

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION  
VOLUME 12, NUMBER 3  
MARCH 2000 • \$7.00

INSIDE

## A Super Event

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**SIR MICHAEL AND THE CHAIRMAN**  
Sir Michael Bonallack, right, president of the British & International Golf Greenkeepers Association, tours the BTME show floor with new BIGGA Chairman Elliott Small of Tulliallan in Scotland. For highlights of the event, see page 25.

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### PERIODICAL

## Andersons to buy Scotts Pro Turf

By A. OVERBECK

MAUMEE, Ohio — In a move that will likely trigger further consolidation within the fertilizer industry, The Andersons, Inc. has signed a letter of intent with The Scotts Co. to acquire Scotts' U.S. Professional Turf business.

The two companies have agreed to a long-term supply agreement under which Scotts will use its proprietary manufacturing processes to produce products for Andersons. The acquisition includes ProTurf, Contec and other brand names, the distribution network, customer lists and all trademarks

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## Dinelli receives Excellence Award

By MARK LESLIE

NEW ORLEANS — Ingenuity and initiative in the Dinelli family are longstanding traits, the latest result of which is the presentation of the 2000 Scotts Tradition of Excellence Award to Dan Dinelli of North Shore Country Club in Glenview, Ill.

The Scotts Co. of Marysville, Ohio, presents the annual peer-nominated award to recognize outstanding achievements among superintendents who are "dedicated to advancing the science of course maintenance and making golf the best it can

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## Superintendents, builders, owners trumpet change



## New GCBAAs exec: Upgrade image

By PETER BLAIS

NEW ORLEANS — Increasing public and professional awareness of the importance of golf course builders is a primary goal of incoming Golf Course Builders Association of America (GCBAAs) Executive Vice President Lee Hetrick.

"The builders need more exposure and recognition from the architects and superintendents because of the contributions builders make," Hetrick

said. "What you see when a course opens is a collaborative effort. But I don't know if I've ever looked at a golf course scorecard and seen the name of the builder. My objective would be to have the builder



Lee Hetrick

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## NGCOA's Stine: Continue assn. growth

By PETER BLAIS

FT. LAUDERDALE, Fla. — In a sign of these consolidation times, William Stine, president of 100-course Meadowbrook Golf Group, was elected president of the National Golf Course Owners Association (NGCOA) during the group's annual meeting here.

"I've been on the [NGCOA] board for the past eight years and was a member before that," said Stine, who started in the business as a single-

course operator. "It's just in the past few years we've become a multi-course operator. I've evolved through the business, just as our organization has."

Stine's father, Charlie, started



William Stine

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## GCSAA: Scott Woodhead takes reins

NEW ORLEANS — Scott Woodhead was elected president of the Golf Course Superintendents Association of America during the recent International Conference and Show held here.

Woodhead, who was appointed to the board in 1993, hails from Valley View Golf Course in Bozeman, Mont.

He replaces David Fearis of Blue Hills Country Club in Kansas City, who will continue on the board as immediate past president.

Tommy Witt of StillWaters in Dadeville, Ala., was elected vice president and Michael Wallace of Hop Meadow Country Club in Simsbury, Conn. secretary/treasurer.

Also elected to the board of direc-



Scott Woodhead

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### REPLENISHING NATURE

Greg Nash-designed Anthem Golf & Country Club shows its colors in Phoenix. Builders replenished the natural vegetation in order to bring back the land to its original state. See p.8.

## Hetrick: Certification a crucial issue

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recognized right along with the architect."

Hetrick said the GCBAAs certification program rivals that of the Golf Course Superintendents Association of America. "If I develop a golf club, the first thing I'm going to do [when searching for a superintendent] is see if there is a certified golf course superintendent I can get. But that's not the way things are done in the golf course construction industry. My objective is to get everybody [in the association] certified and get the architects to hire certified builders."

Hetrick recently replaced Executive Vice President Phil Arnold, who left after nine years with the builders organization to start his own golf course photography firm.

"The builders association has made huge strides since Don Rossi started the organization and Phil Arnold picked them up," Hetrick said during a recent interview at the GCSAA International Conference and Show.

"I admire Phil's ability to get so much done and defer praise to others," said Hetrick, who also noted the work done over the years by Arnold's assistants, Susan Monk and Molly Heiser. "When Phil announced his decision [to leave GCBAAs], I jumped in with both feet."

Hetrick, 50, grew up in northwestern Pennsylvania. He played his first round of golf in his early teens with a borrowed set of wood-shafted clubs, much to the amusement of his golfing buddies. "That might have been a defining moment for me," Hetrick said. "I became determined to learn more about the game and play better."

Hetrick spent four years in the Navy before enrolling at Duquesne University. After school, he worked as an assistant pro and enrolled in the PGA Apprentice Program. He also caddied on the Ladies Professional Golf Association Tour for such noted golfers as Jane Blaylock and Iako Okamoto. Hetrick carried the winning bag at four LPGA Tour stops.

"When you're a caddie, you lose all sense of your own performance," Hetrick recalled. "The score you get at the end of the round may not be at all indicative of how you performed. A 69 is a 69 and a 79 is a 79. Sometimes that's hard to swallow. Your life is out of your control."

Eventually Hetrick gave up caddying, completed the apprenticeship program and worked as head pro at clubs in Florida, Texas and Arizona. But a bad back forced him out of the golf pro side of the business.

"That's when I met a young

course architect who was sent to the West Coast to make Art Hills famous, Keith Foster," he said.

Through his friendship with Foster (the two served as best man at each other's weddings), Hetrick learned the nuts and bolts of course architecture and construction. Under Foster's tutelage, he was an assistant superintendent at Walking Stick

Golf Club in Pueblo, Colo.; assistant construction superintendent at The Hyatt Hill Country Resort in San Antonio, Texas; project superintendent at The Legacy in Thailand; and design associate on a number of projects working out of Foster's St. Louis office.

"I coordinated a great project in Euless, Texas, called Texas Star," Hetrick said. "Keith energized a city that many used to jokingly call 'Useless.' No one

thinks it's useless anymore."

When Foster decided several years ago to slow the growth of his business, Hetrick accepted a marketing position with Jacklin Golf. Hetrick, Eric Nelson and Jim Connolly represented the seed company in its dealings with course architects and builders.

Hetrick said his knowledge of architects, and how they make things happen in conjunction with builders, were important

factors in the GCBAAs board selecting him from a strong field.

While his long-term goal is greater recognition for his employers, his short-term goal is to move the association from its present headquarters in Chapel Hill, N.C., to his home in Lincoln, Neb. Hetrick offered Monk and Heiser the opportunity to stay with GCBAAs and relocate to Lincoln, but they chose to remain in North Carolina. ▶

# How to make the perfect core



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