

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

Coverage of the Golf Course Superintendents Association of America Conference & Show 13-23

It's All in the Method

Hydroseeding now a more viable choice for golf course construction projects 35



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.

COURSE MAINTENANCE

- '7 Lines of Defense' makes ecological sense 25
- Tools of the Trade with Stephen Maas 29
- Rounding up rattlesnakes with Mike Harrison 37

COURSE DEVELOPMENT

- Pursell's building laboratory course 3
- Jerry Pierman joins Frontier Construction 44
- ASGCA to honor Ortiz-Patino with Ross Award 45

COURSE MANAGEMENT

- ClubCorp signs Weiskopf to Mexico project 55
- CMAA links up with Audubon 55
- NGF, VGM Golf ink membership deal 56

SUPPLIER BUSINESS

- Simplot injecting \$20M into Eco Soil 59
- Suppliers 'reach out' to charities 61
- Consolidation hits fertilizer industry 65

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

Continued on page 64

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

Continued on page 42

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

Continued on page 16

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

Continued on page 57

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

Continued on page 17



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.

NGCOA president

Continued from page 1

Golfweek magazine in 1974. Stine was never involved with the magazine other than serving on the board of directors. He purchased his first course (Sunair) in Haines City, Fla., in 1980, launched a golf course real-estate brokerage company (USA Golf) in 1984, and started IGM (a course maintenance firm) in the early 1990s.

IGM merged with Meadowbrook Golf Group in 1998. Meadowbrook, the parent company, now owns or operates roughly 100 courses nationwide.

"Ten years ago," Stine said, "we were talking about whether we should even let multi-course operators in [to the NGCOA] since we were supposedly an organization representing single-course operators. But we realized that multi-course operators had many of the same problems we did. And they brought strength to our organization in dealing with industry people.

"I know most everybody in NGCOA, worked with them for many years and come from a single-owner background. The goal of many people in the organization is to have multiple locations. [NGCOA Executive Director] Mike Hughes runs the organization and nothing is going to change."

During Stine's eight years on the NGCOA board of directors, the association's membership has risen from 1,200 to its current level of 4,000 members.

"I hope to continue the growth we've had in the past few years," the new president said. "The things we really want to concentrate on are player development and retention through the Get Linked marketing program, and to add purchasing benefits for everyone from multi-course to the nine-hole operators through our Smart Buy group purchasing program."

Get Linked is an extensive marketing campaign NGCOA makes available to members. Among the materials are professionally produced print and television ads that can be customized to a local market.

The Smart Buy program allows members to gain substantial discounts on a variety of golf course products through group-purchasing efforts coordinated by NGCOA.

Stine said the biggest change he has seen over the past decade is the influence NGCOA wields in conjunction with its allied associations — the Golf Course Superintendents Association of America (GCSAA), Professional Golfers Association, United States Golf Association, etc.

"The increased size of the organization has given us funding to hire more professionals to work on problems that all golf course owners have, rather than attacking these problems individually," Stine explained.

The NGCOA, Stine said, sees the superintendent playing more of a management role and working in conjunction with golf course property managers/owners in the planning process.

"The NGCOA has a lot of respect for the GCSAA and hopes to work more closely with it," Stine said. "Eight years ago, we had little communication with the allied associations. Now we're meet-

'Ten years ago we were talking about whether we should even let multi-course operators in [to the NGCOA] since we were supposedly an organization representing single-course operators.'

— New NGCOA President Bill Stine

ing with the GCSAA, having their members coming in to talk to us and giving educational seminars. We see GCSAA as an educational vehicle for our members and the superintendent being more of a financial manager of his department,

