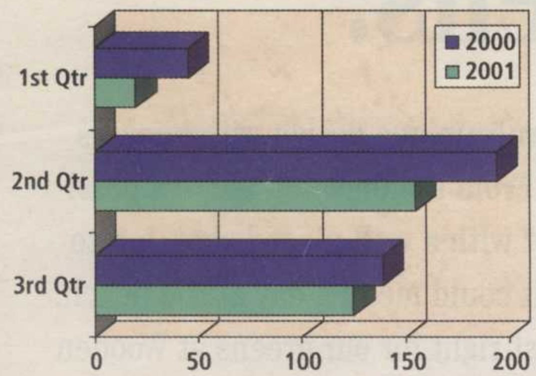
GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 13, NUMBER 12
DECEMBER 2001 • $7.00
www.golfcoursenews.com

INSIDE

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

PERIODICAL

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.


Dave Werning

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

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.


Scott Zakany, CGCS

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.

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.


Dana Garmany

Golf Course News: 2001 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"

Continued on page 18

IGM Q&A

Continued from page 1

IGM's executive vice president Scott Zakany, CGCS, was one of the founding members of IGM back in September 1994. *Golf Course News* recently caught up with Zakany at the company's new headquarters at ChampionsGate.

GCN: To what would you attribute to the success of IGM's growth this year?

Scott Zakany: The main thing we did this year – our biggest challenge – was to take over all the courses maintained internally by our parent company, Meadowbrook Golf. That was approximately 40 facilities. The transitions have all taken place as smooth as can be expected, except for a couple of isolated cases that will be finalized before the year is out. IGM has taken on 47 golfing facilities this year altogether.

Gregory Hofstetter, CGCS, vice president of operations

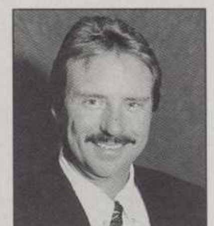
GCN: Is there a goal set for IGM in terms of growth for 2002?

Zakany: We're looking to keep the same growth percentage rate. Obviously, we started off higher in our first three years. But between 10 percent to 20 percent increase per year is our target which is fairly aggressive. We're looking to acquire a new club per month.

A course site evaluation

GCN: What challenges do you foresee IGM encountering in the future?

Zakany: With all the recent world events, there's certainly going to be an economic challenge industry wide for 2002. There are clubs evaluating their maintenance programs and thinking they can manage things better and cheaper themselves. We've already received some fallout with some clubs and boards that were borderline to start with. On a day-to-day basis, they feel they can make cuts in the budgets where with us on a contractual basis they can't. At the same time, IGM might see a lot of high-end clubs next year looking to reduce their expenses by signing with us.



Greg Plotner, CGCS, vice president of business development

GCN: IGM has a strong position in the Florida market, particularly in central Florida, where do you see the company taking other solid positions in the United States?

Zakany: About half the courses we maintain are in Florida. We're looking to expand in the markets we already have a presence in. We have several facilities in the Midwest and Northeast, some in the Atlanta area, several in California and we're just starting to operate in Las Vegas.

GCN: Meadowbrook recently signed an exclusive five-year supply agreement with Textron Golf, Turf & Specialty Products. How do you see this effecting IGM's current operations and its ability to attract future clients?

Zakany: From IGM's standpoint, we've already had an agreement with Textron. We've expanded it to basically encompass Meadowbrook with equipment. By tying everything together, we're able to be a little bit more aggressive on our pricing and pass the savings on to our customers.

GCN: What does IGM look for in a course before signing a maintenance agreement?

Zakany: What gets us excited is the potential of a course and the owners desire to get it there. We can make improvements, and we like to see the owners wanting to make those improvements.

GCN: How many course evaluations has IGM undertaken so far this year prior to signing any maintenance agreements?

A safety meeting at IGM

Zakany: On average, we probably do about three to four proposals for every job that we get. We're running anywhere from 25 percent to 35 percent closing margin on proposals to contracts.

GCN: What advantages does IGM have to offer a course considering outsourcing their maintenance programs?

Zakany: We have a large support mechanism in place with key personnel in our corporate offices as well as in regional superintendent positions. There's a team of experts supporting our on-site superintendents coupled with the consistencies of our operations.

GCN: How does IGM maintain management and communication abilities with or between various courses?

Zakany: We have a computer at every location and exchange a lot of information via the Internet. There's internal message postings and chat areas for our superintendents. In addition, we get superintendents together as a group once or twice a year for human resource, product and corporate office updates. On top of that, we meet monthly with our regional superintendents, and they disseminate information back to the on-site superintendents. A regional manager

Continued on page 30

GOLF COURSE CLASSIFIEDS

To reserve space in this section, call Jean Andrews 207-925-1099.

HELP WANTED

DOMESTIC AND INTERNATIONAL

Intergolf Construction is currently accepting applications for positions on projects in The North East, Korea and China. If you feel you qualify as one of the best in the industry in any of the following positions, Shaper, Irrigation Supervisor, Finish Personnel or Big Dozer Operator, fax, mail or e-mail resume to:

Intergolf Construction
P.O. Box 209, Dobbs Ferry, NY 10522
Attention: John Adams
Fax: 914-693-9506; Tel: 914-693-2024
e-mail: intergolf1@aol.com

SHAPER & MECHANIC WANTED

Golf course shaper and golf course construction mechanic with CDL needed. Must be willing to travel. **Fax resume and date available to 231-536-2122.**

CONSTRUCTION

Phillips & Jordan Golf has immediate openings for qualified project superintendents, shapers, and finish operators. Also seeking office based estimator (Hard Dollar exp.) for California office. Fax resume to: (650) 564-0086. Good long-term opportunities and excellent benefits package.

