

GOLF COURSE NEWS

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INSIDE

Show time

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Blinded by the light

German firm introduces Mercedes-based mower that cuts grass with a laser9



PAIUTES' CLUBHOUSE

Unique clubhouse anchors the Las Vegas Paiute Golf Resort, about 20 miles north of Las Vegas, Nev. The complex features two courses by Pete Dye, with a third Dye design already underway. Tribal leaders hope to turn their \$500-million project into a premier destination golf resort. See story on page 15.

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PERIODICAL

PACIFIC DUNES JOINS BANDON DUNES ON THE OREGON COAST. SEE STORY ON PAGE 15.



Golf Trust of America, faltering, to sell 47 courses

By JAY FINEGAN

CHARLESTON, S.C. — Golf Trust of America (GTA), the country's third-largest golf course holding company, is on the verge of liquidation and plans to sell off its assets.

The liquidation plan, recommended by W. Bradley Blair II, chairman and CEO, requires approval by the Securities & Exchange Commission (SEC), and then by shareholders. Kathy Boles, director of communication, said the shareholders' decision probably would come in January.

SEC approval, while not automatic, appears likely. "The company looked at seven or eight alternative strategies. They settled on liquidation and asset sale as the best way to maximize shareholder

value," said Paul Penney, a San Francisco-based investment analyst with RS Investment Management, formerly Robertson Stephens. "With that intention, I have no doubt the SEC will approve the liquidation."

GTA currently owns 47 courses in 17 states, primarily in Florida, South Carolina, Illinois and Michigan, with smaller numbers in Virginia, Georgia, Ohio, California and elsewhere.

Already, the company has reached an agreement to sell three of its Florida properties. Affiliates of Emerald Dunes Golf Group have offered \$35 million for the trio — Polo Trace Golf Course, Cypress Creek Course and Emerald Dunes Golf Course. The Emerald Dunes group, which owned the courses

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Finchem named Old Tom Morris Award winner

By JOEL JOYNER

DALLAS, Texas — Tim Finchem, commissioner of the PGA Tour since 1994, will receive the 2001 Old Tom Morris Award from the Golf Course Superintendents Association of America (GCSAA). The presentation will take place here on Feb. 15, during the 72nd International Golf Course Conference and Show.

The Old Tom Morris Award is presented each year to someone who, "through a continuing lifetime commitment to the game of golf, has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris."

"There is no question that Tim Finchem

Continued on page 26



Photo: PGA Tour
Tim Finchem

New Rees Jones course emerges in Sonoran Desert

By JAY FINEGAN

PEORIA, Ariz. — Set amid the spectacular mountain scenery of Arizona's high Sonoran Desert, the Founders Course at Quintero Golf & Country Club opened in November.

The 7,174-yard layout — the first private Rees Jones course in Arizona — occupies some of the most dramatic terrain in the Southwest. And no sooner did the Founders Course begin play than development focus turned to its sister course at Quintero, this one designed by Greg Norman.

It promises to be a dynamic pair. "Quintero has all the elements of America's finest country clubs — privacy, exclusivity and superbly crafted amenities, plus a natural splendor that is really quite extraordinary," said owner and developer Gary McClung, the world's largest Ford truck dealer.

The gated private golf club complex lies approximately 45 minutes northwest of Phoenix's Sky Harbor International

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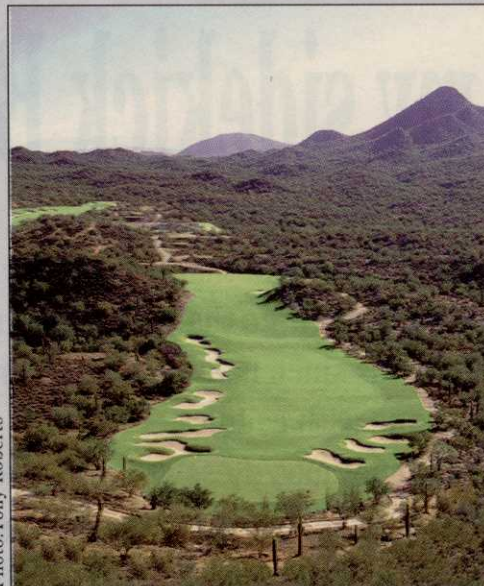


Photo: Tony Roberts

The 14th hole at the Founders Club at Quintero Golf & Country Club, northwest of Phoenix

Dursban rate reduction takes effect

By JOEL JOYNER

INDIANAPOLIS — Golf course superintendents using Dursban Pro insecticide to control chinch bugs, fire ants and even adult billbugs can continue to do so now that the product label has changed.

While Dow AgroSciences, the makers of chlorpyrifos (Dursban), and the U.S.

Environmental Protection Agency (EPA) agreed last summer to limit most outdoor residential and non-residential uses, Dursban Pro is still available for golf course use. But since Dec. 1, product with labels reflecting a reduced application rate has been entering the market.

Continued on page 12



Number 18, Country Club of Detroit
Grosse Pointe Farms, Michigan
Dan Marco, CGCS, Superintendent
Bogey, resident Labrador retriever
H.S. Colt and C.H. Alison, Architects

“The dog days of summer aren’t so bad with Penn A-4. Just ask my sidekick Bogey.”

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week. I’ve found that Penn A-4 withstands more foot traffic than other bents—a definite plus since half our rounds are played walking with caddies.

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*Dan Marco, CGCS, superintendent
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Consumer spending on golf climbs to \$22 billion

JUPITER, Fla. — Golf-related consumer spending reached \$22.2 billion in 1999, according to a recent study by the National Golf Foundation (NGF), headquartered here.

The report, *Golf Consumer Spending in the U.S./2000 Edition*, shows that green fees and dues at both public and private courses, accounted for 73 percent of spending (\$16.3 billion), followed by golf club purchases with 11 percent (\$2.5 billion). Soft goods — bags, gloves, shoes and so on — ranked third with \$979 million. Golf ball purchases and range ball rentals rounded out the total.

While dues and fees were up about three percent over 1998 figures, equipment sales declined by two percent.

Breaking it down by player segments, avid golfers (playing more than 25 rounds a year) make up the smallest group (25 percent) but account for 53 percent of all golf-related spending. The average avid golfer spent \$222 on clubs, while moderate players (eight to 24 rounds a year) plunked down an average of \$118. Occasional players (less than eight rounds a year) forked over a mere \$16 for clubs.

Overall, golf club spending was down 6.6 percent from 1998 levels, but club sales are expected to rebound this year and next, the NGF said, as the replacement cycle for clubs, particularly titanium woods, sends golfers shopping.

BREAKDOWN BY SCORE, INCOME

Broken down by average score, golfers who shoot between 80 and 89 spent an average of \$1,182, the highest for any group. Private club members make up only 15 percent of the U.S. golfing population, but account for 47 percent of the spending on the game. Male players spent an average of \$462 in 1999 on golf clubs, balls, soft goods and public fees, and female players came in at \$411.

The NGF report said off-course specialty stores continue to dominate golf product sales, followed by on-course shops, sporting goods retailers and mass merchandisers.

Not surprisingly, income plays a big role in golf-related spending, the NGF found. Golfers with a household income of \$75,000 or more spent about 120 percent more overall, compared to other groups. Among the 26.3 million golfers in the country, some 10 million pull down \$75,000 or more.

Avid golfers accounted for 60 percent of private fees and dues

and 44 percent of public fees, which equates to 53 percent of total fees in 1999. "From this statistic," the report said, "it's clear why so many golf manufacturers target this group for their products."

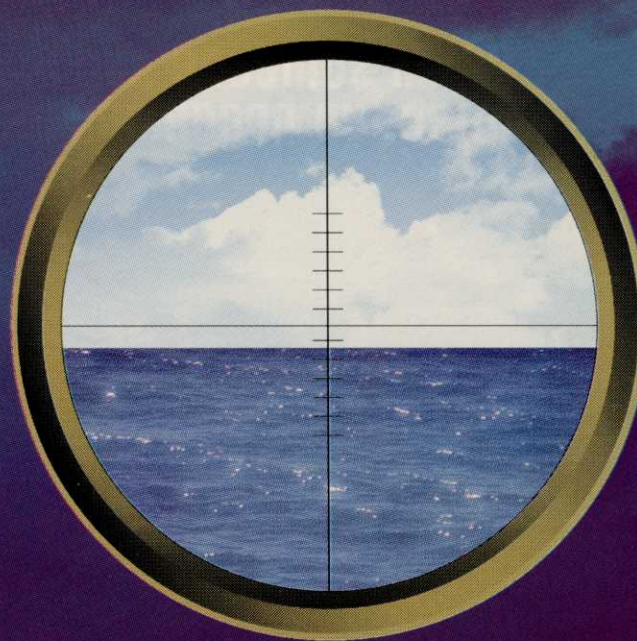
CONSUMER SPENDING IN THE U.S.

(IN MILLIONS OF DOLLARS)

	1998	1999	% CHANGE
PUBLIC FEES	\$7,483	\$7,656	2.3%
PRIVATE FEES AND DUES	8,298	8,605	3.7%
RANGE BALLS ON-COURSE	940	958	1.9%
RANGE BALLS STAND-ALONE	672	722	7.4%
CLUBS	2,666	2,491	-6.6%
BALLS	793	820	3.4%
SOFT GOODS	1,017	979	-3.7%
TOTAL	\$21,869	\$22,231	1.7%

Source: National Golf Foundation's Golf Consumer Spending in the U.S./2000 Edition

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Toro to acquire Goossen, expand debris management business

BLOOMINGTON, Minn. — The Toro Co. has entered into an agreement to purchase certain assets of turf equipment manufacturer Goossen Industries, based in Beatrice, Neb. The terms of the agreement were not disclosed.

"This purchase will expand Toro's existing product lines for the debris management portion

of our landscape and grounds maintenance business," said Kendrick B. Melrose, chairman and chief executive officer of Toro.

Melrose added that Toro will also gain valuable engineering and production expertise from Goossen. Another crucial benefit, he said, is the Goossen facility, which will add manufacturing

capacity for the Toro-owned Exmark Manufacturing Company, a producer of landscape maintenance equipment. Exmark is currently straining to meet demand for its products, and the addition of the Goossen plant, located adjacent to the Exmark headquarters and production facility in Beatrice, provides an immediate solution to

capacity constraints and allows Exmark to continue its rapid growth.

The Goossen plant is a 64,000-square-foot facility, including a quality powder-coat paint system.

Goossen was started in 1947 as a producer of equipment for the dairy industry. Since then, Goossen expanded into construc-

tion equipment and then into its current product line for the landscape and golf markets. They currently make debris management equipment, including sweepers, vacuums, blowers, mulchers, chipper shredders and bale choppers.

Goossen currently has 55 employees involved in the design, building and selling of their equipment. They will become Exmark employees when the deal is completed.

Grub control webcast lives on in cyberspace

NEW YORK — The first-ever Internet webcast about insecticides has been seen by hundreds of viewers and sparked interest at Penn State University, one of the country's top training centers for turfgrass professionals.

The Nov. 13 presentation, which took place here, was sponsored by MACH 2 turf insecticide, *Golf Course News* and *Lawn*



& *Landscape* magazine. MACH 2 is produced by Rohmid.

The show will be available in cyberspace until mid-February, at www.golfcoursenews.com. A direct connection to the show also can be found at www.grubfree.com. Questions can still be asked on a threaded-discussion format.

The event featured Daniel A. Potter, Ph.D., of the University of Kentucky, and David Shetlar, Ph.D., of Ohio State University. Both professors, leading researchers in grub control, handled the presentation as a question and answer session.

In the aftermath of the webcast, academic interest has been strong. At Penn State, for example, professor Paul Heller sent the URL to his students with instructions to watch the program. Also, the New York State Turfgrass Association's Web site has provided a "hot link" to the show. Moreover, the Washington State Lawn Care Professional Association has shown interest in the proceedings, and other industry groups have indicated a desire to participate in something similar.

Content of the show includes important industry developments, such as the increasing popularity of preventive grub control and the potential role of emerging chemistries.

When someone suggests you spend more money on a less effective preemergent, it's time to hold on to your wallet.

First Tee enters phase two, to open 250 more facilities

ST. AUGUSTINE, Fla. — The First Tee has announced that its phase two goal is to positively affect the lives of 500,000 youths by 2005.

The new objective was presented at the Golf 20/20 Vision

for the Future, a three-day conference here on a strategic vision for the game's growth and participation over the next 20 years.

"The transition from phase one - 100 facilities in development -

to phase two - impacting the lives of 500,000 youths - is a natural progression for The First Tee," said Joe Louis Barrow, the program's national director.

"Now that we have facilities up and running and are able to implement our programs and curriculum," Barrow said, "providing affordable golf access to children across the country and exposing them to the inherent

values of the game is a distinct reality."

In addition to the goal, Barrow also presented a strategy for its achievement. Over the next five years, The First Tee plans to open 250 more First Tee facilities



while developing 500 affiliate relationships. The affiliate relationships will be with existing golf courses that allow certified First Tee participants access to play golf during available

times at reduced costs.

