

# GOLF COURSE NEWS

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#### SUPERINTENDENTS ROLL INTO DALLAS

The 72nd annual Golf Course Superintendents Association of America Conference and Show will be held in Dallas Feb. 10-17. Turn to page 38 for comprehensive coverage of this year's show including a schedule of events, election information, award updates and a city guide to Dallas.

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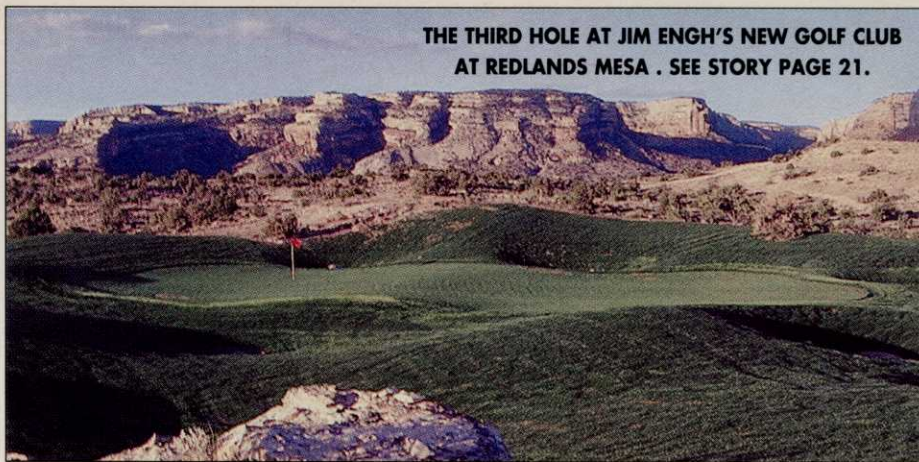
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PERIODICAL

THE THIRD HOLE AT JIM ENGH'S NEW GOLF CLUB  
AT REDLANDS MESA . SEE STORY PAGE 21.



## Big lenders throttling back on new course development financing

By JAY FINEGAN

ATLANTA — Is the party over?

After an all-time high for new golf course openings — 515 last year — the financing climate for course construction has suddenly turned cold. Bankers such as Jeff Burkle at Textron Financial Corp. here in Atlanta, and others across the country, are sharply curtailing new loans.



By some estimates, the number of courses securing financing this year will fall between 30 and 50 percent from 2000 levels.

"There are a lot of projects on the books, just waiting to have their finance packages completed, that are dying on the vine," said Lee Hetrick, executive director of the Golf Course Builders Association of America. "It's got to be a smokin' deal to get funded right now."

#### SUPPLY OUTSTRIPPING DEMAND

Bankers cite several reasons for the credit tightening, beginning with the overall economy, which may be verging on recession. During an economic downturn,

Continued on page 58

## Textron Golf & Turf continues integration, closes Racine plant

By ANDREW OVERBECK

AUGUSTA, Ga. — In a continued effort to integrate its businesses, Textron Golf Turf & Specialty Products has announced that it is closing its Jacobsen manufacturing facility in Racine, Wis. The company plans to consolidate the manufacturing done at the Racine plant at its more modern Jacobsen facility in Charlotte, N.C.

The decision to streamline its manufacturing processes builds off the company's original consolidation plan announced in May that combined the management of its turf care equipment and E-Z-GO product lines.

The division's new CEO, Greg Hyland, said improving manufacturing efficiencies is of prime importance.

"We are continually looking at our manufacturing processes to improve efficiencies, reduce cycle times and be a much more effective manufacturer," he said. "We have started the process and



Greg Hyland

Continued on page 54

## Colorful cowboy converts ranch into links-style layout

By DOUG SAUNDERS

ANTIOCH, Calif. — For the past 26 years Jack Roddy has lived the life of the American cowboy, raising cattle on his 2,200-acre ranch on the eastern edge of the town of Antioch. Just as his father did in the 1940s, Jack ran cattle across the rolling grasslands and toiled to make ends meet.

During the prime years, 40,000 head of cattle roamed these hills, located 45 minutes east of San Francisco. But the stupendous Bay Area population surge of the last decade has turned Antioch into a city of 82,000 people, while the profits in

Continued on page 37



The 12th hole at Roddy Ranch Golf Club, 45 minutes east of San Francisco

## Experts urge global assault on Asian beetle

By JOEL JOYNER

WASHINGTON — Insect-control officials here and elsewhere are calling for a worldwide attack on the Asian Longhorned Beetle, one of the most lethal tree-killers on the planet.

A native of China, Japan and Korea, the beetle has now been found in 14 locations in the

Continued on page 58



The Asian Longhorned Beetle



## Penn A-4 at Tiffany Greens



Mark Pierce, Superintendent  
Tiffany Greens GC  
Kansas City, MO  
John Q. Hammons Development

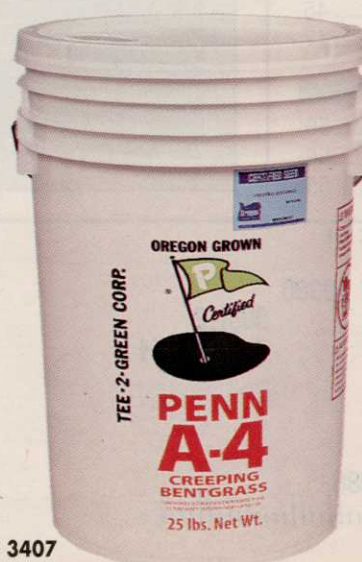
## "Our Penn A-4 greens at Tiffany Greens earn rave reviews. Meet some of the reviewers."

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## GCSAA shakes up management team, O'Brien leaves

LAWRENCE, Kan. — The departure of chief operating officer Joe O'Brien and the appointment of new directors highlight a management shakeup at the Golf Course Superintendents Association of America (GCSAA).

A 27-year veteran of the golf industry, O'Brien said he is leaving to pursue new challenges. He joined GCSAA in 1994 to manage such programs as education, career development, communications, research and membership. "It was rewarding to work with such an outstanding group of individuals who represent the profession," he said. "I trust the association and its members are better off now than seven years ago."

He also was involved in the Golf and Environment Initiative, which in 1998 earned him the association's highest honor in the field, the President's Award for Environmental Leadership. "While we are losing a valued team player, he will always be our friend," said GCSAA president R. Scott Woodhead.

O'Brien began his golf career with the PGA of America in 1973 and worked his way up the ranks as director of education, manager of membership services and senior director for strategic planning. From there he became senior business developer for Marriott Golf.

"His contributions to the GCSAA and its

members were considerable and lasting," said Steve Mona, the association's CEO, who will consult with O'Brien and the management team before seeking a replacement.

Mona also announced that two new directors have been appointed to the management team — Clair Keizer, corporate marketing and sales, and Clark Throssell, research.

Keizer comes from Bernstein-Rein Advertising, in Kansas City, Kan. He has 19 years of marketing, advertising and association-related experience and will replace Bob Shively, who left the GCSAA to become CEO of the National Auctioneers Association. Keizer graduated from the University of Kansas in 1980 with a B.A. in journalism.

Throssell, a professor of turfgrass science at Purdue University, takes over as director of research. He holds a degree in biology from the University of Montana and an M.S. in agronomy from Penn State. He earned his doctorate in horticulture from Kansas State. His experience includes service as a GCSAA seminar instructor and member of the association's research committee, and as executive director of the Midwest Regional Turf Foundation. He replaces Jeff Nus, who left GCSAA to become research communicator at the U.S. Golf Association.



Joe O'Brien

## EPA clears Myrtle Beach National of wetlands violations

MYRTLE BEACH, S.C. — Federal environmental investigators have cleared two Horry County landowners of illegal wetlands ditching. Myrtle Beach National Golf Club Co. and Silver Carolina Development LLC got word recently that they are no longer subject to the U.S. Environmental Protection Agency's ongoing investigation of wetlands destruction in the county.

Myrtle Beach National was officially cleared in a letter from the EPA and the South Carolina Office of Ocean and Coastal Resource Management (OCRM).

Silver Carolina got word that it was cleared in a conversation with OCRM officials, said Mike Wooten, president of DDC Engineering. DDC represents both Myrtle Beach National and Silver Carolina.

Both companies were included in the first round of investigations in the summer looking for violations of the federal Clean Water Act. The act protects wetlands because they filter water and absorb floods.

Investigators questioned activities on 570 acres Myrtle Beach National owns near U.S. 501. The company is growing trees on the site. "It was good to get

[the letter]," Myrtle Beach National president Clay Brittain said. "It is important for us to keep things right."



## Southern California PGA honors Thorman

BREA, Calif. — The Southern California Professional Golf Association (SCPGA) has honored golf consultant and benefactor Dick Thorman with its 2000 President's Award, recognizing his tireless work in the golf industry.

The award is presented each year to an individual who has given extraordinary service and contribution to the game. The SCPGA noted Thorman's major role in developing the association's two new championship layouts at Oak Valley, in Beaumont, 40 miles east of Los Angeles, making the association the first regional section of the PGA to own and operate its own courses.

"Thorman was so much more than a consultant to us," explained Greg Frederick, president of SCPGA. "He

helped us, educated us, nurtured our thinking and energized us to find out what we could do as professionals."

Thorman also has spent years donating time and expertise to develop golf programs for inner-city youths. He provided the development services and raised more than \$1 million for Pro Kids Golf and Learning Academy, a San Diego-based youth golf program chosen as the PGA Tour "charity of the year" in 1996. Thorman continues to serve on the president's council of Pro Kids Golf and to help other communities develop similar programs to bring urban youth in to golf.

With 25 years of experience in developing residential, resort and public golf projects, Thorman has participated in such high-profile projects as the purchase of the PGA West and La Quinta Golf Courses for KSL Recreation; restructuring of Del Mar Country Club; development of the Callaway Golf Design Center; and development and project management of Farm Neck Golf Club on Martha's Vineyard, Mass.



Dick Thorman

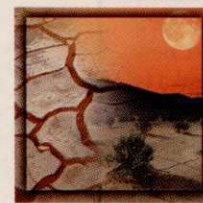
## Drought, wildfires, record cold — what a year 2000 was!

SILVER SPRING, Md. — The National Weather Service (NWS) has described 2000 as a "year of topsy-turvy weather," with the rest of this winter likely to bring more record cold.

Heat waves and drought scourged much of the southern and western United States in 2000, while the Midwest and northeastern regions encountered ex-

tended periods of cooler- and wetter-than-normal conditions, according to the NWS.

Months of below-normal precipitation and above-normal temperatures brought severe drought and widespread wildfires throughout the South and West. The Deep South experienced a third straight summer of below-normal precipitation, with the driest May-to-October stretch on record for Florida, Georgia, Ala-



Continued on page 5

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*Sean Duffy — Golf Course Superintendent*

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The Golden Bear Club at Keene's Point



## Bauer designing course for casino property

TOWER, Minn. — Fortune Bay Resort Casino, owned and operated by the Bois Forte Band of Chippewa, has hired Jeffrey D. Brauer of Golf Scapes as the designer for its proposed 18-hole championship golf course here.

"We are very excited to hire someone of Brauer's caliber to design the course at Fortune Bay," said Gary Gotchnik, chairman of the board for Bois Forte Enterprises. "Having Jeffrey as part of our development team confirms our commitment to making this a first-class golf course."

Brauer has already earned acclaim and name recognition in



Minnesota, turning hundreds of acres of former iron ore mines and sand and gravel quarries

into the state's highest-ranked public course at Giants Ridge in nearby Biwabik.

When it opened in 1997, Giants Ridge finished eighth in *Golf Digest's* ranking of the best new "upscale" public courses, and it is widely considered Minnesota's most successful resort course.

This success led Minnesota's Iron Range Resource and Rehabilitation Board (IRRRB) to hire the Arlington, Texas-based Brauer to design a second course near Giants Ridge.

### LAKE FRONTAGE

The proposed golf course would be located on land adjacent to the casino, and Brauer predicts that the high drama of his course will correlate with the drama taking place in the casino.

"I am emphasizing gambling holes, while giving the golfer a good chance to, in this case, beat the designer," Brauer said. "This course will have some unique holes, and will definitely be very fun to play."

"Fortunately, I have lots to work with — some of the prettiest land in Minnesota, fronting on the prettiest lake in Minnesota, and with dramatic granite rock outcroppings, which I hope to feature in the design," Brauer added. "Also, at least one hole will border on Lake Vermilion and the lake will be visible from several holes."

### BREAKING GROUND SOON

Preliminary planning and conceptual design work is scheduled to be completed this winter. Course construction could begin as early as next summer. Final approval is still needed by the Bois Forte Reservation Tribal Council. Public comment forms mailed to members of the Band show a three-to-one favorable

response for the project.

Fortune Bay planning director Andy Datko said the Bois Forte Band intends to accomplish two things with the golf course: add diversity to the resort, making it a family vacation getaway; and expand its

amenities for business meetings.

Datko said the tribe hopes to open the course in 2003. The casino has been in operation since 1986. The resort opened in 1996, featuring a hotel and conference center, marina, RV park and nature trails. A 12,000-square-foot cultural heritage center, focusing on the Bois Forte tribe, is currently under construction. It will open next June.

## NGF offers satisfaction surveys

JUPITER, Fla. — The National Golf Foundation has introduced a "national customer satisfaction study" to provide consumer information to golf course facility owners and managers.

Designed with the input of several facility managers, the survey measures golfer satisfaction with various aspects of

golf course operations such as condition of greens, pace of play and tee time reservations. The study provides marketing and advertising information as well as competitive analysis.

"Member and non-member facilities of the NGF can all benefit from better understanding what their customers want," said

Continued on page 8

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## First Tee breaks ground at Fort Smith project

FORT SMITH, Ark. — The First Tee program here kicked into gear in December, when ground was broken on a complex containing a six-hole executive-length course, a full driving range, a short-game practice area and a teaching facility.

The complex, laid out by Glen Day/Alan Blalock Golf Design, aims to provide afford-

able golf access and teaching programs for kids 17 and younger. "This is a great opportunity to be involved in exposing these youngsters to a great game that they might otherwise never have the opportunity to learn," Blalock said.

Students who participate in The First Tee learn much more than just how to swing a club.

Before being allowed on the course, they are taught the proper stances, grips and swing techniques, along with classroom instruction regarding golf etiquette and rules.

Once they learn the basics, they move out to the course to practice their skills. Students also work toward a certification that permits them privi-

leges and discounts at participating courses. Children who are interested can also receive supervision and training on golf course maintenance and care.

The Fort Smith project also will include an indoor training facility to be used in inclement weather. The clubhouse features classrooms, pro shop, a snack bar and restrooms. The classrooms will have doors



Blalock (left), and Day in Arkansas

that, when opened, directly face the driving range, so students can hit off indoor mats out onto the range. A maintenance facility will house golf carts and provide storage for machinery and tools.

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## NWS update

Continued from page 3

bama, Mississippi, and Louisiana. The NWS said drought conditions were as severe as any observed during the 20th century.

The driest July to September on record occurred in Texas, Oklahoma, Kansas, Arizona, Louisiana and Mississippi before torrential rains brought flooding to many cities and made



November the wettest November on record. The Dallas-Fort Worth area, location of the Golf Course Superintendents Association of America's annual Conference & Show, went 84 straight days without any measurable precipitation, breaking local records that started in 1898.


The widespread drought – 36 percent of the nation's landmass was in severe to extreme drought in August – contributed to one of the worst U.S. wildfire seasons in 50 years. Some 7.2 million acres of forest and grasslands were consumed by fire. The greatest losses were in western states, particularly Idaho and Montana, with nationwide losses estimated at \$1 billion.

For the first time since 1994, the United States escaped a direct hit from a hurricane. According to the NWS, there were 14 named storms in the Atlantic Ocean, the Gulf of Mexico and the Caribbean. Eight became hurricanes and three reached major hurricane strength.

After two years of unusually high numbers of tornadoes, the 2000 season remained relatively calm with 898 tornado reports.

The average U.S. temperature for 2000, once calculated, is expected to be between 54.1 degrees and 54.2 degrees F. "As we progress through the winter, there is a good chance of seeing a couple of more major cold outbreaks, and considerable swings in temperature and precipitation across the nation," said Jack Kelly, director of the NWS. ■



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## USGA to fund new research projects

WASHINGTON — The United States Golf Association's (USGA) Turfgrass and Environmental Research Committee, meeting here recently, selected 15 new research projects for funding. The grants will total \$934,241 over the next three years.

Three of the selected studies focus on putting green construc-

tion. Four projects will examine the environmental impact of golf courses, and eight projects are related to turfgrass management techniques.

The largest of the grants was \$100,000 toward the On-site Evaluation of Golf Course Products: Wetting Agents, a project of the Golf Course Superinten-

dents Association of America (GCSAA). Rutgers University (course construction), University of Georgia (environmental impact), and Kansas State University (environmental impact) each received a \$90,000 grant for their respective projects, with KSU also being awarded \$89,985 for research in the field

of integrated turfgrass management.

These projects bring the USGA's research commitment to more than \$8 million for the 1998-2002 period. The funding also includes continued support for such USGA programs as Wildlife Links, the Audubon Cooperative Sanctuary Program and the Turfgrass Information Center endowment.

From 1983 through 2002, the

USGA will have funded more than 215 projects at a cost of \$21 million. This

private, nonprofit research effort provides opportunities for university faculty interested in working on environmental and turf management problems affecting golf courses. More than 20 new turfgrass varieties, with improved water use or stress resistance, have already been produced.

The USGA research grants are funded on a five-year funding cycle. A call for proposals on the next cycle, beginning in 2003, will be made in late 2001 or early 2002.

Separately, the USGA said that its Foundation Grants Program (FGP) had awarded more than \$6.4 million through November 2000, distributed in 249 grants overall. Begun in 1997, the USGA's "For the Good of the Game" initiative is a 10-year, \$50-million commitment to making golf more accessible and affordable. The FGP targets golf programs across the country serving economically disadvantaged individuals with disabilities and minorities, as well as the construction of facilities created to help introduce the game to new audiences. To date, programs and projects in 47 states and the District of Columbia have received grants.



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## NGF surveys

Continued from page 4

Barry S. Frank, vice president of membership services. "This will enable facilities to better allocate funds for course conditioning or improvements and will also allow them to develop marketing initiatives based on their existing strengths."

The NGF works with facilities to design a product best suited to their needs. Course operators have the option of either Internet or standard survey versions.

Once the surveys are completed, they are returned to the NGF for analysis. A comprehensive report then shows how golf expectations are being met at the course as well as what key features are most important to the customer.

In a simple example, a key finding from the customer satisfaction study may be that although golfers find the condition of the facility's greens to be only average, a very small percentage may have stated that this is important to them. Information such as this may save a facility thousands of dollars or more in future planning. ■



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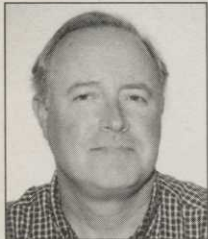


## If you build that new course, will they come?

Do we ever need more people playing golf in this country?

This month's front-page story on course financing drives home the point that bankers – including some of the most prominent lenders to the golf industry – are plainly spooked about extending credit to developers in need of cash for a new layout. And one of the big reasons is the fear that some parts of the United States are "saturated" with golf courses.

Nobody should be shocked. The massive boom in new courses in the past dozen years has no parallel. We've shot up from some 13,600 courses in 1988 to about 17,300 today. Over the same period, the number of golfers has crept up from 23 million to about 26 million.



Jay Finegan,  
editor

Do the math and you'll see that it works out to one new course for every 810 new players. That ratio doesn't translate to very promising economics for course operators.

Moreover, there are many new courses on the way. This past November alone saw 47 course construction starts, along with the announcement of plans for 54 more. All this on top of last year's record-setting total of 515 course openings.

"Golf is growing, but not at a level to meet the supply," says George Marderosian, president of Clubhouse Capital, in Providence, R.I. "When you're opening one course a day across the country, that means every day you need 40,000 new players."

So now the music has stopped, or at least gone down-tempo, and the implications are obvious for course builders, golf architects, and anybody else angling for work in the industry.

The saturation isn't universal, of course. Lenders say the Northeast could support more courses. And 50 new daily-fee layouts in the Los Angeles area would barely dent the demand. "Some resort areas will keep adding courses," Marderosian says. "One of these days Las Vegas is going to overbuild, but right now they're all doing well. At the same time, Orlando is dead in the water. There aren't many courses in Orlando doing the play they projected. They are absolutely saturated."

If the overbuilding is spotty, the credit crunch is everywhere – and made more severe by the exit of some major lenders from the golf-loan business. But Textron Financial Corp., a pillar of the industry, is still making loans. A lot of loans.

"We continue to each year exceed our prior year's loan volume," says Jeff Burkle, assistant vice president at TFC's golf division, in Atlanta.

"This year will be no exception. We continue to fund refinancings, acquisitions, turnarounds and, on a very limited basis, some construction. We're still getting requests for construction loans, but we're refusing most of them."

Nor is Burkle impressed by that mainstay of today's course builders, the developer who wants to add a course as an amenity for a housing complex. "Take the largest development you can imagine, like 40,000 home sites," he says. "Then take the national average for golf participation, and boost it a little because it's around a golf course and maybe people are drawn to it for that reason. You still don't have enough golfers there to support a golf course."

On the other hand, if you've put together a sizzling new project – a good architect, strong demographics, a high number of pre-sold memberships, and so on – your odds are pretty good.

"The best deals will continue to get done," says Jerry Sager, managing director of First National American, in Martinsville, N.J., which has made golf construction loans for years. "But the marginal deals won't get done. Two years ago, at the height of construction, we would have stretched to do a deal where a guy didn't have enough equity or the land was donated to him by an uncle and the guy has no cash in it. We're not going to do that right now."

But the industry moves in cycles, Sager adds, and the situation will improve in due course. Meanwhile, he says, don't overlook your local banks. "Frequently, you can do a deal with a local bank that's more advantageous than we can do here," he says. "We often tell borrowers who come in here with loan requests, 'Hey, we like your deal but we can't do it right now. Don't take ours as the only letter of intent. We think you ought to talk to your local bank as well, because they might be able to do pretty well for you.'"

"But bear in mind," Sager adds, "this is an industry you need to analyze on the basis of population and demand, not on the basis of 'If you build it, they will come.'"

## Life sciences experiment is officially over

When the first wave of consolidation hit the agrochemical industry, the word was that the synergies between pharmaceutical and agrochemical firms were undeniable and would provide surefire benefits for both the companies and their customers.

Last year, when Hoescht and Rhone-Poulenc finalized their merger of their life sciences businesses to form Aventis, it was under the guise of combining research and development costs in order to strengthen the bottom line. The earlier mergers between Astra and Zeneca to form AstraZeneca and between Sandoz and Ciba-Giegy to form Novartis touted the very same benefits.

The expected synergies, however, never really materialized and certainly never impressed shareholders. So now we turn to the second wave: spin-offs to form stand alone agrochemical businesses.

At the very same time that Aventis was unveiled, AstraZeneca and Novartis were already ahead of the game, announcing that they were spinning off and merging their agrochemical units to form Syngenta. Aventis is now following suit, announcing that it intends to sell its crop protection unit in order to focus solely on pharmaceuticals.

"There was a belief that when the large pharmaceutical and agrochemical companies came together to form life sciences ventures, that there would be a lot of synergies," said Keelan Pulliam, head of professional products for Syngenta. "But they were not as great as expected. At the same time, part of the life sciences groups include biotech and genetically modified seeds. That has been a bit bumpy and there has been a push back from the investment community. Pharmaceuticals then wanted to distance themselves from that, and that has driven the spin offs."

The investment community has welcomed these moves.

"These firms are now making the decision that there are no useful synergies between a crop protection business and a human healthcare business," said Jo Walton, an analyst with Lehman Brothers in London. "The life sciences concept is no longer relevant."

What will all this mean for golf course superintendents?

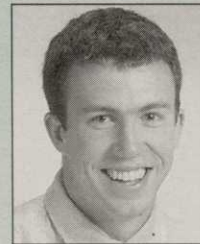
If Syngenta's gameplan is any indication, (see story on page 50) it will mean that more attention will be paid to the end-user. In theory, since the company is no longer a small part of a large pharmaceutical firm, it will no longer have to compete for resources with other divisions. It should result in more new products, better technical support and improved customer service. However, it will also mean trimming down its list of distributors and cutting back on middle management in order to achieve greater efficiencies.

"I think all these issues will be sorted out," said Pulliam. "But that also puts pressure on us to meet financial targets because we don't have the pharmaceutical company or another component to depend on if things become difficult. We will have to pay our own way and that will be a bit of a learning exercise for the management team. But we will work through it."

In the meantime, it's business as usual at Aventis, at least until the powers that be figure out how to spin off its CropScience division.

According to Walton, there are three possibilities. "They could split the company in half, and for every Aventis share you would have a continuing share in Aventis pharmaceuticals plus a new share in Aventis crop protection," she said. "Then there is the possibility of an initial public offering, but that doesn't seem too likely. Or they could dispose of the crop protection business in the same sort of way that Novartis and AstraZeneca disposed of theirs. The only problem is that a lot of the obvious business partners have already been snapped up."

Whatever takes place, this wave of spin-offs certainly makes more sense if it does indeed create companies that are more completely dedicated to the turf and ornamentals market.



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## Saving par: Is space-age equipment wrecking the game?

By RONALD W. FREAM

Have you noticed the profound changes sweeping the golf industry? There is no comparable period going back to the dim emergence of the game as a sport rather than a shepherd's pastime some 400 years ago.

The driving forces for this change are genetics and nutrition, visual exposure, the media, teaching methods and technology. In the span of the past 10 years, what had traditionally been accepted as standard is no longer standard. What has been adequate, acceptable and expected for decades on the golf course has ceased to exist.

The changes I refer to are mostly related to the revolution in golf equipment. We now have club shafts made of carbon graphite, Kelvar and other exotic new materials. New metal woods, in diverse designs and sizes, feature point-of-impact sweet spot positioning. New irons of tungsten and titanium provide more ball control. These are not the same tools Byron Nelson or Ben Hogan used a generation or two ago.

### BLESSED BY GOLF'S TOP BRASS

These technological changes, more or less blessed by the U.S. Golf Association and The Royal & Ancient, provide the average and even the beginning golfer with the hope of longer drives, fewer slices, shorter, more precise approach

shots, easier relief from bunkers or rough and truer putts.

But in the professional ranks, one only need review the average tournament scores to note their downward progression. Certainly scores have progressively receded from the 1920s era, but until the technological stampede of recent years, the trend was gradual. An Open victory with an above-par score was the norm in the teens and twenties.

In the past 10 years, the average drive recorded at professional tournaments has increased by around 20 to 25 yards for "average" PGA pros, to the 285- to 290-yard range. The exceptions, Tiger Woods and John Daly, average 300 yards or more without pressing.

On the LPGA Tour, lengths undreamed of by average male players a generation ago now are common. Karrie Webb averages 258 yards off the tee – and she is not the longest driver. Many par-5s now are par-4.5s due to length improvements with driver and long iron. For the pros, global positioning survey equipment produces

course cards that give distances down to the nearest foot.

### HONEY, I SHRUNK THE GOLF COURSE

Better equipment, better turf, stronger players, better players – what is the golf course owner, operator, manager or superintendent to do? I believe that little attention to the implications of these changes has been devoted to their full impact.

All of these converging factors of game improvement are creating a very serious and long-term problem. Every existing golf course is being reduced in challenge and strategy as the typical drive becomes longer. The game loses designed-in playing character that will lessen the enjoyment of the meaningful traditions of golf for pros and every other golfer as well, as technology compresses every golf course.

There are now over 60 million golfers worldwide. There are nearly 18,000 golf courses in the United States and an additional 10,000 around the world. The rapid and recent advancements in technology and accompanying potential for longer drives and shorter approach shots have reduced the playing challenge and par value of almost all courses.

Technology has shortened courses, made second shots easier, putts truer. Seven thousand yards is no longer con-

sidered long. For the women, 6,300 is now more appropriate for a pro event than 6,000 or 6,100 yards. Par-4s are now par-3.7s. Par-5s are par-4.5s. Par 70 or 72 is invalid. Sub-par rounds become par and tournament wins at 15 under or more are expected.

Even the senior tour is showing double-digit scores below par by the second day. When these players were on the regular tour 20 or 25 years ago, double digit, below par winning scores were infrequent and almost exceptional.

