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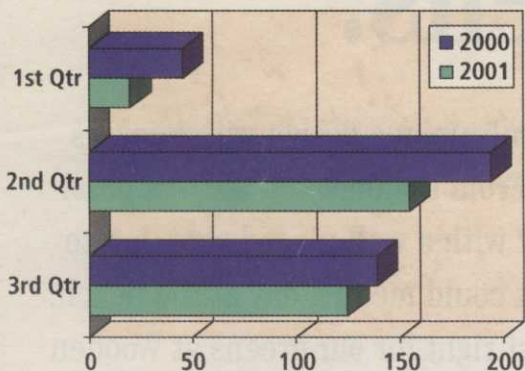
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TOTAL GOLF COURSE DEVELOPMENT BY QUARTER



Golf course construction numbers slipped dramatically in 2001. While development levels may continue to decline, opportunities still exist. See story on page 3.

Source: National Golf Foundation

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PERIODICAL



2001 Newsmakers

2001 Newsmakers

John Deere making move to become one-stop shop

By ANDREW OVERBECK

ALPHARETTA, Ga. — John Deere closed its acquisition of Richton International, the parent company of Century Rain Aid, in October adding the final piece — for now — to its newly created John Deere Landscapes division. The formation of the new division began with the buy out of McGinnis Farms earlier in the year.

The company's bold moves bring it closer to becoming a single-source supplier for the golf course industry. In addition to its primary business as a manufacturer of turf care equipment, John Deere has instantly acquired the commanding position as the largest distributor of irrigation supplies in the country and now has a significant interest in providing golf courses with landscape supplies, fertilizers, chemicals and seed.

While John Deere Landscapes' president Dave Werning is working on consolidating



Dave Werning

Continued on page 27

2001 Newsmakers

IGM finishes year with strong growth rate

By JOEL JOYNER

CHAMPIONSGATE, Fla. — International Golf Maintenance has become one of the leading golf course maintenance outsourcing companies in the United States this year showing a strong level of growth in a market hampered by a sluggish economy and a decrease in rounds played. The company came away with an impressive list of accomplishments for the year and maintains a strong outlook heading in to 2002.

IGM is a wholly owned subsidiary of Meadowbrook Golf, a golf course developer, owner and management firm headquartered here at ChampionsGate. The company merged with Meadowbrook in February 1998 enabling IGM to eventually manage all golf courses owned by Meadowbrook. IGM maintained about 30 courses before they were bought out. Today, they have 96 courses under their care with an objective to keep on growing. The company acquired more than 40 courses this year.



Scott Zakany, CGCS

Continued on page 11

2001 Newsmakers

Troon Golf to top 100 courses by year's end

SCOTTSDALE, Ariz. — Troon Golf has had another banner year in 2001 with its portfolio on target to top 100 golf facilities. While the golf course industry continues to slow, the company is adding staff and management contracts worldwide. Looking forward to 2002, Troon Golf chairman and CEO Dana Garmany expects another year of record growth.

Golf Course News: 2001



Dana Garmany

was another strong year for Troon Golf, how many courses did you add to your portfolio?

Dana Garmany: We have added 19 facilities worldwide so far this year, 16 of which are in North

Continued on page 22



Jeff Roke, Arnold Palmer and Brad Schmidt look over course plans

2001 Newsmakers

Palmer's Arbor Links Golf Course set to open in June

By GARY BURCHFIELD

Nebraska City, Neb. — Construction is finished and the grow-in process is underway at Arbor Links, the new "laboratory-type" golf course built by Landscapes Unlimited in Nebraska. The unique course is a three-way partnership between Landscapes Unlimited, Palmer Course Design Company and the National Arbor Day Foundation.

Grand opening is set for the week of June 23, 2002, in conjunction with a three-day "Golf and the Environment"

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Landscapes division expands golf market position

Continued from page 1

and combining the business, he does not rule out more acquisitions.

"We think that if we get ourselves to understand what superintendents need in terms of irrigation, nursery stock, fertilizer, seed and pre-emergents we can make it easier for them to do business," he said. "As they identify other things that they want us to supply we will put that under consideration. This is going to be more of a customer pull, not a product push."

ADDING MORE?

However, Werning is excited about the prospects of adding to the business. "If I am a superintendent, do I want to manage accounts with multiple companies? If we can provide quality service and products and all they have to do is call one place, manage one relationship, and pay one bill it would make their lives easier," he said.

Aaron Wetzel, national sales manager for John Deere's golf and turf division, also recognizes the opportunity to expand its presence in the golf market. "If that [more services] is what the customer is looking for and the business makes sense for us, then there is no place to stop," he said. "Can you do that in today's environment? No. But in the future, who knows."

Adding more services and becoming a larger player in the golf market is contingent on John Deere's ability to capitalize on its new position and provide quality products and services at a value price, said Werning.

SUPERINTENDENTS SET THE BAR

Superintendents have already set the bar for John Deere Landscapes.

"We have already gotten feedback," Werning said. "They are very interested in the options John Deere Credit will provide and our new abilities to assist the needs of the golf courses. But they want to have expertise in each area."

"We can't send out one guy who has to know about seed and fertilizer, the layout of the new irrigation system and then has to fix an engine on a mower," he continued. "We'd love to see that guy, but we need to make sure the expertise is still there. We are working to figure out the best way to approach that."

Werning said the majority of staffing and location issues have been sorted out. The company will have 215 locations across the country, and is planning to continue its growth in 2002 with 10 locations set to open in the spring.

However, how the landscape, irrigation, golf and turf equipment and credit divisions will work together is an ongoing process.

"We are in the discovery phase

right now," said Werning. "We are talking about all the possibilities, but we want to do it in a way that makes it easier for courses to run their business." He expects to have everything sorted by the GCSAA show in February.

LEVERAGING FINANCE POSITION

The opportunities are especially strong when it comes to

John Deere Credit, the financial arm that paved the way for the company's strong entrance to the turf equipment market.

"John Deere Credit played a major role in expanding the equipment business and it could do the same here," said Werning. "There is no timeframe on that, but we are working to put a pack-

age together that would make sense for golf courses."

While new construction is potentially a big money maker for this new venture, the company will also focus on renovation work.

"There are a lot of courses where John Deere already has a

strong customer relationship and in some cases those courses are already using John Deere Credit," Werning noted. "If they are looking to do irrigation renovation work or buying landscape products on an annual basis, we might be able to expand that existing relationship." ■



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