ClubCorp buys Paris Int'l GC

DALLAS, Texas — ClubCorp has acquired Paris International Golf Club, one of France's most famous courses. Financial terms were not disclosed.

Opened in 1991, the private membership club features an 18-hole, 7,050-yard Jack Nicklaus signature golf course and extensive practice facilities. The course is ranked one of the top 50 in France, and served as the venue for the French Ladies' Open in 1997 and 1999.

The classically designed, 45,000-square-foot "Le Clubhouse" offers fine dining in a room overlooking the 18th green. Other club amenities include a bar and lounge, an indoor pool, golf shop, locker rooms and six tennis courts. Six bedrooms provide lodging within the Clubhouse towers.

"We look forward to expanding our presence in Europe with this well-established club," said Robert Dedman Jr., ClubCorp's president and CEO. "The acquisition is a good fit with our continued overall international growth strategy to add renowned golf properties in popular destination cities. And since Paris is among the top five most desirable vacation destinations, we know the city is a favorite of our members."

The course is located in Baillet en France, about 20 miles northwest of Paris and 12 miles from Charles deGaulle International Airport.

In addition to this new acquisition, ClubCorp's international division also owns and operates clubs in Australia, China, England, Germany, Mexico and Switzerland.

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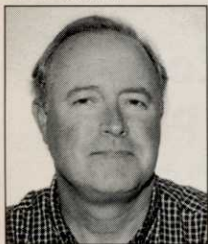
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The gilded age of golf

Most golfers I know, myself included, think we're playing at the "high end" when we fork over more than \$75 in green fees. But those are peasant rates compared to today's high rollers. How does \$6,200 per round grab you?

The exclusive preserves of megabuck golf have long been hidden from public view. But now, thanks to a nifty report called "The New Wave of Golf Communities That Define WOW," we've been given a glimpse into a world of dot-com tycoons, stock-option moguls and franchise barons willing to pay thousands of dollars to golf at ultrathic clubs.



Jay Finegan, editor

"What we're seeing is a tremendous amount of disposable income at the high end," says John Emmerling, a co-author of the report. "We're talking huge money being spent to play golf. The more exclusive the club, the better. And ironically, a lot of these guys are pretty bad golfers."

As director of valuation services for THK Associates, in Aurora, Colo., Emmerling peers into the financial workings of 70 to 100 golf properties a year. He and THK president Dan Conway put together their catalogue of ritzy operations to spice up their speaking engagements.

They found dozens of examples of conspicuous golf consumption, including some right there in the Rockies.

Consider the Maroon Creek Club in Aspen, which opened in 1995. "It sets a standard for luxury at Colorado resorts," they write. The Tom Fazio-designed layout has already sold 300 memberships at \$200,000. Some 43 single-family residential lots went for \$4.5 million each, and townhouses are being offered at \$3.5 million plus. You can also "time share" a 900-square-foot unit for 13 weeks for \$600,000.

These are second homes, of course. "The typical member plays the course eight times per year," the report says, "putting the average 18-hole round at \$3,400."

One after another, the report describes clubs - mostly in the West - where initiation fees range up to \$1 million and real estate prices are off the charts. At the Desert Mountain Club, near Scottsdale, Ariz., home of five Jack Nicklaus courses, home sites are now priced above \$10 million.

"The wierd thing," says Emmerling, "is that people will pay a fortune for a housing lot, with no intention of ever building on it. The average age of people joining these clubs is between 40 and 45, and they're really just buying a golf membership. In many cases, especially for people with new money - like dot-com money - it's a desire to belong to something that is supremely exclusive."

"At Iron Horse, in Whitefish [Mont.], they sold lots for \$225,000 and they went for \$485,000 just 18 months later," he says. "It shows you the demand side of the cycle. This is just for the building lot, and then you have your initiation fees and dues. These guys may never build on those sites. They go there to play the Tom Fazio course. It's an escape for them. But when they do build, the houses are simply mind-boggling, and they use them only a month or two a year."

According to the THK research, casino impresario Steve Winn pioneered extravagant golf in 1989 when he built Shadow Creek in Las Vegas for \$36 million and set green fees at around \$1,200.

"The people playing Shadow Creek are super high rollers," says Emmerling. "From what you hear, they could be gambling for \$10,000 a hole and not make a big deal out of it. A round of golf for \$1,200 - that's like lunch money to these guys."

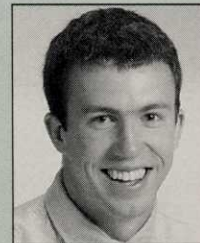
And it's a downright bargain compared to many of the new hot

Continued on next page

Despite long-term challenges, golf going strong in China

The golf course industry is growing up in China. In the two years since my last visit to the burgeoning country, much has changed. In the southern boom towns of Shenzhen and Guangzhou, large cranes and towering new skyscrapers and concrete apartment blocks dominate the skyline. Money is also flowing into golf course development.

Mission Hills Golf Club, near Shenzhen, is adding two new courses that will push its hole total to a staggering 90, making it the largest golf development in China and perhaps in all of Asia. The 27-hole Shenzhen Golf Club, built in 1985, has just finished a Robin Nelson and Neil Haworth redesign that transformed the previously shapeless layout into a unique urban golf oasis. In Zhong Shan, Agile Golf and Country Club recently added a new 18-hole Schmidt-Curley designed course to go along with the existing JMP-designed layout. Developers there are also furiously building huge tracts of homes and condos that are already 90 percent sold. Further afield, in the western mountain resort towns of Kunming and Lijiang, courses are sprouting up and the tropical island of Hainan is quickly becoming a golf destination. Golf has been booming in southern China for some time now, but the game is now taking hold even in Beijing. Yes, the communists are now capitalists and some of the them have plenty of dollars to play with.



Andrew Overbeck, managing editor



Photo by Andrew Overbeck

Shenzhen Golf Club, in Shenzhen, China

China has moved to the forefront of the development scene in Southeast Asia over the past few years for good reason - it has the region's largest population and a huge potential market in its expanding middle class. The country also felt little or no impact from the 1997-98 financial crisis that rocked the rest of the region. As a result, golf development here continues to go strong.

The number of courses in China should keep rising for a couple of reasons. First, China's recent entry into the World Trade Organization (WTO) will drive foreign investment and add more expatriates to the golf market. Secondly, tourism arrivals are growing and resort developments are beginning to expand.

China's entry into the WTO will stimulate the golf economy. As foreign investors begin to enter the country in greater

Continued on next page

MAILBAG

ALTITUDE DICTATES CLIMATE

To the editor:

The "Goodbye Sunbelt, hello Snowbelt" commentary (November 2000) by Andrew Overbeck may be a generalization. Altitude has about as much to do with Snowbelt as latitude. He speaks of the Northeast and Midwest, but not of high altitude courses that are closed during the winter months. Our new course (Red Eagle) in northern New Mexico, at an altitude of 8,900 feet, can handle about 30,000 rounds during the season (May through October) and is closed, with very little expense, from November through April. I would assume that numerous western mountain courses are similar. And yes, we do plan to exploit this market in 2001 and beyond.

Bill Gill, President, Eagle Golf Course

Good point. Ed.

PESTICIDES VS. INSECTICIDES

To the editor:

I am bothered by a continuing error in the column "Tools of the Trade." When a superintendent's operation is described, including the plant protectants that are applied, you repeatedly call insecticides "pesticides." While all insecticides are pesticides, not all pesticides are insecticides. The term "pesticide" (which, in our industry, is interchanged with the euphemism "plant protectant") refers to all materials that control pests. This includes herbicides, fungicides, insecticides, algaecides, and so on. As you can see, these terms are not interchangeable and can reveal the writer's ignorance of the subject.

Ric Lange, CGCS, Meadowbrook Country Club, Racine, Wisc.

We'll try to remove the bugs from the "Tools" column. Ed.

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China column

Continued from previous page

numbers, the construction of housing, industrial and commercial developments will increase. These developments often include a golf component that is used as a buffer zone in a housing development or as a greenbelt to preserve open space in an office or industrial park.

Resort golf is already making strides in China and the market is set to expand. China posted impressive tourism arrival numbers in 1999, with arrivals increasing 7.9 percent. The World Tourism Organization has also predicted that China will overtake France as the world's most visited destination by 2020.

Outside investment and strong resort development opportunities will spur golf course construction going forward, but land use restrictions and environmental issues will present challenges. Further, golf development in China so far has relied mostly on Hong Kong residents, expatriates and tourists to drive development.

Although China is a large country, much of its land is unsuitable for agricultural use, let alone golf. Land near urban centers is expensive and in high demand

and will be tough to acquire as the need for housing expands.

Further hampering golf course development will be environmental pressures. Currently, 400 of China's 688 cities are

China's rivers, lakes and seas each year.

In southern China, where rainfall is usually plentiful, utilizing storage lakes is an effective method of guaranteeing a water supply, but in other parts of the

country developers will have to attain permits for access to municipal water systems or drill deep wells.

However, for golf to grow long term, developers will not only have to meet environmental challenges, they will also have to work to introduce Chinese to golf. While the middle class is expanding, there are other amenity items that take priority over golf club membership,

such as microwaves, televisions, air conditioners and automobiles. Around of golf, let alone the purchase of golf clubs, is currently priced beyond the means of most families. ■



Photo by Andrew Overbeck

The 9th and 18th holes at the JMP-designed "A" course at Agile Golf & Country Club, in Zhongshan, China

facial water shortages. High levels of pollution compounds the water problem. According to Washington-based World Resources Institute, more than 30 billion tons of urban sewage are discharged into

Gilded age of golf

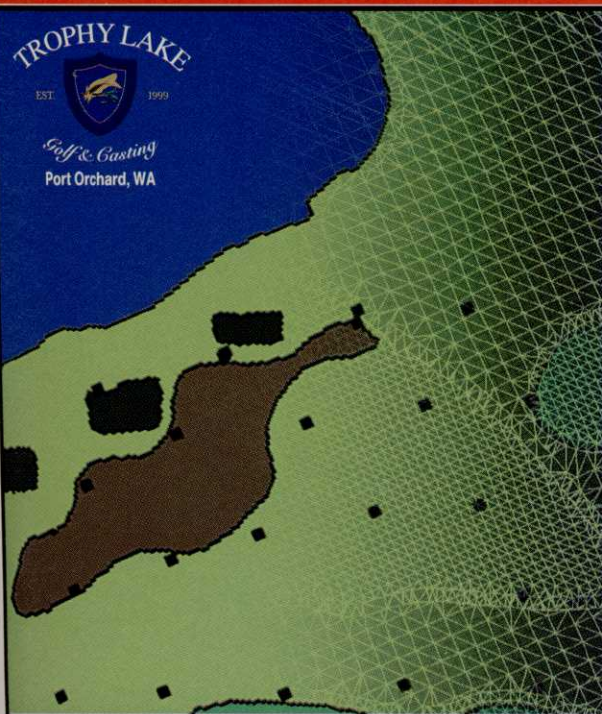
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spots, such as Cherokee Plantation. The 3,700-acre development, outside Charleston, S.C., the report says, "is the ultimate in golf, hunting, fishing and relaxation on manicured grounds surrounding a renovated 31-room mansion."

The total planned membership at Cherokee is 50, with each member paying \$1 million as the initiation fee and annual dues of \$85,000. There's no residential development. With the average member playing 30 rounds a year, the authors calculate, the effective cost is \$6,200 for 18 holes.

The go-go economy of the last six or seven years has created whole legions of multi-millionaires, Emmerling says. Obviously many of them are eager to pump big money into golf course developments. And who knows - if the bull market gets back on its feet, can the \$2-million initiation fee be far behind? ■

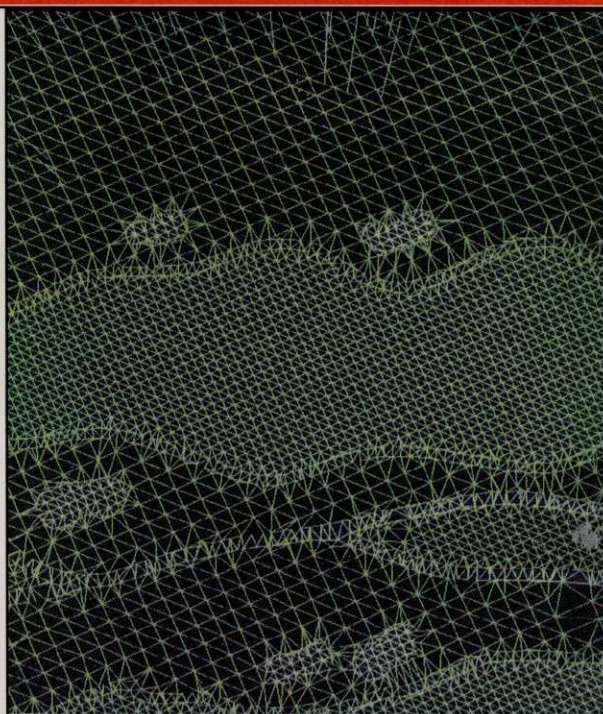
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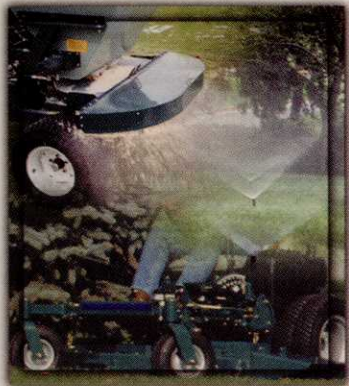


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BRIEFS

REIS TAKES TOP SUPER SPOT AT PINE HILL

PINE HILL, N.J. — Kevin Reis has been named superintendent at Pine Hill Golf Club, Empire Golf's high-end course that opened for limited play in October. It's the first head superintendent job for Reis, 27. "I've actually supervised the construction and grown since December of 2000," he said. "There's no question that playing Pine Hill will certainly be an unforgettable experience for all golfers. It's a tremendous thrill for anyone in this business to become head superintendent for the first time, but it's even more exciting for me considering it's a Tom Fazio-designed, world class course." After earning a degree in turf management from Rutgers University, Reis spent a year at Clinton Country Club (N.J.) before joining Empire Golf as an assistant superintendent at Basking Ridge Country Club in New Jersey.