### THE DIMINISHMENT OF PAR

The USGA definition of par is no longer valid. The traditional standards of golf are being sacrificed and reduced. Average touring pros win their one and only tournament by sub-par scores once only dreamed of. Tiger wins by scores that even he should not win by. Technology has distorted the fact that, as originally

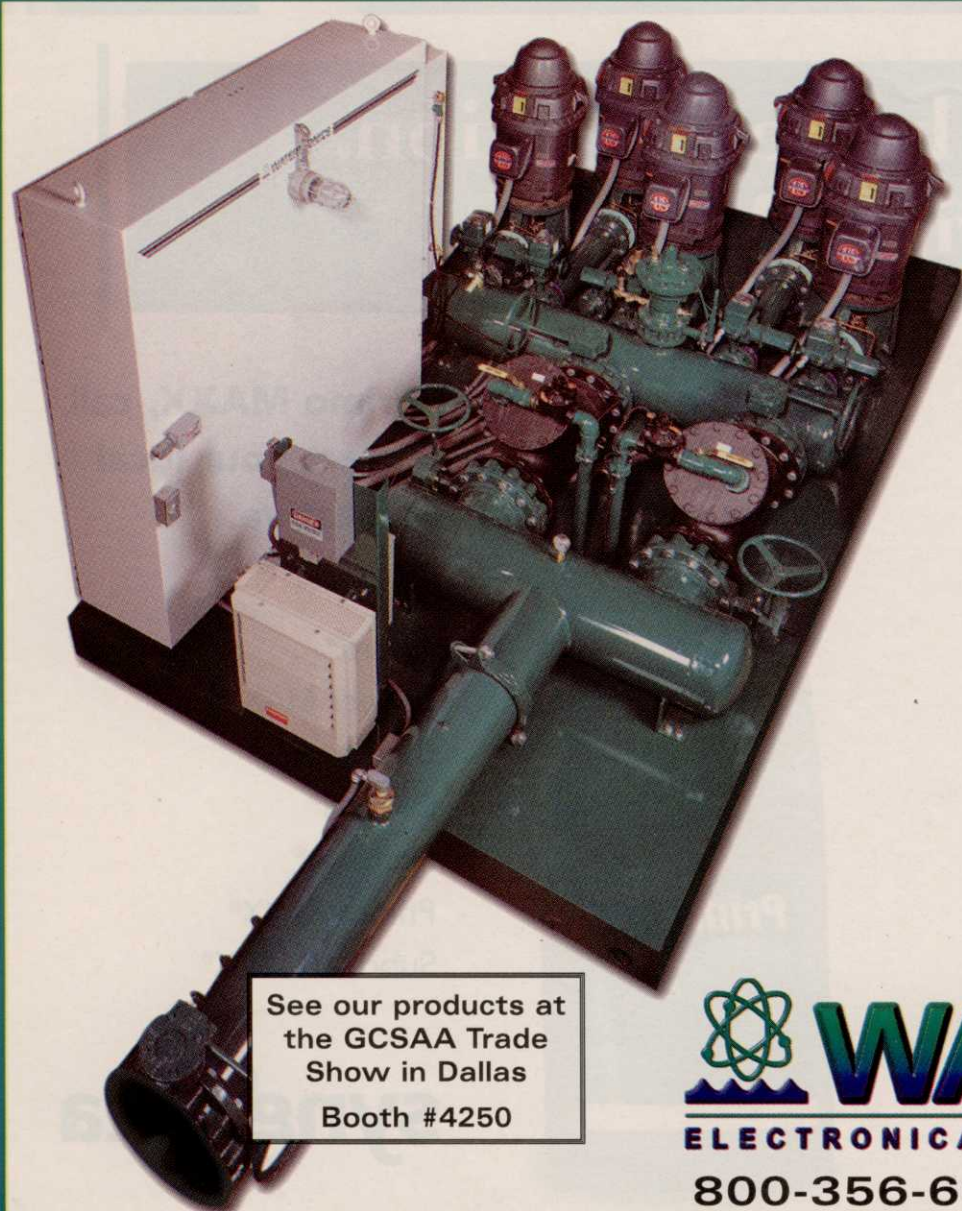
Continued on page 35

### HOUSE OF CORRECTIONS

Last month's story about Golf Trust of America reported that shareholders would vote on the company's liquidation in January. The vote will occur at a later date, the company said. We regret the error.



Ronald W. Fream



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## BRIEFS

### JIM SIMS NAMED SUPERINTENDENT AT DEL LAGO

TUCSON, Ariz. — Jim Sims, recently the assistant director of golf course maintenance at The Lodge at Ventana Canyon (Ariz.), has been named superintendent and head of operations at the new del Lago Golf Club here. The Tim Nugent-designed course plays to 7,206 yards from the back tees. "Del Lago is a totally different course for Tucson," said Sims.



Jim Sims

"There's natural running water and a network of nine lakes to work with. It is going to be an exciting course to maintain." A graduate of Penn State, Sims also served as the assistant superintendent at The Raven Golf Club at Sabino Springs, Ariz.

### BROWN WINS TOP CGSA AWARD

VANCOUVER, Canada — The Canadian Golf Superintendent Association (CGSA) announced the selection of James Brown, superintendent at the Brightwood Golf & Country Club, Dartmouth, Nova Scotia, as their Superintendent of the Year for 2000. The award will be presented here during the CGSA's Conference and Trade Show here Feb. 24-27. Brown was chosen by a committee made up of the last four winners and the current past president of the CGSA. The deadline for nominations for next year's award is Aug 1.

### GEORGIA'S GCSA ELECTS NEW BOARD

SAVANNAH, Ga. — The Georgia Golf Course Superintendents Association has elected a new board of directors for 2001. Franz W. (Buck) Workman, superintendent at Catechee GC in Hartwell, was elected president, and Philip W. (Wade) Thomas, of the Idle Hour Club in Macon, was elected vice president. Jim Dusch becomes immediate past president.

Newly elected board members include Mike Crawford, of TPC at Sugarloaf in Duluth, Tim Janzen, of the Cartersville CC in Cartersville, and Mark Synder, of Berkeley Hills CC in Duluth. Those re-elected for a second term include Sam Crowe, of the Monroe G&CC in Monroe, Jimmy Geter, of the Marietta CC in Kennesaw, Craig Ketelson, of Orchard Hills GC in Newnan, and Frank Siple of the Lanier GC in Cumming.

GOLF COURSE NEWS

## Rainbird's Krueger: shortages will spark wars over water

By TREVOR LEDGER

FRANKFURT, Germany — Warning that there is no replacement for water and that costs for the essential resource are rising annually, Rolf Krueger of Rainbird Europe sounded an ominous note at the Golf Course International 2000 conference here in Frankfurt. "We see wars fought over oil," Krueger told his audience. "We will see more and more fought over water."

Against that backdrop of limited water confronting a global population surging out of control, Krueger urged the golf industry to emphasize conservation. Indeed, at every conference or gathering of those in the golf industry, water and its use is of primary concern.

But Krueger seemed unconcerned that the issue has gotten so much play. He launched into a lecture on water management which covered all the bases and then added one more that might just break the mold. "I don't want to be revolutionary," he said, "but perhaps the old idea is more environmentally suitable. When



new greens are constructed we should look very closely at water retention. The best way to achieve this is through bowl-shaped greens made out of soil, not sand."

Having created a standardized model for the construction of golf greens with the ubiquitous USGA specifications, Krueger's suggestion that perhaps we should revert to the pre-irrigation design of the early 20th century is likely to raise eyebrows — if not hell. But the thinking behind such an observation is irrefutable. Although 71 percent of the earth is covered with water, less than one percent of it is potable.

### 'CLAY BOWL' GREENS

Green construction was but one area where Krueger felt that golf courses could reduce the need for water use. Saltwater-resistant grass strains — *Paspalum vaginatum*, for example — need to be explored and developed, he said, alongside improved desalination plants.

Continued on page 18

## Grand Strand's River Club reopens after extensive greens renovation

PAWLEYS ISLAND, S.C. — The River Club, a favorite along the Myrtle Beach "Grand Strand" and a top Litchfield Beach and Golf Resort layout, has reopened after a million-dollar reconstruction project.

The refurbishing involved shelling out all of the greens and installing a sub-air drainage system, which will improve the greens by pumping cool air into them during the hotter months of the year.

Bunkers also were shelled out and white sand was added to improve the playability and visual appeal of the course.

Greens were planted with A-1 bentgrass to improve the putting surface and increase heat tolerance. The bent was provided by Stormy Acres, a New Jersey-based company, and is the same grass that has been sodded into some of the greens at Augusta National.

"The A-1 has added to both the playability and quality of the course, offering a premier golf experience as one of the only bentgrass courses in Pawleys Island and Litchfield," said Jim Woodring, director and general manager of golf operations for the Myrtle Beach National Co., which manages the club. "The finished prod-

uct has made for a fabulous golfing experience."

All of the work has been done according to USGA specifications, he added. Golf architect Tom Jackson, who created the original design, supervised the renovation.

The daily-fee River Club is one of the premier plantation courses in the

Myrtle Beach area. It features water on 15 of its 18 holes and more than 100 sand traps and bunkers.

Myrtle Beach National has evolved into one of the leading golf management operations in the Southeast, featuring some of the

most respected names along the Grand Strand. The company was formed in 1971 with the construction of the Arnold Palmer-designed original 54-hole golf complex, which includes the West Course, Southcreek and King's North.

Since then, the company's portfolio has grown to include the Robert Trent Jones-designed Waterway Hills, Jack Nicklaus' Long Bay and Aberdeen Country Club, Dan Maple's Willbrook Plantation and Willard Byrd's Litchfield Country Club. All are signature courses in the Myrtle Beach area.



Aerial view of the River Club layout

## GCSAA sharpens political-action tool for members

By JOEL JOYNER

LAWRENCE, Kan. — The Legislative Action Center of the Golf Course Superintendents Association of America (GCSAA) has introduced a new web-site designed to give superintendents a stronger voice on the political front.

"The site combines legislative and regulatory tracking for 50 states and advocacy tools with ZIP code look-up," said Carrie Riordan, government relations manager at GCSAA. "It also provides information on lawmakers and state and federal governments, and it allows members to click right over to a legislative bill."

It's like one-stop shopping site to keep superintendents involved."

The GCSAA's incoming president, Tommy Witt, is encouraged by the prospect of getting members more politically engaged.

"Each and every local chapter has to decide how involved they like to be politically at the state and local levels," Witt

Continued on page 19



## EPA sets water quality criteria for nutrients

By JOEL JOYNER

WASHINGTON — The Environmental Protection Agency has laid out its first-ever criteria for water quality standards for nutrients. Golf courses and superintendents, often targeted as culprits, may experience the ramifications of the new guidelines as state laws and policies snap into alignment.

Nitrates and phosphates from fertilizers are the primary agents of cultural eutrophication, the depletion of oxygen from water due to extreme enrichment and algae growth. Nutrients, especially nitrogen, are vital to the productivity of lakes, rivers, reservoirs and wetlands. Conversely, high nitrogen levels cause excessive growth of algae, bacteria and zooplankton, depriving fish and plants of oxygen.

Basically, the high levels of run-off nutrients in waterways create environmental conditions that choke aquatic life. An assessment by the National Oceanographic and Atmospheric Administration identified such situations in many U.S. estuaries, especially along the Gulf of Mexico and the Mid-Atlantic coast. Chronic symptoms of this nutrient overenrichment include fish kills, increased sediment accumulation, low levels of dissolved oxygen and unusual shifts in flora and fauna species, according to EPA reports.

"We're recommending these criteria to the states as starting points in developing their own, more site-specific, criteria for water quality standards," said Tom Gardner, an EPA environmental scientist. "States are required to review their standards every three years."

"If we find the states do not meet the requirements of the Clean Water Act," he added, "then it is within our authority to

Continued on page 18



## Tools of the Trade...at Burger's The Quarry Golf Club

SAN ANTONIO, Texas — Bruce Burger has been the only superintendent here at the unique layout known as The Quarry Golf Club, rated the top public golf course in Texas in four of the past five years.

Built in 1993, the Keith Foster design gives golfers two radically different looks. Measuring roughly 6,800 yards from the back tees, the course has a links-style front nine, followed by a rocky back nine that's contained entirely in an old cement quarry. "There are a lot of native grasses, a lot of mounding in the roughs, some creeks and lakes and no trees on the front nine, versus a boulder-infested back nine that gives the course a nice contrast," said Burger.



Bruce Burger

The links nine has been constructed over the quarry's old clay vaults, where kiln dust from the cement operation was buried. The environmentally sensitive aspect to the front nine requires that Burger's 14-member staff keep close watch on monitoring wells.

But it is the 84-acre back nine layout, nestled in the 100-year-old limestone

quarry, that visually intimidates players. "As far as I know, we're the only golf course that has nine holes entirely in a quarry," he said. "I've got some rock walls that rise over 100 feet above the quarry floor. The native grasses can be punishing to players on the front nine, but the rock features on the back nine can be even more difficult to manage. They definitely encourage accuracy."

Burger's career began in high school, when he worked on the Piney Woods Country Club in the small east Texas town of Nacogdoches — the same town where he graduated from Stephen F. Austin University with a B.S. in geology.

Burger later took an assistant superintendent position with Neil Thrailkill at the Oak Hills Country Club here in San Antonio, where he gathered grooming experience in preparing a course for tournament play. "With the detail work, we had to time everything to peak for a tournament week," said Burger. Oak Hills CC hosted the 1986 Vantage and the 1987 Nabisco tournaments during Burger's stay, as well as the 1988 Texas Open.

As superintendent at the Woodlake Country Club in San Antonio, Burger became acquainted with then-club manager Jack Parker, developer and owner of The Quarry. Parker made him The



1993 Jacobsen Turfcut, Burger's first piece of equipment

Quarry's first employee, giving Burger leeway in building up his maintenance staff from scratch.

Assistant Jeff Farley and many of the staff members from the grow-in stages still remain at The Quarry.

**Greens mowers:** 4 Jacobsen Greens King IV

**Tee mowers:** 1 Jacobsen Greens King IV

**Fairway mowers:** 2 Jacobsen LF-128  
**Rough mowers:** 2 Jacobsen Tri-Kings 1900

**Riding bunker rake:** 1 Toro Sandpro 5000, 1 Smithco bunker rake

**Turf utility vehicles:** 5 Cushman's, 2 E-Z-GO Freedom HP, 1 Jacobsen 810

**Verti-cut reels:** 1 set LF-128, 1 set Greens King

**Aerifiers:** 2 Ryan Greensaire 24, 1 Jacobsen Fairway Aerifier, 1 Aerway

**Topdressers:** 1 Cushman Topdresser 5th wheel, 1 Dakota Turf Tender, 1 Vicon

**Grooming reels:** 3 sets Jacobsen Greens King IV Groomer Sets

**Tournament speed roller:** 1 set Jacobsen rollers

**Reel grinder:** Foley Accu-600

**Bedknife grinder:** Foley Bedknife Grinder (manual)

**Irrigation pump station:** Flowtronex/PSI 1870 GPM

**Irrigation system:** Rainbird Nimbus

**Golf car fleet:** E-Z-GO Freedom HP (electric)

**Flagsticks:** 7' black & white tournament sticks, Par Aide

**Primary herbicide:** Trimec, MSMA

**Primary insecticide:** Dursban

**Primary fungicide:** Daconil 2787 Flowable

**Primary slow-release fertilizer:** Scotts

**Cannot live without:** Our mechanic, Jim Theriot

**Oldest piece of equipment:** 1993 Jacobsen Turfcut 422D with 60-inch flail

**Total square footage of maintenance building(s):** 7,500 square feet

**Annual rounds of golf:** 46,000

**Normal green speed:** 8.5' to 9'

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## Paspalum's popularity surging as an alternative turfgrass

By JOEL JOYNER

SINGAPORE — In a new development for golf courses, the warm-season turfgrass paspalum is rapidly gaining ground throughout Asia and the rest of the world as a strong alternative to Bermudagrass. International Management Group (IMG), located here, is "completely sold that this is the best new grass available," said Steve Shepherdson, design associate for the golf course architectural firm.

Paspalum is pegged to be one of the most useful warm season turfgrasses for the 21st century, with its high tolerance for poor quality water and minimal requirements for fertilizers and herbicides.

"We've used Salam Seashore Paspalum on our last eight projects in Asia," said Shepherdson. "We've yet to experience any negatives on this grass. We haven't had the opportunity to use it on putting surfaces yet, but that's only because it has been difficult to convince some developers that it will work as well as Tifdwarf."

The grass is described as having a darker-green color compared to the popular 419 Bermudagrass. "Paspalum also has a faster grow-in rate with proper maintenance, and divots from play fill in quicker," he said. "Recovery is important, especially during the monsoon and typhoon seasons."

"It also provides a denser, tighter playing surface than any other warm season turfgrass," Shepherdson added. "We just had a grand opening at the Shenzhen Airport Golf Club with Ian Woosnam, and



he was amazed. He had just played in the Hong Kong Open and commented that he had been hitting nothing but fliers for days, but then here he started hitting balls with his old flight pattern off the Salam."

### AGGRESSIVE GROWTH

One of the only drawbacks noticed by Shepherdson is paspalum's aggressiveness. If not properly maintained around the Tifdwarf greens, it will encroach and take over.

The aggressive turf is also undergoing some aggressive research. After 24 years of breeding grasses for super-stressed environments, Ronny Duncan, Ph.D., at the University of Georgia, recognizes the potential for paspalum.

"We've expanded our own research now where we're looking to use it in land reclamation areas for bio-remediation and cleaning up environments contaminated by heavy metals," he said. "We're even working with a nuclear power plant in South Carolina to see about helping to clean up areas with nuclear waste."

"It's a very environmentally friendly grass that will take alternative water and about half the fertilizer and water needed for Bermudagrass, if managed right," Duncan added. "For wetlands and other sensitive areas, I think it will prove an ideal turfgrass. That's why a lot of architects are seriously looking at it now, especially for golf courses where they'll have to irrigate with brackish, salt or effluent water."

Stephen Alexander, superintendent at Mission Hills Golf Club, Guanlan, China, agrees about the aggressiveness of paspalum. "We put it on at Sand River

Continued on page 20

## Mederios takes paspalum conversion into his own hands on Kauai

By ANDREW OVERBECK

KOLOA, Hawaii — Many courses, particularly those in island locations, are beginning to turn to Seashore paspalum due to its salt tolerance and reduced water requirements. Not many superintendents, however, have undertaken a bold conversion program like the one underway here at Kiahuna Golf Club on the island of Kauai.

Superintendent Robert Mederios, who has worked at Kiahuna for the past 14 years, is in the midst of gradually converting his fairways from common Bermudagrass to Seashore paspalum, using turf that he discovered around an irrigation lake as his source.

"The paspalum was planted along a lake to prevent erosion," said Mederios. "During the summertime we noticed that it held up through all types of weather and stayed green, so we decided to put it on the fairways."

According to Mederios, the paspalum has been certified by both the United States Golf Association and University of Georgia paspalum specialist Ronny Duncan, Ph.D.

With only 10 full-timers on staff, Mederios has implemented a gradual

conversion process in order to keep all 18 holes in play during the busy part of the year. Most of the work takes place during the slow season between March and September.

"We use Roundup and take one-third of the fairway and knock it out from tee to green," said Mederios. "Then we till up the soil and throw stolons down and put in a temporary irrigation line above ground to water it four times a day."

In three and a half months, the new paspalum is ready for play. Currently, almost all the fairways on the course are one-third paspalum and three are 75 percent done.

When the paspalum portion of the fairway matures, Mederios uses it as the nursery for the next group of fairways. "We pump it up with fertilizer and thin it out and take it over and plant it," he said. "It saves us time and money."

"The more we put out there the more it spreads on its own and the better the fairways look," Mederios said. "It is even taking over in some places."

The golfers, said Mederios, have never been happier. "They would

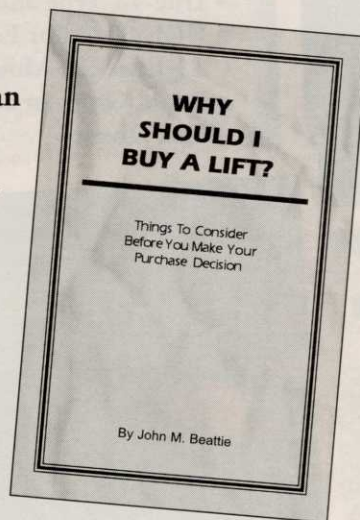
Continued on page 20



The 11th hole at the Kiahuna Golf Club is being converted to Seashore paspalum. The left side of the fairway is common Bermudagrass, the center is four-week-old Seashore paspalum with a temporary irrigation line, and the right side is Seashore paspalum that was planted last March.

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## Piersol's Perspectives

## Making sense of high-tech on the golf course

By JOHN R. PIERSOL

We live in an amazing age, witnessing incessant advances in electronics, communication and biotechnology. The developments in the computer industry over the past 30 years have been matched by other technological growth that has slowly, subtly but relentlessly affected all of our lives – on the golf course, and off it.

Consider only some of the breakthroughs available to today's superinten-

dent, things that would have seemed like science fiction three decades ago:

- Satellite-driven global positioning systems that can locate everything on the course, from the overall layout down to trees and even irrigation heads;
- Infrared and satellite systems that can pinpoint hotspots for insects, disease, and fertilizer needs anywhere on the grounds;
- Radio and computer-controlled irri-

gation systems that are more convenient and efficient, and which can monitor for problems when they occur in the system anywhere from pump to head;

• More efficient, quieter and more user-friendly equipment – even experimental mowers that need no operator;

• Genetically engineered turfgrasses that can tolerate drought and salt water, which resist insects and disease, and which can survive on low levels of fertil-

izer and herbicides;

• Pesticides that are more target-specific and impose a lower impact on the environment;

• Computer technologies that enable the superintendent to keep track of materials costs, inventories and labor faster and more efficiently, and Internet buying that can allow the superintendent to shop, compare and buy supplies at any time.

The list goes on, of course, and will continue to grow as new technologies emerge and as we learn to make better use of what is already available.

### CHASING TECHNOLOGY

So, what is a superintendent to do? Chasing all of the technologies that are currently available can be expensive and time-consuming, and there is always the risk that money and time will be spent on something that doesn't pan out.

Budgets and circumstances always dictate if and when can try something new. Certainly computer use as a communication and management tool has been increasing and rapidly becoming the norm. However, new software and more powerful computers require frequent training to keep up to date.

With all this new technology, one could make a case for drastic changes in superintendent education, but changes are not really needed as much as enhancements. A good golf course superintendent still needs to know the basics of horticulture, agronomy, chemistry, soils and fertilizers and plant materials. That sometimes gets forgotten as superintendents advance in their careers and start spending considerably more time on personnel management, budgets, politics and public relations, and new technologies.

### BASIC SKILLS STILL MATTER MOST

However, a good grasp of the basics affords the superintendent the opportunity to advance. Even in our K-12 school systems, the advent of calculators and computers seems to have brought decreased emphasis on memorizing multiplication tables, learning fractions and decimals, and doing drills on math logic – much to the demise of the mathematical skills of our youth. (I hear this all the time from my wife, who teaches eighth grade math.)

Technologies are not to be chased to keep up with the Joneses, but they are tools to be used to make one's job more fact-driven, efficient and safer. There will always be a need for superintendents and other course staffers who have a command of the basics of the plant sciences and mechanics, but who also have a will to continually learn about new technologies and to determine what to use and when.

The golf industry is still very much a people business and new technologies should only be embraced to enhance the service that must be given to the players, if one wants them to return for another round.

*John R. Piersol, M.S., chairs the Division of Golf/Landscape/Forestry at Lake City Community College, in Lake City, Fla. He is a regular contributor to Golf Course News.*

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## EPA guidelines

Continued from page 13

propose and promulgate standards for them."

### CONTAMINATION IS WIDESPREAD

In a 1998 water quality report to Congress which prompted the Clean Water Act, nutrients were categorized as the leading cause of water pollution.

State surveys on cultural eutrophication indicated that

about half of the nation's waters do not adequately support aquatic life because of excessive nutrients. According to the surveys, excessive nutrients have degraded nearly 305 million acres of lakes and reservoirs and over

84,000 miles of rivers and streams to the point where they

no longer meet basic aquatic life needs.

States are expected to adopt or revise their standards by 2004.

The criteria provide numerical values for both causative (nitrogen and phosphorus) and

response (chlorophyll and turbidity) variables associated

with the prevention and assessment of eutrophic conditions, according to the EPA's Office of Water.

The criteria are expected to identify problem areas, serve as a foundation for state and tribal water quality standards for nutrients, and evaluate relative success in reducing cultural eutrophication.

Although nutrient pollution is a national problem, it varies by

region with geographical differences in geology and soil types. The Clean Water Action Plan divided the nation into 17 ecoregions, with researchers examining various types of water bodies and conditions of nutrient contamination throughout the country. Regional, federal, state and tribal specialists have examined the information to establish the criteria for nutrient standards. ■



## Rainbird's Kreuger

Continued from page 13

"Locations for new golf courses, taking note of heat, slope, humidity, wind, rainfall and sunshine hours would, in the future, become absolute essentials," he predicted.

The fact that so many in the golf industry are exploring the potential ways around the water problem indicates that the situation is deteriorating. The more immediate problem for many of the delegates at GCI 2000 was that they were largely drawn from northern Europe, which is currently paddling through exceptionally wet weather. To hear about reverting to "clay bowl" greens and reducing water use while many golf courses are under several feet of water could be viewed as cruel irony.

The point that Krueger was making however, was that the current wet weather is indicative of a climate change in general – warmer, wetter winters coupled with hotter, drier summers – which leaves the age-old problem of "feast or famine."

### LESS WATER, STRONGER ROOTS

Krueger also suggested that increased use of water storage reservoirs to collect storm water was at least advisable if not absolutely essential. Naturally, given Krueger's employment, irrigation systems were also put under the microscope, but not in the sense of the "hard sell."

Actually Krueger pointed to a general malaise in Germany and central Europe. "Too much watering is done because the belief is that watering equals success," he said. "Decreasing watering encourages more extensive root growth and thus makes for healthier turf."

The technological advancements made in modern irrigation systems make for a much more efficient system than those available just five years ago. The aforementioned irrigation reservoirs can also be linked into drainage systems, which can yield a potential 90-percent recycling of irrigation water. ■

*Trevor Ledger is the international bureau chief for Golf Course News.*

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## New design in modular greens expands season

EAST LANSING, Mich. — New technology for golf greens, designed here by the golf architecture firm Matthews & Nelhiebel, hopes to extend the golf season and lower maintenance costs for golf courses.

The Michigan firm has designed a putting green in collaboration with Michigan State

University that uses the Integrated Turf Module (ITM) turfgrass system. The ITM system is a series of modules interlocked beneath the putting surface. The modules have channels that connect to a blower that is capable of providing warm or cool air through the root zone. The blower is also able to re-

verse the air flow, drawing moisture out of the root zone.

"By forcing air through the root zone, the ITM turfgrass system can lengthen the golf season in cool climates and avoid heat stress complications in warm climates," said designer Howard Nauboris. "The system may also reduce the spread of

disease and fungus due to excess water in the root zone."

The prototype green is located on the MSU campus. Matthews & Nelhiebel and MSU's turfgrass program designed the system to follow the contours of traditionally built putting surfaces.

The modules are located 16 inches below the surface of the



Bruce Matthews, holding plans.

green and may also provide environmental benefits, according to Nauboris. Gas fertilizers can be directed through the channels of the modules, potentially reducing fertilizer runoff.

W. Bruce Matthews III, firm principal, plans on offering the modular green as a renovation option. "I see many field applications of modular greens," said Nauboris. "It offers another tool in the architect's arsenal for replacement or renovation of existing greens in poor micro-environments."

The design is a first for an ITM contoured surface. The ITM system is currently used on a flat playing field in Giants Stadium in New Jersey.

## Political action

Continued from page 13

said. "The GCSAA does not require any particular involvement in that arena. But the association does have a Washington presence to monitor legislation and regulation, and it plays an active role in issues that effect our profession."

"At the local and state levels, the government relations department at the GCSAA is there to help. Every day there's somebody at the department that wakes up in the morning thinking about state and local legislative issues that concern our members," Witt added.

The new online tool has been added to the government relations section of the GCSAA and is located at [congress.nw.dc.us/gcsaa](http://congress.nw.dc.us/gcsaa). Enter a ZIP code, hit search, and all the information needed to write a letter or make a phone call is made available.

"When a superintendent receives an action alert from the GCSAA stating, 'Here's a bill in your state, it's going to effect your job, you need to weigh in on this,' this site will simplify the process of getting involved," said Riordan. "An e-mail draft tool for emergency responses would also allow members to enter their information and click send, or there will be space provided for members to write their own comments and send them immediately."

"The easier you make it for someone to participate," she said, "the more likely they will participate." ■



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## Paspalum surging

Continued from page 15

Golf Club in Shenzhen, China, and it does present an encroachment problem," he said. "We went with 419 Bermudagrass on the tees, but the paspalum took over. We were dropping fertilizer rates by one third, but it is a

vigorous plant. It needs food. The lower you seem to mow it, the better it looks though.

"If there is a downside to paspalum it is that it's prone to pythium diseases, even in the roughs," Alexander said. "However, at Sand River we watered it with straight salt water and it loved it. We had a fewer disease problems, and I think it was because of the salt water."

### EVERYWHERE BUT ON THE GREENS

Jeff Hood, superintendent at the new Ocean Club on Paradise Island, Nassau, Bahamas, maintains paspalum on everything – fairways, tees, and roughs – except the greens, where Tifeagle is used. "I'd be real guarded about saying you could use straight salt water," he said, "because we've definitely seen some negative impact."

The environment has presented some challenges for the new course and the turfgrass. "With straight salt water, the sprigs were slow to come together during the grow-in," said Hood. "There was also some bad discoloration with the recently laid sod."

The course does have a freshwater lake that is used to irrigate the greens. "We've had some salt

water intrusions as bad as 30,000 parts per million," he said. "To water the paspalum, we've had to blend the salt water with enough fresh water to get the concentrations down to about 7,000 parts per million. It definitely requires some unique

*It's a vigorous plant. It needs food. The lower you seem to mow it, the better it looks'*

— Stephen Alexander

management habits.

"We knew that the water quality here was so poor that 419 just wasn't a good alternative, but the paspalum has worked extremely well. For instance, we haven't applied a herbicide. The salt water mixture and the aggressiveness of the grass tends to choke any weeds."

At the University of Georgia, Duncan said that management scenarios for paspalum are now available and linked to the [www.georgiaturf.com](http://www.georgiaturf.com) website. "We currently have about five or six cultivars where you can apply straight ocean water," said Duncan. "Do we recommend it? No. But if ocean water is all you have available, then you need to have the proper management to keep the salts moving, or you'll eventually have problems." ■

## Mederios

Continued from page 15

rather hit on the paspalum because it looks nice and the ball sits up well," he said.

Agronomically, the paspalum has also performed well. "It is a more friendly turfgrass," said Mederios. "You don't need as much herbicide because it chokes out weeds well. It also requires less fertilizer and water. It is really a no-brainer – and to think people thought it was a weed."

So far, Mederios has noted a 50-percent reduction in the amount of fertilizer and water used and has yet to apply any herbicides.

While he expects the conversion to take another three years to complete, he is already setting his sites on converting the greens to paspalum as well.

"I have a nursery green and practice chipping green in paspalum already," Mederios said. "The golfers are already playing on it and I am learning how to maintain it properly. I fertilize them every three months and verticut them once a week and I can get the same speed that I get from the Bermudagrass." ■



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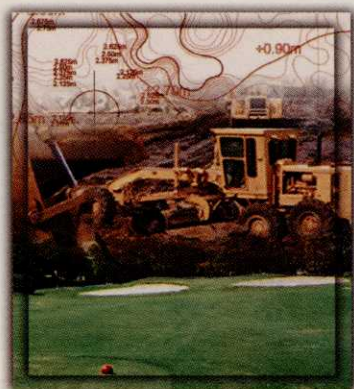
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## BRIEFS

### ASGCA SETS REMODELING SYMPOSIUM

CHICAGO, Ill. — The American Society of Golf Course Architects is continuing its "Remodeling University" education series. A day-long symposium designed to educate golf course decision-makers about the basics of remodeling is set for April 25 at The Olympic Club in San Francisco. Panelists and speakers include such well-known ASGCAMembers as Robert Muir Graves, Kyle Phillips and Bruce Charlton, vice president of the Robert Trent Jones II design firm. "This is a must for anyone currently involved in the remodeling process or thinking about remodeling in the future," said Brian Ault, ASGCA president. The program will address issues relevant to course owners, green committee members, general managers, superintendents and others, he said.