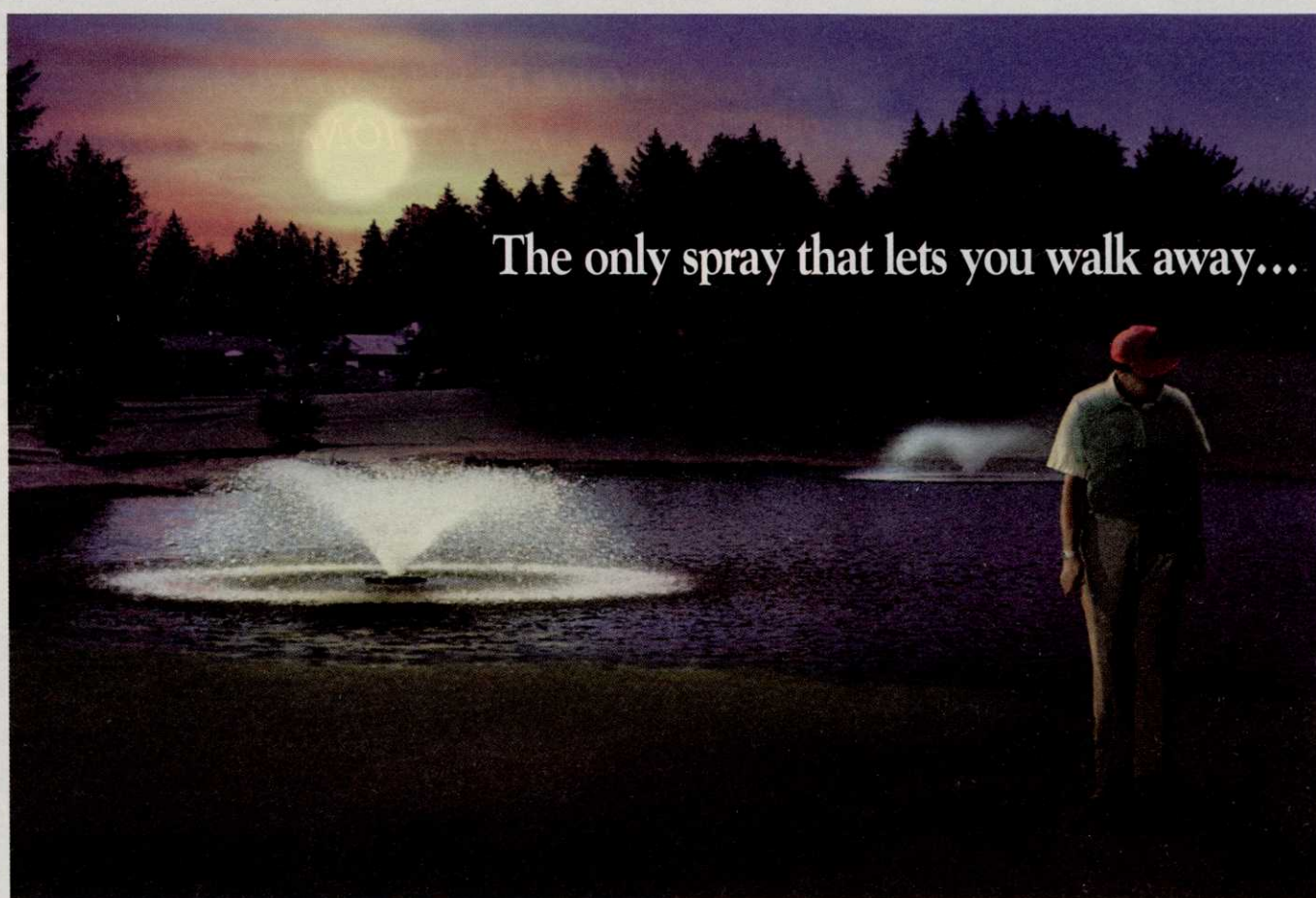
rather than just being concerned about the agronomic end of things.

"Today's superintendents are more educated and more entrepreneurial than they were 20 years ago. We see some superintendents who want to become

managers and we [Meadowbrook] have moved them from superintendent to general manager positions... [Superintendents] play a much larger financial role in our business statement than the PGA pro does."

...

In other news, NGCOA members elected their board of directors during the Florida meeting. In addition to Stine, others elected to the board include Walt Lankau as vice president, Meriam Leeke as treasurer, and Mark Seabrook as secretary. Newly elected board members are Charlie Birney and Charlie Floyd.



The only spray that lets you walk away...

Even at the end of a 14-hour day you're thinking ahead to the challenges of tomorrow. Your water aeration system shouldn't be one of them. With over 100,000 units operating in the field, Otterbine is the brand turf professionals rely on for durability and worry-free operation.

No more 6-hour assembly sessions

Unlike the competition, Otterbine aerators are shipped pre-assembled and ready to work. Only Otterbine uses a custom built, low speed, four pole motor that operates at half the RPM's of competitive high speed motors. Low speed motors mean greater motor longevity and the lowest operation costs in the industry. Only Otterbine aerators are constructed of 21st Century high-tech engineered thermal plastics and stainless steel for longer life under extreme operating conditions.

Unmatched aeration capabilities

Otterbine has the highest oxygen transfer rate of 2.3 pounds per horse power per hour, based on published independent testing by Auburn and Louisiana State University. Each motor is built to run at the lowest RPM rate so you can expect years of dependable service with

unmatched aeration capabilities, unlike high speed motors that sacrifice operating efficiency and aeration capability.

No more inconvenient repairs

The Otterbine warranty is the best in the industry — 2 years on all moving parts and 5 years on all non-moving parts — while most standard warranties only cover you for 1 to 3 years. Plus, with over 60 authorized Otterbine service centers around the globe, you'll never have to worry about fixing an aerator yourself, or sending it long distances for service — which would mean long down times and greater expense.

Learn more about water management

Otterbine is the leader in the science of aeration. Read what we've learned in 40 years as the market leader in aeration — ask for your free copy of "Pond & Lake Management." It's a guide to help you make the right decisions on aerator sizing, placement, and the scientific reasons behind those recommendations.

Otterbine offers a diverse line of products that include both surface and subsurface aerators, lake dye, portable pumps, ozone generating and delivery systems, plus much more.



Otterbine aerators are built to last the longest.



Water works with Otterbine.

3840 MAIN ROAD EAST, EMMAUS, PA 18049 1-800-237-8837 / (610) 965-6018

© Copyright, Otterbine, 1996