CORNELL PRESENTS TURF PROGRAMS

ITHACA, N.Y. — Cornell's Turfgrass Program here has announced the 2001 continuing education courses for professional turfgrass managers. A first turfgrass management short course will be held at the Cornell campus here Jan. 8-12, 2001. The second short course will take place in Westchester County, N.Y., Feb. 12-23, 2001. Both sessions carry a \$600 tuition. Held at the campus here will also be a turfgrass advanced seminar series with four seminars available: Soil Management, Jan. 15th; Nutrient Management, Jan. 16th; Water Management, Jan. 17th; and Pest Management, Jan. 18th. Each seminar has a \$100 tuition charge. More information is available by calling 607-255-1792.

WYNNE HEADING SALES AT BIOSAFE

GLASTONBURY, Conn. — BioSafe Systems has named John Wynne as its new national turf sales manager. He will be responsible for managing distribution relationships for the sales of ZeroTol Professional Turf Care Broad Spectrum Algaecide/Fungicide and TerraCyte, environmentally safe products for the control of moss, algae and turf disease. Wynne has 20 years of experience in sales and marketing and attended Eastern Connecticut State University. BioSafe Systems, based here, offers products used in the turf, greenhouse and agriculture industries for disease management and control.

Sugarloaf Golf Club embarks on major upgrade project

CARRABASSETT VALLEY, Maine — Already ranked the best daily-fee golf course in New England, Sugarloaf Golf Club officials hope a major improvement program will raise the facility to even greater heights.

Crews embarked in November on \$800,000 in improvements to the course following a special Carrabasset Valley town meeting, at which voters overwhelmingly approved an \$800,000 municipal bond to finance the work.

Sugarloaf USA, which leases the course from the town, will pay off the bond over the next 23 years.

Golf magazine recently ranked Sugarloaf 20th in the "Top 100 Courses You Can Play in the United States." Only two other New England courses were named and they stood at the 61st and 83rd positions. Sugarloaf has held the 20th position in the prestigious ranking since 1998, and has been number one in Maine every year since it opened 15 years ago.

"We will not be resting on our laurels,"

said director of golf Scott Hoisington, adding that the two-year project will include a state-of-the-art irrigation system, bunker renovation, added drainage, improved teeing and landing areas on the driving range, and paving for all of the cart paths and the parking lot.

Beginning in mid-November, the work



The 14th hole at Sugarloaf Gold Club in western Maine

started with the paving of the parking lot. Golf course superintendent Mike Vella will oversee work on all other aspects of the project, including the clearing of some woods.

"We want to make the course more player-friendly," said Hoisington. "We know it is challenging. It is a heavily wooded, mountain course. But if they hit it in the woods, we want them to find it and be able to bang it out."

Crews will complete the cart path program early next spring and continue to work on the bunkers and irrigation system next summer, Vella said. The improvements will be accomplished in a manner that will have "little to no impact to the golfers," said Vella.

Sugarloaf is a golf and ski resort.

University of Georgia offers new turfgrass management program

By JOEL JOYNER

ATHENS, Ga. — The University System of Georgia Independent Study (USGIS) now provides certification in the field of turfgrass management via the Internet. The new program was designed to give even the busiest golf course superintendents a flexible opportunity to earn college-level credit in the field.

The USGIS, in conjunction with the University of Georgia College of Agriculture and Environmental Sciences (CAES) and the Georgia Center for Continuing Education, has established 10 courses that may be completed by traditional correspondence or via the Internet, allowing students the leeway of taking up to 12 months to complete each course.

Enrollment may be made at any time without admission examinations or transcripts of prerequisites. Students can take one course at a time or several at once.

"These courses were developed with the working turfgrass professional in mind," said Keith Karnok, a turfgrass management PhD. Working with Hannes Combest, director of education, and

Continued on page 36

Aquarina CC wins Audubon nod

MELBOURNE BEACH, Fla. — Aquarina Country Club, a Charles Ankrum design on a barrier island near here, has been designed as a Certified Audubon Cooperative Sanctuary by Audubon International. It is the 262nd course in the world and the 36th in Florida to win the prestigious environmental distinction.

The 18-hole semi-private layout, opened in 1996, joined the Audubon Cooperative Sanctuary Program for Golf Courses in 1997.

The course, a 4,300-yard par-62 track, is set on 100 acres near the Archie Carr National Wildlife Refuge. The area is a rich haven for animals. Alligators are so common they sometimes have to be chased off the course. Florida panthers have been spotted here, and bobcats reside nearby. Snakes, turtles, eagles, herons, cranes, and numerous other bird species populate the area.

Superintendent Scott Campbell described the certification process as twofold. First, course personnel were required to complete an environmental plan. Second, they had to successfully implement programs addressing each of the categories for environmental excellence established by Audubon International.

"I'm very proud to receive this special recognition on behalf of Aquarina," Campbell said, "and I'd like to thank my

Continued on page 12

WOLF-Garten rolls out laser mower

By JOEL JOYNER

COLOGNE, Germany — WOLF-Garten Ltd. has introduced a "revolutionary" new lawnmower that cuts grass with a laser. The product debuted at this year's International Gardening Fair here and at the GLEE National Exposition Center in England.

Known as the "Zero," the lawn tractor uses lasers to finely cut grass and a breakthrough "siltidry" process to chop and dry the clippings into tiny particles. It fires out the particles in a jet of air.

The machine comes with Internet capabilities and leather seats, and it allows the operator to place supply orders on-line. The four-wheeled vehicle is approved for use on public roads.

At \$30,000, the Zero is not inexpensive, but the benefits are significant. It's powered by an environmentally friendly engine that produces practically no emissions from its "catalytic afterburning or state-of-the-art fuel technology," according to the design-

ers of the prototype, Cognito Design and Engineering.

The new mower was developed on the chassis of a Mercedes Smart Cabriolet, a two-seat convertible. The price is expected to decline once the models go into large-scale production. "It's a bit like color televisions when they first came out," said Juergen Goos, lead designer of the mower.

The manufacturer, the Betzdorf-based WOLF-Garten here in Germany, claims that the mower is capable of "solving several problems at once, including noise pollution, waste disposal, nutrient administration and lawn disease."

The WOLF company said that the Zero name is symbolic of the vehicle's characteristics. There's zero noise, because lasers do the cutting rather than blades. There's zero disposal, since cuttings are finely chopped and redistributed to the lawn in a dried condition. There are zero difficulties with lawn quality as the siltidry process effectively avoids thatch and mold formations. There's zero blade wear,

Continued on page 12



The "Zero" silently cuts grass with lasers.

Tools of the Trade...at Nelson's Camas Meadows

CAMAS, Wash. — Camas Meadows Golf Club, situated between the Cascade Mountains and the Columbia River, is a new daily-fee "hot spot" in the Pacific Northwest. With a forested wetlands layout near Lacamas Lake, superintendent Rod Nelson will put his 20 years of maintenance experience to good use.

"Probably the biggest challenge is that we're surrounded by a lot of native wetlands, and just trying to incorporate the maintenance practices that enhance the wetlands requires a constant effort," he said.



Rod Nelson

Having opened the course last May, Nelson spent the summer battling the turf grass disease

Pythium blight, which rarely strikes in Washington state. "It's common in the Midwest and in warmer climates, but I've never encountered it before in this region," said Nelson.

"One of the unique features we have is Penn A-4 on our greens. It's completely different from anything I've been familiar with until now. As far as I know," he said, "we're the only course in the Pacific Northwest that has it. The greens have really grown in nicely and look great."

Nelson logged 10 years as superintendent at Heron Lakes Golf Course in Portland, Ore. prior to taking the position of construction supervisor for two years during the building of Camas Meadows. As a year-round golf course, Nelson explains, "we may get some flurries, but no snow that accumulates. Instead, we get a whole lot of rain. We had over 60 inches of it last year."

At the 18-hole, 4,859- to 6,518-yard Ca-



John Deere equipment predominates at Nelson's maintenance facility.

mas Meadows layout, complimentary golf carts are offered with the new ParView global positioning system. "The Parview system is great — golfers have a lot of fun with it," Nelson said. "When I go to play at other courses, I really miss it."

Greens mowers: 6 John Deere 220A, 2 Jacobsen 522T

Tee mowers: 2 John Deere 2500

Fairway mowers: 2 John Deere 3215A

Rough mowers: 2 John Deere 2653A, 1 John Deere F1145 w/laztec deck

Riding bunker rake: 1 John Deere 1200, 1 Toro 8HP

Turf utility vehicles: 8 John Deere Turf Gators, 4 Kawasaki Mules, 2 John Deere Pro Gator

Verti-cut reels: 1 John Deere

Aerifiers: 1 John Deere 800

Topdressers: 1 Ty-Crop MH400, 1 Dakota 410

Reel grinder: Foley Accu-pro
Bedknife grinder: Foley 660
Irrigation pump station: Flowtronex 1480 GPM

Irrigation system: Rain Bird Cirrus
Golf car fleet: 80 Clubcar, electric, with Parview GPS

Flagsticks: Par Aide (cups and poles), Prestige (flags)

Computer & accessories: 1 Dell Irrigation with Cirrus

Primary herbicide: Round-up
Primary fungicide: Heritage

Primary slow release fertilizer: Wilbur-Ellis Duration II

Cannot live without: My family
Oldest piece of equipment: 1970 Dodge 5-yd dump truck

Total square footage of maintenance building(s): 8,700

Annual rounds of golf: 45,000

McGee named superintendent at new Talega Golf Club

SAN DIEGO — Heritage Golf Group, a San Diego-based owner and operator of premier private and public golf facilities, has named Marty McGee superintendent of Talega Golf Club. The daily-fee course, located 30 minutes north of San Diego, within the coastal valleys of San Clemente, is scheduled to open in January.

Designed by PGA Tour star Fred Couples and course architect Brian Curley of Schmidt-Curley Design Inc., Talega Golf Club will offer a look and feel unlike any other course in Southern California.

Talega appears bound to benefit from the expertise of McGee, who has 16 years of experience in golf course maintenance and management. He has held assistant and superintendent positions at such California golf facilities as Lake San Marcos Resort and Country Club, Four Seasons Resort at Aviara, Marbella Golf & Country Club and Carmel Mountain Ranch Golf Club.

"We feel that Marty is truly one of today's top young superintendents," said John Hungerford, vice president of operations at Heritage. "Talega Golf Club will offer guests a number of unique features to enjoy, and we are fortunate to have a superintendent as highly regarded as Marty leading our golf course presentation efforts at this new facility."

McGee holds a certificate in turfgrass management from the University of California at Riverside and is active in several associations, including the Golf Course Superintendents Association of America (GCSAA), the San Diego Golf Course Superintendents Association and the Southern California Golfer's Association.

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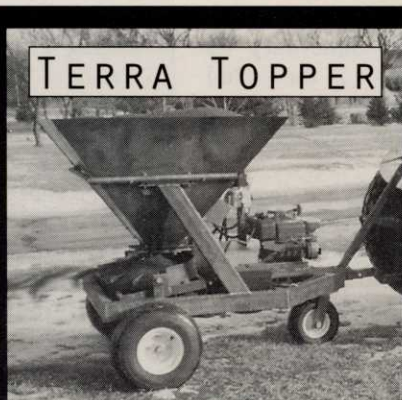
A national survey of golf course mechanics who are using various brands of turf equipment lifts was recently completed. The survey results were used to rank the major brands. They also challenge some commonly held beliefs about turf equipment lifts. One lift, the Trion workstation, received top ranking in four categories.

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Piersol's Perspectives

Getting creative with your hiring tactics

By JOHN R. PIERSOL

The national shortage of part-time and full-time employees is forcing superintendents, like other employers, to get creative. Here's an idea that some of them have used, and it's pretty easy to copy: get involved with the kids at your local high school.