### BAILEY ADDING NINE AT POWDER HORN

SHERIDAN, Wyo. — Powder Horn Golf Club here, ranked second best in Wyoming, plans to open nine new holes in July of 2002. Golf architect Dick Bailey, of Scottsdale, Ariz., crafted the original 18 holes and is handling the design work. The par-36 addition, playing to 3,690 yards from the tips, "will further elevate the stature of the Powder Horn and provide golfers with an unforgettable experience," Bailey said. The daily-fee course, which opened in 1997, sits at the base of the Bighorn Mountains. Also on Bailey's drawing board is Golden Ranch in Oracle Junction, near Tucson, and two new golf layouts in Casa Grande, Ariz., for the Robson Communities.

### WEED RENOVATING COURSE FOR 'GATORS

PONTE VEDRA BEACH, Fla. — Weed Golf Course Design has been selected by the University of Florida to renovate the school's 1921 Donald Ross-designed 18-hole layout in Gainesville. Work will begin next spring, after the golf season is over, and the course is expected to be ready for play in fall 2001. "We have renovated designs by several architects, and it is always a challenge to review the original strategy and bring a great old design up to modern standards without interfering with the original flavor of the course," said Bobby Weed.

## Eng's Redlands Mesa on track for public play

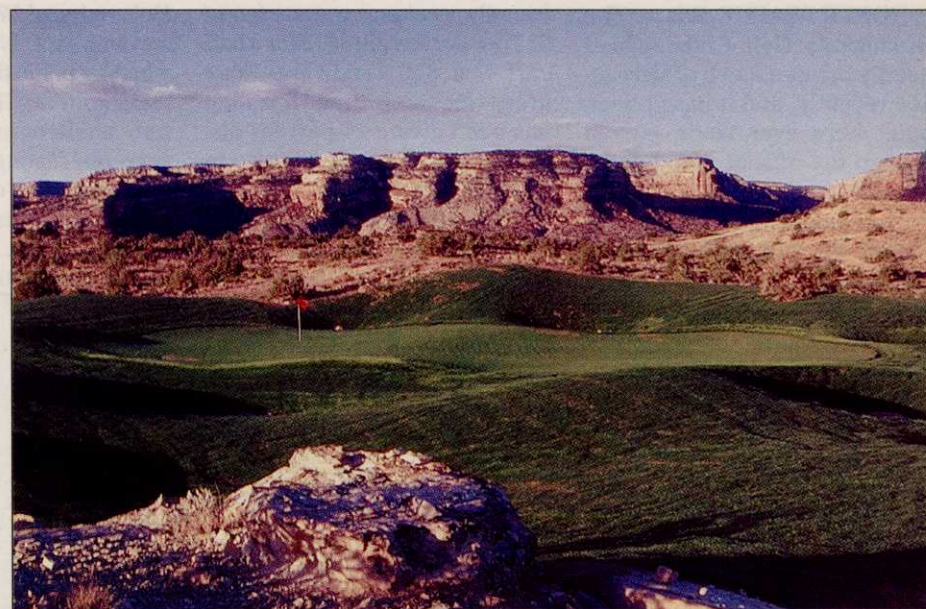
By JAY FINEGAN

GRAND JUNCTION, Colo. — Here on the western slope of the Rockies, where the Gunnison River meets the mighty Colorado, the Golf Club at Redlands Mesa is on track for public play this summer.

Designed by Jim Eng of Eng Golf Design Group, the 18-hole course will stretch to some 7,050 yards. The site is visually spectacular, featuring serpentine canyons, enormous boulders and dramatic views.

Rising majestically to the west are the 800-foot sandstone cliffs of the Colorado National Monument. To the east and across the valley looms the Grand Mesa, the world's highest flat-topped mountain. The red-rocked landscape is breathtaking.

The layout is testament to Eng's ability to work with difficult sites. The routing takes advantage of the natural surroundings, resulting in a course that blends well with the land. Typical of Eng's work here is the 17th hole, a 240-yard par-3. Lying more than 130 feet below the tees, the large green is snuggled into a natural rock amphitheater.



The third hole at the Golf Club at Redlands Mesa

Another striking green complex can be found at the 4th hole. This par-4 plays slightly downhill and bends gently to the right. The green hangs precariously on the edge of a 100-foot cliff. Any ball to the right, Eng says with understatement, "will not be recovered."

The layout is planted with bentgrass tees and greens and a Bluegrass/Ryegrass mix on the fairways.

RBI Golf of Littleton, Colo., built the Golf Club at Redlands Mesa, which Eng said "is sure to become one of the finest golf courses in the mountain region."



The 17th hole of the Rees Jones course at Pinehills Golf Club, set to open this spring

## Rees Jones, Jack Nicklaus building 36 holes at historic Plymouth

By JAY FINEGAN

PLYMOUTH, Mass. — More top-notch daily-fee golf is scheduled to hit New England this spring with the opening of Pinehills Golf Club here in historic Plymouth, eight miles north of Cape Cod.

The Pinehills complex will feature two new 18-hole championship courses, one by golf architect Rees Jones — opening first — and the second by Nicklaus Design, slated for a spring 2002 inauguration.

The club also includes the most extensive practice facilities in New England and three golf schools providing quality PGA instruction.

At Pinehills, golfers will be able to enjoy the "total golf experience" offered by the world's premier resorts, including a comprehensive range of facilities and the highest level of service and amenities, according to said David Leibowits, vice president of

Centennial Golf Properties, which owns and operates the club. "Pinehills was designed in keeping with the rich traditions of the world's greatest game and fills a unique niche within the golf marketplace," he said. "To find two championship golf courses of this caliber, along with the many amenities we offer, is unprecedented for New England, and creates an incomparable golfing experience."

### TWO COURSES, DIFFERENT LOOKS

Jones' recent accomplishments include the Nantucket Golf Club, honored as best new course by *Golf Digest* in 1998 and ranked among *Golf* magazine's top 100 Courses in the World. Jones also renovated The Country Club in Brookline, Mass., for the 1999 Ryder Cup.

At Pinehills, he worked with topography featuring dramatic, glacially carved kettles and kames. "Diverse

Continued on page 37

## Newport National finally ready to break ground

By JAY FINEGAN

MIDDLETOWN, R.I. — Construction is finally underway at the long-awaited Newport National Golf Club, a 36-hole complex about five minutes from Newport's famous historic waterfront.

The first 18-hole course, an Arthur Hills design, is expected to be completed by next September, with a grand opening in spring of 2002. The second course will most likely open in spring 2003. The architect for the second layout has not yet been named.

Construction financing was secured through Rhode Island-based Clubhouse Capital, which is also serving as the project's golf and financial advisor. Clubhouse president George Marderosian said the total price tag on the project will be in the neighborhood of \$25 million, and that market demographics bode well for the club's financial success.

Wadsworth Golf Construction, of Plainfield, Ill., one of the world's largest golf course builders, is doing the heavy lifting, with Rainmaker Golf Development, of Columbia, Md., acting as construction manager.

Newport National's two courses — one private and one public — are widely considered to be in the front ranks of golf projects in the Northeast. The Aquidneck Island facility will sprawl over 400 acres of pristine farmland, affording views of the Sakonnet River and nearby farms and vineyards.

Both courses will be links-style layouts. "It's gently rolling land," said Marderosian, "but as with most Arthur Hills courses, there will be a moderate

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## Jacobson's Broadlands off to fast start

NORTH PRAIRIE, Wis. — The Broadlands Golf Club opened quietly in this suburb of Milwaukee recently, and it hasn't been quiet here ever since — even though the official grand opening isn't until next May.

The championship facility, designed by golf architect Rick Jacobson of Libertyville, Ill., has been a big hit with Wisconsin golfers seeking country club conditions at a reasonable price.

"Rick has designed a fun golf course that people just love to play," said Broadlands general manager and partner Andy Spaulding. "We already have people coming back every weekend."

The par-72 layout, which stretches to 6,846 yards from the tips, features rolling terrain, native grasses, oak savannahs and major elevation changes. The front nine is characterized by a 4.3-acre lake, which comes into play on four holes. Jacobson used fescue grasses to give definition to the fairways on the open former farmland.

The 18th hole will likely be one of the more memorable — and controversial — on the course. It's a 190-yard par-3 located on one of the more exposed parts of the site. The hole plays into a prevailing southwest wind across a 20-foot ravine to a green guarded by bunkers in the front and by a steep fall-off in the back.

"I've never been there when there wasn't at least a 10 mile-an-hour wind blowing," Jacobson said. "If you want to finish your round with a birdie, you have to pick the right club on this hole."

One reason for the club's rapid popularity might be the golfer-

friendly weekend greens fee of \$37 per person plus \$13 for a half cart — a \$50 total. Weekday greens fees are \$31, and Spaulding has been giving 25-percent discounts as a welcome gesture to local players.

"The Broadlands definitely was developed with the public golfer in mind," said Jacobson, a

University of Wisconsin graduate and Jack Nicklaus protege who began his firm in 1991. "We think golfers will find the course fun, challenging and visually very interesting. It's an open, flowing kind of course with generous landing areas and plenty of bailout areas. But by no means is it an easy course."



The second hole at The Broadlands Golf Club outside Milwaukee



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## Sandy Lyle Group opens in the East

ANNAPOLIS, Md. — Sandy Lyle Golf Design/Strategic Golf Design is opening a new office here on the East Coast, to be headed by principal architect Rick Elliott. He will focus on expanding the firm's presence in the region. Additionally, the eastern base will allow him to more easily service European clients. The company currently has projects underway in California, Alabama and Portugal. The offices in California and Colorado will remain open.



## Nelson on board for new course at Cajun country casino resort

MILL VALLEY, Calif. — Golf course architect Robin Nelson has been selected to design an 18-hole championship course at Delta Downs Equestrian & Golf Country Club, a key component of the Delta Downs resort community, which also will feature a racetrack, casino and residential component.

The complex is under development in Vinton, in the far southwest corner of Louisiana, near the Texas line. Groundbreaking is slated for mid-2001.

"Robin Nelson has a wealth of experience designing internationally renowned golf courses," said Hoolae Paoa, managing director of Delta Downs. "His portfolio of

more than 100 courses is filled with designs that please the golfers who play them and provide impressive returns for owners."

"We plan on building the best course at the best resort in the region," said Nelson, who operates from here in Mill Valley, near San Francisco. "The course will feature lots of water and a

variety of playing areas over rolling terrain when we're done."

### CASPER GOLF IN CONSULTING ROLE

Delta Downs is in the midst of a \$25-million capital investment program that includes the grand opening of its new casino, tentatively scheduled for February, and the return of live racing,

which started in January.

"The golf course is just one of the many amenities we're adding to ensure the resort is the leading entertainment destination site in Louisiana and Texas," said Shawn Scott, Delta Downs' CEO. "Robin Nelson's vast experience building such courses, including many of the top resort courses in Hawaii, was the reason we chose him to design the course at Delta Downs."

Delta Downs has retained Billy Casper Golf Management (BCGM) in a multi-year agreement to consult on the planning, development, construction, grow-in, and other pre-opening activities of the 18-hole layout. Headquartered in Vienna, Va., BCGM is involved in ownership, management and consultation for more than 20 golf properties.

Nelson, 49, has designed more than 100 new or remodeled golf courses over the past 20 years. His design of Mauna Lani South Golf Course on the Big Island of Hawaii was the longtime home for the annual Senior Skins Game.

### NELSON ON A HOT STREAK

An internationally seasoned golf architect, Nelson's portfolio includes a stunningly diverse collection of designs ranging from Bali, France and The Philippines to China, Malaysia and Australia.

Nelson is also accomplished in the United States for his work here, which prompted *Golf Digest* magazine architecture editor Ron Whitten to label him one of the industry's "hottest architects" in 2000.

His recent U.S. projects include Dragon at Gold Mountain in Graeagle, Calif., an 18-hole championship course in the High Sierras, which opened last summer and is being considered for "best-of" lists. Nelson also designed an 18-hole course in Alaska named Creek Course at Moose Run. That course, which opened in July, is Alaska's longest at 7,324 yards, and many say its best.

Soon to open is his Ravenwood Golf Club, an 18-hole, 7,100-yard layout in Victor, N.Y., just outside Rochester. Ravenwood lies near Oak Hill Country Club, host of the 1995 Ryder Cup matches and three U.S. Open championships.

Nelson compares the Ravenwood site to Shinnecock Hills Golf Club (Southampton, N.Y.), host of the 1995 U.S. Open.

### GUIDING PRINCIPLES

"When golfers leave the 18th green, I want them to say, 'Let's go play it again.' Good architecture is a combination of things: variety, fairness, presentation and challenge," said Nelson, describing his overall design philosophy. "A good architect is one who knows when to leave well enough alone, who doesn't overdo things."

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## Fazio's Daniel Island Club plays through 'low country' marshland

By JAY FINEGAN

CHARLESTON S.C. — In the late 1970s, a young Tom Fazio, freshly emerged from the shadow of his famous uncle, George Fazio, came to the South Carolina "low country" and set about creating one of his first solo golf designs on one of Charleston's barrier islands. That course, Wild Dunes Links on the Isle of Palms, immediately catapulted Fazio into the front ranks of his profession.

Now Fazio has returned here, working his creative magic on another island setting, transforming the fields, woodlands and marshlands of Daniel Island into another masterpiece — the private-membership Daniel Island Club.

"This is a new 'old golf club,' " the architect said. "By that, I mean it's going to have the feeling that it's been here forever. In that sense, it will be very much like Charleston itself."

Open since November, the club is part of a 4,000-acre golf-oriented community, which will eventually have 1,400 houses and all the elements of a self-contained town.

Fazio was brought in seven years before any development work began and given first crack at the real estate. In fact, other development plans hinged upon his routing scheme. "Everybody says they do this, that they devote the best land to the golf course," he said. "But here, it really happened."

The result is a 7,093-yard par-72 layout cut from a low country landscape graced by live oaks and defined by twisting tidal creeks and acres of salt marshland. Fazio exposed the many different faces of the island in a tight routing that is easily walkable.

### TESTING ALL SKILLS

Golfers at the Daniel Island Club will be challenged right from the start. The

opening hole is a brutish par-4 measuring 465 yards from the back markers and 324 from the shortest pegs.

Though it starts and finishes with monster par-4s, this is not strictly a long hitter's golf course. The layout will test every aspect of a player's game, including power, accuracy and finesse. From the back tees, the four par-3s total 844 yards, yet two par-4 holes are less than 360 yards.

One such hole is the fifth, a classic example of golf architecture fitting the natural landscape. A finger of marsh cuts in front of all but the forward pegs on this slight dogleg left. But it's a marsh that runs the length of the hole to the left that demands concern. Big hitters might be tempted to drive this 342-yarder, especially with a nice tailwind, but a pond just to the front left of the green waits to gobble up even the slightest pull at this gentle dogleg left. A prudent, carefully placed tee shot with something less than a driver, however, should set up a short pitch to the green.

Hole number 12 marks the start of seven straight holes on the marsh. The 13th is 448 yards of demanding territory requiring a precise drive to find the higher left side of a split-level fairway if one is to have a clear view of the green. The 14th measures only 410 from the back markers, but a huge oak tree standing sentry in the right center of the fairway makes the hole somewhat diabolical. If you safely navigate past the oak, you're looking at an elevated green wrapped from the left side to the back by marsh.

### THE BRUTAL 15TH

Then comes number 15, which is downright barbaric — a 244-yard par-3, with a pond to carry if you're to even get close to the green. Even the middle-tee player



An aerial view of Tom Fazio's new Daniel Island layout

will face 212 yards of challenge with the pond still in play. And one more thing: expect the wind to be a factor here, since the hole is bordered on the left by acres of marsh. But if you bail right, a bunker to the right of the green lies in wait. There are no shortcuts here; 15 is a big hole that demands a quality shot.

The finishing hole, a 456-yard par-4, is a classic, requiring a modest marsh carry from the tee to reach a generous fairway. The real task here will be in a long approach to an elevated green set up against a marsh backdrop. A beach bunker buffers the left side of the green from a small pond and the marsh that extends down the left side of the fairway.

On another note, the Daniel Island Golf Learning Center is a gem of its own. More than 400 yards long and roughly 165 yards wide, it promises to be the most comprehensive facility in the greater

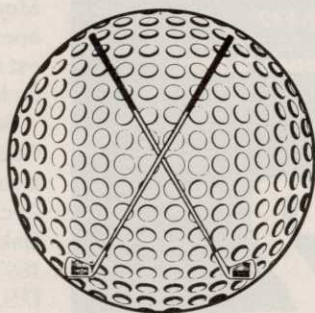
Charleston area.

Nearly 7,000 square feet of teeing space will insure golfers of top quality turf conditions, regardless of the season. And with tees at either end of the driving area, the range can easily accommodate individual players, private lessons and group clinics simultaneously. Additional putting greens, chipping greens and practice bunkers round out the practice area.

The Daniel Island Company, master developer of the property, said house prices, based on location, view, size and design, will range from the low \$200,000s to nearly \$1 million. In the first neighborhood being built, Daniel Island Park, all homes are being designed by South Carolina-registered architects, and all landscaping plans must be created by certified landscape architects.

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## Black Gold Golf Club near L.A. on track for spring opening

YORBA LINDA, Calif. — The City of Yorba Linda reports that its Black Gold Golf Club, a 6,900-yard, par-72 hole facility, continues to move towards a spring 2001 completion.

The club is managed by Kemper Sports Management of Northbrook, Ill., and designed by renowned golf architect Arthur Hills, who said the views afforded from the layout are outstanding.

"The par-4 12th hole sits atop the highest elevation for a teeing area in Orange County," Hills said. "You can see all the way to Catalina Island on a clear day. Golfers are really going to enjoy the challenging yet forgiving aspects of this course. Bold play will certainly be rewarded and I'm confident golfers will have a great experience."

The back nine of Black Gold Golf Club has been shaped and the irrigation system has been installed. Upon completion of these holes by Environmental Golf, this portion of the course will be turned over to Kemper Sports Management.

After the front nine has been shaped

and upon completion of the back nine, the general contractor will begin the installation of irrigation on the front nine and turn over holes to KemperSports Management as they are completed. Construction should be finished by the middle of February, with grow-in starting immediately thereafter.

### MASTER-PLANNED COMMUNITY

This master planned community will convert 1,110 acres of a former Shell Oil Company field into a high-end residential community, with 2,100 single-family homes, an elementary school, 10 miles of pedestrian and equestrian trails, and two five-acre parks.

"Black Gold Golf Club will be an outstanding amenity for the residents of Yorba Linda and all of Southern California," explained KemperSports CEO Steve Lesnik.

The course, situated 10 miles northwest of Disneyland, will also include a lighted driving range, a practice green and a 20,000-square-foot clubhouse complete with locker rooms, a pro shop, a full service bar and grill and banquet facilities.



## Old world style: Silva's new Black Creek Club celebrates Raynor tradition

By PHILIP HALL

CHATTANOOGA, Tenn. — When it comes to “traditional” golf course design, most architects talk the talk. With the recent unveiling of Black Creek Club, Brian Silva continues to walk the walk.

Inspired by the work of legendary architect Seth Raynor, Black Creek Club raises the bar on layouts that presume to integrate vintage design characteristics into the modern game.

Silva, *Golf World's* “Architect of the Year” for 1999, has painstakingly equipped Black Creek with a raft of genuine Old World chops: blind approaches, punchbowl and Redan greens, drivable par-4s, random bunkering (promoting alternate routes of play), and green settings whose contours encourage, if not require, players to put the ball on the ground.

“There is more to creating a traditional golf experience than mere appearance,” Silva explained. “It’s one thing for a course to look old school; it’s quite another for a course to play that way.”

“At Black Creek, all the design elements and strategies are there,” he said. “The bunkers, for example, are certainly retro in their appearance – but it’s their placement, their integration into golf hole and landscape that influences decision-making. That’s what Raynor did so well, and that’s what we’ve done at Black Creek.”

### OLD WORLD INFLUENCE

Though Raynor and his on-again, off again design partner, the estimable C.B. Macdonald, worked during the early years of this century, they were unabashed devotees of 19th century British course design.

So strong was this Old World influence, so dutiful was their homage, that all the Raynor/Macdonald products – Na-

tional Golf Links of America and Fisher’s Island GC on Long Island, Shoreacres and Chicago Golf Club in Illinois, Yale GC in New Haven, Conn., Yeamans Hall in Charleston, S.C. – include loving replicas of famous Scottish holes such as the Redan at North Berwick and the Alps at Prestwick, among others.

Silva has carried on this practice by reprising Raynor’s Redan and Punchbowl greens at recent designs like Waverly Oaks and Cape Cod National, a pair of award-winning layouts in Massachusetts.

At Black Creek Club, opened for play this fall, the architect has included a larger

“Brian Silva,” according to *Golf Digest* architecture editor Ron Whitten, “is now doing some of the most interesting work out there. Nothing outlandish or revolutionary. Just the opposite. It’s retro design, very much reflecting the features and philosophies of grand old architects whose courses Silva has reworked over the years: Ross, Tillinghast and, especially, Raynor.”

### SETH RAYNOR FAN CLUB

It should come as no surprise that Black Creek Club (BCC) was developed by an ardent but unofficial chapter of the Seth Raynor Fan Club.



The 10th hole at Black Creek Golf Club in Chattanooga, Tenn.

complement of Raynor standards: the Biarritz green (number 17), the Redan (11), the Reverse Redan (7), the Cape Hole (15), the Short Hole (3), the Double Plateau green (1), and an Alps/Punchbowl hybrid at the one-of-a-kind, blind-but-reachable par-5 6th.

Silva, for his part, is currently refurbishing a pair of esteemed Raynor tracks: Mountain Lake Club in Lake Wales, Fla., and Pittsburgh’s Fox Chapel GC (scheduled to host the USGA’s Curtis Cup Matches in 2002).

For their part, BCC’s developers are

all members at nearby Lookout Mountain (Ga.) Golf Club, a 1926 Raynor design, which Silva finished restoring in 1999.

“Black Creek Club is a unique project because the architect, developers and contractors were all of a very, very like mind: We all have the utmost respect and admiration for Raynor’s work,” said Silva, a partner with Uxbridge, Mass.-based Cornish, Silva and Mungam. “These clients wanted a traditional golf course in the Raynor style, and that’s just the direction my own designs have taken.”

Added BCC developer Doug Stein, “With Brian’s restoration work at Lookout Mountain and Fox Chapel – not to mention what we saw in his original work at Cape Cod National and Waverly Oaks – we could see he had absorbed the artistry and strategic sensibilities of Raynor. And it’s just these characteristics that shine at Black Creek.”

### THE ‘RETRO’ DESIGN MOVEMENT

Silva’s restoration portfolio also includes vintage Donald Ross layouts like Seminole Golf Club in North Palm Beach, Fla., Old Elm in Chicago and Biltmore Forest CC in Asheville, N.C., site of the USGA Women’s Amateur in 1999.

With this sort of experience, it’s not surprising that many of Silva’s more original holes at Black Creek, while they have no specific Raynor progenitor, stand out as beautiful, strategic golf holes detailed in the traditional style: The short, par-4 10th (dubbed “Double Cross”), the long, par-4 12th (“Dry Branch”), and the tantalizing, reachable par-5 14th (“Go On”), to name just three.

Whitten has written that “Brian Silva is leading the Retro design movement.” Black Creek Club supports this assessment in spades.

Continued on page 36



The Club at Pelican Bay

## Pelican Bay reopens final nine

NAPLES, Fla. — The Club at Pelican Bay, here in southwest Florida, recently reopened the final nine of its 27 holes after a two-year renovation program. Arthur Hills/Steve Forrest and Associates, the designer of the original layout, served as architect for the refurbishment.

The improvements included rebuilt bunkers and greens, a new irrigation system, new cart paths and additional fairway drainage. The work was done

primarily in the off-season, with Wadsworth Golf Construction Company as the contractor.

“Our firm has been fortunate to be part of a number of great golf course communities in the Naples area,” Hills said. “Pelican Bay is a very successful project, which opened its first 18 holes in 1980. These latest improvements further define the Club at Pelican Bay as one of the premier layouts in this area.”

## Tom Kite launches Comanche Trace in Texas hill country

KERRVILLE, Texas — Comanche Trace Ranch, once one of the Texas hill country’s major horse ranches, has been transformed into a premier golf community. Its 18-hole layout, designed by the Senior PGA Tour’s Tom Kite, along with Texas golf architects Roy Bechtol and Randy Russell, opened in December.

The master-planned community lies in the Guadalupe River Valley 60 miles from San Antonio and 90 miles from Austin.

“We’ve created a very playable course in the beautiful setting,” said Kite, an Austin native. “There’s a thrill and a challenge and a great view from every hole. Each hole has its own personality and blends into the land with understated beauty.”

### TIFSPORT FAIRWAYS

Fairways are planted with first-growth TifSport, a patented turf grass known for its ability to keep growing after the first winter freeze and to green up in the spring before Bermudagrass.

The greens are bentgrass. Superintendent Scott Parker selected the L93/

Crenshaw blend bent to match the temperature, humidity and other climate conditions of the hill country. “This blend gives us synergy – a true northern bentgrass and the well-known capacity of Crenshaw to handle higher summer temperatures,” he said.

According to director of golf Jimmy Terry, the course will have some of the finest putting surfaces in Texas. “And due to the carefully planned soil and water conditions,” he added, “we should be able to maintain some of the best turf in the state. The hill country is now home to four of Texas’ 10 best golf courses.”

### HITTING EVERY CLUB

The course plays from 5,133 yards from the forward markers to 7,103 from the back pegs. “You’ll probably hit every club in your bag,” Terry said. “Depending on which tees you play, it’s either relaxed and fun or an ultimate challenge, with six of the par-4s measuring over 430 yards from the championship tees.”

Complementing the layout is a 15-acre practice facility, with chipping, putting and sand bunker areas. The full-service Pinnacle Clubhouse houses a bar and grill, a pro shop, locker rooms and a fitness and aerobic center. A 100-acre nature park and flower farm with nature trails provides other recreational options.



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## Longest course in the East debuts in Hoosier state

NOBLESVILLE, Ind. — The longest course east of the Mississippi River has opened here near Indianapolis. The 7,700-yard Purgatory Golf Club, designed by golf architect Ron Kern, can play like "heaven or a place of eternal torment," according to club officials. Either way, it's a five-mile hike if every shot

flies straight towards the pin.

To be fair, the course provides six sets of tees at each hole to give short-hitters and beginners a chance at reaching the greens in regulation.

"You need to use your head when you play here," said Tenna Merchant, the property's co-owner. "If people

play the right tees, they will really enjoy the golf course. The avid, experienced golfers love it here because they find a layout they don't see very often. Inexperienced players might not have their best rounds, but they will enjoy the scenery and appreciate the difficulty of the course."



The 17th hole is dubbed 'Hell's Half Acre.'

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### 'HELL'S HALF ACRE'

According to religious mythology, Purgatory is where souls pay for their earthly sins before they can gain entry into heaven. The name conjures up images of struggling against great obstacles to achieve eternal happiness. Golfers who play this course will understand.

With more than 125 bunkers, the Purgatory track can be treacherous. The bunkers, which are filled with white, crushed limestone sand, lie mostly outside of play. But there are exceptions. At the 16th hole, large bunkers completely line the fairway and surround the green. The 17th hole, dubbed "Hell's Half Acre," is a short par-3 surrounded by bunkers. Basically, the green is an island in a sea of sand.

Mike Merchant, director of golf, said the course has pulled in a lot of adventurous players who come back for more. "We've been very busy in our first couple of months and have enjoyed more repeat business than we ever anticipated," he said. "We've had players from across the state and the country play the course — folks from California, Michigan, Illinois and Kansas. It's been absolutely incredible."

### HAZARD REMOVED

The initial design proved a little too tough. The original fourth hole featured a boulder-lined dry creek bed, but the hazard was hidden from the tees. Course managers, concluding that was unfair, have decided to plant in the creek bed with fairway grass. The work should be completed by next summer.

"Some aspects of the course were just too difficult for the average golfer," said Mike Merchant. "We want to make the course as golfer-friendly as possible with some adjustments from time to time."

Regardless of skill level, players will enjoy the club's amenities. Purgatory features a 7,000-square-foot practice green, a separate 10,000-square-foot chipping and putting green, and a 300-yard driving range. There are three full-service restrooms on the course, so while golfers might spend time looking for errant balls, they will never go more than four holes without finding a place to "freshen up."

GOLF COURSE NEWS



## Allen unveils venture to promote architects worldwide

By ANDREW OVERBECK  
and TREVOR LEDGER

GUANGZHOU, China and MUNICH, Germany — Stephen Allen, president of Golf World Group and organizer of the China GILTS International Conference and Expo, has launched yet another venture.

The International Association of Golf Course Architects (IAGCA), which was formally introduced at China GILTS 2000 in Guangzhou, China, aims to provide its members with more exposure, recognition and job prospects.

While Allen has already signed on JMP Design Group, Robert Trent Jones II, Thomson Wolveridge & Perrett, Michael Coate and Associates and Graham Marsh Golf Design, other architects are decidedly more skeptical about the worthiness of the new association.

"The goal is to get more designers more work," said Allen. The IAGCA will do this by initially representing its members at six exhibitions worldwide.

"Many architects are one-man bands with limited resources," he said. "The organization allows them to be exposed to property developers and potential clients without having to spend time and money traveling to all of the various exhibitions."

To qualify for membership, architects must have designed at least three 18-hole courses internationally. Membership costs \$2,500 per year and a five percent fee will be charged for each job brokered by the IAGCA. In addition to architects, there will also be membership categories for builders and constructors.

According to Allen, the organization will not have a political or educational focus. "The IAGCA will not compete or conflict with the American Society of Golf Course Architects or the European Institute of Golf Course Architects [EIGCA]," he said. "It is purely focused on promoting its member architects."

Promotion is exactly what JMP Design Group principal Mark Hollinger is after. "I can justify this more easily than I can one of these shows," he said. "One project or one good lead that we would not normally have gotten makes this deal make sense. We'll have to wait and see what happens."

