

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION  
VOLUME 12, NUMBER 11  
NOVEMBER 2000 • \$7.00

www.golfcoursenews.com

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#### CALIFORNIA'S COYOTE MOON

Former professional golfer Brad Bell has opened his third course, Coyote Moon, on a one-time logging tract in the High Sierras. The course is a rarity in California, as it was built strictly for golf, not to sell housing lots. Builders rushed the construction through in six months to beat the snows of the high country. Pictured above is the par-3 13th hole that features an 88 foot drop. See story page 15.

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PERIODICAL

## BASF readies specialty product unit

By A. OVERBECK

RESEARCH TRIANGLE PARK, N.C. — Following the July 1 closing of its acquisition of American Cyanamid, BASF has completed the integration of product lines and management teams to form BASF Specialty Products Division (BASFspd). The new division will be responsible for the company's turf, ornamental and pest control business.

"In the past, BASF was more focused on the agricultural side," said Bill Baxter, business manager for turf, ornamental and pest control. "With the acquisition of American Cyanamid, which had a separate specialty products division that focused on turf and ornamental and pest control, it made sense

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Florida's Ocean Hammock, opening in December, will host a U.S. Open qualifying round in May.

## On the beach: Jack's new Ocean Hammock seems destined for fame

By JAY FINEGAN

PALM COAST, Fla. — Florida's first true oceanfront golf course to be built in 70 years will make its highly anticipated debut on December 5, with designer Jack Nicklaus scheduled to hit the inaugural drive off the first tee.

Located between St. Augustine and Daytona Beach on Florida's northeast coast, with six holes playing right along the Atlantic, Ocean Hammock Golf Club is guaranteed to be something special. Indeed, the U.S. Golf Association has already named the course to host regional qualifying rounds next May for the 2001 U.S. Open.

"It's a magnificent piece of property," said superintendent Tray Maltby. "I feel very fortunate to be here. Sometimes I have to pinch myself."

The 7,200-yard, par-72 layout is being developed at a cost of \$12 million by Lowe Enterprises, of Los Angeles, which operates four other courses in the Palm Coast

area, including such standouts as Pine Lakes, Cypress Knoll and Palm Harbor. The new layout also features two driving ranges, practice greens and a teaching tee.

Ocean Hammock appears destined to take its place among Florida's elite resort courses. In fact, head professional Chuck Kandt predicts it will become one of the most highly regarded courses in the country. "It's going to provide a golfing experience like no other on the East Coast," he said. "We have a goal to draw big-name tournaments here, and I'm confident it will happen."

#### 'A TOUCH OF PEBBLE BEACH'

Nicklaus has put his stamp all over this course. Strategy and scenery intersect at nearly every turn, with great care taken to ensure the terrain works in harmony with its surroundings.

"You might say it joins a little of the West and East coasts by combining a

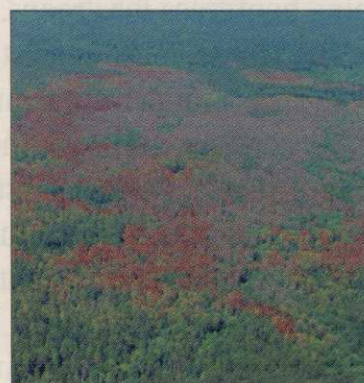
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## Pine bark beetles wreaking broad devastation across the South

By JOEL JOYNER

TEMPLE TERRACE, Fla. — Already stressed by heat, drought and increased urban development, pine trees in the Southeast are falling victim to widespread devastation by pine bark beetles. Alabama, Florida and South Carolina have been especially hard hit by the lethal pests.

Pine bark beetles, also known as engraver beetles, are small cylindrical insects that attack and kill pine trees by feeding and laying eggs in the inner bark of the tree. Once a pine is colonized by



Evidence of a large infestation of southern pine beetles in eastern Texas

these beetles, it will soon die.

Alabama is experiencing its worst drought on record with the northwest region of the state being the most severely affected. So far this year, Alabama has lost a record 1.5 million pines to the insects, 51 counties were classified at "epidemic" levels for the southern pine beetle (SPB), according to the Alabama Forestry Commission.

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## Injured golfer wins \$7.5 million settlement

By JAY FINEGAN

ALEXANDRIA, Va. — Lansdowne Resort Golf Club in northern Virginia has settled out of court for \$7.5 million to compensate a player who was struck in the neck by a stray golf ball. The settlement agreement came in late September, two and a half years after James Tobin was hit on the practice putting green at Lansdowne, a public 18-hole course in Loudoun County.