There's ample potential at the typical school. You can recruit part-time employees who might convert to full-timers. You can increase awareness of various golf course careers, including golf course mechanics. You can generate positive public relations for your club and the golf industry as a whole. And who knows — you might find satisfaction in helping high school kids.

Take the example of Jeff Gullikson, CGCS, at Spokane Country Club, in Spokane, Wash. Jeff has successfully built a strong relationship with a local high school, to the benefit of everyone concerned.

I met Jeff recently at a convention in Louisville, Ky., where we were both on a program designed for high school agriculture teachers. The idea was to inform them about the various opportunities in the fields of golf and landscape. At Jeff's local high school, one

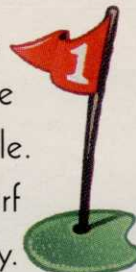
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Dursban

Continued from page 1

The new label lowers application rates from four pounds of active ingredient per acre to one pound or two quarts per acre, enough to effectively control more than 25 varieties of turf pests. The new rate is not a maximum that can be applied per season. Rather, it is the maximum that can be used during any

Laser mower

Continued from page 9

because there are no blades. There's zero exhaust emissions due to the catalytic afterburning of fuel. And finally, there's zero waiting time as orders and accounts are settled on-line.

Using cameras and sensors, the computerized car is capable of trimming lawns to established heights with a resolution of one millimeter. The mower has a working width of 150 centimeters, or 59 inches, and uses the recycled grass as part of the lawn's fertilization.

If there's enough dealer interest, the company hopes to put the Zero into production in 2002. "The existing retail sector needs to adjust to the demands being prompted by the Zero, otherwise the demand side will create its own service sources," said Gregor C. Wolf, the CEO of WOLF-Garten. "As a manufacturer, we have a strong interest in the future development of the retail business, so we aim to play an aggressive and constructive part in its reorientation."

WOLF-Garten is a leading German supplier of gardening supplies and equipment. More information about the company and the Zero mower is available on their website: www.wolf-garten.com. ■

Aquarina

Continued from page 9

staff, especially Debbie Cline, our chemical technician, and Lyne Page, our compliance coordinator, for their assistance and support in helping the facility achieve a successful coexistence with the wildlife on the property.

Aquarina is maintained by International Golf Maintenance (IGM) of Lakeland, Fla., a division of Meadowbrook Golf Group. More IGM properties are expected to follow in Aquarina's footsteps. According to Cindy Geiger, IGM compliance manager, every one of the more than 40 courses maintained by IGM is enrolled in the Audubon program. IGM contracts with golf courses and country clubs to handle all aspects of turf and grounds maintenance. ■

single application.

MANY OPTIONS AVAILABLE

With a competitive market in the insecticide manufacturing and distribution business, superintendents will not be limited in their options.

"Dursban may be one of the cheaper insecticides on the market, but most superintendents know there are so many new synthetic pyrethroids available that there won't be any immedi-

ate concern," said Brian Maloy, an agronomist with the U.S. Golf Association's Green Section. If superintendents discover that the reduced level of application is inefficient for their needs, he said, alternatives are readily obtainable.

The product works by disrupting the normal nerve transmission by inhibiting an enzyme found in the nervous system of insects. The compound is ab-

sorbed into the system where it takes its effect on the pest.

"Dursban Pro is still available for our golf course customers. They can continue to rely on this time-tested product for their insect control needs for many years to come," said Tony J. Brown, marketing manager for Dow AgroSciences. "In addition, superintendents with supplies of Dursban Pro should read and follow label instructions on their

existing stock."

SUPERINTENDENT'S VIEWPOINT

Keith Ihms, CGCS, superintendent of Bent Tree Country Club, in Dallas, Texas, said the most important development is that the golf industry, especially the Golf Course Superintendents Association of America (GCSAA), convinced the EPA that the chemical could be safely handled.

Continued on next page



©/RohMid L.L.C. Company ©2000 Always read and follow label directions.

Dursban

Continued from previous page

"I think we were able, through the GCSAA and some local grass roots groups, to demonstrate the kind of qualifications we have, and how we have to stay licensed, and they saw value in that," Ihms said. "I went to a few sessions with regulators when they were taking input from the field. They understand that we're very care-

ful with these products and well-trained in their use. They had been talking about pulling Dursban from the market for turf grasses, but they came back and allowed us to use it, albeit at a lower rate."

The industry needs to establish strong credibility with the EPA, Ihms added, because more scrutiny of chemicals is coming, under the 1996 Food Quality and Protection Act. ■

Piersol

Continued from page 10

teacher was searching for a learning lab to teach students about soils, plants, fertilizers, insect and disease identification. Jeff contacted the instructor and invited him to use his golf course as a field laboratory, and the relationship began.

Today, the high school kids volunteer at Jeff's course, and

he hires some of them part-time. As part of their high school class, students are assigned certain planting beds at Jeff's course, where they are free to design and plant various annuals throughout the year. The students learn horticulture, and Jeff adds color to his course.

I asked him about the situation of kids under age 18 operating power equipment. He said it was no problem, as long as they

were under the supervision of their teacher as part of a class. Of course, state laws vary, so you probably ought to contact your club's attorney about the proper procedures.

Jeff also discovered that limited school budgets often prevented the students from doing much, and his club came to the rescue. Often, by buying a few hundred dollars of supplies or equipment, he could keep the high school program active and the students enthused. He and the ag teachers have developed a good rapport, which has been exciting, fun, and educational for everyone.

What Jeff Gullikson is doing is right on target. Such involvement creates excitement about golf courses and all the career opportunities that the industry has to offer. Not only can students learn the agronomy and horticulture involved in golf course work, but also, by showing students a neat, organized shop, you might be able to lead someone into a career as a turf equipment technician.

When you have high school students working on the course as part of a class, you – the superintendent – gets a chance to look over the "crop." From this part-time employee pool may emerge someone you would like to keep.

Lack of career awareness, especially with regard to turf equipment techs, is a major problem. Students can't ask about careers about which they know nothing. Getting involved with a local high school, especially if it has agriculture and/or mechanics, can pay big dividends. I am convinced that increasing the number of turf equipment technicians hinges on such involvement. Doing some high school recruiting will be good for the entire industry as well as for the individual superintendent involved.

If you'd like, call Jeff (509-467-6211) or me (904 752-1822 ext. 1225) to brainstorm about how to get started. ■

John R. Piersol, M.S., chairs the Division of Golf/Landscape/Forestry at Lake City Community College, in Lake City, Fla.

ADAM PIERCE WINS SCHOLARSHIP

ELWOOD, Ill. — Adam Pierce, a junior in the University of Illinois turfgrass management program, has been awarded the \$7,500 Ben Warren Scholarship from Tyler Enterprises of Elwood. After graduation, he hopes to work as an assistant golf course superintendent. Pierce has already worked at country clubs in Michigan and Illinois and has a strong academic record. The late Ben Warren owned Warren's Turf Nursery, a turfgrass research company based in Palos Park, Ill.

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Photo: Hamilton Golf and Country Club,
Ancaster Ontario Canada (18th green)

Rhod Trainor
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*— Rhod Trainor, Golf Superintendent
Hamilton Golf and Country Club, Ancaster Ontario Canada*



BRIEFS

NGF: 29 NEW COURSES IN NOVEMBER

JUPITER, Fla. — The National Golf Foundation's latest tracking report on golf course construction activity across the United States shows that 29 new golf courses came on line during November of 2000. This brings to 490 the number of golf course construction projects that have been completed in 2000. November also saw a total of 47 golf course construction starts and the announcement of plans for 54 others.

COURSE BUILDER KITCHEN TURNS POLITICO

CRYSTAL RIVER, Fla. — Ron Kitchen Jr., president and CEO of Barbaron Specialized Golf Course Construction, was elected the new mayor of this town of 4,200 people on Florida's Gulf Coast. The 44-year-old Republican squeezed out a five-vote victory on Nov. 7. Kitchen has been active in leadership roles in a variety of local



organizations, including the Crystal River Chamber of Commerce, the Economic Development Association of Citrus County and others. He also was appointed by Florida Gov. Jeb Bush earlier this year to the board of directors of the newly formed Workforce Florida Inc. Barbaron is a certified builder and charter member of the Golf Course Builders Association of America.

MARK GARRITY JOINS FORMA

IRVINE Calif. — FORMA, a land-planning, design and landscape architectural firm here, has added Mark Garrity to its staff. A licensed landscape architect, Garrity has more than 15 years' experience in golf course and resort landscape design. With FORMA, he'll be working on large-scale master planned golf course communities, resort projects and golf course landscape architecture. He also will be a director of the company. In the past, Garrity worked extensively in Thailand and Indonesia for Lifescapes, based in Newport Beach, Calif. He also worked as on-site art director during construction of the famed Shadow Creek Golf Club in Las Vegas, Nev. "We put in 10,000 trees, and I was in the field directing placement of streams, boulders and other features," he said.

GOLF COURSE NEWS

Bandon Dunes Resort adding Pacific Dunes layout

By JAY FINEGAN

BANDON, Ore. — Hot on the heels of one of the most acclaimed new courses, Bandon Dunes Resort here on the southern Oregon coast is preparing to introduce another new layout, this one by golf architect Tom Doak.

Last year, the big news was Bandon Dunes, which quickly zipped up the charts to be ranked as the number-one resort course built after 1960; the best upscale daily-fee course of 1999; the 44th-best golf course in the United States and number 80 in the world. All that in its first year.

The noise this year is coming from Pacific Dunes, set to open in July. The par-71 layout, measuring 6,700 yard from the back tees, rests on a stretch of Pacific Ocean coastline that draws comparisons to the revered Alister MacKenzie course, Cypress Point.

Doak, who heads up Renaissance Golf Design, of Traverse City, Mich., has cut a jewel from the coastal terrain and inland dunes.

HUMONGOUS BUNKERS

The course, just north of its sister Bandon Dunes track, features undulat-



The 11th hole at Pacific Dunes, a new Tom Doak design at Bandon Dunes Resort on the Oregon coast.

ing fairways, small but thoughtful greens, and a landscape that blends seamlessly with native vegetation and with the tract's wind-whipped sand masses.

Bunkers are another highlight. Two of

the largest bunkers on any golf course in America rest along the par-4 second hole and on the 18th, a strong, par-5 finishing hole.

Continued on page 19



The 10th hole at Pine Hill Golf Club features numerous bunkers and waste areas, which are prevalent throughout the course

Empire Golf opens Pine Hill

By ANDREW OVERBECK

PINE HILL, N.J. — Developer Eric Bergstol has added another course to his Empire Golf stable with the opening of the Tom Fazio-designed Pine Hill Golf Club here.

The new layout, which is a short drive from downtown Philadelphia, is in keeping with Bergstol's strategy to build quality public courses in underserved areas. "You have some of the best private courses in the country here," he said. But I've always believed the public should have the opportunity to play quality golf courses."

Continued on page 19

Stephen Kay's Architects' Golf Club nearly completed

By JAY FINEGAN

PHILLIPSBURG, N.J. — For 18 years, Stephen Kay harbored a plan to design a course commemorating the great golf architects of the past. His idea wasn't to copy their layouts but to capture their styles — the way they fashioned their bunkers, the way they shaped their greens, the subtle nuances and contours that gave their courses distinct personalities.

"I wanted to take golfers on a history lesson, starting in order from Old Tom Morris, who began doing golf architecture in Scotland in the 1860s," Kay said. "But I never found a client who was willing to do it."

Finally he did find an accommodating group of developers who wanted to build a course here in northwest New Jersey. They told Kay, "Stephen, you're the architect, you do what you want to do."

With carte blanche clearance and 175 acres of farmland to sculpt as he chose, Kay finally brought his old dream to life. The Architects' Golf Club, inspired by the artistic genius of 17 of the game's greatest designers, will open here in Phillipsburg next summer. The daily-fee course is nearly finished, and Kay seems pleased with the outcome.

BUILT TO MODERN NORMS

The par-71, 6,844-yard layout, featuring five par-3 holes, will

Continued on page 20



View of the Snow Mountain Course at the Paiute Golf Resort.

Nevada's Paiute tribe building third Dye course

By JAY FINEGAN

LAS VEGAS, Nev. — Construction has begun on a third Pete Dye course here at the Las Vegas Paiute Golf Resort. The 7,400-yard layout is part of the resort's \$500-million destination project that already includes two Dye courses, along with a clubhouse and banquet facilities.

The \$170-million "phase two" of the master plan includes the third course plus a fourth course, and involves construction of a casino, conference center and "luxurious" accommodations.

"Our third course will differ dramati-

Continued on page 18

JANUARY 2001 15

Schmidt-Curley on a roll in China

By ANDREW OVERBECK

ZHONG SHAN, China — Schmidt-Curley Design is continuing to forge ahead in China with the completion of the “B” course at Agile Golf & Country Club here. The firm is also working on Ernie Els and Vijay Singh designs at Mission Hills Golf Club in Shenzhen.

The Schmidt-Curley course at Agile opened to its 400 members in October and the new clubhouse and 35-room hotel will open early next year. This brings the hole total at Agile to 36 — the “A” course designed by JMP Design Group opened in 1998.