However, Hollinger is also concerned about potential conflicts of interest. "Our big concern is how does he [Allen] promote the group and what kind of legitimate leads come out of it. But if everyone is made aware of the same information and has the same shot at pursuing leads, it could be a way to keep our hands in areas that we don't nor-

mally get to."

European architects, on the other hand, are more reserved about the new association. "An annual fee is one thing," said architect David Kidd. "But the five percent fee element is fraught with problems. This is a commercial venture and I would

be very surprised if many people took up the offer."

David Williams, president of the EIGCA, is equally hesitant. "I personally cannot see it being relevant to many European architects, but it certainly doesn't conflict with the EIGCA's objectives of education and training,"

he said.

Allen, meanwhile, is confident that he can grow the association.

"We have identified 1,100 architects, designers and builders globally that are potential members," said Allen. "Our goal in the next five years is to have 150 members."



Stephen Allen launching the IAGCA.

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## Sanford's Pointe West anchors 'neo-traditional' town

By JAY FINEGAN

VERO BEACH, Fla. — Golf architect John Sanford's latest design, The Links at Pointe West, not only provides a fine 18 holes for this Florida beach town, it's also the centerpiece of the largest master-planned community ever approved here in Indian River County.

The course occupies 200 acres of a total of 600 acres that make up what Sanford calls "a town within a town." But more on that later.

Sanford started here with a flat piece of property — an old orange grove. By the time he'd excavated 42 acres and moved 700,000 cubic yards of dirt, however, he had given the layout what he calls "some topography." The excavation created 16 separate lakes.

"It's the drainage basin for the entire community," Sanford said. "Every hole has some type of water feature, although playing the front two sets of tees generally takes the water out of play. The result is a course that is challenging for top players, but not overly demanding for the average player."

### 14 HOLES SINGLE-LOADED

The semi-private course, stretching to 7,010 yards, opened late last fall. Fourteen holes here are single-loaded, meaning the hole being played is generally the only one visible to the golfer.

The most distinguishing features, though, are the 350-foot-wide fairway corridors which create strategic options in terms of playing it safe or going for the heroic shot. "The actual fairways average 150 or 160 feet," Sanford said. "With that nice width, we could design the course so that players can pick their line of play."

The course also boasts 51 bunkers. "Bunkers are visible from the tee or fairway and dramatically shaped," said director of golf Mark Cammarene. "They aren't simply flat with some white sand thrown in. The holes are beautifully framed. John didn't have trees to work with, so he did his framing through shaping."

### ULTRADWARF GREENS

The greens are planted in Tifeagle, a top-quality ultradwarf Bermudagrass. Fairways and tees are 419 Bermudagrass with bahiagrass roughs. The Tifeagle putting surfaces roll a moderate 9 to 10 on the Stimpmeter and were designed with Tifeagle in mind.

"John gave the greens some movement, but didn't give them steep slopes," Cammarene said. "The average green is 6,000 square feet and the majority of it is useful pin placement area. On other new courses you might have 8,000 square feet, but half

of it has slopes, bumps and humps that can't support pin placements.

Sanford's "signature" hole is the 18th, a 310-yard par-4. "Not only is it a driveable par-4," Sanford said, "it has a rock waterfall separating the lay-up area from the green.

The water flows over the rocks into cascading pools to the left and right of the green. If you go for the green, you have to take it over the waterfall, which is about a 240-yard carry from the championship tees."

### RISK-REWARD FINISHING HOLE

Cammarene, a longtime Nicklaus/Flick Game Improvement School instructor, is also a

Continued on next page



The par-4, 310-yard 18th requires a 233-yard carry from the championship tees.



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## Pointe West

Continued from previous page

big fan of the 18th hole.

"I love short par-4s," he said. "Even from the back tees, you can take the driver out and go for the green. If you hit it, you can make 2. If you miss it, you can make 6. The average guy can take a 3-iron, lay up, make par and go home happy. But if you're one down coming into the

last hole, you can take out the driver and try to knock it on the green. It's just a fun hole."

Cammarene also likes the stretch from 10 through 14. Ten is a relatively short par 5 where "if you drive it to the right spot, you have a good chance at a 3 or 4. Then you start 11 through 14. If you can get through there in even par or 1 over, you're doing well."

Developer Charles Mechling believes the strength of the course

is its variety. "If you asked six people what was their favorite hole, you'd probably get six different answers," he said. "Some think 18 is the cat's meow. Others say 14. Personally, I like 10."

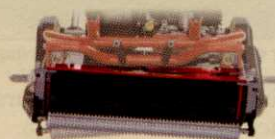
### 'NEO-TRADITIONAL' TOWN

Mechling and Tom Jones are the two main principals for developer Pointe West Ltd. The course, which cost \$3 million to build, surrounds a residential area of 1,200 housing units, ev-



Pointe West's 8th hole, a par-3 playing at 215 yards from the back tee, features a waste bunker left and stacked bunkers on the right.

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everything from single-family homes to retirement units.

"It's a trend in urban planning, at least down here," said Sanford. "It's called neo-traditional. It's really a town within a town. The whole idea is to go back to the old days, the turn of the century, where houses sit out near the sidewalks, and there are back alleyways. There are front porches where people can socialize.

"It leads to less driving and more walking and bicycling.

"The community also provides all of the basic services," he said. "You've got a commercial center with retail, grocery stores, restaurants, shops, offices and a hospital annex. There's even an equestrian center and a polo field."

The Pointe West club sells non-equity single memberships for \$2,500 annually and family memberships for \$3,000. Green fees range from \$30 to \$60, including cart. "There's really nothing comparable in Vero Beach," Cammarene said. ■

## Forse Design hires new associate

HOPWOOD, Pa. — Forse Design, a golf course architectural firm here, has hired Todd Kurl of Lititz as a new associate.

"Our workload has expanded, and is taking us from East Coast to West Coast," said president Ron Forse. "Todd has been interning with us for over one year and just graduated from West Virginia University. He is learning the industry very quickly, and it seems like a perfect fit."

Kurl earned a degree in landscape architecture, with a minor in communications, from WVU. He has performed drafting chores and done cost estimates for Forse Design, following two years of internships with Derck & Edson, one of the leading landscape architecture and civil engineering firms in the East.

"I'm really excited about this work," said the 22-year-old Kurl, a golfer since his junior high days. "Ron Forse and Jim Nagle [a design associate, also from Lititz] have worked on some very interesting projects, including many restorations of courses designed by the great classic architects. I'm very interested in digging into the history of courses and learning a lot about the architects."

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## INTERNATIONAL REPORT

### Extreme golf: Fream breaks ground in Sahara Desert

By JAY FINEGAN

TOZEUR, Tunisia — You have to hand it to Ron Fream. The man isn't afraid of a challenge.

This past New Year's Day, the California-based golf architect broke ground here at this date palm oasis in the Sahara Desert. If work proceeds as planned, the Sahara's first 18-hole course will open for play next winter.

Although Tozeur has an airport, about a dozen hotels and a mainly Berber population of 20,000, it seems rather remote. It sits on a caravan route from Timbuktu to Carthage — near today's Tunis — that dates back 3,000 years.

The Mediterranean coast is four hours to the north. Timbuktu lies 1,000 miles southwest through the Algerian Sahara. The landscape is so other-worldly that film-maker George Lucas bought 1,000 acres near here where he shoots his "Star Wars" movies.

Weather conditions can be tough. The area gets only about two inches of rain per year. In the summer, daytime temperatures reach 122 degrees. But in the winter, Fream said, it's delightful. "It will be a balmy 77 degrees here, when it's below freezing in Paris or Helsinki and the days are only five hours long," he said. "North African courses are like the Palm Springs of Europe. It's becoming kind of an 'in' thing to go into the desert on safaris."

Construction conditions are a bit unusual, too. "There is a challenge just getting design ideas across when the local labor crew has no understanding of what a golf course is," the architect said.

But Fream has prepared a master plan to clear the site-related hurdles of sandstone outcroppings, eroded valleys, fine drifting sand, little existing vegetation and a rather demanding water source.

#### 15 YEARS TO GROUND-BREAKING

Fream is no stranger to these parts. He has made more than 40 visits to Tunisia



A rendering of the first hole at Ron Fream's Oasis Golf Club

since he first started building courses in North Africa almost 30 years ago.

Indeed, Fream & Dale Golfplan, based in Santa Rosa, Calif., has built seven courses already in Tunisia, including a Cypress Point look-alike called Tabarka on the coast. Together, those courses handle some 300,000 rounds a year.

But those projects pale compared to the building of the Oasis Golf Club. "Somebody in Palm Springs will say, 'Oh, we've built courses in the desert.' I've got a golf course in Palm Springs, too," Fream said. "And doing golf in the desert there is kids' stuff. It's for junior high school boys. I picked this site 15 years ago, and it's taken us that long just to get to ground-breaking."

#### PASPALUM TO THE RESCUE

Water supply, oddly enough, isn't a major concern. Fream plans to pull about one million gallons a day from a sewage treatment plant located some six miles away. "They agreed to put in a bigger pipeline," he said, "and we can get up to 4,000 cubic meters a day. That's a lot of water."

Even so, he will limit maintained turf to 60 or 70 acres. "It will be target golf," he said, "with nothing but the raw sand around. We've been working with Ronny Duncan at the University of Georgia, and we're trying to use their new Seashore Paspalum. We're establishing a nursery to produce it. We'll try to use the new Sea Isle 2000 for putting surfaces, and either the Salam or the Sea Isle variety for tees, fairways and maintained roughs."

Why paspalum? Because the treated water from the sewage plant has some 4,000 parts per billion of salt — it's almost as salty as ocean water. Paspalum can handle that degree of salinity.

#### CAMEL-PULLED CARTS

The heavy construction machinery will come in from Tunis, but Fream will lean heavily on local labor.

"Donkey and camel-pulled carts are common around here, and we'll use them to transport some of the construction materials," he said. "We'll use hand labor for the excavation of trenches and for

Continued on page 60

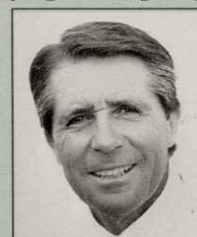
### Player's new Links Course has South Africa talking

By JAY FINEGAN

GEORGE, South Africa — Gary Player's new Links Course here has been open only since November, but already it's being favorably compared to such fabled links layouts as Royal Troon, Ballyunion, Prestwick and Royal Birkdale. So lavish has been the praise that the new track will host the PGA Tour's Presidents Cup in 2002.

"The Links resembles these grand links in that it has wind-blown dunes with low-lying areas, giving it a tidal appearance,"

said Chris Davison, a professional golfer who is now director of the course. "Another feature of The Links is its rolling greens, which are not often seen in South Africa. It's set to test the best golfers in the world in every way."



Gary Player

Located between the Indian Ocean and the Outeniqua Mountains on the Western Cape, George is a somewhat isolated resort town on South Africa's scenic Garden Route. It does have an airport, however.

#### THIRD COURSE AT FANCOURT

The Links is the third Gary Player layout at Fancourt Hotel and Country Club Estate, which took the top prize as 1999's "resort of the year" for all of Africa and the Middle East in the Hertz International Golf Travel Awards. The fourth Player design here, the Academy Course, will be completed later in 2001.

The resort's owners, a German couple named Hasso and Sabina Plattner, purchased the property in 1994, when its fortunes were sagging. The estate featured only 27 holes of golf at the time. Since then, thanks to large infusions of cash and the efforts of the Gary Player Design Co., the Fancourt complex has become an aristocrat of South Africa's golf destinations. The new course will only enhance that reputation.

"The Links has satisfied and far exceeded my design philosophy, which was to capture the essence of what makes great traditional links so special," said Hasso Plattner. "I believe that The Links will provide golfers with the most natural golf experience — which, to me, is what golf is all about."

#### AN ALL-WEATHER CHALLENGE

More than 700,000 cubic meters of earth were moved to turn flat

Continued on next page

### Sparrebosch opens, offering staggering Indian Ocean views

By JACQUIE STAFFORD

KYNSNA, South Africa — Continued development and recent course openings here in Cape Providence have offered up new experiences for the golfing connoisseur. Three courses, two new and one longer, more established course, provide wildlife, variety and, of course, golf at the Steenberg, Arabella, and Sparrebosch layouts.

For sheer stunning scenery, the Ron Fream-designed Sparrebosch is hard to beat — anywhere in the world. Set on the Knysna Heads overlooking the Indian Ocean, the views are breathtaking. This is a true links-style course and the rough is Cape fynbos (similar to Scottish heather), which local rules treat as a lateral hazard. Apart from the fact that you would never find your ball in it, the rule is to protect the sensitive ecology. All 18



The 14th and 15th holes at Sparrebosch play along oceanside cliffs.

holes have now been completed.

While fairways are generous at Sparrebosch, wayward shots are penalized. However, good ball placement is rewarded. The par-5 first hole offers an eagle opportunity for long-hitters who have to clear a natural forest that impinges on the fairway. Fortunately for the shorter hitter, or the simply fainthearted, there's a dropping zone on the other side of the forest. So all is not lost right at the

beginning. The 14th and 15th holes, situated along steep cliffs, are a truly memorable experience.

The course makes full use of the natural, wild terrain, creating a long layout. A golf car is not only a good idea, but compulsory. To speed up play, the club provides a nourishing roll and a cool drink in order to eliminate waiting at the "halfway house." Each golf car comes supplied with a full chest of ice.



## Reef Course joins Dick Wilson design on Grand Bahama

By JAY FINEGAN

GRAND BAHAMA ISLAND, Bahamas — A new Robert Trent Jones Jr. layout has opened for play here on Grand Bahama — the first new course to be built in the Bahamas since 1969. The Reef Course joins the Lucayan Country Club course, a Dick Wilson design that dates back to 1962.

Both courses are part of the newly refurbished and renamed Our Lucaya Resort, the largest and most expensive Caribbean property in development at more than \$400 million. The resort also recently opened a Butch Harmon School of Golf, one of only two in the world. Harmon currently coaches Tiger Woods.

The Reef Course, a daily-fee facility, is a links-style track that stretches to 6,920 yards from the championship tees. It lies atop a course built in 1968, which went defunct in the early 1980s.

"It lay fallow for close to 20 years," said Ty Butler, vice president at the Jones golf architectural firm and lead designer on the Reef project. "There were a few resemblances of old bunkers and old greensites, and there were mounds and depressions here and there, but the course was totally overgrown. There was really nothing left of the old design. We came in and completely redid it — new greens, new bunkers. We recontoured

the entire site."

Butler described the course as a resort layout built mainly for the average player. "It's a low-lying, gently rolling course that's not meant to beat anybody up," he said. But he added that it "held its ground pretty well" in the December kickoff event, the two-day Senior Slam, won at nine under by Hale Irwin. It was the first major PGA Tour event in the Bahamas since 1971. In fact, the Senior Slam will be played here at the Reef Course for the next two years.

### DECEPTIVELY DIFFICULT

Gary Slatter, director of golf operations for both courses at Our Lucaya, expects the Reef Course to log about 26,000 rounds a year, at the cart-included cost of \$120 for daily-fee players or \$100 for guests at the resort.

"We'll have 1,350 guest rooms here," he said, "with more flights coming in from the United States, Canada and the United Kingdom." The island lies 55 miles east of Miami, a mere 35 minutes by air.

Slatter said players might find the Reef Course deceptively difficult. "We have a classic Dick Wilson course here, which is entirely tree-lined," he said. "And we have this new Reef Course, which is more open-looking, although it has 13 lakes. The Wilson course channels your thoughts to hit in a straight line, whereas at the Reef, there's a lot more space around the



The 16th hole at the Our Lucaya Reef Course, on Grand Bahama Island, which opened in December.

greens. But when you miss the green here, all of a sudden you realize, 'Oh geez, there's a lake there, or a bunker.'"

Reef Course superintendent Hiram Hield, a 26-year veteran of Our Lucaya (formerly called the Lucayan Resort), has planted the greens with Tifdwarf and the fairways and roughs with 419 Bermudagrass. He irrigates the layout with well water, but the system is also hooked up with an effluent source. "Grand Bahama has a good fresh water supply under it, compared to the other islands," said Slatter.

### CHINESE CONTROLLED

In addition to the two courses and the

guest accommodations, the Our Lucaya resort features a yacht marina, an 80-outlet marketplace, an "African village" and numerous restaurants. A 30,000-square-foot casino, with 30 gaming tables, will add a James Bond touch to the resort when it opens this spring.

The entire complex is owned by Hong Kong-based Hutchinson Whampoa, one of the world's largest shipping and property companies. The firm has bought Grand Bahama's main airport and harbor. It also owns the shipping terminals at both ends of the Panama Canal. Our Lucaya is the company's first non-Asian resort venture.

## Player

Continued from previous page

land into undulating, dune-style terrain. Each hole received attention to detail to ensure that the overall balance in terms of length, position of hazards and shot values are in harmony. As a result, the 7,234-yard layout will pose a challenge in all weather conditions.

"Our brief from the Fancourt owners was for a course that will rate in the world's top 100 within five years, and we intend to achieve that goal," said Phil Jacobs, the chief designer for the Player group. "It is the only links-style course in the country planted with cool season grasses," primarily Kentucky Blue, rye, fescue and bent. The greens are Dominant Bent.

"Words cannot describe this project," said superintendent Kosie Mentz. "All credit must go to Hasso and Sabine Plattner and the Gary Player Company for creating such an awesome project. I have no doubt in my mind that The Links will be the best maintained golf course in the country."

### THE KILIMANJARO HOLE

The Links features some extraordinary holes. The par-3 second — "Lang Drop" — for example, has a bunker in the heart of an enormous green.

"We included the bunker in the green to break it up," Player explained. "The front left of the green is sloped severely, so the golfer can use the contours to get the ball to any part of the green with a putter. You will never be stymied by the trap."

Added designer Jacobs: "This sort of thing is only really associated with links

courses, and links breaks the rules of design. We want to keep the element of quirkiness that is characteristic of links golf."

Most surprising is the amount of elevation change on the course. "There is a lot of movement in the fairways as well as the dunes," wrote Stuart McLean, in *Golf Digest's* South Africa edition. "You find yourself playing both uphill and downhill at times, most dramatically to the raised green at number 10, aptly named 'Kilimanjaro,' a hole which is straight out of Royal Portrush — one of the few Irish courses to host the British Open."

Player himself drew a similar comparison. "At this new course, we'll be taking South Africans back to the roots of golf and letting them play a British Open of their own," he said.

### CARTS VERBODEN — ALMOST

The Links is a public course, and it is meant to be walked. Carts are allowed only for medical reasons and must be booked in advance. A "fore caddy" is compulsory for each group of golfers.

Player was gratified that PGA Tour commissioner Tim Finchem had awarded the 2002 Presidents Cup to The Links. "One of our goals with The Presidents Cup is to make it truly an international competition," Finchem said. "By taking it around the world, we are accomplishing that goal and introducing the sport to a new generation of fans."

Player predicted the tournament will prove a huge boon to South African golf and tourism, and said the course is ideal for telecasts. "The magnificent Links Course will be a true test for the world's best golfers," he said, "as well as offering supreme spectator viewing." ■



The 16th hole at Nejapa Country Club in suburban Managua

## Nicaragua set to open first course since Sandinista regime

SANTA ROSA, Calif. — Nicaragua's sole golf course, the Nejapa Country Club, is slated to open next April in suburban Managua, near the Central American country's Pacific coast. Designed by Rick Elliott, a Santa Rosa-based architect with Strategic Golf Design (SGD), the championship 18-hole layout rolls gently through open terrain sparsely punctuated with mango and eucalyptus trees.

The only previous course in Nicaragua was destroyed during the communist Sandinista regime of the 1980s. "Tanks were doing donuts on the greens, and then the squatters came and took over the whole course," said John Millhouse, a designer with SGD. "The members got some sort of settlement out of the government for losing the property, years after the fact, and

that money, plus whatever membership drive they've had, formed the basic funding mechanism."

The land at Nejapa is cut with three small ravines and one large ravine that meander through the site, providing enhanced visual drama and added challenge on seven holes. Three sets of tees offer plenty of length variation, from 4,800 yards at the shortest to 6,800 yards from the blue markers.

The course design includes mass plantings of tropical flowers and evergreen shade trees to curtail the winds, which blow daily at about 20 miles per hour. Native grasses and wildflowers will dominate in out-of-play roughs. The course will feature Tifdwarf hybrid Bermudagrass on greens and Primavera seeded Bermudagrass throughout tees, fairways and roughs.



## Newport National on the way

Continued from page 21

course will measure just over 7,000 yards from the tips."

### FINANCIAL TROUBLES FORCED DELAY

The project had been delayed for several years pending the resolution of title-related problems and liens placed by unpaid creditors. To halt a pending foreclosure, the original developer, Sunnyfield LLC, sought court protection through a Chapter 11 bankruptcy petition.

While the Chapter 11 proceedings were unfolding, all title and related issues were settled and all the required real estate parcels were secured. An affiliated company, Newport National Golf Club LLC, has emerged from bankruptcy as the new project developer, with Roger Grady is the chief executive officer. "This is a group of local business guys doing this," Marderosian said. "There are no big national golf holding companies involved."

Clubhouse Capital entered the action in early 1999, when it committed to a \$3-million bridge loan. Under the current structure, the original developers retain 100 percent ownership of the club. However, according to Marderosian, both courses will be professionally managed, and Newport National will be seeking a relationship with a regional or national golf management company in mid-2001.

### MEMBERSHIP FEES

The Hills layout, the East Course, will be run as a non-equity private club, open only to members and their guests. Membership sales will begin in March, with initiation fees running about \$30,000 for a single membership and \$35,000 for a family, and with annual dues starting at \$5,500. The club also will aggressively market corporate memberships.

Given the demand for membership in the Newport market and the site's premier location,

Marderosian expects initiation fees to hit \$60,000 by the time the East Course opens for play. He noted that the Newport area has long suffered from an undersupply of golf holes. Of the five 18-hole courses on Aquidneck Island, four are private and one is semi-private. Most have long waiting lists and one new course, Carnegie Ab-

bey, which opened last summer, commands an initiation fee of \$100,000.

### ENVIRONMENTALLY CORRECT

The daily-fee West Course will be a resort-style facility, catering mainly to local players, tourists and guests of Newport-area hotels and inns. "For the first time ever, Newport guests will have access to great golf," Marderosian said.

Plans call for a 12,000-square-

foot clubhouse for the private East Course, and a state-of-the-art practice facility. Tennis courts and a swimming pool might be added later.

The Aquidneck Island Land Trust, a Newport-based conservation group, helped fund the acquisition of several key parcels over the past few years and acquired the development rights to the site, thereby ensuring that it remains

"open space" in perpetuity. In keeping with that philosophy, Newport National will build a walking and bridal trail through the property that will be open to the public and will connect to the so-called Sakonnet Greenway, which extends six miles down the length of the island.

As another concession to the environment, no housing will be built on the site. ■

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## Hills tackles UK renovations

LEXINGTON, Ky. — Renovation work has started at the University of Kentucky's Big Blue Course, under designs created by architects Arthur Hills/Steve Forrest and Associates. Landscapes Unlimited is the contractor for the improvements, expected to be wrapped up by spring 2002. The university's other course, Wildcat, will be updated once Big Blue is completed.

"The work will not alter the basic routing of the existing course, but there will be significant enhancements with the tees, greens, bunkers and practice facilities," Hills said.



## COMMENTARY

### Fream: In defense of par

Continued from page 11

conceived, golf was never meant to be easy. Now, at least at the professional level, it is.

For country clubs and public courses alike, the situation is critical. With everyone hitting or at least trying to hit the ball farther, most golf courses today are too

short and undefended. They are open to an exploitation and opportunism that is beyond the original intent of the design. The challenge is mitigated or muted, and indeed, once-challenging courses are becoming boring.

Par should still mean errorless play and not become an in-

significant number to be violated with regularity and abandon.

How far can this go? No serious effort appears on the horizon to temper the technological advance. Too much profit and too many lawyers bar the way. Golfers, spectators and the media seem to be impressed with sub-par rounds. The long and historic tradition of golf is raped and pillaged and there are few complaints or protests.

Even Augusta National and The Old Course have made only faint design-related efforts to stem the assault.

#### MOUNTING A DEFENSE

This diminishment of the value of par really is a serious problem. To counteract the technological onslaught requires amounts of money for remodeling and redesign most courses do not have. There must be counter action,

sooner rather than later, unless the general golfing public and the public relations and marketing types begin to sell the idea that a round of 60 is normal and to be admired.

Rebuilding a course to lengthen tees, reposition fairway bunkers or add bunkering and create a new, more contoured and demanding putting surface is not inexpensive. Consider one million dollars or more per 18-hole course to "Tigerize" the layout. Multiply by 18,000. Add up the total - \$18 billion. The money simply is not there. Rebuilding every course to counteract technology is impossible.

Moreover, not every course today has extra land available. It will not be long before 7,300 yards is looked at as normal for a "championship" course. It may be impossible to "Tigerize" every course. Mr. Woods can hit the ball farther than land exists.

Others can take steps to create a partial defense. They can reposition tees, lengthen when possible, remove too-short bunkers and reposition other bunkers, add mounds or sloped contours to test and perhaps even trap the 280- or 290-yard drive. Water hazards are harder to modernize; however, position of tee shot and insertion of the water strategically into play off the tee or at the greensite can help provide defense.

#### REDUCING CUP DIAMETER

Remodeling, upgrading and repositioning of existing courses will become more common as the impact of "average" club players' 250- or 260-yard drives and shorter approach shots expands. Par has value and must not be void of meaning if the traditions of golf are to remain intact.

Consider, if you will, a new valuation system for par - at least for tournaments. Move par-3 to 275 or 280 yards. Make par-4 extend to 510 or 520 yards. From the tournament tees or club back tees, a course once par-72 might even now be par-70. A reconsideration of the current rating system would reflect lengths and distances undreamed of 20 years ago.

Eliminating global positioning systems and other measured course guides, if only for tournaments, would force players to judge distance. This would have an immediate effect.

If technology advances too much further, it may become desirable to add a few grams to the weight of a ball. The last resort is to reduce the diameter of the cup by half an inch, at least for professional tournaments. ■

Ronald W. Fream, of Fream & Dale GOLFPLAN, has provided golf course design and consultation to clients in nearly 60 countries since 1966. His firm is based in Santa Rosa, Calif. This article is excerpted from a longer essay.

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**BASF**



## Black Creek

Continued from page 25

Many architects play lip service to "promoting the ground game" via transparent efforts like grass selection. Yet appropriate turf choice is merely the final step. Making the ground game really work requires time, dedication and a thorough understanding of agronomy and tradi-

tional play strategies.

### THE GROUND GAME

Over the course of its 7,044 yards, Black Creek truly delivers on the ground game, thanks in large part to the 60-plus site visits Silva, a former USGA agronomist, made during course construction.

"Brian spent an inordinate amount of time getting the contours 'just so,'" Stein says. "When

he didn't feel the proper effect had been achieved, he'd be out with one of our shapers for a couple of hours, paint gun in hand. This attention to detail continued through the grassing stage, with Brian out there the whole time flagging fairway contours."

At Black Creek, many holes simply wouldn't function properly without this sort of meticu-

lous attention to detail. The "reverse" Redan 7th, for example, is a 235-yard par-3 which can play as long as 250 yards. The Redan characteristics at number 7 call for a low, running tee shot played short and left of the putting surface, where Silva's contouring (combined with firm turf conditions) will usher the ball onto the green.

Even the best players cannot



The ninth hole at Black Creek

fly their tee shots to, and stop the ball on, the back two thirds of this putting surface, which is firm, shallow, pitched front-to-back and surrounded by intimidating bunkering.

### FORGET THE AIR MAIL

"This is what makes traditional design so intriguing, so strategically interesting, and so much fun," Silva explained. "A guy who couldn't hit a 235-yard 2-iron to save his life can hit a five wood to the left approach of number 7, let the ball take the Redan slope, and when the ball finally stops rolling, he may well have 10 feet for birdie. He can get a result – a result his game couldn't achieve via the dart-board approach – provided he thinks out and executes the shot properly."

"By the same token," he added, "a stubborn scratch player will hit 2-irons all day at number 7 and, depending on the pin position, never get the ball that close."

"This strategic scenario," Silva said, "is common at Raynor courses. The holes play fun for an average player but they're a real challenge for a scratch player, who is perhaps more accustomed to having his way with a golf course. At 'traditional' layouts – like Fox Chapel and Black Creek – a good player is forced to recognize the alternate routes of play and adjust. If he doesn't, there occurs this leveling dynamic, which is even more applicable today when good players are used to 'air-mailing' shots into every green. You simply can't do that and expect to score at a place like Fisher's Island or Black Creek."

### PRIVATE LAYOUT

Black Creek is a private club which accommodates outside play for guests of the Bluff View Inn, an amalgam of Victorian B&Bs in Chattanooga's Bluff View Arts District, just 10 minutes from BCC.

Having christened four original golf course designs in 2000, Cornish, Silva and Mungeam (CSM) will open four more layouts in 2001, including partner Mark Mungeam's LeBaron Hills CC, a private club in Lakeville, Mass. CSM will also unveil several high-profile renovation projects this year, including Silva's completely refurbished Ocean Course at The Breakers Hotel in Palm Beach, Fla. ■



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## Roddy Ranch to herd golfers

Continued from page 1

ranching have been dismal.

"The economics of raising livestock and staying ahead of the tax collector reached the point that Roddy had to come up with a new plan to maintain his lifestyle. Through a close associate he was introduced to the world of golf as a way to preserve his passion — his beloved ranch.

Roddy had the primary raw material for golf — lots of land. But more than that, his property featured the kind of varied terrain and wide vistas that practically guarantee a great golf course.

"When I brought out Bob Moore, the lead designer, I asked him what kind of a golf course I could have here," Roddy said. "Bob said that it would be one of the best in the state. I had never played golf in my life, so I left the job of building the course to the professionals."

### REMINISCENT OF IRELAND

Moore is a design partner with J. Michael Poellot Golf Design Group, and what he created is a memorable golf course that hugs the grasslands as it uses all the advantages of elevation change and natural green sites.

The course plays from 5,400 yards to 6,945 from the back tees over 235 acres that just two years ago the owner would move cattle across. Moore worked diligently to let the landscape dictate the routing of the course, and careful shaping helped to set a graceful flow to the first five holes as they climb towards the highest part of the layout.