SEEKING BACKHOE OPERATOR

Seeking qualified backhoe operator with bunker renovation experience and finish shaping experience. Applicants must be willing to travel and have reliable transportation. Fax resume to (909) 736-1058.

GOLF COURSE CONSTRUCTION

NMP GOLF CONSTRUCTION

Expanding company has immediate openings for projects from the heart of the United States and as far north as Canada. Seeking experienced shapers, construction irrigation pipefitters, irrigation foremen, small equipment operators (skidsteer, excavator etc...) and finishers. Travel is required. Mail resume to NMP Golf Construction Corp., 38 Pond Street, Suite 104, Franklin, MA 02038 or email: info@nmpgolf.com.

Coming in February 2002

A comprehensive listing of products and services for the golf course industry

The Golf Course News 2002 Buyer's Guide

SERVICES

Employment - Employment - Employment Jobs in Horticulture is a twice-a- month national newspaper & website for Green Industry employment. Employers & Job Seekers contact: 800-428-2474 or visit www.giantads.com. Since 1993.

Club Executive Search

DD
Derba & Derba Company
Personnel Consultants Since 1969
7 Whispering Pines Drive Andover, MA 01810
978-470-8270 Fax 978-470-4592
www.ShoppersWorld.com/derba

CONCRETE CART PATHS & CURBING

A Decision that Lasts!

Endebrock-White Company, Inc., specializing in the removal of existing cart paths and the installation of concrete golf cart paths and concrete curbing.

5480 Ocean Ave., Bldg. A., Suite 5D
West Palm Beach, FL 33404
800-891-5030
Est. 1946

690 Sprinkler Repair
5 pieces for $100.00
Call for a free sample
1-877-267-2370
Cut Your Grass And Your Budget!

POND & LAKE LINERS
PVC · HDPE · EPDM · RPP
Hypalon · Turf Reinforcement
Erosion Control

- Over 20 years of Experience
- Custom Fabrication
- Installation Services

Colorado 800-524-8672
Texas 888-546-4641
California 877-578-5000
South Dakota 800-661-2201

Colorado Lining International
www.coloradolining.com

SERVICES

Bird and Bat Houses

- Over 100 Items
- Free Catalog
- 800-326-2807
- www.coveside.com

Coveside Conservation Products

Seepage Control, Inc.

We'll Seal Your Lake Empty or Full!

1-800-214-9640

ESS-13 Seals Existing Lakes, Also Ideal for New Construction
Since 1958
www.seepagecontrol.com

GRUND GUIDE SINCE 1987

Complete Marker Systems
- Sprinkler Yardage • Practice Range
- Cart Path • Fairway & Tee Plaque
- NEW Sprinkler ID (zone,control box, recycled water)

Laser Measurement Services
- We Measure • Laser Rental

Golf Print Services

"The Yardage Detectives"
(800) 971- 7233 FAX (626) 969-3724

MARK ELIOT DESIGN

LANDSCAPE
&
GOLF COURSE DESIGN

CLUB LANDSCAPING
Design
New Construction
Renovation
&
GOLF COURSE DESIGN
Master Planning
Renovation
Construction Management

MARK E. SOSNOWITZ, ASLA

MARK ELIOT DESIGN
PO BOX 11188
GREENWICH, CT 06831
203-972-9131 Fax: 203-972-9132

HOW TO ORDER A CLASSIFIED AD

RATES: $90 per column inch (25-35 words, including a bold headline). Each additional 1/4 inch is $30. If ordering a logo, please include an extra $45; for a blind box, please include an extra $20. All line ads must be prepaid. All rates are per insertion.

To place your classified ad, mail your ad copy with payment to: **Jean Andrews, *Golf Course News*, PO Box 51, Fryeburg, ME 04037, or fax to: (207) 925-1099.**
For more information, call Jean Andrews at (207) 925-1099.

Classifieds online: www.golfcoursen

IGM attitude

Continued from page 11

is on the properties every two weeks. If something pops up like some unfamiliar turf disease, there are digital cameras at every site. Superintendents can take an image of a problem and submit it to the office so that a group of experienced people can evaluate it. That way we can diagnose or dispatch someone to visit the course immedi-

IGM employees doublemowing a green

ately. Nine times out of ten, we can solve any problems before anything gets out of hand.

GCN: How would you describe IGM's approach concerning the environment, and what is the company's involvement with Audubon International?

Zakany: Every one of our courses are registered in and actively pursuing certification in the Audubon Cooperative Sanctuary Program. We have seven clubs certified to date. Basically, our whole business and maintenance approach is based on principals established by Audubon International: Integrated Pest Management, Best Management Practices, water conservation, and applying pesticides where needed rather than making blanket applications. We try to work in concert with the environment.

GCN: What incentives does IGM offer to future superintendents?

Zakany: We're working with various colleges and universities on intern development programs. We're striving to involve

Hole placement by an IGM staff member

young, up-and-coming, assistant superintendents in the company to offer them training and experience. We try to promote from within the company as much as possible. We feel we have a strong training program and job security that allows superintendents an opportunity for upward mobility. This coupled with a good insurance program, 401K plan and other benefits seem to attract and keep good superintendents.

GCN: What does IGM look for in recruiting a superintendent?

Zakany: We look for attitude, and management and people skills. Obviously, they need to have a turfgrass background – and it's great if they've worked at various facilities – but we look for someone who has a good personality and work ethic and can get along with their employees. Whatever they may be lacking agronomically, we can definitely support and help them on that. We prefer that to someone who knows everything and is not receptive to change. IGM is team driven. We're not looking for any "I" guys.■