“The course has a good variety of holes,” said principal Lee

Schmidt. “There are long views of the surrounding countryside, good elevation change and two holes play along a lake.”

Both the second and third holes play over the lake, offering up a stern test for golfers at the start of the round. The tee shot on the 189-yard par-3 second hole requires a solid carry over the



The 12th hole on the Schmidt-Curley-designed ‘B’ course at Agile G&CC

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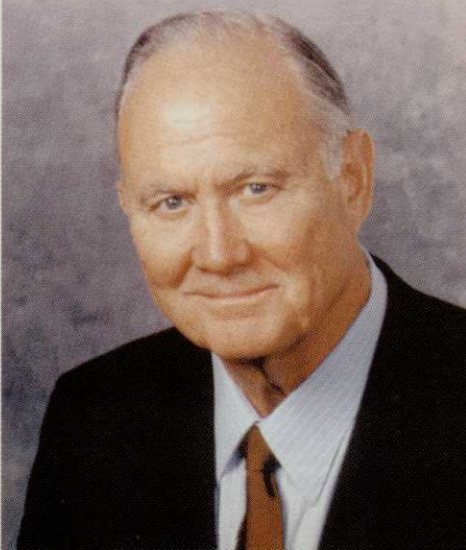


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This year’s GCSAA Opening Session speaker, Gen. H. Norman Schwarzkopf, is the definition of a leader. He garnered fame for his decisive command of the Desert Storm troops during the Gulf War and has continued leading several philanthropic and conservation efforts since his retirement.

We invite you to be inspired by his views on people, motivation and leadership during the Opening Session and plan on being our guests at the reception immediately following.



lake, and the tiger line on the 396-yard par-4 third hole again features a tee shot that must cross water.

One and a half million cubic meters of earth were moved to build the course, and construction took a little over a year to complete, said Schmidt. The course features 419 Bermudagrass on the tees and fairways and Tifdwarf on the greens.



The view from the 4th tee at the Schmidt-Curley/Ernie Els course at Mission Hills

MISSION HILLS

Construction at Mission Hills is also well underway with nine holes already grassed. The new Els and Singh courses are actually an amalgamation of the second Jack Nicklaus course that was built at Mission Hills.

“It is part redesign, part new design,” said Schmidt. “The second Nicklaus course had returning nines to the clubhouse. The owners had more property and they wanted to add more golf without building another clubhouse. We came up with a new routing and added new holes to the existing 18-hole layout to form two new courses that are out-and-back layouts.”

According to Schmidt, the location of tees, greens and bunkers will be changed and each new 18-hole layout will have distinct styles. The Els course features commanding views of the entire golf complex, especially from the tees on the par-5 fourth hole which are 50 meters above the fairway.

When finished this spring, the Singh and Els layouts will join the existing Jack Nicklaus, Nick Faldo and Jumbo Ozaki courses, making Mission Hills the largest golf facility in the country. Both of the new courses will have 419 Bermudagrass on the fairways and tees and Tifdwarf on the greens.

GCBAAs certifies three course construction companies

LINCOLN, Neb. — The Golf Course Builders Association of America (GCBAAs) has certified three of its members: Duinincq Brothers Golf, Golf Creations and Reed H. Berlinsky Inc.

Established in 1992, the GCBAAs's professional certification program includes several stringent requirements designed

to identify competent and experienced golf course builders and ensure uniform quality standards. Certified builders must be in the golf construction business for at least five years, provide professional and financial references, attend a GCBAAs educational session annually, pass a written exam and engage in ethi-

cal business practices.

Duinincq Brothers Golf, based in Prinsburg, Minn., has been specializing in all aspects of course construction since the early 1980s and has been a member of GCBAAs since 1997. The general manager is Dave Munkvold.

Golf Creations, headquartered

in Marengo, Ill., has engaged in course renovation, restoration and new construction since its founding in 1987. Bryon Deaner is the company's project manager.

Reed H. Berlinsky, a member of GCBAAs since 1999, is a full-service golf course construction company with 25 years' experi-

ence in the field. The firm is based in St. Cloud, Fla.

The GCBAAs, established in the early 1970s and based here in Lincoln, is a nonprofit trade association of the world's foremost golf course builders and leading suppliers to the course construction industry.



Arthur Hills breaks ground at Maryland National

FREDERICK, Md. — Construction has begun on the Maryland National Golf Club, a new upscale public facility located in the rolling Maryland hills near Frederick. Arthur Hills/Steve Forrest and Associates has completed the design for the par-71, 6,658-yard layout, which is scheduled for a spring 2002 opening.

"This is a fine setting for a golf course," Hills said. "The hills, wetlands and other natural features, and the great views from all of the holes, will create a very enjoyable golfing experience. The golf holes fit into the landscape very well. They will offer strategic options, which are the basis of the course design."

The site, 40 minutes from Baltimore, offers dramatic elevation changes, which have been incorporated into the routing of the track. "The par-3s are the jewels of the course," Hills said. "They take full advantage of the terrain and wetlands. Hole number six, for example, is a downhill semi-island green surrounded by a stream and wetlands."

Hartley King, Tom Kniss, Dion McMullen and Tate DeWeese comprise the development group. "The need for more quality golf courses is tremendous," McMullen said. "Were very excited about building and operating an upscale public golf course and becoming part of the local business community." Furness Golf Construction will be the contractor for the project.

Arthur Hills/Steve Forrest and Associates is a full-service golf course architectural design firm based in Toledo, Ohio.

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Coral Canyon debuts in Utah

WASHINGTON, Utah — SunCor Golf's newest 18-hole daily-fee golf course, Coral Canyon, opened here recently. Designed by golf architect Keith Foster, the new layout provides a rare opportunity for players to enjoy luxurious golf on the doorstep of some of the world's most famed natural wonders.

Located at the northern end of the Mojave Desert, in southwestern Utah's so-called "Color Country," Coral Canyon's 7,029-yard, par-72 track provides stunning views of the red rocks of Zion National Park and Pine Valley Mountain.

Foster's design features 100 acres of turf, 55 sand bunkers, two lakes and a labyrinth of dry washes through the course, offering players a variety of risk/reward opportunities. Typical of the challenges at Coral Canyon is the short sixth hole — a 122-yard par-3. Seemingly dropped into the red rock outcroppings, this hole plays from a rocky tee box over a deep ravine.

The par-5 number 16 — 528 yards long — is nestled in a series of hills

that roll down to a punchbowl green guarded on the right front edge by a short bunker and on the left by two sharp ridges. A good drive and a sense of adventure will allow players a relatively clear approach to the green.

Cut into the property's mountainous terrain, Coral Canyon's clubhouse provides superb

views of the front nine as well as Zion National Park from an expansive picture window. The clubhouse features a large pro shop, a Southwestern-style grill seating 66 people, and an outdoor covered pavilion with seating for 200.

An intimate, high-desert golf community built on 2,700 acres, Coral Canyon offers both designer model homes and custom homesites with great views of the course.



Keith Foster's Coral Canyon Golf Course

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Paiutes

Continued from page 15

cally from the first two," said Kent McCutcheon, director of golf operations. "Players will notice a more severely mounded course with numerous elevation changes and more canyons and slopes. The course also will feature two lakes."

McCutcheon noted that the unique features of the new course require more exacting refinement, pushing the expected completion date to Nov. 1, 2001.

The two existing courses, Snow Mountain and Sun Mountain, have won national acclaim, both receiving 4.5 points out of a possible five in *Golf Digest's* 2000 rating. No other courses in Nevada scored higher, and Snow Mountain has been ranked as the best daily-fee course in the Las Vegas area.

Tribal chairman Curtis Anderson of the Paiute tribe said the new amenities at the complex are expected to make the resort a complete destination, comparable to such famed desert resorts as La Quinta, in the Palm Springs, Calif., area, and The Boulders, in Scottsdale, Ariz.

As a special concession to the overall golf experience, as well as to the environment, no development is planned along the perimeters of the golf holes on either of the two existing courses, nor on the two new ones. Paiute officials hope to retain the native desert ambience throughout the complex, located about 20 miles north of Las Vegas. ■

Pacific Dunes

Continued from page 15

"The bunkers are styled after large, natural blowouts, which are the hallmarks of the dunes environment," said Doak. "Our goal at Pacific Dunes was to build a course of equal merit to Bandon Dunes, but in a different yet complementary way."

Memorable par-3 holes are part of the Pacific Dunes mo-

saic, two of them resting back-to-back. The 10th extends 205 yards to a green set at the end of a valley, against an ocean backdrop. The 11th is 142 yards, cut alongside a cliff and bearing a green of only 4,000 square feet—the smallest putting surface on the course.

The 16th, at 346 yards, is marked by a sharp right dogleg, playing to a shelved green abutting the base of a large sand

dune.

"The coastal winds and the undulations in the fairways are so challenging that we didn't want to overcook the design," Doak said. "There's still plenty of short-game interest, thanks to the bunkers and chipping areas around the greens. On a calm day the course might seem easy, but there aren't many calm days here, not during the prime of the season."

CLASSIC ARCHITECTURE

Doak has established himself during the past two decades as an expert in classic golf course architecture. He has personally walked and studied over 1,000 of the world's great courses, and has caddied The Old Course at St. Andrews.

His designs are marked by a cerebral quality, both imaginative and true to golf's core tenets. Other Doak courses include a pair

of Michigan standouts – Black Forest and Lost Dunes – along with Apache Stronghold (Ariz.) and Quail Crossing (Ind.).

The Bandon Dunes resort is the brainchild of Mike Keiser, a golf fanatic who made his money in recycled paper greeting cards. For the Bandon Dunes course, he brought in Scottish golf architect David McLay Kidd to design a links layout similar to those found in Scotland and Ireland.

Construction of Pacific Dunes got underway last January under the direction of Jim Urbina, of Renaissance, and Ken Nice, of KemperSports Management. ■

Pine Hill

Continued from page 15

Pine Hill, which is just two miles from the famed Pine Valley Golf Club, is situated on the highest elevation in southern New Jersey on 360 acres of sandy soil.

"I grew up close to Pine Hill," said Fazio. "I have a lot of friends here so I knew the course would get a lot of scrutiny. But this was a very easy site with all the natural, loamy sand."

However, there were construction challenges. "It took six months to get all the permits,"

'Each golf hole has the drama and excitement that you would expect from Pine Valley'

— Tom Fazio

Fazio said. "We had a lot of wetland issues here, especially on the first two holes. We had to use all 360 acres to get the course in."

The par-70, 6,969-yard course winds through wetlands on a number of occasions and is covered with natural waste areas and large bunkers, similar to those at Pine Valley. "The course is very dramatic," Fazio said. "Each golf hole has the drama and excitement that you would expect from Pine Valley."

The all-bentgrass layout features several superb views of the Philadelphia skyline, the best being from the 18th green where the uphill par-4 finishes in grand fashion. The 43,000-square-foot clubhouse sits just above the 18th green and will open this spring.

The course had a soft opening this fall and will have its grand opening this spring. "This winter, we are going to fine tune the golf course to get it ready for spring," said Bergstol.

Empire Golf is currently developing three other courses in the area: Hollow Brook Golf Club in Westchester County, N.Y. is set to open in 2002. New York Harbor Golf Club in Bayonne, N.J. and Stafford Golf Club in Stafford, N.J. are both slated to debut in 2003. ■



LESKO

Architects GC

Continued from page 15

be given coherence by Kay's technical skill and desire to lay the course out to meet contemporary standards.

"I'm a big believer in not building bunkers that will wash out in heavy rain," he said. "Some of the old-timers didn't care about that, but we did. So we designed the bunkers in their classic styles but

made sure that functionally they were right.

"I was there to say where the bunkers needed to be placed for today's game – how we're hitting the ball today, how the fairways are watered," he said. "And we're not going to have little dirt tees where you put down some sand and hit off the sand. The tees are built properly for today's play. Same thing with the greens. It's not like we're going to mow the

Old Tom Morris green at half an inch. We're going to mow all the greens at the same height."

But starting with the first hole – a 518-yard par-5 – the course will reflect a century of course design.

"I sat down with Doug Smith, our vice president, and Ron Whitten, a golf historian, and we came up with the architects," Kay said. "If there were 200 of them from 1860 to 1960, we got the best 17. We had a lot of examples to

look at from a style standpoint. I teach golf design at Rutgers University, so I know it fairly well."

"We really wanted American architects more than Scottish or Irish," Kay added, "but we felt we needed to start with the patron saint of golf architects, Old Tom Morris. And then for the second hole, we came right to the United States. And who was the first person doing golf architecture here? C.B. Macdonald."

A WHO'S WHO OF DESIGN

From there the list sparkles with names from golf's storied past – Devereux Emmett, A.W. Tillinghast, Alistar Mackenzie, Perry Maxwell, Dick Wilson. Kay reserved his finishing hole – a 405-yard par-4 – for Robert Trent Jones, Sr. "We looked at his style from the 60s," Kay said. Only Donald Ross appears twice, inspiring the ninth hole and the 15th.

