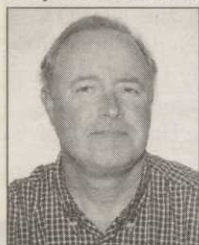


Greetings from new editor

It's a privilege to introduce myself as the new editor of Golf Course News. I wish I could shake hands with each of you. Hopefully we'll have a chance to get acquainted in person before too long.



Jay Finegan,
editor

My interest in golf dates back to age 13, when I spent the first of several summers as a caddy at Whitford Country Club, in Exton, Pa. I knew practically nothing about the game when I started there, and was always amused when a member asked my advice about which club to hit. I would stare at his assortment of clubs with no more comprehension than a shrimp examining a nuclear submarine. The caddies were permitted to golf on Mondays, and the more I played, the harder I was bitten by the "golf bug." Today I

love the game. I've never agreed with Mark Twain's famous observation that golf is "a good walk spoiled." The way I see it, golf is a good walk enhanced.

My interest in journalism dates back to high school, when I became a sportswriter for the school paper. Later, as a student at Penn State University, I continued covering sports for the campus newspaper, The Daily Collegian. Penn State has two 18-hole courses on campus, the Blue and the White, and it was on those courses that my level of play advanced from "wild hack" to "moderate hack."

From college I moved on to military service. The Army, in its wisdom, saw fit to assign me to Heidelberg, Germany — a splendid duty station that had its own fine American golf course, built after World War II by the occupying forces. The Heidelberg Golf & Sports Club became a favorite hangout for those of us who liked to hit "the dimpled seed," as my commanding officer called it.

Returning to civilian life, I moved to Washington, DC, and took my first paid job as a journalist, covering Congress, the White House, and other government agencies for a chain of weekly newspapers. For another five years or so I served as a kind of foreign correspondent, reporting magazine articles about everything from wars in Central America to fishing in Alaska to the bar scene in Bangkok.

In 1986 I switched to Inc. magazine, a national monthly that focuses on entrepreneurship and business management. As Washington bureau chief and columnist, I explored the impact of politics and policy on various sectors of the business world. Finally, in 1991, I moved my family from Washington to Maine in search of a higher quality of life — and less crowded golf courses.

My goal as editor — and our goal as a staff — is to provide you not only with news about the golf industry, but also some interpretation of what that news means to you. What's the story behind the story? We hope to inform, entertain, and analyze, all with the fundamental objective of helping you run your business more effectively.

I'm delighted to be on the team at Golf Course News. Please don't hesitate to call with your ideas, your concerns, or your questions. I look forward to meeting all of you — and playing golf with many of you.

The Masters no place to show your temper, Mr. Duval

MARKET DRAYTON, England — Another Masters, another season is upon us, another £10 handed over to William Hills bookmakers with zero return — thanks to Jim Furyk. If you need to look for a showcase event for golf, then the Masters is ready to rock and roll. My wife, a non-golfer of the lowest order, loves to watch the Masters. There really is something, some indescribable lure that captures the imagination. Non-golfers watch the Masters, more than any other golfing event I would venture.

Such a shame, therefore, that David Duval should display such a fit of pique on the last hole that even the aforementioned 'SWMBO' (She Who Must Be Obeyed), made the point: "Ouch! The groundsman will be really cross won't he?" This in response to Duval's impromptu gardening session after landing

in a divot and making a cods of his approach shot, thus leaving Singh with three putts for it.

Alright, alright, I cannot claim any moral high ground here. I too have often made a tit of myself by burying my clubhead up to the hosel following a misjudged pitch shot (an underclub I like to call them), but that is very different. Despite my protestations that I have merely aided the greenkeeper with his aeration program, the result is always the same — my playing partners rightly judge that I am an arse who ought to know better and, furthermore, the only real victim is myself as my anger overtakes rationality. But Duval?

Sure he is playing for a major, for zillions of dollars, at a stan-

dard that is incomprehensible. But he shouldn't have attacked the turf in such a churlish way.

So he was in a divot? Tough. Welcome to real conditions. If he is as good as his earnings indicate, then a mere divot should do one of two things; give an opportunity to show how good he is or give an opportunity to show that a sportsman can take the rough with the smooth. Does he immediately write a check to the greenkeeper when superlative maintenance gives him a perfect lie that perhaps he didn't deserve? I think not.

I can't help myself here. I know that I sound like a retired Major-General in full pompous fig. But where is the man's respect? If a greenkeeper offered Duval advice



Trevor Ledger,
international
bureau chief

And the consolidation beat goes on and on and on...

The consolidation movement that has overtaken the golf industry in recent years continues on both the management and supplier front.

A look at our annual listing of management firms and their courses (see insert) reveals more than 1,500 courses nationwide are run by multi-course operators. That's up more than 100 courses from the list we ran a year ago and is fast approaching 10 percent of the nation's golf course market.

While American Golf Corporation and ClubCorp continue to be the major players in the course management field, others are coming on strong, both in terms of the number of courses they operate and the quality of those operations.

On the supplier side, Simplot has made a bid to purchase AgriBioTech (see page 1), the financially troubled turfgrass seed supplier which became a major player by consolidating a number of seed companies under the ABT banner just a couple of years ago.

The cost advantages and operating efficiencies available through consolidation mean this trend will likely continue well into the next century.

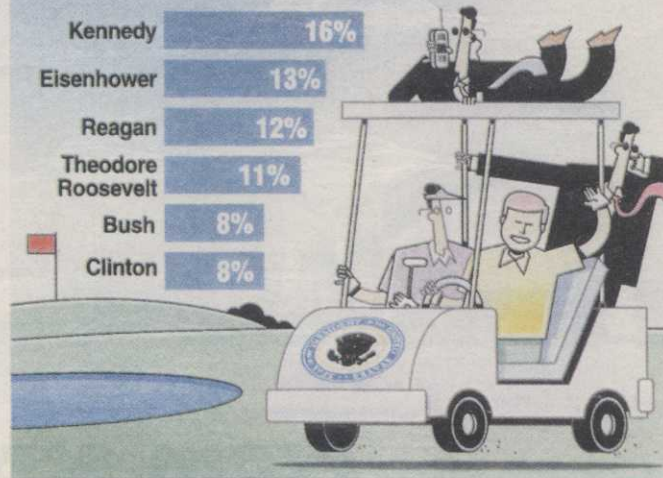


Peter Blais,
managing editor

Presidential Partner

Golf course superintendents across the nation were asked:

If you could play a round of golf with one U.S. President from the last century, who would it be?



Source: GCSAA's 2000 Golf Leadership Survey

about his alignment during the middle of a tournament, criticized him at the top of his backswing for example, would Duval thank him and reassure him that his input is helpful? No. Therefore why is it accepted that Duval can show such disrespect to the greenstaff at Augusta with his temper tantrum? A prima donna flouncing to her dressing room until her tutu is altered — it conjures an image, that's for sure.

The square foot or so of sward that Duval destroyed represents much more than a turf transplant and an awkward moment. It represents a role model giving a bad impression. If the 'hoped for hordes' of juniors take up the game of golf, I rather think that 'throwing the teddy out of the pram' will not form part of their etiquette training. So a mixed message comes from the shaded ice man: "It's OK for you to vandalize the golf course (which doesn't belong to you by the way) as long as the competition is important."

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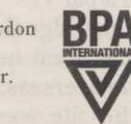
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