"The site reminded me of Ireland when the hills are green in the early spring months," Moore said. "The cascading hills really helped to frame the holes, so I wanted to make a links-style course that was similar to the ones found there. The owner let us do what was necessary to make a good course. The landscape certainly made that easier."

True to the old-style courses, Roddy Ranch plays as a continuous loop rather than two nines playing back to a clubhouse. From the highest point of the course the downhill 570-yard par-5 sixth hole falls off of a hillside to a dramatic expanse. This hole became a design chal-

lenge, as wetlands dedicated that part of the hole to be rerouted. But in the end the grand tee view simply invites golfers to swing away.

### SUPERINTENDENT ONBOARD FROM START

Head superintendent Ken Schwark came on board in the fall of 1998 to help supervise construction and to supervise the grow-in. The course uses a variety of grasses, including bluegrass and rye fairways, fescue roughs, wild grasses in the natural areas, and A4 bentgrass for the greens.



The first hole at Roddy Ranch Golf Club

Schwark's presence from the start gave him input into such things as softening steep bunker faces to make for easier maintenance. He also was involved in creating the superlative greens at Roddy Ranch.

"During the construction phase I hired an Australian greenskeeper who used to work at Royal Melbourne Golf Club," Schwark said. "He presented to me a system for growing and maintaining bentgrass greens that will help to control the development of thatch and the proliferation of poa annua grass, which is a difficult challenge here in California. Right now the greens are firm, fast and true, and we intend to perfect them even more."

### RODEO CHAMP NOW INTO GOLF

Roddy Ranch has been open only since

November, but it has already drawn praise from players, not only for the beauty and challenge of the course but for the club's warm and friendly down-home attitude.

This is all a reflection of the owner, who has suddenly become a serious golfer himself. Although he has only played for two months, Roddy displays the natural athletic ability that helped to make him a two time world rodeo champion. In 1997, in fact, he was inducted into the Cowboy Hall of Fame.

"I never thought that golf would be a game I would like, but the simple economics of it was what first caught my

the American West so that it won't be lost to future generations."

### A LIVING MUSEUM TO OLD WEST

To this end Jack Roddy plans to make his course a living museum to the American West. He plans to build a hotel where families can stay while they play golf or ride through the 1,500 acres of land that he has managed to preserve, thanks to his golf revenues. He is a man with a vision as big as the sky his course lies under.

Jack Roddy's desire to do things right comes through in all aspects of the operation of the course, from the fact that he didn't open too early to the warm reception that each golfer receives. It is the greatest of ironies that this man, who is the embodiment of the cowboy and ranching, has turned to a game invented by sheepherders to save his lifestyle.

He is proud to be called a golfer today, and glad that golf can help to preserve one of the last stands of open space near a sprawling metropolis. ■

## Player moving on South America

PALMBEACH, Fla. — Gary Player Design (GPD) has signed a multi-year agreement with Caprile & Capdepon, a golf course design and construction company based in Buenos Aires. GPD plans to expand its presence in the growing Latin American market. Caprile & Capdepon has developed more than 50 golf courses in the last 30 years, including Martindale Country Club and Los Lagartos Country Club, in Buenos Aires. GPD will establish an office in Buenos Aires to coordinate communication and design services throughout South America.

## Pinehills to open 18 holes in spring

Continued from page 21

terrain has provided us with an opportunity to utilize the native ridges and high points for a variety of different tee and green sites," he said. "The valleys and swales provide the course with containment and relief from errant golf shots, while natural hazard locations give each hole its own identity."

The Nicklaus Design course will offer a totally different experience. "This spectacular property with its stately white pines, native vegetation and exciting topography allows us to create an extraordinary championship golf course," the designer said.

Both courses were designed to accommodate all levels of golfers. Four sets of tees allow courses to play from 5,388 yards to 7,175 yards, accommodating for beginners, yet challenging enough for the most expert player.

### THREE GOLF SCHOOLS ON SITE

Pinehills' practice facilities include a double-ended driving range with both natural grass and artificial turf tees, bunkered target greens with traps, numerous putting greens and separate chipping areas. State of the art instruction allows players to work on any aspect of their game through Pinehills Golf Academy, the Dave Pelz Short Game School and the Scott Sackett Golf Academy.

Opening this May, in conjunction with the Jones course, is the 12,000-square-foot clubhouse, designed by Childs, Bertman and Tseckares of Boston. Offering panoramic views of the facilities, the clubhouse will feature a pro shop, grille room, banquet pavilion, a Ryder Cup "function room," outdoor terrace dining and locker rooms. The building can accommodate groups from 20 to 288 for meeting and dining. ■



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## Election 2001 candidates at a glance

### President

**Name:** Tommy D. Witt

**Age:** 47

**Course:** Director of golf management at Stillwaters Resort, Dadeville, Ala.

**Former head superintendent at:** Wynstone Golf Club in Barrington, Ill.; Bent Tree Country Club in Dallas; Austin (Texas) Country Club; and Riverhill Club, Kerrville, Texas.

**Years GCSAA member:** 19

**GCSAA posts held:** On the board of directors since 1994, he currently serves as vice president. He serves as the chairman of the chapter relations and tournament committees, and is vice chairman of the membership standards resource group and the industrial advisory council. He is also a member of the Golden Tee Club.

**Other associations:** Witt is a member of the Alabama GCSA, the Midwest Asso-

ciation of GCS and the Georgia Course Superintendents Association. He has served as president of both the Central Texas GCSA and the Lone Star GCSA, and was vice president of the North Texas GCSA.

**Education:** Bachelor's degree in turfgrass management and agronomy from Texas A&M University.

**Goals:** "It is incumbent upon the GCSAA president to utilize the skills, talents and experience of each board member, the headquarters' staff, the committee process and GCSAA members themselves to identify, develop and provide those programs and services that are necessary for superintendents to be competitive, to continue learning and to do their job."

"It's not a lofty goal to work together to propel the profession forward."



Tommy Witt

### Vice President

**Name:** Michael Wallace

**Age:** 50

**Course:** Manager at the Hop Meadow Country Club in Simsbury, Conn.

**Former head superintendent at:** Rockledge GC and Buena Vista GC, West Hartford, Conn.

**Years GCSAA member:** 23

**GCSAA posts:** He currently serves as chairman of the research committee and is vice chairman of the chapter relations and Web strategy committees. He is a lifetime member of the Golden Tee Club.

**Other associations:** Wallace is a member of the Connecticut Association of GCS and served that association as both president and vice president. He is also a member of the Environmental Industry Council of Connecticut.

**Education:** Associate's degree in turf

management from the Stockbridge School of Agriculture in Amherst, Mass.

**Goals:** "My first goal is to give Tommy all the support that I can in moving the association forward. Obviously, Web strategies and developments will continue to be investigated to discover what options are there for the association."

"With PDI, regardless of the votes in Dallas, we're re-vamping our educational programs and will continue to do that. The profession has grown dramatically since the 50's and 60's when my father was a superintendent, and PDI is the next logical step for our members. The challenge is there in front of us, and we should grasp it and just go after the opportunity."



Michael Wallace

### Secretary/Treasurer

**Name:** Jon D. Maddern

**Age:** 42

**Course:** Superintendent at Elk Ridge Golf Club in Atlanta, Mich.

**Former head superintendent at:** Golf, grounds and parks superintendent for the city of Farmington Hills, Mich., and superintendent at Hillcrest Country Club in Mt. Clemens, Mich.

**Years in the GCSAA:** 24

**GCSAA posts:** He has served on the board of directors since 1998. He currently serves as chairman of the scholarship and education committees and is board liaison on the faculty resource group.

**Other associations:** Maddern is a member of the Northern Michigan Turf Managers Association and the Greater

Detroit GCSA. He is a member of the Michigan Turfgrass Foundation, which he has served as vice president and president. Maddern is also a member of the Golf Association of Michigan and the Michigan Golf Foundation.

**Education:** Turfgrass management certificate from Michigan State

**Goals:** "I'd like to see more affordable and accessible educational programs. I believe that education and the Internet will be two key issues this year in the association. The PDI is a product that the membership has been

extremely involved in as compared to 1993 when other things were tried and members had no say in them. I feel it is a worthwhile endeavor to grow and improve the profession."



Jon Maddern

**Name:** Mark J. Woodward

**Age:** 48

**Course:** Parks are recreation administrator for the city of Mesa, Ariz., managing Dobson Ranch/Riverview Golf Courses.

**Former head superintendent at:** Superintendent/administrator at Dobson Ranch and Riverview.

**Years GCSAA member:** 22

**GCSAA posts:** Woodward has served on the board of directors since 1999. He currently serves as chairman of the certification and government relations committees and is vice chairman of the tournament committee.

**Other associations:** Woodward is a member and past president of the Cactus and Pine GCSA of Arizona. He has also served as a regent and instructor at the

National Golf Foundation's National Institute of Golf Management.

**Education:** Bachelor's degree in environmental resources in agriculture from Arizona State University in Tempe and a master's degree in business administration from the University of Phoenix in Mesa.

**Goals:** "I would like to see the association continue to move in its current direction of enhancing our educational opportunities and the many programs and services that we provide our membership. With these enhancements, communication with our members will be critical and should continue to be on the forefront, so all members of the GCSAA can take full advantage of what the association has to offer."



Mark Woodward

### Directors

**Name:** Ricky D. Heine

**Age:** 38

**Course:** The Golf Club Star Ranch in Austin, Texas

**Former head superintendent at:** River Place Country Club in Austin also, and Elkins Lake Country Club in Huntsville, Texas.

**Years GCSAA member:** 19

**GCSAA posts:** Heine has served on both the chapter relations and career development committees.

**Other associations:** Heine is a member of the Central Texas GCSA and the Lone Star GCSA, and is a past president of both organizations. He is also a member of the Texas Turfgrass Association and serves on the planning board of the Williamson County Professional Grounds

Conference.

**Education:** Bachelor's degree in agronomy from Texas A&M

**Goals:** "My goals, as always, will be to remember my family first, my employer second, and my commitment to the profession right after those two. That is extremely important as far as priorities."

"As a specific goal, that would be to continue to strengthen the association's involvement with individual chapters. Communication with and between chapters will be a strong focus point for the association and myself."



Ricky Heine



Sean Hoolehan

**Name:** Sean A. Hoolehan

**Age:** 43

**Course:** Wildhorse Resort on the Umatilla Indian Reservation in Mission, Ore.

**Former head superintendent at:** Ko'olau Golf Club in

Kaneohe, Hawaii, and Navy-Marine Golf Course in Pearl Harbor, Hawaii.

**Years GCSAA member:** 16

**GCSAA posts:** Hoolehan has served on the certification, election, information services and Web strategy committees, as well as the 75th anniversary resource group.

**Other associations:** Hoolehan is a

member of the Oregon GCSA and the Idaho GCSA. He previously was a member and past president of the Hawaii GCSA, and is also a member of the USGA Green Section committee.

**Education:** Turfgrass certificate from Rutgers University in New Brunswick, N.J.

**Goals:** "Image, career development and the environment are three subjects that are and will continue to be most important to superintendents. With the web strategy committee, we're going to make the GCSAA a real 24-7 operation, giving members more access than ever. Looking back on the association's history, and with this year as the 75th anniversary, I believe we are looking at an exciting and fun period."



## GCSAA International Conference & Show schedule

### Saturday, Feb. 10

Noon-6 p.m.

Satellite registration (Adam's Mark Hotel)

### Sunday, Feb. 11

7 a.m.-5 p.m.

Registration: Main (Convention Center); Satellite (Adam's Mark Hotel)

8 a.m.-5 p.m.

*Half-day seminars*

- Bio Products and Organics (p.m.)

#### NEW

- Effective Soil Water Management for Quality Golf Course Turf (a.m.)
- Golf Course Photography: Promoting and Protecting Yourself Through Pictures (a.m.)
- Turfgrass Growth and Development (p.m.)

*One-day seminars*

- Employee Safety Training
- Fundamentals of Turfgrass Management I

- Lake and Aquatic Plant Management I

- Lake and Aquatic Plant Management
- Leadership of Latino Employees in a Golf Course Organization **NEW**

- Management Strategies for the Turfgrass System

- Sustainable Golf Course Landscape Design: Enhancing Aesthetics, Function and Maintenance

- Turfgrass Traffic Stress: Physiology and Management

*Two-day seminars*

(Sunday & Monday, Feb. 11-12)

- Disease Identification and Control
- Managing People for Peak Performance and Job Satisfaction

- Preconstruction and Construction Management

- Spanish for Golf Course Management I

### Monday, Feb. 12

7 a.m.-5 p.m.

Registration: Main (Convention Center); Satellite (Adam's Mark Hotel)

8 a.m.-5 p.m.

*Half-day seminars*

- Bio Products and Organics (a.m.)

#### NEW

- Classic Golf Courses and the Master Architects (p.m.)

- Management of Localized Dry Spots and Water Repellent Soils (a.m.)

- Managing Turfgrass Root Systems (p.m.)

*One-day seminars*

- Advanced Weed Management
- Bentgrass Management and Rootzone Maintenance

- Buying Smart - Selecting Alternative Turfgrass for Tough Conditions **NEW**

- Communication Skills to Get you to the Top and Keep You There

- Developing Your Hazard Communication Program

GOLF COURSE NEWS

- Financial Management
- Fundamentals of Turfgrass Management II

- Irrigation Water Quality
- Maximizing Job Satisfaction
- Maximizing Turfgrass Disease Control

- Personal Stress Management
- Reclaimed Water Irrigation

- USGA Intermediate Rules of Golf

*Two-day seminars*

(Monday & Tuesday, Feb. 12-13)

- Salt-Affected Turfgrass Sites: Assessment and Management

### Tuesday, Feb. 13

7 a.m.-5 p.m.

Registration: Main (Convention Center); Satellite (Adam's Mark Hotel)

8 a.m.-5 p.m.

*Half-day seminars*

- Annual Bluegrass Biology and Ecology (p.m.)

- Are You Prepared to Say Yes? (p.m.)
- Complying with New Health and Safety Regulations (p.m.)

- Management of Localized Dry Spots and Water Repellent Soils (a.m.)

- Media/Public Relations and the Golf Course Superintendents (a.m.)

- Turfgrass Growth and Development (a.m.)

- Understanding Bio Products (p.m.)

#### NEW

- Weed Control in Ornamentals (a.m.)

*One-day seminars*

- Applied Turfgrass Physiology
- Bentgrass Management and Rootzone Maintenance

- Certification Exam Study Guidelines
- The Challenge of Owning a Golf Course

- Communication Skills to Get You to the Top and Keep You There

- Computer Mapping and Golf Course Management

- Cool-season Turfgrass Vertebrate and Invertebrate Pest Management

- Drainage Systems
- Enhancing the Image of Golf Course Superintendents and Golf Industry Professionals

- Insect and Disease Management for Warm Season Turfgrass

- Irrigation Scheduling Techniques
- Irrigation Troubleshooting - Hardware Specific

- Management Strategies for the Turfgrass System

- Managing On The Job Behavior
- Managing Up: Strategies for Influencing Boards, Committees and Managers

- Maximizing Teamwork
- Problems and Solutions: Using Annuals and Perennials in the Golfscape

- Strategic Planning for Golf Course Operations

- Turfgrass Ecology
- Turfgrass Traffic Stress: Physiology and Management

- Wildlife Management and Habitat Conservation

- Two-day seminars

(Tuesday & Wednesday, Feb. 13-14)

- Advanced Spanish for Golf Course

#### Superintendents **NEW**

- The Assistant Superintendent: Managing People and Jobs

- Golf Course Construction Techniques and Management

- Golf Greens: History, Theory, Construction and Maintenance

- Plant Nutrition and Fertilizers
- Spanish for Golf Course Management II

- *One and a half-day seminar (new one-day format)*

(Tuesday & Wednesday, Feb. 13-14)

- Golf Course Construction Management and Grow-In

### Wednesday, Feb. 13

7 a.m.-5 p.m.

Registration: Main (Convention Center)

7 a.m.-1 p.m.

Satellite registration (Adam's Mark Hotel)

7 a.m.-noon

President's Dinner Show Voucher Exchange Booth open for early-bird voucher holders

8 a.m.-2:30 p.m.

Certification Examination

8 a.m.-5 p.m.

Media room open

10 a.m.-2 p.m.

First Tee Program

11:45 a.m.-1 p.m.

New Exhibitor lunch

Noon-5 p.m.

President's Dinner Show Voucher Exchange Booth open to all voucher holders

6:30-8p.m.

Opening Session (Adam's Mark Hotel)

8-9 p.m.

Opening Session Reception (Adam's Mark Hotel)

8 a.m.-5 p.m.

*Half-day seminars*

- Annual Bluegrass Control (p.m.)
- Annual Bluegrass Maintenance (a.m.)

- Developing an Environmental Plan (p.m.) **NEW**

- Developing a Successful Superintendent/Employer Relationship (p.m.)

- Ethics and Values in the Workplace (p.m.) **NEW**

- Guest Architect Seminar with Damian Pacuzzo (a.m.)

- Guest Architect Seminar with Damian Pacuzzo (p.m.)

- The History of Greenkeeping (p.m.)

#### NEW

- Management of Zoysiagrass on the Golf Course (p.m.)

- Managing Golf Course Trees (a.m.)
- Preparing Your Golf Course for Tournaments (a.m.) **NEW**

- Shaded Greens: Turf, Trees and Politics (p.m.) **NEW**

- Understanding Bio Products (p.m.)

#### NEW

- Weather Answers and Technology for Golf Course Management (a.m.) **NEW**

*One-day seminars*

- Advanced Weed Management

- Bermudagrass Maintenance **NEW**

- Budgeting and Forecasting

- Calculations and Practical Mathematics for Use in Golf Course Management

- The Challenge of Owning a Golf Course

- Chemical Storage Facilities: Protecting Your Investment

- Computer Mapping and Golf Course Management

- Conflict Resolution - Dealing with Member Conflict **NEW**

- Developing a People-Oriented Golf Course **NEW**

- Enhancing Your Value as a Professional Golf Course Superintendent

- Financial Essentials for the Superintendent

- Golf Course Safety, Security and Risk Management

- Human Resource Management
- Influencing On The Job Behavior

- Integrated Environmental Management

- The Magic of Greenkeeping
- Management of Seashore Paspalum on Golf Courses **NEW**

- Managing a Multicultural Workforce **NEW**

- Maximizing Turfgrass Disease Control

- The Microbiology of Turfgrass Soils
- Performance Management for the Golf Course Superintendent

- Problems and Solutions: Using Annuals and Perennials in the Golfscape

- Pump Station Technologies and Troubleshooting **NEW**

- The Superintendent as Grow-In Manager

- Sustainable Golf Course Landscape Design: Enhancing Aesthetics, Function and Maintenance

- Turfgrass Field Seminar
- Turfgrass Stress Management

- USGA Golf Course Rating System
- USGA Intermediate Rules of Golf

### Thursday, Feb. 14

7 a.m.-6 p.m.

Registration: Main (Convention Center)

6-7 a.m.

Innovative superintendent breakfast

6:30-7:30 a.m.

Chapter delegates breakfast

7-8:30 a.m.

Innovative superintendent session I

7 a.m.-6 p.m.

President's Dinner Show Voucher Exchange Booth open to all voucher holders

7:15-8:30 a.m.

Environmental Steward Award recognition breakfast

8-11 a.m.

Distributor preview (open to media)

8 a.m.-5 p.m.

Media room open

8:45-10:30 a.m.

Golf general session

9 a.m.-noon

Chapter managers session

11 a.m.-6 p.m.

Trade show (open to media)

Noon-1 p.m.

Chapter networking lunch

Continued on next page

FEBRUARY 2001 39



# CONFERENCE & SHOW

## GCSAA schedule

Continued from previous page

### Thursday, Feb. 14

Noon-1 p.m.  
Current Issues in Golf (session 1):  
Preparing for Major Golf Events  
1-2 p.m.  
Current Issues in Golf (session 2):  
Media Coverage of Golf  
1-3 p.m.  
Super Users Forum I: E-commerce  
and the Golf Course Superintendent  
2-3:30 p.m.  
Career development general session  
2-5 p.m.  
Chapter newsletter editors forum  
3-5 p.m.  
Student chapter officers meeting  
3:45-5 p.m.  
Career development breakout sessions  
8 a.m.-5 p.m.  
**One-day seminar**  
• Bentgrass Summer Stress Manage-  
ment for Cool/Humid Regions

### Friday, Feb. 15

7 a.m.-6 p.m.  
Registration: Main (Convention Center)  
6-7 a.m.  
Innovative superintendent breakfast  
7-8:30 a.m.  
Innovative superintendent session II  
8 a.m.-noon  
Annual meeting and election  
8-11 a.m.  
Golf Course Architecture: New  
Trends in Design and Renovation  
8 a.m.-5 p.m.  
Media room open  
9-5 p.m.

Trade show  
10:30 a.m.-5 p.m.  
GCSAA/ASGCA Remodeling University  
11 a.m.-noon  
Current Issues in Golf (session 3):  
The State of the Association: 75 Years  
of GCSAA  
11:30 a.m.-noon  
Student chapter lunch  
Noon-1:30 p.m.  
Certification luncheon and business  
meeting  
12:30-2:30 p.m.  
Media training for golf course super-  
intendents  
12:30-2:30 p.m.  
Golf and the Environment - Charting  
a Sustainable Future  
1:30-4 p.m.  
Got Water? Greens & Grassroots Gov-  
ernment Relations Program  
2-4 p.m.  
Breaking the "Reel" Time Communi-  
cations Barrier  
2-4 p.m.  
Convincing Your Board to Replace  
the Old Irrigation System  
2-4 p.m.  
Effective Strategies for Dealing with  
a Shrinking Labor Force  
2-4 p.m.  
NGCOA - Delivering the Business of  
Golf  
2-4 p.m.  
Tree Care Basic Training for Golf  
Course Superintendents  
2-4 p.m.  
The zoysia forum  
2-4:30 p.m.  
Collegiate Turf Bowl competition  
2:30-4 p.m.  
Professional golf events reception  
2:30-4 p.m.  
FFA forum  
4-5 p.m.  
Government relations networking re-  
ception  
4:30-5:30 p.m.

Student mixer with alumni  
6-7 p.m.  
President's Dinner Show reception  
(Adam's Mark Hotel)  
7-11 p.m.  
President's Dinner Show (Adam's  
Mark Hotel)

### Saturday, Feb. 16

8 a.m.-2 p.m.  
Registration: Main (Convention Center)  
6-7 a.m.  
Research breakfast  
7-8 a.m.  
Prayer breakfast  
7-10 a.m.  
Research session - Science for the  
Golf Course: Making Your Job Easier  
8 a.m.-noon  
Student seminar  
8 a.m.-2 p.m.  
Certification re-examination  
8 a.m.-2 p.m.  
Media room open  
9-11 a.m.  
Super Users Forum II: The Future of  
Internet Technology  
9 a.m.-2 p.m.  
Trade show  
10 a.m.-noon  
Concurrent sessions: Northern  
Grasses; Southern Grasses; Transition  
Zone Grasses  
Noon-3 p.m.  
Big Challenges - Unique Solutions  
12:30-3 p.m.  
Wild, Wild West - A family fun event!  
12:30-5 p.m.  
Student turfgrass tour  
1-5 p.m.  
**Half-day seminars**  
• Manejo de Plantas en Lagos y  
Acuáticas - En Espanol (p.m.)  
• Precise Boom Sprayer Calibration,  
Tank Mixing and Record Keeping (p.m.)

• Reel Mower Technology and Sharp-  
ening Implications (a.m.) **NEW**  
3:15-5:30 p.m.  
Closing festivities  
6:45-11 p.m.  
Optional evening tours

### Sunday, Feb. 17

8 a.m.-noon  
**Half-day seminars** (Adam's Mark Hotel)  
• Management of Zoysiagrass on the  
Golf Course (a.m.)  
• Time Management for the Golf  
Course Superintendent (a.m.)  
• Weather Answers and Technology  
for Golf Course Management (a.m.)  
**NEW. ■**

### Dallas at a glance

**Population:** 1,068,800

**Climate:** Average low temp. in Feb-  
ruary is 39 degrees, average high  
temp. is 60 degrees.

**Transportation:** Dallas Area Rapid  
Transit (DART) operates a light rail  
system that links the city center with  
the zoo to the south and shopping to  
the north. DART also runs trolley  
and bus services.

**Cultural Activities:** The Museum  
of Art and the Morton H. Meyerson  
Symphony Center are located in the  
60-acre Dallas Art District.

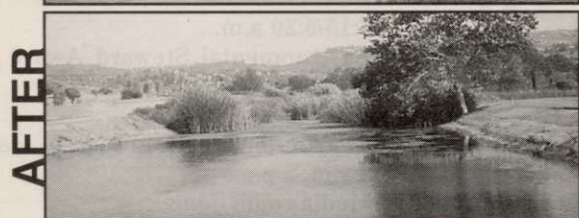
**Restaurants and Entertainment:**  
Dallas has more than 9,000 restau-  
rants and clubs concentrated in: Res-  
taurant Row, Deep Ellum, Greenville  
Avenue, the West End Marketplace,  
and McKinney Avenue.

**Sporting Events:** The NHL's Dal-  
las Stars and the NBA's Dallas Mav-  
ericks have home games from the  
13th to the 17th of February.

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## From mechanical bulls to live music, there's plenty to do in Dallas

By ANDREW OVERBECK

DALLAS — As the golf course industry descends upon Dallas this month for the 72nd GCSAA International Conference and Show, attendees will find a city that has shed its cow-town image. After spending a day on the show floor cutting deals and checking out new products, Dallas' extensive nightlife options await visitors.

### BRING ON THE NIGHT

The city has more than 9,000 restaurants and clubs, many located close to the Dallas Convention Center. Popular areas are the West End, Deep Ellum, Greenville Avenue, McKinney Avenue, and Restaurant Row.

The West End is a multi-block area of turn-of-the century store-

Ihms also recommends Three Forks, Del Frisco and Morton's of Chicago for steak.

### SPORTS

Both the NHL's Stars and the NBA's Mavericks will be in town during the GCSAA Show. While the Stars, who advanced to finals of the Stanley Cup playoffs in each of the past two years, regu-

larly sell out home games, it may be possible to procure tickets this week with opponents like the LA Kings and Anaheim Mighty Ducks coming to town. The Mavericks, who are enjoying a winning season under owner Mark Cuban, may be the best bet for seeing a professional sporting event as they face the

Cleveland Cavaliers and the Washington Wizards.

### HISTORY AND CULTURE

For those looking for history and culture, as well as nightlife, head to the Dallas Arts District. The 60-acre development includes the Dallas Museum of Art, the Morton H. Meyerson Symphony Center, and the Arts District Theater.

The Sixth Floor Museum at Dealey Plaza, the location where Lee Harvey Oswald allegedly shot and killed President Kennedy, is a popular destination. The museum, located at the former Texas School Book Depository, features historic photographs, artifacts and documentary films of the life, death and legacy of JFK.



McKinney Avenue Trolley in front of the Hard Rock Cafe

fronts and warehouses that have been transformed into more than 100 shops, restaurants, galleries and nightclubs. Deep Ellum, in the arts district, is known for its wild collection of restaurants, galleries and clubs. McKinney Avenue is accessible via the McKinney Avenue Trolley that rolls up the brick avenue between restaurants and clubs, including the Dallas Hard Rock Café.

Greenville Avenue features microbreweries and clubs that serve up Lone Star Long Necks, Texas' most famous libation. Restaurant Row, north of town, features a high concentration of eateries.

When it comes to food, Dallas is known for its steak, Mexican and Tex-Mex food and barbecue.

Among the favorites for Ken Small, superintendent at Brook Hollow GC, are Pappadeaux, Royal Tokyo Steakhouse and a local Mexican joint called the Bluegoose Restaurant. "If you're looking to have fun, you can also try Dick's Last Resort and the Magic Time Machine, where waiters harass the heck out of you," he said.

For authentic Country music, Keith Ihms, superintendent at Bent Tree CC, suggests heading to Billy Bob's in nearby Fort Worth. "You don't want to miss it," he said. "They have live music, dancing and a mechanical bull if you're so inclined."

More barbecue and Southern "home" cooking can be found at Sonny Bryan's, Celebration, the Black Eyed Pea and Mother's Daughters.

**SH Golf Club**  
A Note From The President  
20th October

Dear Bill:  
A beautiful course, no crabgrass  
all season, and we stayed within  
budget. Looks like the new greens  
mower is a go!

Good job.  
Don

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## Course builders vote Rossi Award to Nicklaus

By JOEL JOYNER

LINCOLN, Neb. — The Golf Course Builders Association of America (GCBA) has unanimously voted Jack Nicklaus as the recipient of the 2000 Don A. Rossi Award.

The presentation will take Feb. 15 at the association's annual awards dinner, held in conjunction with the Golf Course Superintendents Association of America's annual conference and trade show in Dallas, Texas.

The honor recognizes individuals who have made significant contributions to the

game of golf, and who have inspired others by their example. Don Rossi, during his tenure as director of the National Golf Foundation from 1970 to 1983, led the foundation to an expanded role in the world of golf.

"It is fitting that it comes on the relatively close heels of the award we gave Arnold Palmer a couple of years ago," said Frank Hutchinson, GCBA president.

"With the exception of Mr. Rossi, who was the first honoree in 1991, I believe Palmer and Nicklaus are the only two recipients who have been voted unanimously by our board."

Past winners include Robert Trent Jones and Brent Wadsworth.

"The absolutely significant part is that Jack Nicklaus is known throughout the world, to those inside as well as outside of golf, as a leader and contribu-



Jack Nicklaus

tor," said Hutchinson. "He has stood the test of time in a world where sport heroes are barely remembered more than a few months. And that, to me, stands out about the man."

As a golf architect, Nicklaus has designed, co-designed or redesigned more

*'He has stood the test of time in a world where sport heroes are barely remembered more than a few months.'*

— Frank Hutchinson

than 200 courses. At least 30 of his signature courses are ranked in the top 100 courses in the world. Nicklaus Design has opened more than 40 courses in the past two years and currently has more than 50 projects in the construction or design stages, including the company's first project in the Middle East — an 18-hole layout in Dubai. As a player, Nicklaus has over 70 Tour victories.

Nicklaus also is a supporter and contributor to the World Golf Foundation's First Tee program, co-chairing the program's capital campaign with golfer Juli Inkster.

