Penton will manage the new Chico, Calif., branch.



Higgins to focus on products, PTI Tour

Continued from page 23

the economics of the product."

Since the PTI Tour was launched in February, the company has brought in nearly 200 superintendents to learn about PTI's POLYON fertilizer line.

"We have brought in roughly half non-users and half users to tell them about the product and we have an open forum to get feedback," said Higgins.

Higgins hopes to take that feedback right to the bank. PTI is tracking sales history of the superintendents that it has brought in 12 months prior to, and after their visits. So far the improvements in sales numbers have been significant said Higgins.

NEW PRODUCTS

Higgins is also working to bring POLYON technology to the pesticide and insecticide markets.

PTI, in conjunction with Memphis, Tenn.-based TopPro Specialties, is work-

ing on a business plan for a polymer-coated acephate (Orthene) product.

"The Environmental Protection Agency (EPA) is concerned with chronic exposure. So if we polymer coat acephate and make a granular out of it, then the polymer takes away any exposure to the chemical," said Higgins.

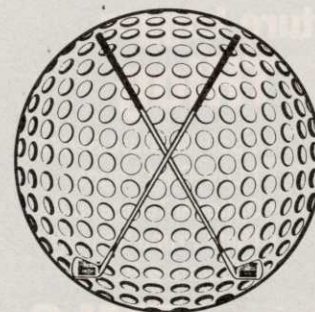
Initial studies show that the polymer-coated acephate product offers longer control, better activity and is odor-free. The product is also provides 17 percent nitrogen.

"We are in conversations right now with the EPA and since 90 percent of the active ingredients are registered we are going for a formulator exempt registration," said Higgins, who expects to have the product approved and ready by early 2001.

PTI is also talking with Bayer, Zeneca and Valent about the possible polymer applications with their individual product lines.

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Simplot/ABT

Continued from page 1

ists, Inc. [the company in charge of the ABT sell-off] going back and forth," said Chris Claypool, senior vice president of marketing for the Jacklin Seeds business unit of J.R. Simplot. "At the end of the day it was decided that our consortium group was the final bid winner."

According to Claypool, the deal is expected to officially close by the end of July. "Right now we are working out the final details on the financial issues," he said.

Also at hand is how the Simplot group will divide the ABT varieties and distribution locations with the other members of the consortium, Kenneth Budd and Oregon-based Pro Seeds.

"ABT had more than 500 varieties and Simplot will condense these down to a manageable figure and different members [of the consortium] will represent the varieties and locations," said Claypool.

While he declined to comment on which varieties will be represented by which members of the consortium, Claypool did confirm that Jacklin Seeds will get Lofts' L-93 creeping bentgrass. To increase the reach of its BEST fertilizer division, Simplot will also take over distributors Las Vegas Fertilizer, Phoenix-based Garden West and Florence, Ky.-based George W. Hill.

"Our main interest [in ABT] was a few distribution locations to better service the market as well as our current distribution and to complement our current turfgrass program," Claypool said.

The deal marks the end of ABT's bold market share-driven slash-and-burn acquisitions strategy, by which it acquired 35 turfgrass companies in less than four years. Failure to consolidate eventually doomed ABT to bankruptcy, leading industry insiders to speculate that its business plan was focused more on running up its stock numbers in hopes that an outside company would buy them out. By the time the company began to consolidate, it was too late.

How will Simplot avoid a similar fate?

"We are looking at servicing our distribution with a complemented product line," said Claypool, "but we are not picking up ABT in its current stage. We are not picking up all the employees, operational charges, debts and accounts."

Simplot has been on the move lately, signing an exclusive distribution agreement for POLYON fertilizers with Sylcauga, Ala.-based Pursell Technologies, Inc. and purchasing TurfPartners, the distribution arm of Rancho Bernardo, Calif.-based Eco Soil

Systems, Inc. As part of the Turf Partners deal, Simplot will pay Eco Soil \$23 million and assume nearly \$17 million in bank debt and liabilities.

However, Simplot is continuing to scour the marketplace for more companies that fit into its strategic growth plan.