At the time of the accident, Tobin was a sales manager for General Electric. He was 42 years old, and a 2-handicap player. A stroke has left him unbalanced and unable to walk

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## BASF rolls out specialty products division

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to form the new division.

"Further, BASF will be bringing on 15 new products to the market in the next five years," he continued. "With all of those new molecules coming in and with the existing American Cyanamid business, we needed a focused staff in that area."

### PRODUCT LINES

Since July, Baxter and BASFspd have been working with BASF's TopPro subsidiary to determine which products each division will handle. As a general rule, BASFspd will concentrate on marketing, developing and selling proprietary branded products while TopPro will market more generic or commodity-type products. For example, TopPro markets and sells the fungicide Curalan but also sells it to LESCO, which sells it under the Touche brand name.

Among the products that BASFspd will market are: the herbicides Pendulum, Image, Drive 75DF and the soil fumigant Basamid.

The company is also in the process of developing two new *strobilurin* fungicides, Insignia and Honor. Insignia has been identified as a reduced-risk candidate by the Environmental Protection Agency and is currently under review. Honor is still undergoing university testing.

"Insignia is a broad-spectrum fungicide and will control brown patch, gray leaf spot and snow mold," said Baxter. "Honor will control brown patch, summer patch, snow mold and has shown activity on dollar spot."

### MACH 2

The only other product that is still up in the air is MACH 2, the

popular insecticide that was developed jointly by American Cyanamid and Rohm and Haas Co. RohMid LLC is still negotiating with BASF on whether it will form a joint venture with BASF or decide to go it alone. For the moment, RohMid is operating as usual, with both the RohMid and BASF sales forces selling

the product.

### GOING FORWARD

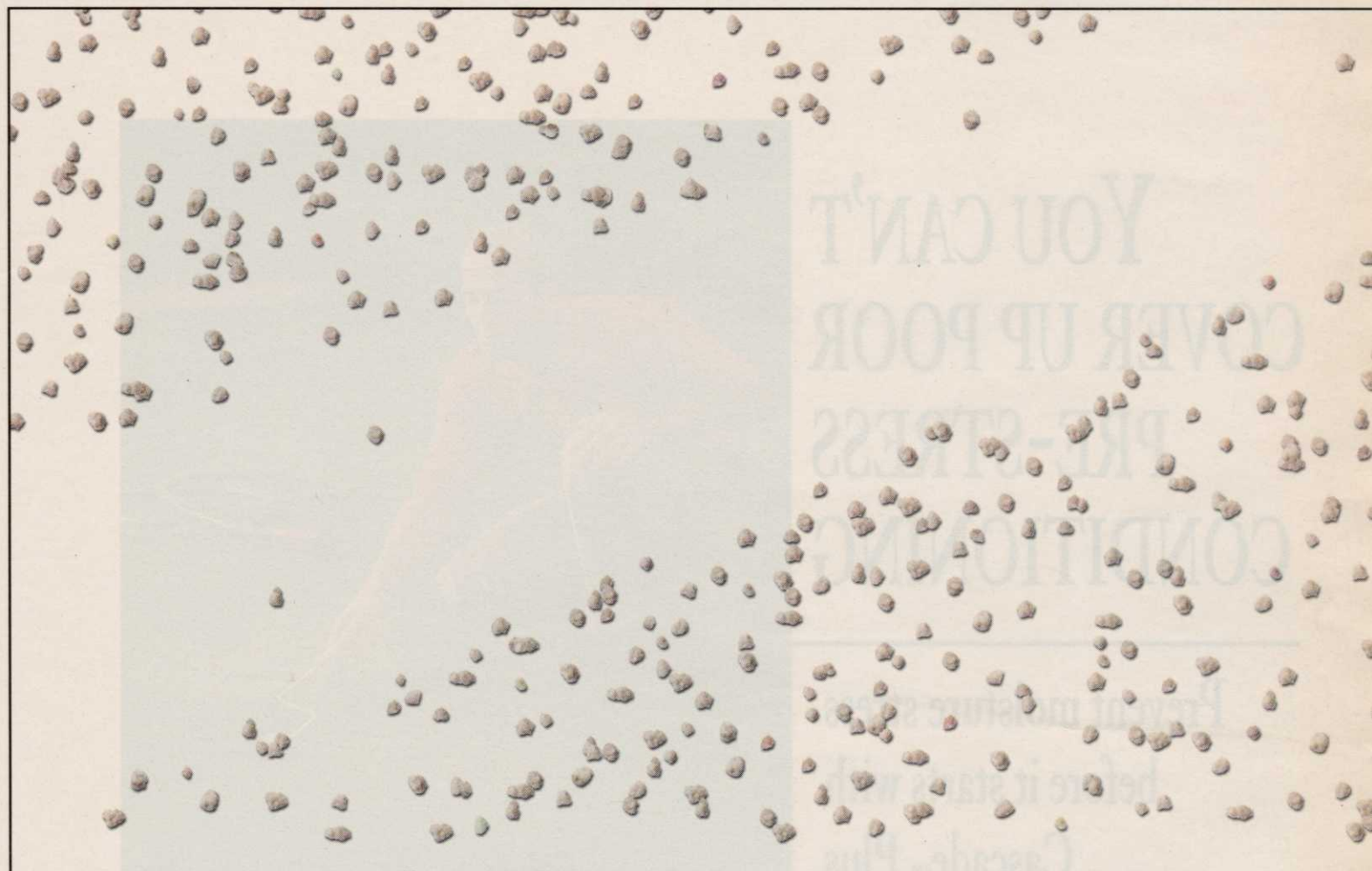
BASFspd launched Oct. 1 and began rolling out its fall program and pre-emergent herbicide products. Baxter's management team consists of William Strickland, marketing manager; Derrick Miller, communications manager; John Thomas, national