Kay said each hole will have a distinct character, but that some will be similar in style. "What is the major thing that architects do differently?" he said. "Well, sometimes they place their bunkers in different places. Also, the shape and design of the bunkers – whether the sand is flashed or grassed out. Those are very characteristic things.

"For instance," he said, "take George Thomas, who did Riviera Country Club in California. He did these very narrow fingers that came down into the bunkers, and the sand was flashed up. His bunkers are very distinguishable. He happens to be our 10th hole. But then you come to the 11th, which is William Flynn, who did Shinnecock Hills. There, bunkers are more rounded, elliptical, with no fingers, grass down the banks, and with more high grasses growing around those bunkers."

Moving onto the 12th hole, Kay designed a redan green, after the style of Charles Henry Banks. "Banks did some redan type greens, especially when he was with C.B. Macdonald," he said. "We're actually flashing up part of that green with some concave flashes, where we really raise up the green."

PLAQUES AND PLACE MATS

The proof of a good course is in the playing, of course, and Kay honed to a time-honored design precept. "Whenever you do a concept type of course, you better have good golf holes," he said. "There is that little hook or gimmick, if you will, to bring golfers in to see this thing. But you better have a good layout, a lot of variety, and it better be a course that the average player and the good player can both enjoy.

"I think we did that," he allowed. "If you'd ask 100 players which holes they liked the most, which were the most memorable, I think they'd mention seven holes, not just one."

At each tee box, a plaque will feature a picture or rendering of the architect who inspired that hole, and the years during which he practiced. "We're also going to list four or five of the courses he did, on this plaque," Kay said.

A yardage book will provide more information about the designers, and the placemats in the clubhouse will feature pictures and descriptions of the architects.

The Architects' Golf Club is located near Interstate 78, just across the Delaware River from Pennsylvania, on the New Jersey side. ■

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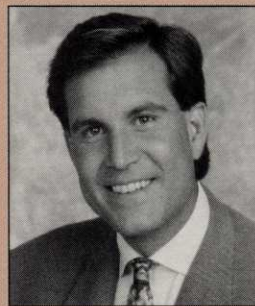
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Weiskopf design under construction at Baja's emerging golf mecca

By JAY FINEGAN

LOS CABOS, Mexico — Here at the tip of the rugged Baja Peninsula, construction of the new Tom Weiskopf signature design is progressing rapidly at Cabo del Sol, an 1,800-acre master-planned golf resort community.

The Desert Course, an 18-hole, par-72 layout, is Weiskopf's first design sojourn into Latin America. Ground was broken in May, and according to Cabo del Sol part-

PIRATE HIDEOUT NOW GOLF MECCA

A one-time pirate stronghold, the area around here has been a sport fishing center for years. With a wild, rugged coastline, pristine beaches, aquamarine waters and balmy, Mediterranean-like climate, it's not surprising that Los Cabos is emerging as the premier golf resort in Mexico. The sun shines some 340 days a year, and the scenery is stunning.

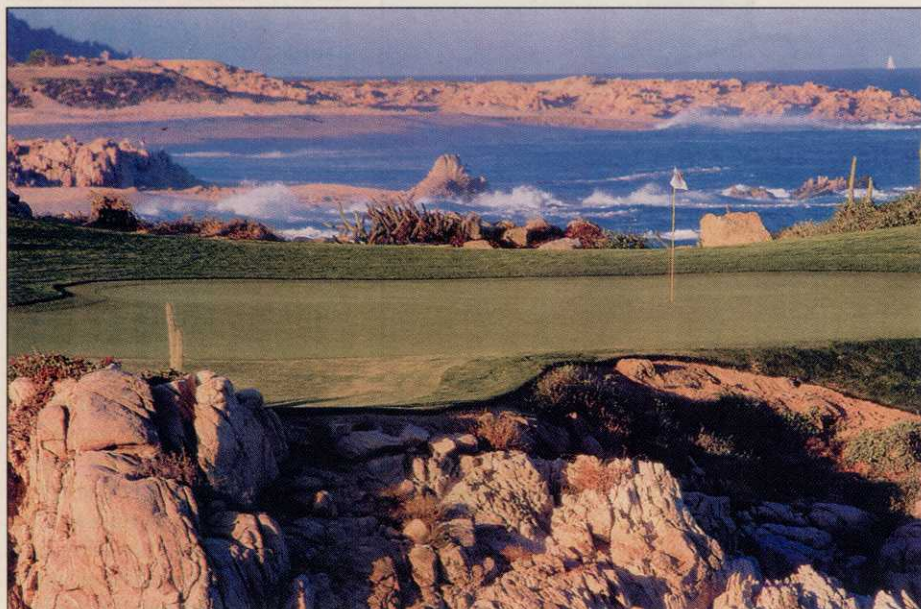
Currently, Cabo del Sol features the

to attract the world's most discerning golfers and second home buyers."

This fall, the oceanfront resort will release 100 new custom lots for sale, many sporting clear views of the Weiskopf course and the azure ocean waters. In conjunction with the release of new lots, a golf membership program will be announced and clubhouse construction will commence. When completed, Cabo del Sol will feature three championship

courses, 1,700 residential units, four hotels, tournament tennis facilities, a beach club and a village center.

Cabo del Sol is a partnership between the Day Group and ICA. Comprised of a group of investors led by Robert A. Day, the Day Group has been involved in the project for more than 10 years. ICA, Mexico's largest engineering, procurement and construction company, has been involved in the development of Cabo del Sol since 1992.



The Jack Nicklaus Ocean Course pictured here depicts the rugged Baja coastline

ners — the Day Group and ICA — the course is scheduled to open in November 2001.

"Cabo del Sol offers a great opportunity for me," Weiskopf said. "The natural surroundings are incredible. It has a unique combination of desert and ocean, with unusual rock formations, an intense variety of desert foliage and dramatic canyon-like arroyos. My design for this course guarantees ocean views from almost every hole."

Overall course yardage will measure 5,300 yards from the forward markers to 7,100 yards from the championship pegs. Greens will range from 5,000 square feet to 7,500, with gentle, subtle rolls and elevation changes. The bunkering will be dramatic in the landing areas as well as around the greens. Wide yet containing fairway corridors will afford golfers great visual appeal off the tee.

Each hole will feature four or five tee locations, and the design will incorporate large landing areas and few forced carries.

Rough grading has been completed on the first seven holes, and grassing got underway in December. Initial clearing and shaping of the remaining holes have already begun, according to construction manager Ruben Martinez of Diamond International.

"We're thrilled to be moving ahead with the new Weiskopf design," said Jonathan Jaffrey, principal with the Los-Angeles-based Day Group. "We are committing approximately \$12 million for the construction of this course, and we're confident it will rank among the best in the world."

Ocean Course, a Jack Nicklaus signature design rated among the world's top 100 courses. Home of the 1995 Senior Slam, Nicklaus' 7,103-yard layout offers seven exquisite holes on the water. Nicklaus himself describes it as "the best piece of golf property on Earth." It's hard to argue with that opinion when you gaze upon the emerald green turf between desert mountains and the brilliant blue waters of the Sea of Cortez.

On the signature 17th hole, golfers must tee off from the top of a cliff and fly their ball over a sandy cove to a green surrounded by rock outcroppings rising from the sea. "This was my chance to design a Pebble Beach," Nicklaus said.

Two luxury oceanfront hotels and several residential neighborhoods provide plenty of housing. Elsewhere in Los Cabos, dozens of hotels have sprouted in recent years. The population has jumped to 50,000, and as many as 11 or 12 courses may eventually be built here at the end of the 1,000-mile-long Baja Peninsula, a two-hour flight from Los Angeles.

TROON IN MANAGEMENT ROLE

Troon Golf, headquartered in Scottsdale, Ariz., is managing the Ocean Course and is overseeing the construction of the new Weiskopf layout.

"We're confident that Troon's management expertise and success with world-class golf resorts will be a great asset to the positioning of Cabo del Sol," said Saturnino Suarez, vice president of ICA. "Troon's proven sales and marketing approach will enable us to expand our reach and continue

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Quintero

Continued from page 1
Airport.

Quintero sits at an elevation ranging from 1,986 to 2,480 feet above sea level, a year-round location that takes full advantage of a sweeping desert landscape lush with native saguaro, palo verde, ironwood, mesquite, ocotillo and acacia trees. Paying heed to the area's ecological sen-

sitivity, builders preserved virtually every plant or later relocated them into the landscape.

'PURE GOLFING EXPERIENCE'

It was Rees Jones who helped McClung select this rolling parcel of real estate, which is surrounded by thousands of acres of federally owned land and mining claims. The area around Quintero officially is designated as Bureau of Land Management "open

space" — it cannot be built upon — thereby preserving the surrounding hills and high Sonoran Desert for generations to come.

"This is wonderful topography," Jones said. "They let us get the land for golf first, then they decided on the home sites. Because the houses are not on the fairways, you will have a pure golfing experience.

"But we're only allowed 90

acres of turf," he said. "That's why you build little pads for the tees and use native vegetation. But once you get to the fairway on this course you can hit it on the ground if you want to, with the exception of the par-3s that cross the wash."

The Greg Norman Charter Course, stretching to 7,300 yards from the championship markers, will feature elevation changes of

about 200 feet. The site is rocky. "We'll be doing a lot of blasting," said lead architect Jason McCoy. "When it gets done, it will be spectacular. There will be a lot of carries over rock quarries, but not into the greens. The approaches will be bump-and-run."

SHARED CLUBHOUSE

The Jones and Norman courses will share a clubhouse, an exquisite, country-club style number with dining, billiards, library, theater, card room and locker rooms. Additionally, the project features a 10-acre, double-sided practice facility with bunkered greensite targets.

In concocting the plans for Quintero, developer McClung knew pretty much exactly what he wanted.

"Golf is a passion I've had," he said. "I love to play, and as my business got more successful, suddenly I had all this money with no clue what to do with it. I decided to pursue my passion and build the perfect golf course."

McClung's Ford truck dealership, Midway Ford/Sterling Truck Center, is in Kansas City, Mo., but he and his wife, Lea, already had a second home in the Phoenix area. In scouting for land for his course, McClung didn't have to look very far. After checking out three areas in California, his search led him right to his own backyard. The Quintero site met his four criteria: the best climate, proximity to a major airport, a friendly government, and a terrific piece of land.

TROON GOLF TO MANAGE CLUB

Golf and club facilities are being managed by Troon Golf, the Scottsdale, Ariz.-based management company whose international list of luxury properties includes the Turnberry Hotel, Golf Courses & Spa in Scotland, Cabo del Sol on Mexico's Baja Peninsula, Troon North Golf Club in Scottsdale, and the Ridge at Castle Pines North in Colorado.

"We're really excited about working with Quintero and Gary McClung," said Dana Garmany, CEO of Troon Golf. "This is a hand-in-glove fit for our Prive team, a division of Troon Golf created expressly for the management of private clubs of distinction like Quintero."

Quintero Golf & Country Club is a low-density, private membership club comprising 283 homesites, including 85 estate lots sized up to 14 acres. Club membership is by invitation only. Real estate purchase is not required for membership; however, only Quintero members may buy real estate.

Homesites and golf villas are expected to be available for sale in 2001, and upon completion of the Norman course, memberships will be increased from the current 350 to 700. ■



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San Antonio courses prepare for GCSAA championship event

By JOEL JOYNER

SAN ANTONIO, Texas — The Golf Course Superintendents Association of America will hold its 51st championship here when 720 superintendents from around the world compete at six area golf courses. The championship leads off the annual show, taking place in Dallas, Texas, Feb. 11-18.

Six superintendents and their courses in the San Antonio area have been chosen to host the tournament. They are:

- Rob Throne, Pecan Valley Golf Club;
- Bruce Burger, The Quarry Golf Club;
- Steven Dennis, Canyon Springs Golf Club;
- Ted McClure, Tapatio Springs Resort;
- Neil Thraikill, Silverhorn Golf Club;
- and Mitchell Kiser, Fair Oaks Ranch Golf & Country Club.

With a hot and dry summer here, and an autumn that produced near-record rainfall, the hosts will attempt to have their courses in top shape for the arrival of their peers. For the seventh consecutive year, the Toro Co. will be sponsoring the four-ball championship on Sunday, Feb. 11, followed by the tournament on Feb. 12 and 13.

Todd Barker, superintendent at the Fore Lakes Golf Course, of Murray, Utah, is the defending champion.

PECAN VALLEY: A TOUGH OLD/NEW COURSE

Having experienced a recent renovation, tornado strike and flooding at the Pecan Valley, superintendent Rob Throne is preparing his course for championship play after joking about "Texas weather at its finest."

Designed by Press Maxwell and built in 1963, the old-style course underwent a Robert Cupp-design renovation in 1999 that maintained most of the traditional flavor.

"The course was completely regrassed, and there's a new club house, maintenance facility, cart facilities, and irrigation system," said Throne. "The course was brought back to the standards it needs to be. Some greens, prone to flooding, were raised, a few bunkers were added, and a few greens were relocated to make them a little more accessible from the tee."