## GCSAA presents Distinguished Service Award winners

DALLAS, Texas — The Golf Course Superintendents Association of America (GCSAA) will honor Euel Coats, Ph.D.; L.W. "Sonny" DuBose Jr., CGCS; and Arthur

Weber with the 2000 Distinguished Service Award here at the Adam's Mark Hotel during the Feb. 14 opening session of the

72nd International Golf Course Conference and Show.

"The superintendent profession, the association and the game of golf owe much to them for their dedication and commitment," said GCSAA president R. Scott Woodhead.

The award, first presented in 1932, recognizes the three recipients as having made an "outstanding, substantive and enduring contribution to the advancement of the golf course superintendent profession."

Coats, a turf-weed scientist at Mississippi State University, has been responsible for the development of several weed control programs, including one for the Virginia buttonweed. He has served on the GCSAA's educational advisory committee and has conducted research analyzing the performance of fertilizer carriers for herbicides.

Retired superintendent of the private Houston Country Club, DuBose is a founding member and past president of both the

Continued on next page

GOLF COURSE NEWS

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## Election 2001 candidates

Continued from page 38

### Directors

**Name:** Robert J. Maibusch

**Age:** 43

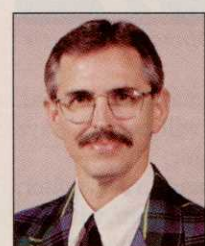
**Course:** Hinsdale Golf Club in Clarendon Hills, Ill.

**Former head superintendent at:** N/A

**Years GCSAA member:** 23

**GCSAA posts:** Maibusch has been a member of the board of directors for one year. He currently serves as chairman of the publications committee and the limited budget resource group.

**Other associations:** Maibusch is a member and past president of both the Chicagoland Association of GCS and the Midwest Association of GCS. He is also a member of the Illinois Turf Foundation, the USGA, the Michigan Turf Foundation and the Chicago District Golf Association. He is one of 23 persons in the world to achieve the Master Greenkeeper designation from the British and International Golf Greenkeepers Association.



Robert Maibusch

**Education:** Bachelor's degree in turf management from Michigan State

**Goals:** "To continue to move forward with the association's image enhancement. I do believe the PDI will pass, and I do support it. But even if it doesn't, we've put the things in place that are most important. The education system is being restructured, and that will be a huge benefit to the members. We've also got some new programs in the line right now, like a 'limited budget group,' that we hope to jump start this spring. Basically, we're in pretty good shape at the moment and moving in the right direction."

**Name:** Tim O'Neill

**Age:** 43

**Course:** Country Club of Darien, Conn.

**Former head superintendent at:** N/A

**Years GCSAA member:** 19

**GCSAA posts:** O'Neill has been on the board of directors for one year, serving as chairman of the membership committee and the student resource group.

**Other associations:** O'Neill is a member and past president of the Metropolitan GCSA. He is a member of the Connecticut Association of GCS and the Rhode Island GCSA. O'Neill also is the current past-president of the Tri-State Turf Research Foundation and a member of the Environmental

tal Industry Council of Conn. and the USGA.

**Education:** B.S. in turfgrass management from the University of Rhode Island

**Goals:** "Serving on the board this past year has been a tremendous opportunity for me. I am looking forward to the vote regarding the PDI. The process



Tim O'Neill

that was used to develop these standards was an example of members working together to accomplish the same goal. Either way with the vote, the association will remain focused on improving and providing the most relevant education and promoting golf course superintendents."

## DSA winners

Continued from previous page

South Texas GCSA and the Texas Turfgrass Association. A member of the GCSAA since 1953, he also served on the board of directors from 1959 to 1961.

Weber is a founding board member, a past president and the first green chairman of the Old Westbury Golf & CC (N.Y.) as well as a past president, vice

president and treasurer of the Metropolitan Golf Association. In addition, Weber is a founding board member of the Tri-State Turf Research Foundation, and has served as past president and director of the Long Island Golf Association. A one-time member of the U.S. Golf Association's Green Section Committee, in 1994 Weber also developed an environmental code of conduct for the golf industry. ■

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BY MARK LESLIE  
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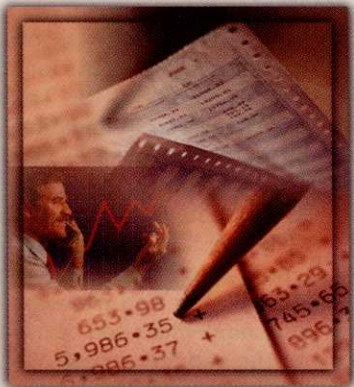
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## BRIEFS

### DUNCAN TAKES OVER AT HERITAGE PALMS

SCOTTSDALE, Ariz. — Western Golf Properties has named Randy Duncan the director of golf for Heritage Palms Golf & Country Club in Indio, Calif. Prior to joining the company, Duncan was head golf professional at the Westin Mission Hills Resort and Mission Hills North in Rancho Mirage, Calif.

### SINGLETEETIMES.COM LAUNCHES

OAKLAND, Calif. — In an effort to help single golfers find tee times more efficiently, a new Web-based company, SingleTeeTimes.com, has been launched. The Web site solves the single player problem by creating an online community of individual golfers who share pre-arranged tee times. "Golfers from all over the U.S. and Canada can make pre-arranged tee times for two or more players, post it on the site and make the additional spots available for others," said president Ron Jackson. A single player can then search the database for the time and location he wants and join the group. Players who register with the site can also receive e-mail notifications listing available tee times in their local area.



### SARTAIN TO HEAD GOLFBUSINESS.COM

TAMPA, Fla. — Jim Sartain has been named CEO and president of golfbusiness.com. Previous to joining the golf distribution company, Sartain was CEO of the Meadowbrook Golf Group. The company, launched last year, has relationships with more than 100 suppliers and 5,000 golf courses throughout the United States.

### SCHAFER NAMED HEAD PRO AT SUNRIDGE CANYON

FOUNTAIN HILLS, Ariz. — SunCor Golf has named Joel Schafer as its new head golf professional at SunRidge Canyon Golf Club here. Schafer, who has worked at courses in Arizona, Colorado, and Wisconsin over the past seven years, will assist in supervising golf course operations, budgeting, merchandising, training employees, planning tournaments and promoting the club.

## Heritage adds five high-profile courses to management portfolio

By JAY FINEGAN

SAN DIEGO — Heritage Golf Group, a San Diego-based owner and operator of premier private and daily-fee golf facilities, has added five new courses to its portfolio through management agreements of five years or more.

Heritage will manage Angel Park and The Legacy, both in Las Vegas, Nev.; Langdon Farms Golf Club in Portland, Ore.; Trophy Lake in Port Orchard, Wash.; and Washington National in Auburn, Wash.

Four of the five are 18-hole courses and the fifth, Angel Park, is 45 holes.

All five courses are owned by O.B. Sports, of Kirkland, Wash. "We'll manage them under the O.B. Sports umbrella,"

said Heritage executive vice president Gary Dee, "and they will concentrate on the management contracts they have for eight golf properties owned by other companies or individuals."

The new properties offer premium golf experiences in resort-style settings. "Our goal is to have the Heritage name associated with the finest golf facilities in the country," said Bob Husband, president and CEO. "To be able to bring on five courses of this caliber at once is truly exciting for us. This transaction is an important step, not only because of the quality of these facilities, but also for our increased exposure in new markets."

Continued on page 48



The 8th hole at the Talega Golf Club in San Clement, Calif., built and managed by Heritage Golf Group. The course, designed by Fred Couples and Brian Curley, opened last month.

## Troon opens three courses in Australia

SCOTTSDALE, Ariz. — Troon Golf has announced the opening of three new golf courses in Australia. The new facilities "down under" all debuted on *Golf Australia* magazine's "Top 25 Resort Courses" list for 2001, released in the January edition.

Glades Golf Club opened in December and is the highest-ranking Troon Golf property on the list. Owned by an investment group led by Ian Baker-Finch, the Glades is an 18-hole Greg Norman-designed layout nestled in a creekside valley on the Gold Coast of Queensland.



Another newly opened Troon Golf property is Pelican Waters, also a Norman design. This 18-hole facility, located near Golden Beach, Queensland, features an extensive lake and wetlands system on the front nine, while the back nine lays out in a links format.

The third course — Golf Club Kennedy Bay — is scheduled to open at the end of January. *Golf Australia* debuted the course

Continued on page 48

## Diamond Players Club rolls out new division, builds portfolio

By JAY FINEGAN

LONGWOOD, Fla. — Diamond Players Club, a golf brand and course management company spearheaded by Arizona Diamondbacks pitcher Todd Stottlmyer, has formed a new division to focus on landing management contracts that might lead to future course acquisitions.

The new unit, DPC Management Services, is being run by managing partners Dan Burdette and Cathy Martell. Both will report to company president W. Douglas White. It already has one contract to operate the soon-to-open Legends Course, in a Lennar Homes development in Clermont, Fla. DPC also managed construction of that course, which opens this winter.

An 18-hole, 6,766-yard championship track, the semi-private Legends was designed by golf architects Clifton, Ezell & Clifton. The 400-acre site will include some 700 homes.

The company already owns and manages DPC Clermont, an 18-hole, 6,900-yard layout near Or-

## Miami firm launches 'golf only' Internet recruitment site

MIAMI — GolfSurfin Inc., based here, has launched the world's first online job-recruiting site dedicated exclusively to the golf industry. The site serves as a comprehensive job board strictly concentrating on jobs in the golf industry, listing everything from golf pro to caddy to manufacturer's sales rep.

Currently, the site features job openings at some of the leading clubs and resorts in the United States and Canada, as well as many of the industry's top manufacturers of golf equipment and apparel.

Striving to be the "Monster" job board of the golf industry, the Web site is loaded with high-end features while maintaining an easy-to-navigate format. "If it is golf-related, we will post it," says CEO Michael Schlesinger.

Schlesinger, a lawyer and an avid golfer, founded the company together with his wife, Dawn Schlesinger, who already runs a successful recruitment firm, after discussing her frustration at having to pay in order to search the jobs at other sports-related online job boards.

"We started the board after it became clear that the golf industry lacked a central source for candidates to search for," he said, "and for employers to post jobs."

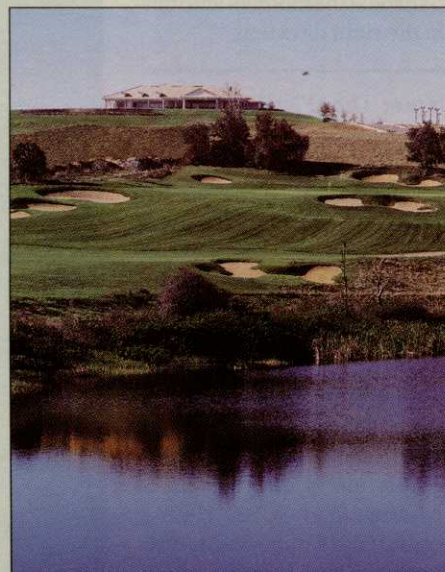
### FREE FOR JOB SEEKERS

Unlike other online job boards catering to the sports industry, GolfSurfin.com

Continued on page 49



Michael Schlesinger



The 9th hole at DPC Clermont, playing 425 yards from the tees, requires a tough carry over water on the tee shot and a steep uphill second shot to the green.



## Honours Golf adds Limestone Springs to its growing fold

By ANDREW OVERBECK

BIRMINGHAM, Ala. — After a successful 2000, Honours Golf is continuing to buy courses in 2001 with the acquisition of Limestone Springs Golf Club.

The course, located north of Birmingham in Oneonta, is an 18-hole semi-private layout designed by Jerry Pate. Honours Golf also purchased 600 acres surrounding the course for future real estate development.

"The course has been open for a year and a half," said CEO Bob Barrett. "It was a family-owned real estate and golf deal and the family eventually realized that they had gotten into an industry that they did not know anything about."

Barrett teamed up with a group of local investors to handle the real estate portion of the deal. "The other investors will operate the real estate component and we will run the golf course," he said. "It was the only way to make the transaction work."

### LIMESTONE SPRINGS

Limestone Springs is the second Birmingham-area course in Honours Golf's portfolio and is in keeping with Barrett's strategy to own and operate high-end clubs.

"We need to brand ourselves as the marquee brand in the Southeast," he said. "We will continue to grow the company

on in the market," he continued.

So far, the company has financed all of its acquisitions internally. "Our plan is to have a 50/50 debt-to-equity ratio on each of our projects," said Barrett. "We don't want to get ourselves leveraged to the point where we cannot deal with downturns in the economy."

### EXPANDED REACH AND SERVICES

While Barrett aims to become the premier course management firm in the Southeast, his goal is to eventually expand nationwide. "We will expand beyond the

Southeast," he said. "Initially, it was important to stay close to home and have our arms around things, and develop our management team."

### THREE COURSES A YEAR

The company will also be rolling out a fee-based management service this year. "We think we can offer a lot to the market, and we have the people in place to do management contracts," Barrett said. "I don't see us going into lower-tier courses though. If anything, we will move into the private club sector."

Honours Golf is gearing up for a busy 2001 but Barrett doesn't see the company growing any faster than two to three courses a year. "If the right opportunity came along, we might buy a company. But right now we want to focus on quality, not quantity."



View of Limestone Springs GC, in Oneonta, Ala.

## Marriott Golf assumes management of Faldo's Shadow Ridge

PALM DESERT, Calif. — Marriott Golf, the nation's largest resort golf management company, has been brought in to manage the newly opened 18-hole, 6,932-yard Shadow Ridge Golf Club here in Palm Desert. The resort

essentially two-bedroom time-share condos starting at about \$20,000 for one week per year.

"We're very excited to be involved with Nick Faldo's first championship design in the United States," said Claye

Atcheson, vice president for operations at Marriott Golf. "Shadow Ridge is a premier golfing facility with top quality service and amenities."

### INSPIRED BY AUSTRALIAN COURSES

Faldo, a three-time winner of both the Masters and the British Open, said he aspired to something special for his first American project. "I wanted a golf course which not only looks



Shadow Ridge, above, is Marriott Golf's 26th facility.

is the 26th facility in the Marriott Golf portfolio and the third in California. The new course is also the 101st layout in the greater Palm Desert-Palm Springs area.

Designed by World Golf Hall of Fame member Nick Faldo — his first golf course in the United States — Shadow Ridge is a par-71 championship layout set against the stunning backdrop of the snow-capped Santa Rosa Mountains.

Faldo's international experience and knowledge of strategic design are evident at Shadow Ridge, and will complement a 950-luxury villa Marriott Vacation Club International property,

different from all other desert courses, but which plays differently as well," he said. "I sought to design a course that not only tests a player's skill, but also his imagination and character. I wanted to take resort golf to another level."

"If there is a particular inspiration, then I would say that we set out to effect a flavor of the great sand-belt courses of Australia, notably Kingston Heath and Royal Melbourne," Faldo continued. "Our fairways are typically generous but our bunkering style is impressively bold. The greens have plenty of subtle undulations and they

Continued on page 59

## Honours Golf Courses:

HIGHLAND GOLF — BIRMINGHAM, ALA.

KELLY PLANTATION — DESTIN, FLA.

ROCK CREEK — FAIRHOPE, ALA.

PENINSULA GOLF & RACQUET CLUB —

GULF SHORES, ALA.

THE SLAMMER & THE SQUIRE — WORLD

GOLF VILLAGE, ST. AUGUSTINE, FLA.

THE KING & THE BEAR — WORLD GOLF

VILLAGE, ST. AUGUSTINE, FLA.

LIMESTONE SPRINGS — ONEONTA, ALA.

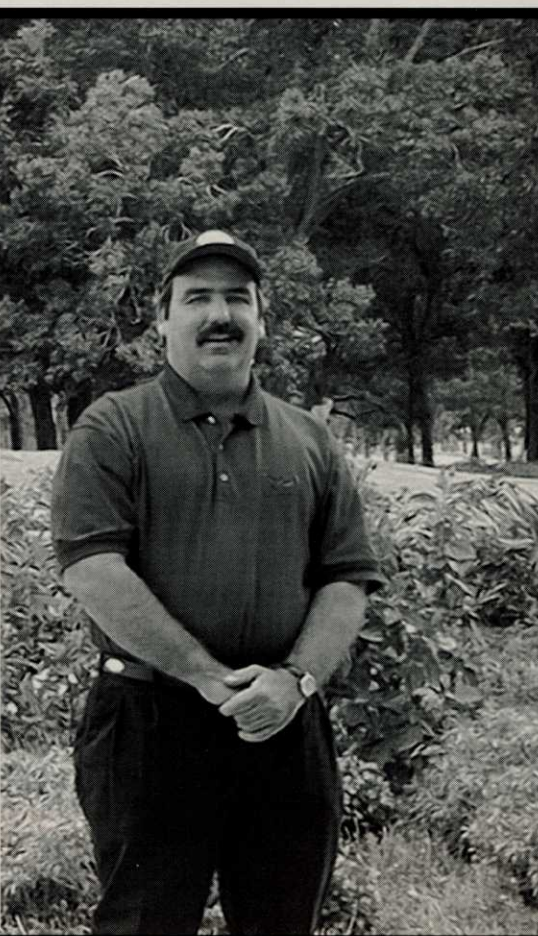
but we have to stay consistent with the branding strategy."

### GROWING TO 30 COURSES

The burgeoning company now has seven courses in its portfolio and aims to grow to 30 courses in the next ten years.

"The plan is to develop or acquire three courses a year," said Barrett. "A very strong part of our business will be developing high quality golf projects. It is a very cost-effective way to do it and we can control the quality of the project."

"However, it is difficult to find quality development projects out there right now, so a lot will be dictated by what is going



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## Courses on the selling block are finding buyers scarce, prices sliding

By JAY FINEGAN and  
ANDREW OVERBECK

SAN DIEGO — Golf management companies looking to acquire more courses are now seeing the best market in 10 years, according to Don Rhodes, chief financial officer of the growth-minded Heritage Golf Group. But unfortunately, he said, the finan-

cial backing to fund new deals is disappearing quickly.

The softening valuations for existing courses, due to saturation levels in some areas and an economic downturn in general, are forcing equity venture firms to pull back, further depressing the market.

Bob Barrett, CEO of Birming-

ham, Ala.-based Honours Golf, also is noticing the effects that overbuilding has had on new course funding. "The lack of funding is eliminating a lot of people from the market right now," he said. "There has been so much built in the last several years, and there are a lot of people out there suffering right now."

For companies with the financial firepower to add to their portfolios, however, the timing is good.

"This is the most favorable acquisition market I've seen in 10 years," Rhodes said. "Prices are coming down from the high end to the low end. There's always a certain number of people, a certain number of courses, that

have to sell. Somebody dies, something happens. And for the people who have to sell, prices are falling all over the place."

Barrett reads the situation the same way. "It's still a little early to tell," he said, "but it is going to become a buyer's market for sure."

### \$100-MILLION COMMITMENT

The Heritage firm, headquartered here, launched in late 1999 and now appears well-positioned to capitalize on the southbound drift. It has secured a commitment of \$100 million from GTCR, a private, Chicago-based equity venture firm that manages more than \$4 billion in capital.

The reason for the big commitment, Rhodes explained, is the strong track record compiled by Bob Husband, the Heritage CEO, whose last company, Cobblestone Golf Group, rewarded its financial backers when its 50 golf courses were sold off in 1998.

"Bob is the only one [of the chain builders] who has gone full cycle," Rhodes said. "He started out in 1992, built Cobblestone, sold out his entire portfolio and delivered good returns to investors. Most of the others started after he did and have not done as well, and the venture capital groups that funded those companies are not happy. Their returns have not been disastrous, but they haven't been stellar, either."

### THE RETRENCHMENT SETS IN

Before joining Heritage, Rhodes ran a course-financing operation for Bank of America (BOA). That unit, Nation's Credit, was shut down recently. But from his perch there, and now at Heritage, Rhodes has watched the go-go years of recent times and now the retrenchment.

"My old group at BOA financed many of the growing golf companies," he said. "Textron Financial Corp. had a wide-ranging business, and other firms were providing capital — Apollo, Westbrook, Olympus. We financed Arnold Palmer Golf Management, Kemper Sports, Eagle Golf Services, Heritage, Meadowbrook Golf Group, Gotham Golf Partners. We financed almost everyone who was trying to build up a chain. But the old financial providers just aren't doing it anymore, and the buying groups have sort of stopped buying."

Indeed they have. Gotham put its 19 courses up for sale not long ago, he said, and then retracted the sale when serious interest failed to materialize. LinksCorp, out of Chicago, faced the same situation when its 24

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## Myrtle Beach named top golf destination worldwide

MYRTLE BEACH, S.C. — The International Association of Golf Tour Operators (IAGTO) has named Myrtle Beach as the “established” golf destination of the year. Other nominees included the Algarve, Hilton Head, S.C., Ireland, Normandy (France), northeast Florida, Palm Springs, Calif., and Scotland.

IAGTO’s 95 tour operators from

21 countries were asked to give a satisfaction rating of between one and 100 to each of the golf destinations. Criteria included customer satisfaction, support from suppliers, support from tourist boards, support from airlines, quality of golf courses and accommodations and accessibility to tee times.

“Myrtle Beach has stepped up

to the plate by offering great customer service and southern hospitality,” said Shane Sharp, editor of MyrtlebeachTravel.com and MyrtlebeachGolf.com. “We’re happy to see the Grand Strand get this kind of recognition. We publish tourism sites and publications in 18 destinations and have always known that Myrtle

Beach is a special place.”

The award was accepted by Debra Hesla of Myrtle Beach Golf Holiday at the IAGTO annual conference on December 11 at the Times-Union Theater, in Jacksonville, Fla.

“We’ve been working really hard internationally to get new golfers,” Hesla said. “Everyone

needs new golfers with the golf industry being kind of flat. Globally, more money is spent on golf than any other sport. We have been working the market for the last 10 years, having booths at the British Open and also going to the trade shows for the tour operators. It was a big

Continued on page 59

## Acquisition market

Continued from previous page

courses went on the block; it also pulled back. And Arnold Palmer Golf Management, with about 35 courses, also was put up for sale.

“The two Oklahoma guys who won the bid for Palmer couldn’t close it,” Rhodes said. “They couldn’t get the money together on the debt or equity side. It took them nine months and the deal finally fell apart.

Now Golf Trust of America (GTA), with 47 courses, is liquidating, and Rhodes said “I’m not sure they’ll find buyers for everything. We’ve looked at some of the GTA properties, and so have other companies that still have some equity backing them for acquisitions. I know Eagle could buy if they wanted to, and so could Kemper. But everybody is waiting because prices are going down, so why not wait?”

The waiting game is on for Honours Golf, too. “We are well capitalized and are under no pressure to go out and invest the money in a certain time period,” Barrett said. “We can sit back and wait for the best opportunities to come along. They will continue to come and may be even better over the next 18 months.”

### GOLF COURSE AS TROPHY WIFE

Below the large golf course management companies come the individual operators, where the action is unpredictable. “There are people who sell one course and buy another one,” Rhodes said. “A lot of families have been in the business for years, buying and selling. When they go to build, they sign personally, and they are often conservative. They range from outstanding operators to your little pro in rural Georgia who’s got a course.

“Your individual buyer is still out there,” Rhodes added. “It might be the rich guy who has always loved the game and wants his own course. It’s like the next Ferrari or trophy wife for him. But now, that guy is probably not as much there, either, because he’s lost a lot of money over the last year in his stock portfolio. But to the extent he is there, he can buy.” ■

GOLF COURSE NEWS

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## Heritage

Continued from page 44

Each property provides distinctive experiences for guests. Angel Park, for example, offers two highly acclaimed 18-hole championship courses designed by Arnold Palmer. The Legacy, one of Las Vegas' most talked-about courses, was recently chosen by *Golf Digest* as one of the

top 10 courses to play in Nevada.

Langdon Farms features a farm theme with the "Big Red Barn" clubhouse, which was named best new clubhouse by *Crittenden* magazine in 1996. Washington National, an upscale, 18-hole daily-fee/resort golf club, features a University of Washington theme. And Trophy Lake, with its captivating views of the Olympic Range and

Mt. Rainier, was recently named the third-best daily-fee course in the state of Washington.

"It's a privilege to be associated with these properties," said Dee. "We are very proud to be the new operators of these facilities, and we will manage them with the greatest attention to detail and a relentless focus on providing high-quality guest service."

The five new Heritage proper-

ties join Hamilton Mill Golf Club in Dacula, Ga.; Polo Golf & Country Club in northern Atlanta; and Talega Golf Club in San Clemente, Calif., as part of Heritage Golf Group's growing portfolio of golf facilities.

### TALEGA, A CASE IN POINT

Talega is a good example of the quality Heritage seeks in a golf property. Open only since last month, it has already been

nominated for "Best New Public Course" by *Golf Digest*.

The 18-hole, par-72 layout was designed by PGA Tour star Fred Couples, along with Brian Curley of Schmidt-Curley Design, based in Phoenix, Ariz.

The Talega track meanders through 208 acres of manicured fairways and features such naturally scenic areas as an oak-forested canyon, a series of lakes, and views of lush, rolling hillsides. Heritage owns and operates the club.

"The course is quite diverse," said Gary Dee. "Players will find the first six holes significantly different from the next six, which in turn differ a great deal from the final six. Sometimes lakes, running streams or waterfalls are the hazards. Other times it's the rugged natural terrain itself."

Along with the visual appeal, coastal breezes off the Pacific, just minutes from the course, combine to create exceptional aesthetics.

Golf rates for residents of Orange County and San Diego County are \$125 weekdays, \$155 on Friday and \$185 on weekends and holidays. Non-residents pay \$150, \$200 and \$225 respectively.

### SPANISH COLONIAL CLUBHOUSE

Talega will feature a 13,500-square-foot clubhouse, designed to emulate the Spanish Colonial architectural style of historic San Clemente. Scheduled to open in mid-2001, the clubhouse will include a grill, banquet and group space, as well as a well-stocked golf shop.

Heritage Golf Group is led by Bob Husband, former founder and CEO of the highly successful Cobblestone Golf Group. ■

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GCSAA BOOTH #5109

## Troon Golf

Continued from page 44

at number 11 on its list. "It is a true links layout and a great one at that," said designer Baker-Finch. "From the minute we saw the land, we knew we could do something good with it, but the finished product exceeded even our expectations."

Troon Golf will also manage two new Norman designs set to open over the next 18 months in Australia—the Vintage Golf Club in the Hunter Valley region of New South Wales, and Brookwater Golf Club, the first newly built golf course in the Brisbane area in nearly three decades.

Troon's initial foray into the Australian golf market occurred in April 1999, when it took over the golf operations center at Yarra Yarra Golf Club, the Alister MacKenzie-designed gem in Melbourne's prestigious sandbelt region. Yarra Yarra will host the 2001 Women's Australian Open.

Troon Golf currently represents more than 75 golf courses in 14 American states and nine countries. ■

GOLF COURSE NEWS



## GolfSurfin.com

Continued from page 44

does not charge a fee to job seekers. The fees are paid by the companies posting the jobs.

"The site is absolutely free to those who are seeking employment, thus encouraging a large pool of golf-career-minded prospective employees from which to choose," said Dawn Schlesinger. In turn, she added, the prospect of a greater pool of qualified and highly targeted candidates, together with a posting fee of \$80 for 30 days, results in a win-win combination for golf industry employers.

*'This site is absolutely free to those seeking employment'*

— Michael Schlesinger

Employers who subscribe to this service gain immediate access to hundreds of resumes posted on the site, and candidates may post their resumes free of charge. Additionally, they may apply for listed openings with a simple click of a button, which immediately forwards the resume by e-mail directly to the company posting the job. If the employer posting the job prefers, a completely anonymous e-mail address may be set up in order to further screen candidates.

### **JOBS STAY POSTED FOR 30 DAYS**

One of the most popular features of the board allows job seekers to check-off criteria for their ideal job. The information is then synthesized by GolfSurfin.com, and an e-mail is dispatched advising the candidate whenever a job that meets the criteria is posted.

Posted jobs remain online for up to 30 days, during which time they may be modified, edited or deleted as necessary. "While other job boards will automatically renew the openings if they are not instructed to remove them, GolfSurfin.com maintains a policy that is exactly the opposite. Jobs are removed automatically unless we are instructed to extend the posting," Dawn Schlesinger said, "which keeps the job openings on the board from becoming stale, since they are constantly being updated."

### **PRESCREENING OPTIONS**

For a nominal fee, GolfSurfin.com also offers additional, technologically advanced features, including pre-screening of job applicants through an individualized test written to meet an employer's specific needs. The test must be passed in order for the candidate to apply for the particular job opening, ensuring that employers

aren't swamped by unqualified candidates.

In addition, GolfSurfin offers traditional recruiting services both on a retainer or contingency basis. "By offering these additional services, GolfSurfin.com is able to act as an online recruit-



ing department for companies not wishing to incur the cost of maintaining their own webmaster," said Dawn Schlesinger. "Even if they already have their own website, it would take a painstaking amount of time on their part to generate the type of

traffic and high visibility that our website has achieved."

### **SUPPLEMENTING PGA'S BOARD**

"Our goal is not to compete with other free boards offered by the likes of the Professional Golfers Association, but rather to supplement them," said Michael Schlesinger. "From my experience, the golf industry gains when there is more than one avenue for job seekers to

use.

"Job seekers attracted to our site are experienced in the golf industry, and we're spending tremendous marketing sums to ensure that we draw industry-specific candidates to the site," he added. "That's why our board has swiftly filled with every variety of job available in the golf industry, not just that of golf pro." ■



## New Products, Flexible Solutions For Every Course, Every Budget

Stop by the Hunter Golf booth at the GCSAA Show and preview our line-up of new products for 2001. Hunter Golf will introduce a **new series of advanced rotors** with innovative servicing features, **new "retrofit risers"** that update existing irrigation systems, **three new central control systems** with enhanced graphics, plus a **powerful new field controller** with the most complete selection of enclosures in the industry.