"There are a number of acquisitions that we are working on at the moment," said Claypool. ▶

Novartis, Compass

Continued from page 23

Mark Hill. "One of them is a Zeneca product and one of them Novartis' FLINT. With the proposed merger, Syngenta would have both of these products, so the FTC has required us to sell the FLINT business. This is why we have announced that this business is for sale."

The planned sale comprises the entire worldwide FLINT business, including intellectual

property rights, patents, trademarks and registrations as well as the relevant production facilities in Muttentz, Switzerland. Novartis also expects the buyer to employ all of the approximately 90 FLINT employees.

"The product will not disappear," said Hill. "It will be transferred to a buyer who would be expected to take over the whole business."

The sale of FLINT will not take place until the merger is approved by the shareholders of Novartis and AstraZeneca and antitrust authorities. ▶



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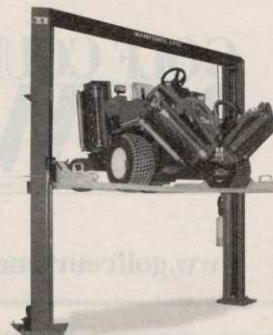
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Cochiti Renovates

Continued from page 17

The new system is a four-row system with part circles on the outside to cover roughs. It has just under 1,700 heads that are driven by a 3,000 gallon-per-minute pump station. During the dry season the system peaks out at 700,000 gallons a night.

The new system gives Brockwell more control. "Before it was brown roughs and green fairways or green roughs and soggy fairways. Now we have turf wall-to-wall," he said.

Pueblo de Cochiti is located in a high desert environment at 5,600 feet elevation and has special irrigation needs due to climatic conditions. During the winter, nighttime low temperatures range from zero to 20 degrees but reach 50 to 60 degrees in the daytime. The irrigation heads must be protected from the freezing weather but still able to operate during the day.

This created some interesting challenges for the installation company, Yarmouth, Maine-based Irrigation Systems.

'Do renovation work all at once instead of dragging it out over several years. By just biting the bullet for one season we are done.'

— Pat Brockwell

"In the high desert situation, the ground can get cold enough to freeze a normal valve-in-head sprinkler. Because they need to water in the daytime we built a modified block system with a series of electric valves and valve boxes that run individual heads," said Warren Michaelsen, Irrigation Systems president. "Because those are 18 inches underground, they are less vulnerable to frost and that allows them to drain portions of the system without shutting the whole system down."

The summer months also used to be a challenge for Brockwell, but the new irrigation system has helped to mitigate dry conditions.

"We irrigate quite a bit in the summer because we cannot rely on rain," he said. "This year we have less than five tenths of an inch of moisture so the new system came not a minute too soon."

In addition to renovating the irrigation system, the course was lengthened by 300 yards, some new tees were added, cart paths were installed, its three lakes were relined, two fairways were rebuilt, and bunkering and storm drainage were improved.

All the work was done in one season, nine holes at a time, and completed in early June.

"If I have any advice for others," said Brockwell. "It would be to do renovation work all at once instead of dragging it out over several years. By just biting the bullet for one season we are done." ▽

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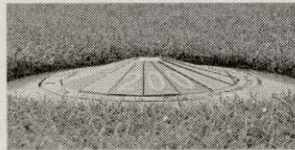
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BASF sorting out product lines

Continued from page 3

and Rohm and Haas Co. The contract between the two companies stipulates that if one of the partners is involved in a merger or acquisition with another company, the remaining partner has the first option to retain the company (RohMid LLC), sell it to the other party or continue the joint venture with the new company.

"It resides more on the legal side at this point," said Briggs. "But Rohm and Haas is in the driver's seat—it is up to them to buy, to pass or to renegotiate [the joint venture]."

Once the product lines are sorted, BASF Specialty Products and TopPro will run as parallel businesses servicing a similar customer base with different products. "Being a commodity company we will concentrate on the distributor side and BASF Specialty Products will use more sales representatives to focus on the end-user," said Briggs.