The recent tornado and flooding have taken a toll on the course, however. "Several bunkers need to be repaired, and several satellite units that went underwater had to be replaced. We also lost 12 trees in the tornado," said Throne. Fortunately, the course's famed oak tree, estimated to be some 800 years old, was untouched by the twister.

Even with the setbacks, Throne is excited to show the course and its challenges to his peers. "We're going to take the greens to a faster speed for the championship," said Throne. "The course plays fairly long, 7,000 yards from the tips, and the fairways are heavily tree-lined."

"The guys will want to keep their drivers in the bag," he advised. "Fairways are narrow, and even in February the roughs will be fairly thick. At that time of year the wind comes out of the north/northwest, so there's likely to be some forced carries hitting into the wind at this course. Also, the greens are not that big, only 115,000 square feet total, and all well bunkered."

THE QUARRY: TWO COURSES IN ONE

The Quarry, rated the top public golf course in Texas in four of the past five years, offers "really two courses in an 18-hole layout," said Bruce Burger, superintendent.

Built in 1993 and designed by Keith Foster, the front nine maintains a links-style layout with a lot of native grasses, mounding in the roughs, and no trees.

"The native grasses can be severe on the front nine, and we're definitely going to step it up a notch on the greens," said Burger. "But it's the back nine that intimidates players."

Packed entirely inside an old limestone quarry, the back nine occupies only 84 acres. "I've got some rock walls that rise over 100 feet above the floor of the quarry," said Burger. "It has dramatic views and some interesting holes. The 16th hole is a 242-yard, slightly uphill play that golfers say would make a really nice par-4, except that it's a par-3."

"The 17th is our signature hole," he said. "It's a 380-yard par-4. The tee shot is hit



"Escape from Alcatraz" is the 13th hole at The Quarry GC.

across this canyon to a landing area on another ledge. It's visually intimidating when you first step up to that tee. The 18th hole is a really tough finishing hole. You're in the rocks if you hit it right, and you're in the canyon if you hit it left. It's truly a three-shot par-5, even for the best golfers."

Roughly 6,800 yards from the back tees and with plenty of rock features and native grass areas, The Quarry will demand strategy and concentration to score well.

Continued on page 35

Michigan turfgrass program earns President's Award

By JOEL JOYNER

EAST LANSING, Mich. — The Michigan Turfgrass Environmental Stewardship Program (MTESP), a public-private coalition geared specifically to issues involving golf course maintenance, will be awarded the Golf Course Superintendents Association of America's (GCSAA) 2001 President's Award for Environmental Leadership.

The award will be presented Feb. 15 during the GCSAA's 72nd International Golf Course Conference and Show in Dallas, Texas. Established in 1991, the award acknowledges "an exceptional environmental contribution to the game of golf." MTESP was selected by the GCSAA for their work in improving golf courses and the environment.

Developed in 1997, MTESP coordinates the efforts of the turfgrass industry, Michigan State University, state agencies and environmental organizations. "The program was created by the willingness of the turfgrass industry to do something productive in the area of environmental protection," said program director Greg Lyman, extension specialist at MSU. The program is designed to promote and recognize the following practices:

- protecting water quality, wildlife habitat and native species;
- commitment to the protection of natural resources on the property;
- adopting pollution prevention practices (reduce waste, minimize inputs to the environment);
- complying with environmental laws and regulations;
- promoting and communicating best management practices to control potential sources of pollution.

Golf courses subscribing to the program attend a workshop that focuses on issues such as fuel storage, wellhead protection, fertilizer and pesticide storage, handling and application. The second stage of the program is a self-assessment that requires superintendents to apply the know-how from the workshop to their own courses. In the next phase, a stewardship team completes a site visit to determine how information from the workshop is being used.

MEMBERSHIP REQUIREMENTS

To maintain membership, golf courses must have a site visit at least once in a three-year period. Annual participant fees range from \$75 for a daily-fee, nine-hole course to \$150 for a golf resort property. Stewardship site evaluations cost \$200 for a half day.

More than 150 golf courses currently participate in the program, with a target of 50 more members for the winter workshops. Half of the members in the program have completed the site-visit phase, and 30 courses to date have been certified.

The MTESP also provides information for enhancing wildlife habitat and is developing criteria for the construction or renovation of golf courses to avoid any potential compromise to the environment.

"The workshop covers a lot of material and examines the practices we use in the

Continued on page 26

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Sean Duffy — Golf Course Superintendent

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The Golden Bear Club at Keene's Point

SHOW PREVIEW

5,000 club managers and exhibitors expected at San Diego conference

By JAY FINEGAN

SAN DIEGO — A scramble golf tournament and a chapter-team championship will highlight some of the action here when the Club Managers Association of America (CMAA) comes to town for its annual conference and show. The proceedings officially open on Jan. 28 and close Feb. 1 with a black-tie gala and dancing till midnight.

Conference organizers promise five days of education, social events and the largest trade show in the club industry, based primarily at the San Diego Marriott Hotel and Marina and the adjacent San Diego Convention Center.

This year's event, in formal parlance, is the 74th Annual World Conference on Club Management and the 24th Annual Exposition.

CMAA officials expect a total of some 5,000 attendees, including 450 exhibitors representing a diverse range of industries, from dot-coms and dishware to golf course equipment. Roughly four out of every five CMAA members, or some 3,950 people, are involved in managing golf and country clubs.

Pre-conference workshops, to be held Jan. 26 and 27, will focus in depth on nine areas of interest, including food and beverage operations, marketing, sports and recreation, human resources and budgeting. All workshops will be led by experts in the various fields.

TWO GOLF EVENTS

The annual scramble golf tournament is scheduled for Saturday, Jan. 27. The format is a typical four-person team scramble, with tournament directors pairing individuals entering with less than a full team. This year's venue — Torrey Pines Golf Course, in nearby La Jolla — is a tough course set directly on the ocean.

The CMAA Chapter Medal Team Championship will take place on Tuesday, Jan. 30, at the Meadows Del Mar Golf Club in San Diego. Chapter teams will compete against one another on this par-71 layout designed by Tom Fazio and opened in September 1999. The Meadows, managed by Western Golf Properties, offers lakes, canyons and hills on 380 acres of unspoiled, dramatic countryside.

CONFERENCE HIGHLIGHTS

The first "business session," scheduled for Monday morning, Jan. 29, will feature keynote speaker Ken Blanchard, a well-known author and business consultant. His best-selling book, "The One Minute Manager," has sold more than nine million copies in some 25 languages.

GOLF COURSE NEWS

On that opening night, CMAA members and guests will experience a montage of culture and art at "A Tapestry of Treasures"



The 17th hole at The Meadows Del Mar Golf Club

in the heart of Balboa Park, a 1,200-acre preserve housing 12 museums. The Prado, the gateway to the park, will be the focal point of the evening, featuring fine dining, entertainment, art exhibits and more.

More than 100 edu-

cation sessions will be packed into the conference, conducted by industry leaders and experts.

The Club Foundation will again be holding a silent auction, Jan. 29 to Jan. 31, with bidding for trips, golf packages, electronic equipment, china and linens, and items for the club or home kitchen. The live auction will take place Jan. 31 in con-

Continued on page 26

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SHOW PREVIEW

Finchem wins GCSAA honor

Continued from page 1

deserves considerable credit for fueling the growth and popularity of golf," said GCSAA president Scott Woodhead. "His vision, commitment and passion for the game are rivaled by few."

Finchem joined the PGA Tour team as vice president of business

affairs in 1987. After being promoted to deputy commissioner and chief operating officer by commissioner Deane Beman, Finchem succeeded Beman in 1994.

Under his leadership, donations to charities from Tour events have risen consistently each year, with \$44 million contributed in 1999. Finchem also has been a proponent in the development of the World Golf Foundation, including that Foundation's First Tee program.

The First Tee provides accessible golf facilities to young and underprivileged players. "It has great potential for growing the game and enriching literally thousands of lives through the life lessons it teaches," said Finchem.

Under Finchem's guidance, the PGA Tour staff and professional golfers have been successful in developing strategy and fundraising for the GCSAA foundation and drawing attention to the work of superin-

tendents and their courses.

"We're grateful for the support we have received from the PGA Tour under Tim Finchem's leadership," said Steve Mona, GCSAA's CEO. "The fact that all tour agronomists and TPC superintendents are GCSAA members is a testament to the relationship the two organizations have. I know he takes pride in calling himself a friend of the superintendent." ■

MTESP awarded

Continued from page 24

industry," said Craig Hoffman, superintendent at The Rock at Woodmoor on Drummond Island, Mich. "At this course, we had to complete some updates, make adjustments in the rinse and loading pads, and add protection around the well-heads."

As a member on the program's stewardship steering committee, Hoffman also appreciates the assistance of statewide agencies and environmental organizations. "We've tried to include as many state agencies and environmental advocacy groups as possible," he said. "At our committee meetings, we've had representatives from the governor's staff, the Department of Environmental Quality, Trout Unlimited, Pheasants Unlimited and Ducks Unlimited."

WOODHEAD TO PRESENT AWARD

GCSAA president R. Scott Woodhead will present the award to program director Lyman. "The Michigan Turfgrass Environmental Stewardship Program is a shining example of how groups can work together for the common good of all," said Woodhead. "I commend the program partners for their outstanding work. I hope it spurs other states to enact similar programs."

The program is supported by MSU, the Michigan Department of Agriculture, the Michigan Turfgrass Foundation, the Michigan Department of Environmental Quality, the Golf Association of Michigan, the Michigan Environmental Council, the Michigan Nature Conservancy, the Kalamazoo Nature Center and the Michigan Department of Natural Resources. ■

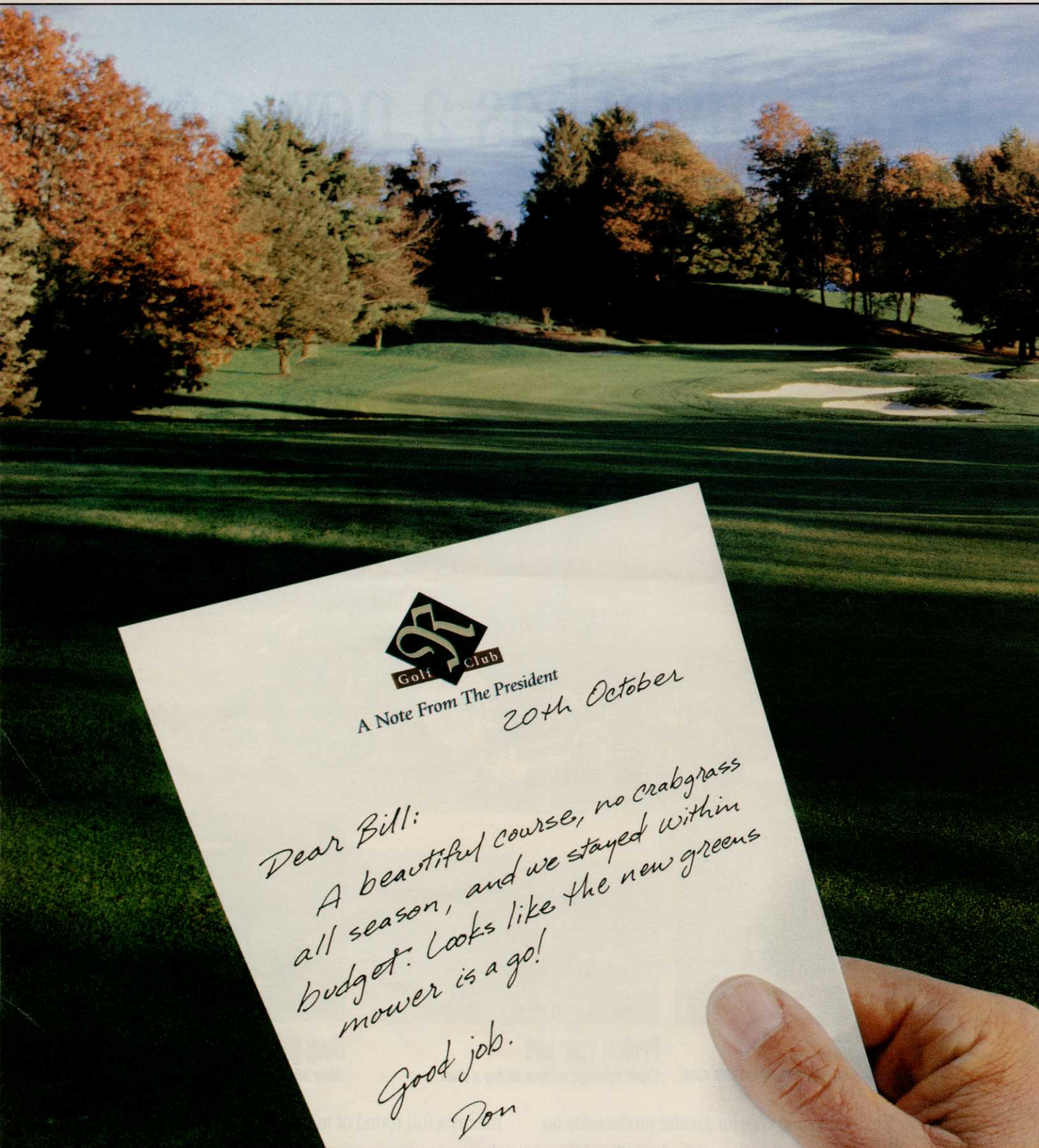
5,000 at CMAA

Continued from page 25

junction with the International Wine Society's live auction.