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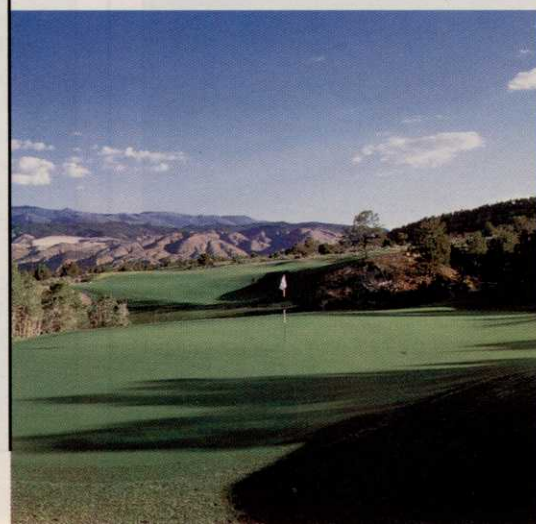


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GCSAA BOOTH #3035





## BRIEFS

### MOORE JOINS HARMONY

CHESAPEAKE, Va. — Gregory R. Moore has been named northeast regional sales manager for Harmony Products, Inc. Moore will manage the company's sales activities for Pennsylvania, New Jersey, and the New England states. Additionally, he will service Harmony's existing customer base and oversee expansion into additional markets.

### CEBECO APPOINTS DOZLER

HALSEY, Ore. — Cebeco International Seeds has announced the appointment of Brad Dozler as the company's new president. Dozler has more than 18 years of experience with the company, most recently serving as vice president of sales. In another move, the company also appointed Craig Edminster to vice president of marketing. Edminster has more than 20 years of experience in plant technology and the development of international markets.

### SIMPLLOT PARTNERS NAMES MANAGERS

SAN DIEGO — Simplot Partners has named Nick Spardy, David Schermerhorn and John Maggiore to its management team. Simplot Partners, formerly known as Turf Partners, was acquired by the J.R. Simplot company in July. Spardy, who was president of Turf Partners, will serve as vice president and general manager for Simplot Partners. He will oversee financial and management matters for the company. Schermerhorn, who was vice president of the east region for Turf Partners, is now director of sales and will be responsible for the company's 82-member sales force. Maggiore, previously western region operations manager for Turf Partners, is now national operations manager and will be responsible for the operation of all 21 Simplot Partners locations nationwide.

### TYLER ADDS SENSIBAR IN WISCONSIN

Elwood, Ill. — Tyler Enterprises has hired Jordan Sensibar as sales representative for the greater Milwaukee market. In this newly created position, Sensibar will be responsible for the sales of Tyler's custom-blended fertilizer products to the landscape, lawncare, golf course and public grounds markets. He will also be responsible for the sale of Tyler's proprietary custom fertilizer application system in the southern part of the state.

## Syngenta ready to focus on professional products

By ANDREW OVERBECK

Greensboro, N.C. — In the latest round of consolidation in the agrochemicals industry, Syngenta was formally launched late last year following a year-long merger.

The company, which was formed by the combination of the Novartis and AstraZeneca agrochemicals businesses, had pro forma sales of approximately \$7 billion in 1999. Based on revenues, Syngenta will be the number-one player in the turf and ornamental business.

In order to maintain this position, the company will be placing a strong focus on its professional products division, which services the golf course industry.

"One of the advantages of the combined company is that we are no longer a small part of a large pharmaceutical company. We are a pure ag player," said golf market manager Joseph DiPaola, Ph.D.

The professional products division now has a strong global commitment as well. "Neither company had a very strong commitment to professional products on a global basis," said Keelan Pulliam, head

of professional products. "When Syngenta was designed, a separate group was formed to focus purely on the professional products business. The global teams are responsible for developing strategies and ensuring that new molecules are screened for use in the turf and ornamental market, as well as the other specialty markets."

### SALES AND TECHNICAL SUPPORT

By combining the resources of the two parent companies, Syngenta has realized numerous synergies.

"Looking over resources, we have a larger sales force than either Novartis or Zeneca had," said Don Breeze, head of turf and ornamental products. "On top of that we also have the resources of the whole field biology group that has dedicated professional products people who will support us in research and development." Syngenta has 24 sales representatives, three sales managers and a five-person technical support team lead by technical manager David Roth, Ph.D.

While the sales and technical support

# syngenta

In addition to the expanded organizational structure, Syngenta will also offer an expanded product portfolio. The line-up includes:

**FUNGICIDES:** Heritage, Daconil, Banner MAXX and Subdue MAXX

**HERBICIDE:** Barricade

**TURF GROWTH REGULATOR:** Primo MAXX

**INSECTICIDE:** Avid

staff has increased, the number of sales and marketing managers has been trimmed. "In gaining synergies for the merger of the turf and ornamental groups, we reduced middle-management by 50 percent," said Pulliam. "We are trying to get efficiencies, but part of the responsibilities that those folks had may reside somewhere else in the organization."

### DISTRIBUTION

Syngenta will also be evaluating its relationships with distributors over the course of the next year. "We are committed to distribution," said Breeze. "But the

Continued on page 54

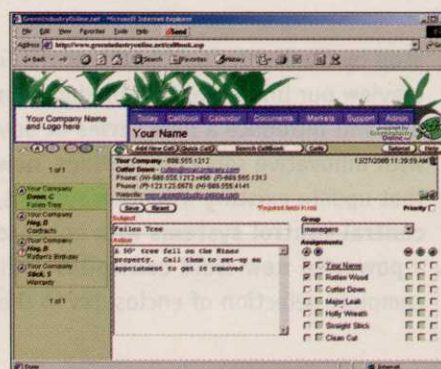
## GreenIndustry rolls out Internet-based management software

By ANDREW OVERBECK

WOODBINE, Md. — Steve Cissel, owner of Tree Center Inc., is gearing up to roll out an Internet-based contact management software program and procurement service aimed at improving efficiency in the green industry.

While the venture, GreenIndustry Inc., enters an already packed e-commerce arena, Cissel believes that the software component of the service will set it apart from the competition.

"We are a subscription-based company, not a transaction-based company," said Cissel. "The Call Book software is an individually customized Internet application that helps manage a contact database. In



An on-screen view of greenindustryonline.net

addition, the project management system keeps each member of the management

Continued on page 53

### NEW PRODUCT OF THE MONTH



#### THE JOHN DEERE 1445 FRONT MOWER

The John Deere 1420, 1435 and 1445 front mower models deliver excellent traction, maneuverability and productivity. Liquid-cooled Yanmar engines power all three mowers. The 1400 Series includes the 28-hp, gas 1420, the 24-hp, diesel 1435, and the 31-hp, diesel 1445. The hydraulic PTO allows gradual engagement and smoother operation and the 14.5-gallon fuel tank allows for all-day mowing. For additional productivity, the mowers are available with 60- and 72-inch, side-discharge decks. The decks have increased airflow so more material can be processed and the operator can mow at speeds up to 12 mph.

## UHS forms partnership to market former ABT varieties

DENVER — United Horticultural Supply (UHS) has formed a strategic agreement with newly formed United Seed Production (USP) in a deal that provides the company with marketing rights to many of the top seed varieties that belonged to the now-defunct AgriBioTech (ABT).

One of the major components of USP is ProSeeds Marketing, a seed marketing company that acquired more than 80 percent of ABT's 300 turfgrass varieties last August. USP also has one of Oregon's largest seed production farms, featuring 80,000 square feet of warehouse storage and the capability to blend and package 500,000 pounds of seed per day.

The premium seed offerings will be marketed under the Signature brand name, for which UHS acquired the market rights during the process of building the program. The line includes perennial ryegrass varieties Palmer III, Prelude III, Pennant II, and Phantom.

The stable also includes Apollo, Princeton 105 and Dragon Kentucky bluegrass; Culmbra and Southport chewings fescue; Trapeze and Vista creeping red fescue; Nordic and Reliant II hard fescue; Falcon II, Shenandoah II, Gazelle and Scorpion tall fescue; and Century, Imperial and Crenshaw creeping bentgrass.

Many products also will be marketed under the general UHS label and mixtures and blends will be

Continued on page 52



## Huxley installs walkway at Carnoustie

CARNOUSTIE, Scotland — Premier all-weather pathway material from Huxley Golf has been used to produce quiet, comfortable, hard wearing walkways on the Championship Course at Carnoustie Golf Links, Angus, Scotland.

The first Huxley Golf installation at Carnoustie was a 100-yard long by two-yard wide all-weather pathway on the eighth hole. Previously constructed us-



Huxley's walkway on the 8th hole at Carnoustie

ing crushed shells, the surface was proving noisy to golfers on neighboring tees and greens as well as being uncomfortable to walk on.

"Golfers preferred to walk on the grass beside the old path, resulting in unsightly wear and tear," explained links superintendent, John Philp. "Those who did walk on the path often carried shell material onto the surrounding areas, causing problems for mowing equipment. We needed an attractive, low maintenance solution."

*The material is easy to lay and good both to look at and walk on. It also requires minimal maintenance*

— John Philp

Huxley's Scottish area manager, Hugh Fraser, provided advice on suitable material specification and installation requirements to Carnoustie. Having successfully completed the new path on the eighth hole, the Links has subsequently installed additional all-weather material on the step off points from two bridges which cross the infamous Barry Burn. "The material is easy to lay and good both to look at and walk on. It also requires minimal maintenance," said Philp.

GOLF COURSE NEWS

SOMERSET, England — Bowcom Ltd., manufacturers of the Bowdry ground care machine, are moving on two fronts in a simultaneous expansion that sees their award winning range available in both the Far East and the United States.

Bowcom (Far East) Ltd., based in Hong Kong, will administer the increasing num-

## Bowcom expands worldwide

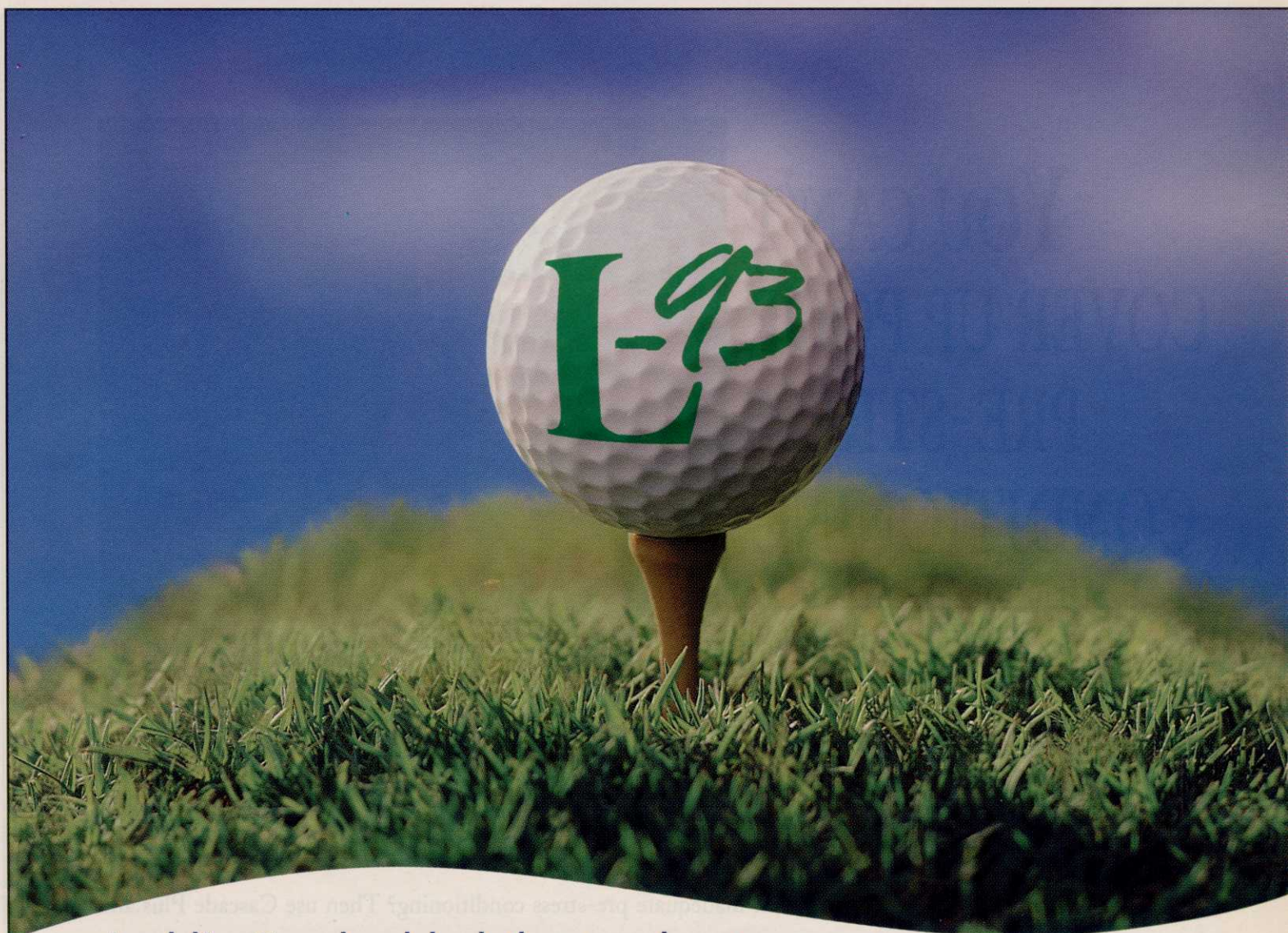
ber of trade opportunities Bowcom has created since first entering the market in 1997. Bowdry USA is headed up by Todd McColgin who will work from the company's New York state offices in dealing with the surge of inquiries received

since Bowcom's appearance at the Golf Course Superintendents Association of America show in February 1999.

The Hong Kong development is to consolidate Bowcom's Asian expansion having already appointed

Wellwin International as sole distributor for Bowcom products in China. Similar agents and distributors have also been established in Hong Kong, Singapore and Malaysia.

Bowdry's ability to remove excess water quickly and without marking fine turf, allows play to resume immediately after rain has stopped falling.



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## Barcelona organizers set conference program

BARCELONA, Spain — The Barcelona European Golf Show, to be held here Feb. 16-18, will feature more than 20 conferences, workshops, round tables and debates related to the golf market. For the professional section of the program, activities are aimed at analyzing and debating the

main challenges of the Spanish and international market. National and international experts, as well as representatives from the private and public sectors, have been invited to participate.

The conference program will cover:

- Analysis of key development

stages of a golf complex

- Golf project financing policy in the Spanish market

- Business opportunities in the South American market

- Business opportunities in the Portuguese market



- Quality management applied to golf courses

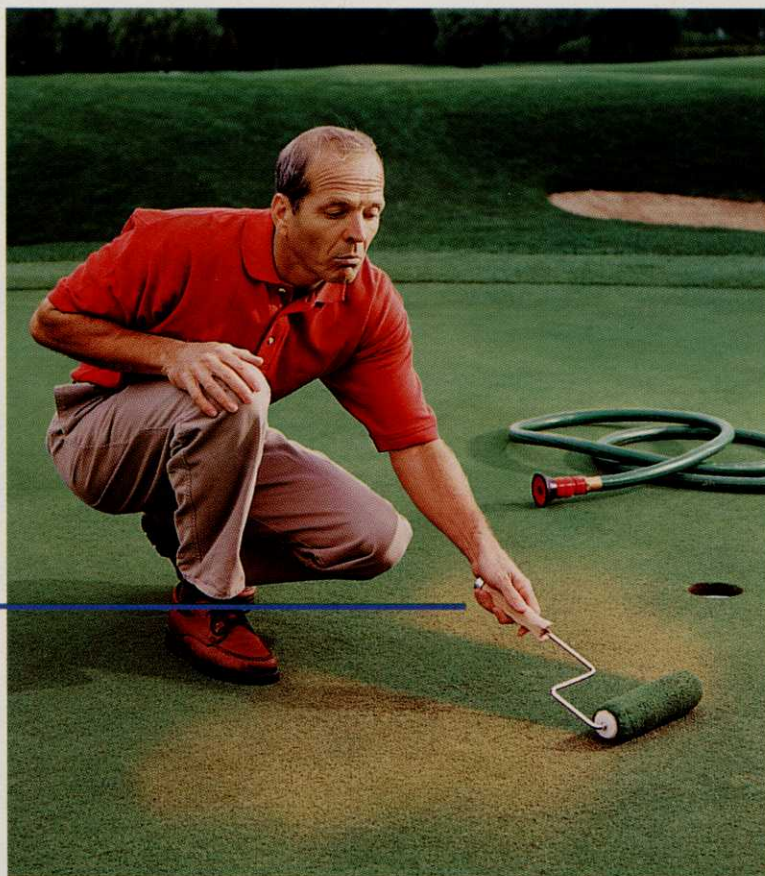
- Integral management and marketing tools in golf courses and resorts

The round table will cover:

- Golf and the environment
- The Socio-economic value of a golf course

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## Sumitomo combines Valent forces

WALNUT CREEK, Calif. — Sumitomo Chemical Co. (SCC) has combined the North American sales and marketing forces of Valent U.S.A. and Valent BioSciences Corp. (VBC).

Libertyville, Ill.-based VBC will remain an independent global manufacturer and supplier of all VBC branded products and will serve as SCC's center for worldwide discovery, acquisition, development and commercialization of all biological-based products.

"Combining Valent and VBC sales and marketing functions will enable the two companies to operate more effectively and efficiently," said Mike Borel, Valent president.

## UHS to market ABT varieties

Continued from page 50

designed to meet local climatic and use requirements. The company will also introduce its Signature Pure Seed Tag a guarantee that the seed is free of undesirable grass and weed seed. UHS has 130 sales professionals and 75 warehouse locations across the country.

"We will have top-quality seed products to offer in all categories, from the most elite varieties for the world's best golf courses to general reclamation needs for customers in golf course and sports turf management," said Terry Boehm, business manager for UHS. "There are more than 100,000 acres of turfgrass production in place to ensure that the supply of well-known brands will continue uninterrupted from UHS."

Turfgrass supplies for the spring season are expected to vary substantially by species. Turf-type tall fescue and elite Kentucky bluegrass will be in tight supply while the mid-range bluegrasses should be available in adequate quantities. Improved fine fescues and turf-type perennial ryegrasses are in ample supply and most varieties of creeping bentgrass should be available for the spring season. ■





## GreenIndustry

Continued from page 50

team up to date on the status of projects and jobs." Since it is an Internet application, it is constantly updated and can be shared in real time by all users.

Cissel built the software program for use in his own nursery and turf farm business four years ago. "We used it in-house to communicate with one another," he said. "The software handled our invoicing and inventory and it updated our web site so customers were kept up to date on what we had in stock. I let a few friends try the software out and now they can't live without it."

Sensing an opportunity, Cissel has spent the last 18 months developing an Internet-based version of the software to sell to others in the green industry. He has been working with Columbia-based Applied Information Technology to build the back-end of the system that he has spent more than \$600,000 developing.

### ON THE COURSE

According to Cissel, the application possibilities for golf course superintendents and management companies are numerous.

"Courses can build a contact management database so that all the members of the staff from the owner to the head of the greens committee to the superintendent can communicate," he said. "All of the people involved can log in to check on the status of projects and communicate with each member of the management staff."

"Let's say that there is a question about hole number three," he continued. "The superintendent can track what the concerns were, the things that were done and who was involved."

"The program will also be attractive to management companies," he added. "The owner or manager of a multi-course firm could log in from a remote location to see what was going on and to make sure that the management team is staying on top of tasks."

### COST AND SUPPORT

The Call Book software, which can be viewed at [greenindustryonline.net](http://greenindustryonline.net), will cost \$75 per month (\$900 a year) for one to 10 users. More users can be added at an additional cost.

"Setting up a database such as this would be cost prohibitive for most companies," said Cissel. "For \$900 a year, they can have a \$500,000 contact management database and we will take care of the servers, software upgrades and back up. They have no information technology worries."

The company's servers are protected with multiple firewalls and three levels of security, and old users can easily be deleted

from the system. According to Cissel, the database can handle an infinite amount of records. "I have been using mine for three and a half years and I have more than 21,000 records," he said.

### PROCUREMENT

Cissel's game plan is to first attract the users to the site before trying to attract vendors. "The procurement feature of the site is already built and we hope to have it available this spring,"

he said. "Since we are not transaction based, however, we allow vendors to continue to follow their existing business models—greenindustryonline is primarily a forum for communication."

Subscribers will have access to a vendor directory as well as a request-for-proposal system. "Users can put together a list of what they are looking for and then choose which vendors they want to send it to," said Cissel.

"Since we are not involved, this maintains the private and personalized nature of the deal."

Suppliers can either use the Call Book system at the same \$900-a-year rate or pay \$200 a year to be listed in the vendor directory.

### COMPETITION

Cissel estimates that [greenindustryonline.net](http://greenindustryonline.net) could eventually have 25,000 to 50,000 users within the green industry.

As far as the other dot-com ventures, he doesn't see them as direct competition to the company's service-oriented site.

"What is your motivation for logging on to the other sites? Why should you stop what you are doing to get onto the Internet?" he asked. "We have something that you will use every day as an Internet utility. Once you are using it you are just a click away from these dot-coms." ■

## Golf Course Owners: Please accept our apologies.

Many of the 1200 Ty-Crop MH-400 customers world-wide are reporting improved playing conditions, lower operational costs, and increasing profitability (more people are coming to play at their courses). But worst of all, grounds crews are saving on average over 1100 hours each year and they're struggling to manage all of this extra time (not!). We're really sorry about that.



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Actually go to my son's ball game.

Help out @ the Member/Guest event (ladies)

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## Syngenta is up and running

Continued from page 50

challenge that we have right now is the fact that in some cases Novartis was selling to distributors that Zeneca was not selling to and vice versa.

"Until Oct. 31, we have decided to maintain distribution as it was prior to the merger," he continued. "What we expect to do at that

time is to select our long-term partners. This gives us time to evaluate the distribution network."

The company is currently working to cross-train its technical staff, distributors and sales representatives.

### E-COMMERCE

Also on the table this year are e-business initiatives. Syngenta

is live on the Internet with product information and will be working to provide further technical information concerning disease solutions and product use.

E-commerce strategies are also being developed, but Pulliam was quick to note that these will be instituted in partnership with distributors. "We have to be able to compete with the technology in the market-

place as it develops," he said. "Long term we are putting money into e-commerce. With our channel partners there are efficiency opportunities in terms of supply and distribution and moving products."

### NEW PRODUCTS

While the combined company's product line has also been enhanced, there is still room for improvement. "We have

a strong fungicide portfolio," said DiPaola. "The herbicide side is strong, but we don't service broadleaf weed control. We need to strengthen insecticides, but Meridian will help there."

The prospect of getting Meridian registered by Environmental Protection Agency for use in turf and ornamentals this year is looking good; the agency recently approved the compound for use in seed treatment.

Another new product that will come to the market in the 2001 season is a weed control product called Touchdown Pro. "It has advantages over Roundup in that it offers rapid uptake and faster burn down," said Breeze.

### GROWTH

Going forward, Pulliam is bullish about the market for professional products. "We are very fortunate that the market is continuing to grow," he said. "With continuing new course construction, new residential construction and the growth of the lawn care industry, we are confident that we can develop new products and new chemistry that we can put into that market." ■

# NEW STARS

## from Turf-Seed, Inc.

### Blackstone

Kentucky bluegrass

Good summer survival,  
excellent turf performance.  
Dark blue-green color.

### Brilliant

Kentucky bluegrass

Top NTEP variety.  
First Kentucky blue  
better than Midnight.

### Aurora Gold

Hard fescue

Glyphosate tolerant  
with proper management.

### Moonlight

Kentucky bluegrass

Good overall disease resistance.  
Good salt tolerance.  
Good summer performance.  
Dark blue-green color.

### North Star

Kentucky bluegrass

Most aggressive  
Kentucky blue. Performs  
well at 1/2" cut.  
Ideal for fairways.

### Pure Gold

Tall fescue

Glyphosate tolerant  
with proper management.  
Outstanding turf quality.

### Tolerator

Tall fescue

Glyphosate tolerant  
with proper management.  
Dark blue-green color.

### Charger II

Perennial ryegrass

Germinates in  
10,000 ppm NaCl  
in salt table tests.

### New Tufted Hairgrass

*Deschampsia caespitosa* L.

Cold tolerant perennial.  
Excellent shade tolerance.  
good traffic tolerance.

### PST-2A6B

Perennial ryegrass

The most salt tolerant ryegrass.  
This next generation of perennial  
ryes will set the new  
performance standard.

### New Combgrass

*Cynosurus cristatus* L.

Excellent shade and wear  
tolerance. Good winter  
performance. Good in mixtures  
with tall fescue and Kentucky blue.

### PST-9F7

Colonial bentgrass

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## Textron Golf & Turf integrates

Continued from page 1

will be spending a lot of capital in the next several months to get it done."

### RACINE SHUTDOWN

The Racine factory was originally built to manufacture Packard automobiles. Some 275 factory workers will be eliminated in addition to 125 administrative jobs that will be cut once the division transfers its headquarters to Augusta.

Hyland expects that this will be the only plant closing. "Right now that is the only change in our program that is scheduled," he said. "The consolidation of the two facilities will be completed by next December."

The integration, he said, was a necessary evil.

"We are focusing our use of resources in manufacturing, sales and marketing, information technology, accounting and engineering," said Hyland. "We are sorting out overlaps and combining functions so that in the long run we are a streamlined business that is better able to offer premier customer service and products."

On the product end of the spectrum there also is some sorting out to be done, according to Hyland. "With the acquisitions that Textron has made in the golf market, we have a major opportunity to strengthen our market share," he said. "Those brands are well-recognized and

Continued on next page

GOLF COURSE NEWS



# NEW PRODUCTS



The E-Z-GO Refresher

## E-Z-GO's new Refresher

E-Z-GO is introducing an improved version of its Refresher beverage and snack vehicle. The new Refresher line is built on the Haulster, White Truck and WorkHorse 1200 utility vehicle platforms, boasting beverage can capacities up to 810 and consumable ice storage up to 92 pounds. The Refresher Insert fits onto any existing E-Z-GO WorkHorse utility vehicle and offers storage capacity up to 160 12-ounce cans, movable snack trays and adjustable dividers that create up to four separate compartments for ice and beverages. Each Refresher vehicle refreshment center features an aluminum frame and a canvas cover, and also includes a wide array of options, including condiment trays, bottle caddies, mini bottle carriers, cash drawers and humidors. For more information, contact: [www.ezgo.com](http://www.ezgo.com).

## Textron

Continued from previous page

we are committed to them. But we are evaluating some products on a case by case basis. It will be a continual process to see how all of those [product] lines fit together."

### NEW INITIATIVES

New product development will be another key to the streamlined business. "These businesses fit together very well. We have the top brands and a focus on the golf market," Hyland said. "The next evolution is developing new technology and products."

At this month's Golf Course Superintendents Association of America Show, Textron Golf and Turf will be unveiling its E-Z-GO golf cars that come equipped with Pro Link's GPS-system.

"This is the first opportunity to showcase the technology and our affiliation with Pro Link," said communications manager Ron Skenes. "It is already being used broadly on our golf cars and it will have applications with our other product lines as well." E-Z-GO will also be launching a new line of refreshment vehicles at the show.

E-commerce is another area where the company is developing new strategies.

"We think the e-business offers a lot of opportunities," said Hyland. "It provides more efficient ways to deal with our market and the way we run our manufacturing process." While a full-scale e-commerce initiative is still in the formative stage, said Skenes, the company has made a commitment to moving forward with e-business.

"We are stepping up our efforts in introducing new technology to end-users in order to make us more important and make their jobs easier," said Hyland. ■

GOLF COURSE NEWS

## Earth & Turf ready with the MultiSpread 300

Earth & Turf Co. has rolled out a new hydraulically driven topdresser, the MultiSpread 300. The unit will spread a variety of materials such as topdressing for golf greens, chips for pathways or salt-sand for sidewalks or driveways. The MultiSpread 300 has a capacity of 22 cubic feet and has a brush or beater spreading system that has spread patterns of 36- to 72-inches. All of the spreading adjustments can be made



The MultiSpread 300

easily without the use of tools.

For more information, contact: 888-693-2638.

### PARKWAY GETS NOD FOR NEO-TEC

Parkway Research Corp. has announced that the Environmental Protection Agency has approved its Neo-Tec nematocide for chemigation. Neo-Tec is a liquid concentrate derived from natural plant extracts that control parasitic nematodes while not damaging beneficial nematodes. Additionally, the product improves a plant's ability to withstand a variety of pathogens and stresses. For more information, contact: 1-800-442-9821.

### SP-1530 TOP DRESSER

# CRITICS' CHOICE

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These superintendents have different top dressing programs, but they all chose the SP-1530. They like how its adjustable spreading pattern of 15 to 30 feet easily covers a green in two passes. Some wanted light top dressing without dragging. And everyone wants a consistently uniform spread. It's all accomplished using the SP-1530's tiltable twin-spinners, flow control and the patented three-position switch. The SP-1530 comes with an unmatched Three Year Warranty and is now available in a truck mounted model. Find out for yourself what the SP-1530 can do for your top dressing program. Call for a demonstration today.



"With the SP-1530, the greens are so smooth and so consistent. They have never been better and our golfers have commented on the improvement."  
Bill Larson, Supt. Town & Country Club, St. Paul, Minnesota



"Our greens are more consistent, our mowers get less wear and tear and our members aren't even aware we have been out there."  
John Anderson, Supt. Indian Hills Country Club, Mission Hills, Kansas



"The SP-1530 saves us 2 1/2 to 3 hours every time we top dress."  
Donny Dockery, Supt. North River Yacht & Country Club, Tuscaloosa, Alabama



"Top dressing was always a chore before. Now it's fun!"  
Harold Neal, Supt. Tulsa Country Club, Tulsa, Oklahoma

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The SG60 StumpGrinder in action.

## Grind it with the Bobcat SG60 StumpGrinder attachment

Bobcat Co. has rolled the SG60 Stump Grinder attachment for Bobcat 773, 863, 873 and 864 standard and high-flow skid steer loaders. Using a Bobcat 863 loader as the power source, the SG60 can grind a stump 30 inches in diameter to a depth of 10 inches below grade in less than 10 minutes. The grinding head is mounted 90 degrees to the operator providing good visibility to the cutting area. The swing cylinder generates an arc of 80 degrees, allowing the operator to cut up to a 45-inch diameter stump without repositioning. A 32-inch cutting height provides better access for grinding tall stumps, and a 58-inch means less forward movement of the loader. The cutting wheel has 32 teeth, 14 right, 14 left, and four straight teeth. For more information, contact: 701-241-8740 or [www.bobcat.com](http://www.bobcat.com).