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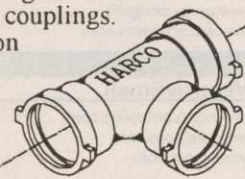
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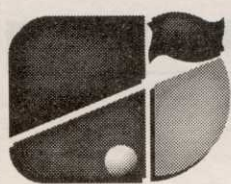
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Additions to management company list

Editor's note: Each June Golf Course News publishes a listing of management companies and their courses. While we strive to include every company, we inevitably miss a few. The following is a listing of those that we missed. Other companies that were not included should write to: Golf Course News 106 Lafayette Street, Yarmouth, ME 04096.

GOLF LLC

Fox Run GC Council Bluffs, IA
 Ironhorse GC Ashland, NE
 Lakeview GC Omaha, NE
 Skyline Woods CC Elkhorn, NE

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Greystone GC Dickson, TN
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The 10th hole at Golf LLC's Skyline Woods CC in Nebraska.

CONTACT INFORMATION

COMPANY	CONTACT	ADDRESS	PHONE	FAX	E-MAIL	WEBSITE
Golf LLC	Dennis Nelson	2634 South 156 Circle Omaha, NE 68130	402-758-4653	402-758-0483	dennis@golflc.com	www.golflc.com
High Tide & Green Grass	Otto Kanny	2401 West Vineyard Ave. Oxnard, CA 93030	805-981-8722	805-981-4653		
McCumber Golf Facility Management	Jim McCumber	P.O. Box 7879 Jacksonville, FL 32238	904-778-8333	904-778-1860	McCumbergolf@aol.com	
Quality Golf Partners	David Goff	9064 E. Davenport Scottsdale, AZ 85260	480-661-5929	480-661-5929	goffventur@aol.com	



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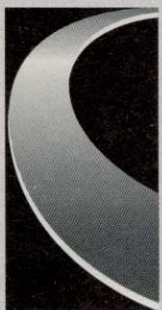
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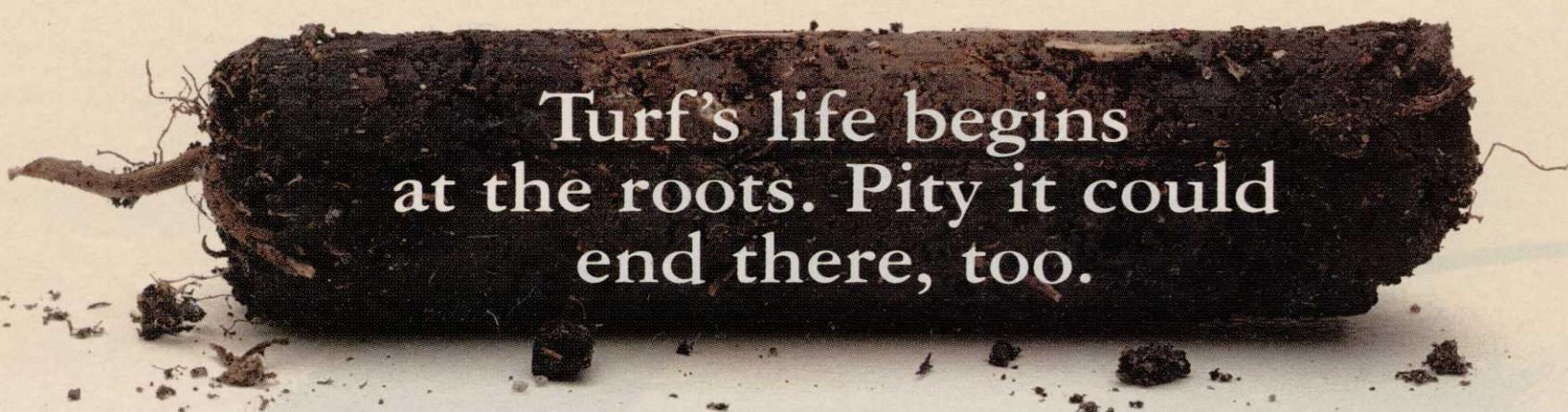
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