sales manager; and Rich Kalik, national accounts manager. The team will be backed in the field by seven regional turf specialists and one Basamid specialist.

Baxter said the division will also be concentrating heavily on research and development. "We have a totally dedicated r & d group focused on the development of new compounds," he said. "We want to be the leading

innovator in the specialty products and agricultural business."

According to Baxter, further acquisitions by the company are also a possibility. "There will be continued consolidation in the industry as companies look at ways to be more efficient," he said. "BASF has been and will continue to be in the acquiring mode. We will make acquisitions where they make business sense to us." ■



## Losing fertilizer to mower pickup just doesn't cut it.

What a waste. Applying fertilizer one day, only to have it picked up by the mowers



the next. With some fertilizers it's par for the course. But not with NOVEX™, the new homogeneous, controlled-release fertilizer from LESCO.

The tiny, uncoated NOVEX particles readily penetrate the turf canopy. They resist mower pickup even when applied to extremely dense, low-cut putting surfaces. And that's a real advantage in more ways than one.

With NOVEX, you don't waste money by throwing away a

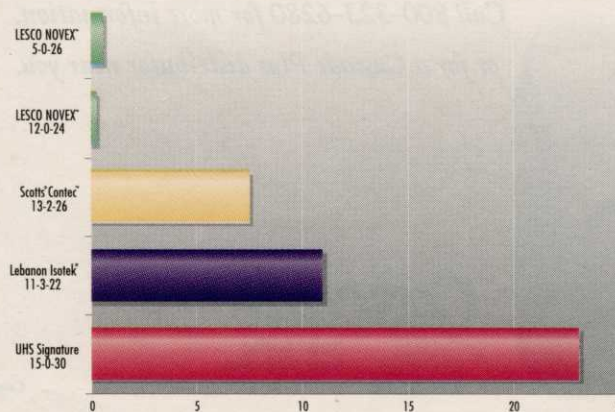
significant amount of fertilizer with the clippings. And the fertilizer stays in the turf so it can do the job it was intended to do. With that kind of efficiency you may even find yourself applying less product. And another benefit? NOVEX is barely visible to the golfers.

NOVEX is available now in an assortment

of analyses in fairway or greens-grade particle size. Try it. You'll see. This is a great fertilizer not only for what it does, but also for what it doesn't do...get thrown away with the clippings. Contact your LESCO Professional or call 800.321.5325.

### Fertilizer Loss To Mower Pickup

(The Pennsylvania State University 1999)



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## Freeman

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brim with tee time providers and e-procurement ventures.

To keep up with the competition, CMF Golf Solutions will be looking to add to its footprint of golf courses on the East Coast and then roll the company out nationally. "We've got some pretty big deals pending," Stovall said. "There are some key deals that have to happen right now in order to get the traction that we need."

"There are a lot of people out in front of us right now," he continued. "But for the most part the competition has either failed or faltered. And as we sit here today nobody has an end-to-end solution."

Stovall also expects consolidation to start rolling through the e-commerce industry in the next six months. "By June of next year," he said, "the picture will be a lot clearer as to the number of players in the market." ■