## Hunter Golf on the ready

Hunter Golf will introduce a new series of golf course irrigation products at the GCSAA Show in Dallas. Products include the G-800 Series of rotors, all of which are serviceable from the top. Hunter Golf will also roll out the RT "retro riser," which is designed to replace

the internal mechanism of old in-ground Toro sprinklers without disturbing the turf. On the controller side, three new central control systems with enhanced graphics will be presented and a new field controller with a complete selection of enclosures will be unveiled. For more information, contact: 800-248-6561 or [www.huntergolf.com](http://www.huntergolf.com).

## Turfco's CR-10 handles large jobs

The Turfco CR-10 material handler and large area top dresser features a three-position hand-held control that provides operators flexibility and freedom to monitor material flow and placement from the most convenient location. The new flow-feature, in tandem with the 180-degree swing of the cross conveyor, allows the CR-10 to effectively place material without moving the machine and reduces shovel work. The material handling function is useful for filling bunkers, sand traps, washouts or irrigation ditches. For large area top dressing, the hand-held control feature allows independent control of spinners and the main conveyor ensuring a clean application. The spinners can be adjusted from 15 to 40 feet for heavy



The Turfco CR-10 is useful for large jobs like filling bunkers

or light application rates. The four cubic-yard self-cleaning, galvanized hopper ensures material flow and eliminates bridging. For more information, contact: 800-679-8201 or [www.turfco.com](http://www.turfco.com).

## John Deere to introduce new walk-behind greens mower series

John Deere has unveiled its new 180B/220B/260B walk-behind greens mowers that will be available in fall 2001. The greensmower series features lighter thermoformed GPX nylon drive chain covers and a larger muffler that

reduces noise. A new gear case improves the balance of the unit and bedknife-to-reel adjustment knobs allow for easier precision adjustments. An improved safety bail linkage designed for increased durability is located closer to the handlebar, making it more convenient for the operator to engage. For ease of transport, the transport wheel hex axle/hub design is both easier to remove and install. For more information, contact 800-537-8233.

## ATI rolls out the 805

ATI Corp.'s new 80-inch-wide Model 805 Preseeder tiller can till, level and rake in one operation, turning a rough grade into a finished seedbed. The rotor teeth are mounted in a helical pattern for smooth operation and a uniform seedbed. Working depth and rotor angle can be adjusted from the tractor seat during operation. The rotor can be hydraulically angled left, right, or straight. The Model 805 is for tractors with 25 to 45 pto hp. For more information, contact: 717-354-8721.



ATI's new 805 Preseeder

## Toro unveils the Flex 21

The Toro Co. has introduced the Greensmaster Flex 21 walk greens mower with a unique cutting unit that flexes forward and back and side-to-side around the bedknife center line. As a result, the Flex 21 can closely follow the turf without scalping, even on severe undulations.

The flex cutting unit allows cuts as low as 1/16th of an inch and operates independently from the traction unit. The clipping basket attaches to the frame for equal weight distribution and a tapered traction drum design relieves overlap marking. The Flex 21's unique bedbar geometry keeps the bedknife aligned for the life of the mower so when the reel wears, the bedbar adjusts, keeping the same aggressiveness and maintaining a consistent quality of cut.

Additional features include a sealed gearbox and bearings that self-lubricate



Toro's Greensmaster Flex 21 can handle severe undulations

and a cutting unit that can be easily removed. For more information, contact: 952-888-8801 or [www.toro.com](http://www.toro.com).

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# NEW PRODUCTS



Standard Golf's new ball washer

## Standard Golf improves washer

Standard Golf has added the new Century Ball Washer, a crank-style washer that has thicker walls made of composite materials. The new washer features convenient slot for detergent tablets, a built in overflow tube, a quick drain design and stainless steel machine bolts that make maintenance a snap. It cleans up to four balls at one time using long-lasting nylon cleaning bristles. For more information, contact 319-266-2638 or [www.standardgolf.com](http://www.standardgolf.com).



Kubota's new BX-Series.

## Kubota's new sub-compact tractors

Kubota has unveiled a new class of small tractors – the sub-compact BX-Series. The BX 1800 and BX 2200 feature a ladder-type chassis, a 55-inch wheelbase, and 18- and 22-hp diesel engines, respectively. Both tractors are equipped with four-wheel drive and a two-speed hydrostatic transmission. In four-wheel drive mode, the balanced alignment provided by the rear differential lock reduces the likelihood of possible turf damage. The BX-Series also features an independent pto clutch, 540-rpm rear pto and a 2500-rpm mid pto that allows independent or simultaneous use of both pto units. Attachments include a rotary tiller, box scraper, post-hole digger, loader, front blade, snow blower, sweeper and mid-mount mowers. For more information, contact: 800-4KUBOTA or [www.kubota.com](http://www.kubota.com).

GOLF COURSE NEWS

## Biobarrier stops root intrusion in its tracks

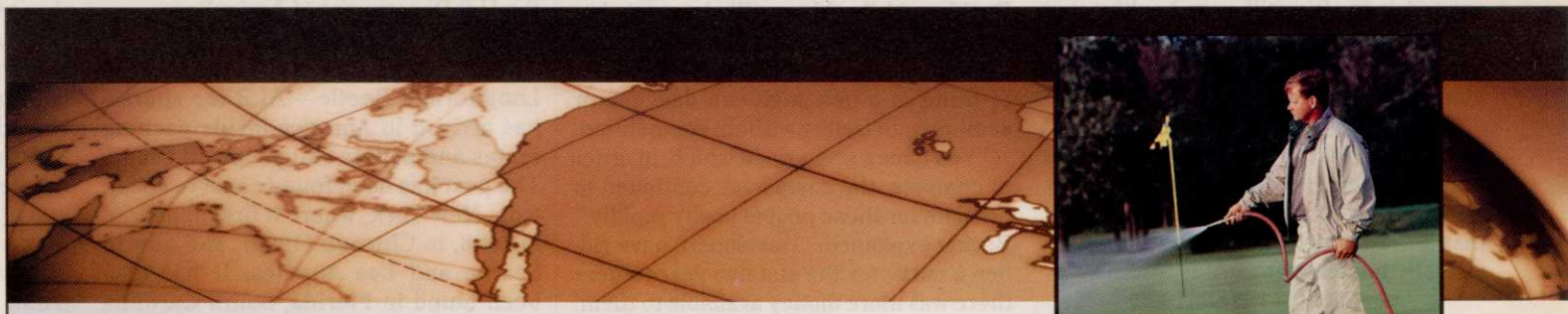
Reemay, Inc. is introducing the Biobarrier root intrusion fabric to the turf and ornamental industry. Designed as a long-term solution for vegetative root intrusion, Biobarrier combines geotextile fabric with a pre-emergence herbicide, trifluralin. Utilizing a patented control-release process, Biobarrier delivers only the

amount of trifluralin biologically necessary to inhibit root growth. This provides an advantage over repeated applications of herbicides required by conventional methods. The Environmental Protection Agency does not require a pesticide applicator license to install Biobarrier. For more information, contact: 800-284-2780.

## Great Lakes ready with play clocks

Great Lakes Golf Course Products introduces a line of Golf Time play clocks that will facilitate the desired rate of play as well as enhance the image of your golf course. The clock, is 14 inches in diameter and sits mounted on a 24- by 32-

inch mounting board. The board is a laminated recycled plastic and is maintenance free and weather resistant. Beneath the clock face is an area for the course name or a customized logo. For more information, contact 800-505-7926.



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out of the way—and out of sight—when finished.

The DGM system allows for a quick response in urgent situations such as extreme heat stress or dry conditions, while preserving the quality of the golf course by reducing turf wear and tear from driving carts and dragging hoses. In addition, hand watering allows for a more even and isolated watering distribution on the green.

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GCSAA BOOTH # 800



## Course construction money growing scarce

Continued from page 1

bankers tend to hunker down and go conservative.

Also, the torrid surge of course-building in recent years has left certain regions oversaturated. "For the first time, supply is beginning to outstrip demand," said George Marderosian, president of Clubhouse Capital, in Providence, R.I. "Golf hasn't grown at the rate everyone wanted it to. It's still very healthy, but when you're opening one course a day across the country, that means every day you need 40,000 new players.

"So the single most influential factor," he said, "is that too many courses were built between 1996 and 2000. It's really difficult now to walk into a friendly new market. So golf construction money is virtually non-existent."

### LENDERS ON THE SIDELINES

Statistics from the National Golf Foundation bear out Marderosian's argument. In 1988 there were 23 million golfers in the United States, playing on 13,626 courses. Today there are 26 million golfers, a 13-percent increase, playing on 17,300 courses, a 26-percent jump. In short, there aren't enough golfers to go around.

"Some parts of the country are clearly saturated," said Jerry Sager, managing director of First National American, in Martinsville, N.J., which has made golf loans for the last 20 years. "Another thing influencing the market is a big disparity between the long-term and short-term capital markets right now. Golf is a long-term investment with relatively short spreads, and what do you do with it if it goes into default?"

"I think that's why Debis Financial and GMAC [General Motors Acceptance Corp.] and a bunch of smaller guys have left the golf market in recent months," Sager said. "If you're a senior guy at Bank of America, I bet you sit back and say, 'Golf? Screw it. I've got \$800 million already sitting in a portfolio. Enough is enough.'"

Indeed, Bank of America did recently shut down its specialty golf lending unit, Nation's Credit, leaving a large vacuum on the capital-supply side.

"We probably did more construction loans than Textron did," said Don Rhodes, the former chief of Nation's Credit and now with Heritage Golf Group. "Between the two of us, we probably had 70 percent of the market for golf loans. In 1999 we did \$275 million and last year we closed over \$200 million in loans. Construction was probably 15 to 20 percent of that."

### THE OUTLOOK AT TEXTRON

Textron Financial Corp.'s golf division is still making construction loans, but only for select customers.

"We have throttled way back," said assistant vice president Jeff Burkle. "We're looking for very specific circumstances both in terms of markets and the type of product being proposed, and most importantly in the person doing the development."

"We're looking for preferred clients," he said, "those that have multiple-course operational experience, previous development experience, and who have substantial equity – both in the project and beyond – in the event that additional funds are necessary."

If a group of lawyers or dentists walked in and asked for a loan to build a course, Burkle said, "we'd say, 'We love you, but we can't help you.' Markets are getting more and more competitive. It's hard now to bring in a new high-end daily-fee or semi-private facility without competition."

"You have a scenario in which, in order to compete, the costs have continued to escalate for these people pretty rapidly," Burkle explained. "Developers have ridden a curve for the last five years where there was more money available to them. And now they are a little surprised and startled to see that, 'Hey, we can't get 80-percent financing anymore.' Well, the reality is, they're having a hard time finding any financing."

### WHO GETS THE MONEY?

Lenders agree that hot development deals backed by strong demographics will get funded. City and county municipalities, too, will be able to float bonds to build courses, although that sector is slowing sharply. Last year, only 26 municipal courses opened nationwide, down from 56 in 1999.

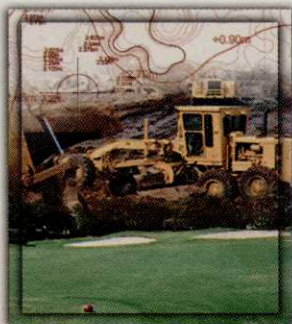
Worst off, it seems, will be that bulwark of course construction, the group of business associates whose great dream is to build a course in their city. A one-time shot like that will clearly be a hard sell.

"I'll give you an example – a fabulous deal that just happened," said Marderosian, of Clubhouse Capital. "The developer had 300 memberships presold before he even started the permit process – memberships at just under \$100,000. A national lender turned him down for the sole reason that this was the developer's first golf project."

"This guy got his loan from a local bank, because it was such a strong deal," Marderosian said. "But most developers aren't able to do that, because local banks don't necessarily like or don't understand raw land plays where you will sit there, literally watching grass grow for one or two seasons, before the doors open to generate cash. There are many less-risky places to allocate your money."

Rhodes, the former Nation's Credit chief, notes that money is tight everywhere, for all kinds of corporations.

"If you look at courses getting financing in 2001, I think you're looking at a drop of 30 to 50 percent," he said. "Can you get a loan? Probably. But it will be for fewer dollars, at higher rates, with more conditions and guarantees. That means the developers have to come up with more equity, and equity is tougher to get because that's a function of the markets, too. It's not as freely available for niche things like golf." ■



## Experts urge assault on Asian beetle

Continued from page 1

United States, where it poses a potentially extreme danger to the country's hardwood forests.

"Many tree-boring beetles attack weakened or dying trees, but the Asian Longhorned specifically attacks healthy hardwoods," said David Lance, an entomologist at the Animal and Plant Health and Inspection Service (APHIS), a unit of the U.S. Department of Agriculture.

### 'ONE BAD BUG'

Insect experts said the Asian Longhorned Beetle – ALB for short – has arrived in America inside packing crates and pallets shipped from China. The pest has been found coast to coast, from New York, where it first appeared in 1996, to Chicago (1998), and now in Seattle and Los Angeles. It has also been found in Florida, South Carolina and other states.

"We are extremely concerned about the ALB and have a tremendous eradication effort going on, particularly in the New York and Illinois areas," said Bob Flanders, a regulatory coordinator with APHIS.

Dan Glickman, U.S. Secretary of Agriculture until last month, said the beetle represents a serious threat to the American environment and economy. "Our mission is total eradication of this alien species," he said. "I know that sounds like a line out of the movie 'Independence Day,' but the real alien invaders are invasive species that make their way into our country. In short, this is one bad bug."

### GLOBAL THREAT GROWS

In China, unlike the United States, the ALB faces some natural predators. "There are some small beetle-eating beetles that go after the ALB's larvae," said Lance. "But even in China they don't come close to effectively controlling the insect's range."

As global trade with China escalates, the threat grows that the ALB could migrate worldwide. "We're trying to develop a global rule for the importation of solid wood packaging material with the World Trade Organization that will encompass a number of pest risks, including the ALB," said Flanders.

The wood packaging material is basically trash wood, cheap leftovers from lumber operations, cut up and used in shipping everything from computers and refrigerators to food products.

"Right now, as policy stands, there's a visual inspection on imports, and of course the ALB bores into the wood, making detection difficult, especially considering the volume of cargo," Flanders said. "Flat-out, there are not enough inspectors available."

### HEAT TREATMENT ON HORIZON

In 1999, the United States placed import restrictions on imports from China because of the beetle. To overcome the restrictions, the Chinese began fumigating packing wood with methyl bromide. But now that approach appears problematic.

"The questionable chemical methyl bromide has brought out concerns with us and the Environmental Protection Agency [EPA] over the issue of global

warming," said Flanders. "That's why a worldwide regulation, when established, will involve a heat treatment. There's still a debate about temperature and treatment times, but we're anticipating a worldwide regulation in the next year or two."

Heat treatment of packing wood to kill the beetle will involve higher costs, and those will be passed along to consumers. But, according to Flanders, "it's preferable to the potential billions of dollars of damage this insect could cause in the United States alone."

Currently, pheromone research is underway at an APHIS research facility and at Cornell University. But a pheromone trap for the beetle has yet to be discovered. Systematic soil and tree-trunk tests have been taking place in China, where American scientists are



Evidence of beetle damage

involved in the fight, with the chemical imidacloprid, commercially known as Merit or Imicide.

### HANDLING INFECTED TREES

To date, the only proven method to eliminate the invading insect is to destroy every infected tree. Maples appear to be the ALB's preferred targets, but they also hit many other varieties – elm, poplar, birch, chestnut, willow, black locust, box-elder and green ash among them. In the United States, officials have destroyed some 7,000 trees to contain the pest's spread.

Adult beetles are active from May to October. They usually remain on the trees from which they emerge, but may travel up to 400 yards to find a new host.

Each female is capable of laying 30 to 70 eggs each season that hatch 10 or 15 days later. The larvae then begin tunneling under the bark and into the wood, where they feed and eventually pupate. "The tunnels destroy the vascular system of the trees," said entomologist Lance. "When the water and nutrients are cut off, the trees die." ■



## Diamond Players Club

Continued from page 44

and Wekiva GC, a 6,640-yard track here in Longwood, DPC's headquarters.

According to Stottlemire, the new division will operate nationwide, seeking acquisition and management targets and providing services ranging from design and construction of new layouts to managing all golf and clubhouse operations at existing private or daily-fee facilities.

### BURDETTE AND MARTELL

Burdette and Martell both have deep experience in the course management arena.

Certified in golf operations and course maintenance, Burdette has directed land acquisition and development projects. He is a member of the Golf Course Superintendents Association of America (GCSAA) and a retired Class A member of the PGA of America. A former vice president of agronomy and new construction for Granite Golf, he served as senior superintendent at Grand Cypress Resort and as golf professional at Pinehurst.

Martell, formerly director of marketing for Granite Golf, specializes in the development and execution of comprehensive golf course business plans and marketing strategies.

### STRATEGIC GROWTH

According to White, the company plans to develop top-caliber golf properties in major league sports cities throughout the country. "We are a branded, sports-minded group," said White. "Tampa and Orlando are our anchors, and we will grow from there."

Any city with a franchise from the National Football League, the National Basketball Association or Major League Baseball appears to be fair game. "The primary focus is to get to 30 or 35 courses, and 50 at the outside,"

White said. "Strategically, that might take five to 10 years, but our overall goal is to have a golf presence in every major league city."

White added that DPC's preference is to build courses rather than buy existing clubs. He hopes to forge partnerships with developers to help fund the projects. "The financial partnerships will vary by relationship," he said. "Certainly there are some big builders doing creative arrangements. If they buy into the concept, there could be joint ventures under negotiable terms. It would allow us an entry into that market and develop a form of collateral for us."

### SPORTS ATMOSPHERE

Accentuating the company's sports theme, it has trademarked its Box Seat Sports Bar and Grille. "We'll have one of these at each of our properties," White said. "They have sports memorabilia, including World Series trophies. Seven satellite feeds and 20 television monitors will show golf tournaments live around the world as well as any other sports you might want to watch."

White sees an opportunity for the company in tournament play. "A lot of athletes have charitable causes," he said. "One of our niches is charity tournaments, where we'll bring celebrity players out and hold auctions."

"The whole company has been well thought out," White added. "Right now it's just a matter of growing the concept."

DPC was formed four years ago by Stottlemire and Florida PGA professional Gregg Gagliardi, the company's CEO. A number of current and former pro athletes are partners in DPC, including pitching greats Mel Stottlemire Sr. and "Sudden Sam" McDowell. Steve Jones, a former U.S. Open winner now on the PGA Tour, is also on board. ■

## Myrtle Beach top golf resort worldwide

Continued from page 47

thrill to come out on top, against Scotland and Ireland, the Algarve, and so on."

Since its inception in 1998, IAGTO has attracted nearly 300 operators and suppliers from 50 different countries. It is now recognized as the global trade association for the golf tourism industry.

"Every day, people from all over the world rave about how pleasant the merchants and the golf pros treat visitors," said Sharp. "Myrtle Beach is not just a golf destination but a family destination that offers something for everyone."

Myrtle Beach Golf Holiday is a marketing organization comprised of 88 accommodations and 96 golf course members.

Broadly recognized as the most successful golf-marketing cooperative in the world, Myrtle Beach Golf Holiday also operates several golf events, including the DuPont CoolMax World Amateur Handicap Championship, the Myrtle Beach Summer Family Golf Tournaments, and the Veterans Golf Classic.

MyrtlebeachTravel.com and MyrtlebeachGolf.com are the official travel and golf online publications of Myrtle Beach. Both publications are affiliated with TravelGolf.com, golf's most highly read chain of online golf and tourism publications.

TravelGolf.com includes such sites as GolfCalifornia.com; GolfFlorida.com; EuropeGolf.com; ScotlandGolf.com; and BadGolfMonthly.com.

The Myrtle Beach area has 115 golf courses. ■

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## Marriott Golf and Shadow Ridge Golf Club

Continued from page 45

reward and encourage a variety of approach shots. Miss the putting surfaces here and your ball will invariably roll into a tightly mown collection area - requiring a deft touch to recover - or into a greenside bunker."

Shadow Ridge Golf Club will also feature a Faldo Golf Institute by Marriott, the third such school in the company's portfolio, along with Marriott's Grande Vista in Orlando, Fla., and the Marriott Seaview Resort in Absecon, N.J.

### FALDO GOLF INSTITUTE ON SITE

Set to open in early 2001, the Faldo Golf Institute by Marriott will feature one of the largest, most unique practice facilities in the world. Faldo-certified teaching professionals will be on staff, offering programs for the novice golfer up to the accomplished player.

Faldo, known as one of the greatest players in

the game and a true student of the golf swing, has developed a curriculum for the Institute, which will embody his personal philosophy and teaching techniques.

"I'm confident that Marriott's Shadow Ridge will inspire golfers of all levels to improve their game," he said. "Most of all, my hope is that everyone who plays the course will be enchanted and thrilled by a unique golfing experience."

Marriott Golf currently manages 26 courses in the United States, Central America, Europe and the Middle East through its two arms: Marriott Resort Golf and Marriott Golf Management Services. Each year more than one million rounds of golf are played on Marriott courses.

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# Fream in Tunisia

Continued from page 32

tree planting. Tozeur has an unemployment problem, and daily wages approximating \$1 per hour will be a boost to the local economy. Long-term, we'll use a labor-intensive turfgrass maintenance program."

That labor supply will come in handy for the transplanting of 3,000 trees. "The oasis has about 200,000 date palms," Fream said. "The people don't want to pick the dates anymore, so they are kind of letting them die. We're going to move 3,000 of them and put them around the course."

The course itself will play to 7,040 yards, with five sets of tees. A valve-in-head irrigation system will help control water usage. Olive pomos and grape pomos – the remains of olive oil and wine grape pressing – and barley straw will be trucked in from the coast to provide an organic humus base. As for bunker sand – well, no problem.

## BALLOON RIDES OVER THE DUNES

The course owner is a hotel and tourism entrepreneur from Tunis, who also owns Fream's course at Tabarka, set directly on the Mediterranean.

"This guy is buying a little two-engine plane," Fream said, "and he'll be able to fly golfers into Tabarka, which is on the coast near Algeria. There they can play in the sand dunes and pine trees along the shore. Then he can fly them an hour south and land in the middle of the Sahara Desert, and they'll play on the most authentic-looking desert course they're ever going to see."

Fream has high hopes that sun-seeking golfers will show up. He thinks they will, because golf isn't the only local attraction. If you want to lay off golf for a day, you can take a camel or SUV safari into the Sahara sands or float over the dunes in a hot-air balloon. "Exotic dinners at tented encampments would appeal to golfers, too," Fream said. ■

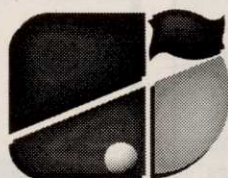
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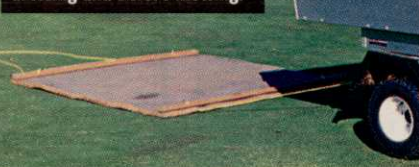
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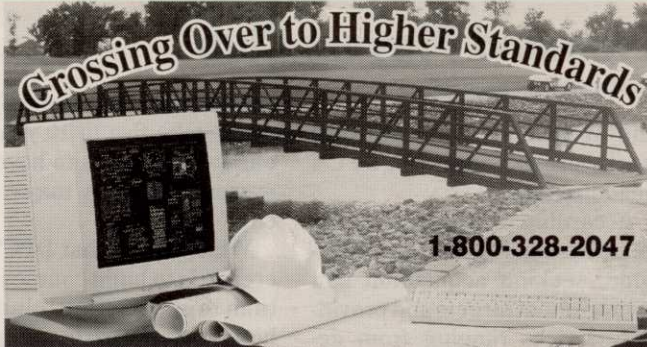
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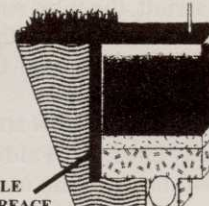
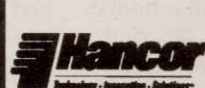
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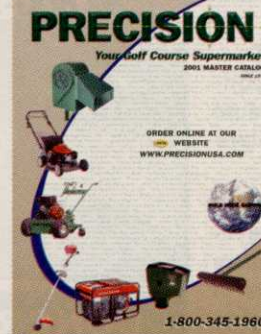
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| Precision Labs              | 52    | 800-323-6280 | 847-498-1176 | www.precisionlab.com           | 2213      |
| Pursell Technologies Inc.   | 46    | 800-334-8583 | 256-249-7428 | www.polyon.com                 | 635/835   |
| Rohm and Haas               | 41    | 800-987-0467 | 215-592-2787 | www.rohmhaas.com               | 335       |
| Rohmid LLC                  | 22-23 | 888-764-6432 | 973-683-4017 | www.mach-2.com                 | —         |
| Roots, Inc.                 | 29    | 800-342-6173 | 203-786-5295 | www.rootsinc.com               | 1234      |
| Syngenta                    | 12    | 800-395-8873 | 910-547-1164 | www.syngenta.com               | 3219/3235 |
| United Horticultural Supply | 28    | 303-487-9000 | 303-487-9010 | www.uhsonline.com              | 3657      |
| Zoecon*                     | 43    | 847-330-5300 | 800-426-7473 | scott.boutlier@wellmarkint.com | 855       |

## IRRIGATION AND PUMP STATIONS

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| Aqua SO2                        | 59   | 530-271-0915 | 530-271-0591 | www.aquaso2.com                                     | 105     |
| AquaMaster                      | 61   | 800-693-3144 | 920-693-3634 | www.aquamasterfountains.com/aquamaster@nigrelli.com | 4901    |
| BoardTronics                    | 59   | 800-782-9938 | 800-326-5045 | www.boardtronics.com                                | —       |
| E.P.Aeration                    | 40   | 800-556-9251 | 805-541-6149 | www.epaeration.com / mike@epaeration.com            | —       |
| Eagle Golf & Landscape Products | 60   | 800-21-EAGLE | 714-524-6195 | www.eaglegolfandlandscape.com / eagleglp@exo.com    | 1144    |
| Ewing Irrigation                | 15   | 800-343-9464 | 602-437-0446 | www.ewingi.com / rotorworld@msn.com                 | 5323    |
| Flowtronex PSI                  | 20   | 214-357-1320 | 214-357-5861 | www.flowtronex.com                                  | 3633    |
| Harrington/Harco Corporation    | 61   | 804-845-7094 | 804-845-8562 | www.harcofittings.com / louann@harcofittings.com    | 3258    |
| Hunter Industries               | 49   | 800-248-6561 | 209-277-1383 | huntergolf.com                                      | 3035    |
| Rain Bird                       | 47   | 800-984-2255 | 818-963-4287 | www.rainbird.com                                    | 2335    |
| Soltis Golf                     | 60   | 909-949-6210 | 909-949-0281 | www.soltisgolf.com / chris@soltisgolf.com           | —       |
| SyncroFlo                       | 3    | 770-447-4443 | 770-409-3292 | www.syncroflo.com                                   | 2751    |
| Watertronics                    | 11   | 800-356-6686 | 414-367-5551 | www.watertronics.com                                | 4250    |

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| Advertiser              | Page  | Phone        | Fax          | Email/Website  | Booth # |
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| Jesco Products/Pinhigh  | 60    | 800-422-4748 | 405-943-0783 | www.pinhighdirect.com / jesco@jescoproducts.com      | 4417    |
| John Deere              | 18-19 | 919-850-0123 | 919-954-6343 | www.deere.com  | 1116    |
| Precision Small Engine  | 61    | 800-345-1960 | 888-973-8032 | www.precisionusa.com / andym@precisionusa.com        | 3433    |
| Smithco                 | 4-5   | 800-891-9435 | 610-688-6069 | www.smithco.com                                      | 1635    |
| Terracare Products      | 60    | 608-429-3402 | 608-429-2889 | www.terracareproducts.com / terracare@centurytel.net | 3627    |
| Textron TCASP           | 9     | 888-922-TURF | 414-635-1175 | www.ttcsp.textron.com                                | 2513    |
| Textron TCASP           | 64    | 888-922-TURF | 414-635-1175 | www.ttcsp.textron.com                                | 2513    |
| Toro Comm'l. Prod. Div. | 30-31 | 800-803-8676 | 612-887-8832 | www.toro.com / golf                                  | 3807    |
| Trion Lifts             | 15    | 800-426-3634 | 970-339-5369 | www.trionlifts.com / mail@trionlifts.com             | 1905    |
| Turfco, Inc.            | 55    | 800-679-8201 | 612-785-0556 | www.turfco.com                                       | 1625    |
| Ty-Crop                 | 53    | 800-845-7249 | 604-794-7078 | www.tycrop.com / turfsales@tycrop.com                | 3953    |

## SEED AND SOD

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|-------------------------|------|--------------|--------------|--|---------|
| Jacklin Seed Co.        | 51   | 208-773-7581 | 208-773-4846 | jacklin.com                                  | 625     |
| Jacklin Seed Co.*       | 36   | 208-773-7581 | 208-773-4846 | jacklin.com                                  | 625     |
| Milberger Turfgrass     | 45   | 800-445-2602 | 409-245-1508 | www.milberger.com                            | 5007    |
| Quail Valley Farms      | 60   | 800-666-0007 | 501-975-6286 | www.quailvalley.com                          | 2147    |
| Southern Turf Nurseries | 16   | 800-841-6413 | 912-382-5301 | www.southernturf.com / donrobs@ix.netcom.com | 1035    |
| Tee-2-Green             | 2    | 503-651-2130 | 503-651-2351 | tee-2-green.com                              | 3407    |
| Turf-Seed               | 54   | 800-247-6910 | 503-651-2351 | www.turf-seed.com / info@turf-seed.com       | 3313    |

## MISCELLANEOUS

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| Covermaster                             | 56   | 416-745-1811 | 416-416-6837 | www.covermaster.com / info@covermaster.com            | —       |
| Formost Construction Co.                | 24   | 909-698-7270 | 909-698-6170 | formost@inland.net                                    | —       |
| Gill Miller Inc. Golf Course Architects | 60   | 715-425-9511 | 715-425-2962 | www.gillmiller.com / info@gillmiller.com              | —       |
| GreenIndustryOnline.net                 | 40   | 888-999-5133 | 888-442-2789 | GreenIndustryonline.net                               | 4853    |
| Heritage Building System                | 61   | 800-643-5555 | 501-945-2245 | www.heritagebuildings.com / ron@heritagebuildings.com | —       |
| IMG                                     | 61   | 415-296-7111 | 415-296-8525 | www.imgworld.com / mrielly@imgworld.com               | —       |

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