Richard Simmons, the self-proclaimed "court jester of health," will lead a "Sweatin' Session" exercise program on the morning of Jan. 31.

The closing event, on Feb. 1, promises to be a lively affair – a black-tie gala at the Marriott. The evening kicks off with a reception honoring CMAA president Warren Arseneaux. The formal dinner-dance will feature entertainment by the well-known dance band, The Pink Flamingoes. ■



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20th October

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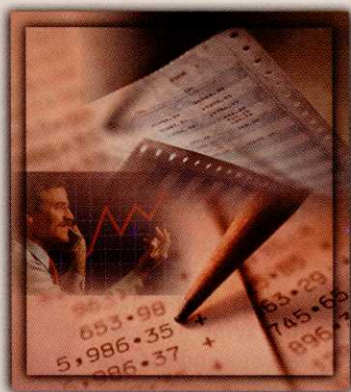
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BRIEFS

FAMILY GOLF'S TOP EXECS RESIGN

MELVILLE, N.Y. — Under a motion filed with U.S. Bankruptcy Court, Family Golf Centers chairman and CEO Dominic Chang and chief operating officer Krishnan Thampi have agreed to resign and act as consultants to the company through Dec. 31, 2001, subject to court approval.

LOEHR ADVANCES AT MARRIOTT GOLF

ORLANDO, FLA. — Marriott Golf has promoted Paul Loehr to director of development. A nine-year Marriott veteran, Loehr will continue to manage development activity for the Marriott Golf corporate team, based here. His new responsibilities include the generation of market feasibility studies, the development and analysis of golf course financial profiles, facility evaluation for acquisition and overseeing management of ongoing projects. Marriott Golf currently manages 26 courses in the United States, Central America, Europe and the Middle East.



EXECUTIVE MOVES AT CARL M. FREEMAN

POTOMAC, Md. — Carl M. Freeman (CMF) Associates, a multi-faceted golf services company based here, has announced four staff promotions. Thomas R. Gallagher is the new vice president and associate counsel for acquisitions. Patti A. Grimes has been named vice president with CMF Communities LLC. Michael T. Reilly becomes vice president and director of CMF Retail LLC. And Deborah L. Waldman takes over as vice president for human resources and administration at CMF Associates. As previously announced, Daniel R. Stovall has been named CEO of teetimes.com.

INTRAWEST APPOINTS COSTANZO

TUSCON, Ariz. — Intrawest Golf has promoted Donald Costanzo II to head golf professional at the Raven Golf Club at Sabino Springs here. Costanzo, who has been with Intrawest since 1996, will be responsible for all facets of the club's golf operations.

Honours Golf picks up 'flagship' properties

BIRMINGHAM, Ala. — Honours Golf has acquired two high-profile championship courses, both located at World Golf Village in St. Augustine, Fla. Scratch Golf Company, based in Hilton Head Island, S.C., has sold The Slammer & Squire and The King & The Bear to Honours for an undisclosed amount.

"Our overall goal is to provide golfers with a superior golf experience, including excellent customer service and course conditioning," said Bob Barrett, CEO of Honours Golf, headquarter-



The Slammer & Squire

tered here. "These two unique courses fit perfectly into our growth plans and will undoubtedly serve as the new flagships of our portfolio."

The Slammer & Squire is an 18-hole, par-72 resort layout designed by Bobby Weed, measuring 6,939 yards from the tips. Course design consultants were "Slamming Sammy" Snead and

Continued on page 29

AllGolf takes over 20 Family Golf facilities

By A. OVERBECK

NORTHBROOK, Ill. — KLAK Golf has acquired 20 properties from Family Golf Centers for \$16.15 million.

KLAK Golf is a joint venture between Lubert-Adler Real Estate Opportunity Fund, Klaff Realty and Kemper Sports Management. The group has formed AllGolf, a new subsidiary

could make any money, regardless of the revenue stream," he said.

Despite the admittedly thin margins in the driving range business, KemperSports CEO Steve



Steve Lesnik

Lesnik is optimistic about the long-term opportunities. "We wanted to continue to expand our presence in golf and golf management, and that

of KemperSports, to handle the operation of the mid-market driving ranges, golf practice facilities and regulation, executive and nine-hole golf courses.

Of the 34 locations on the auction block, AllGolf hand picked the best 20 properties, said Zach Fink, director of operations. "Some of these properties have leases attached to them that were so bad that there was no way that you

includes operating golf courses, driving ranges, and practice centers," he said. "If we operate these properties well, we will be able to provide a return to our investors

Lesnik did not rule out the acquisition of more driving range and practice facilities.

ALLGOLF TAKES OVER

With that mandate, Fink and AllGolf are now in the

Continued on page 29



Heritage Golf's latest acquisition is Hamilton Mill Golf Club in Dacula, Ga.

Heritage Golf acquires Hamilton Mill

SAN DIEGO — Heritage Golf Group, based here, has acquired Hamilton Mill Golf Club in Dacula, Ga., from SMG Development Associates.

Hamilton Mill joins 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 high-caliber golf facilities.

Opened in April 1995, Hamilton Mill is an 18-hole, par-72 daily-fee course designed by Fred Couples and golf course architect Gene Bates. Ranked as one of Atlanta's 10 best golf facilities, the Hamilton Mill course is the centerpiece of a master-planned community featur-

ing custom-built homes. SMG, an Atlanta-based partnership, has been developing the surrounding residential properties.

"Hamilton Mill Golf Club is a breathtaking course, challenging, impeccably maintained, and as its new owners, we will take great pride in continuing the traditions that are already there," said Bob Husband, president and CEO of Heritage.

Hamilton Mill Golf Club is a 6,825-yard championship-length course, offering five sets of tees and bentgrass greens. Its practice facilities include a 10-acre driving range with practice sand bunkers and chipping and putting areas.

ClubLink sells surplus real estate for \$10.5 million

KING CITY, Ontario — ClubLink Corporation has entered into agreements of purchase and sale totaling \$10.5 million with Canadian Country Club Communities Ltd. of Toronto to transfer parcels of surplus residential land at four of its Greater Toronto Area golf courses.

These agreements will close upon receipt of regulatory approvals and severance of the respective parcels.

In addition to the sale proceeds, ClubLink is entitled to 25 percent of the net profits from King Valley sales. Moreover, in connection with the sale of ClubLink's 50 percent interest in the Emerald Hills residential land, ClubLink receives 500,000 warrants to purchase Country Club common shares at \$1.50 per share. These warrants expire at the earlier of 12 months after the common shares are listed on a stock exchange or 18 months after closing of the Emerald Hills deal.

EIGHT ACRES AT GLEN ABBEY

Included in the purchase and sale agreements are 22 acres at King Valley Golf Club in the Township of King, eight acres at Glen Abbey Golf Club in Oakville, 20 acres at Emerald Hills Golf Club in Whitchurch-Stouffville, and 112 acres at Georgetown Golf Club.

Country Club plans to develop 55 homes at King Valley, 30 homes at Glen Abbey, 80 homes at Emerald Hills and an undetermined number at Georgetown.

Continued on page 28

American Golf to grow Nike Golf Learning Centers concept

By ANDREW OVERBECK

SANTA MONICA, Calif. — In response to the success of its Nike Golf Learning Centers, American Golf Corp. is set to open 25 new ones this year. The company already has 40 centers in operation, and has introduced

more than 7,000 new players to the game of golf this year.

"We are outperforming the expectations of our business plan," said Mike O'Donnell, director of operations. "We expected to convert 30 percent of our students into 'new golfers' — that is people

who play 10 rounds of golf each year. Right now we are doubling that."

Most of the learning centers are located in the western United States, but that will soon change.

"Our overall strategy was to move from west to east," said O'Donnell. "Right now we are assessing our courses to determine if they have the facilities necessary to run the program and

whether they have a need for the program. Our regional directors in New York and Minnesota are very interested in the program. It is in high internal demand."

Nike Golf Learning Centers will expand eastward this year and facilities will be created in Charlotte, N.C., Atlanta, Orlando, Fla. and Chicago. Additional centers will come on stream in southern California and Texas. The com-

pany plans to expand into the Northeast in 2002.

SAFE HAVEN FOR NEW GOLFERS

The point of the learning centers, said O'Donnell, is to build play and create a demand for tee times at American Golf facilities.

"Depending on the numbers that you look at, there are 40 million people that are interested in playing golf and want to take lessons and there are 21 million people that watch golf on television but don't play," he said. "That is eight to 15 percent of the population that is ready to play. But they need a place where they can go and learn and not be intimidated. We aim to be a safe haven for new golfers."

The instruction program consists of six hours of group lessons that take place over a period of four weeks. If at the end of the program a golfer is not ready to play on course they can repeat the program free of charge.

"The program content is focused on teaching transition-to-play components," said O'Donnell. "We include time on the course and practice swing mechanics, but 50 percent of our time is spent on teaching students how to book a tee time, how to drive a golf car and what to do on the course. Our focus is on producing technically good students opposed to technically good golfers."

Following the initial lessons, there are programs at the centers designed to keep the new players coming back.

"We have Play Days where they get a free 30- to 45-minute topical clinic and then go out and play on the course with the golf pro," he said. "We also have new golfer scrambles, and one of our courses just did a night 'glow golf' tournament. We try to make it fun and break down the stereotypical stodgy image of golf."

ClubLink

Continued from page 27

"These agreements with Canadian Country Club Communities allow ClubLink to realize the value of its surplus residential land at four of its Greater Toronto Area golf courses," said Bruce S. Simmonds, ClubLink president and CEO. "These transactions transfer the cost and risk of land development to Canadian Country Club Communities while ClubLink remains focused on its core golf business."

Canadian Country Club Communities is a private company that has associations with leading developers and house builders, including The Kaitlin Real Estate Group of Toronto, one of the Greater Toronto Area's most distinguished developers and homebuilders. ■

ITS MOMMA WAS
A FRYIN' PAN
ITS DADDY WAS
A GREASED PIG.

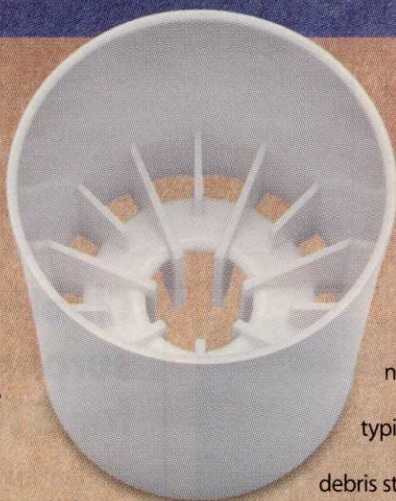
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would you choose?

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firmly grip the flag
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qualities of its parents into the ST2000,

which is available in both
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all USGA regulations,
and even makes a
distinctive sound
when the putt
drops. (Who knew

science could be so... cool?) If you're
tired of sticky-cup, ask for Standard Golf.

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mation, or ask your Distributor about
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of the sticky-cups.



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AllGolf

Continued from page 27

process of organizing staff, assessing the retail aspects of the operations and addressing the immediate capital needs at each facility. "They are all sound operations," said Fink. "The facilities with golf holes attached to them, however, need help from an equipment and agronomic standpoint."

Six out of the 20 facilities have a golf course component. Three have nine-hole courses, two have 18-hole executive par-3 courses and one has a regulation layout. The most extensive facility is the 18-hole semi-private Hiland Family Golf Center in Queensbury, N.Y. All of the sites feature a driving range, pro shop and snack bar, and some have miniature golf courses and batting cages as well.

According to Fink, managing the facilities will be a challenge because the properties are scattered across the country from Arizona in the west to New York in the east. "All of the sites are in seven states on the perimeter of the country, so it is a challenge," he said. "But they are all located in city centers and many are near airports. They are in visible and highly populated areas."

STAFFING

Fink is now working with existing staff at each facility and training them on processes and procedures. "It was important to retain managers who are familiar with the site," he said. "There are a lot

of good people on site. It is clear that the Family Golf debacle was not the fault of managers."

All the same, AllGolf will be keeping a close eye on each facility. "We have to have very good lines of communication. Each person must understand their role and be accountable," Fink said. "We will track profits and expenses and review them monthly so we can react to problems and

needs before they create catastrophes. We will watch the bottom line because this is a cash business and the margins are thin." In order to facilitate communication, all of the sites will be linked to the AllGolf headquarters.

In addition to sprucing up the facilities and instituting new management systems, AllGolf is also formulating a marketing plan to breathe life into the properties.

"Some of these facilities have been left alone for the last 12 to 18 months," said Fink. "Family Golf didn't spend much on marketing in the first place. We realize that there is competition out there and we need to let people know that there is a new player in town. We will roll out a marketing plan out at the beginning of the year."

PROFIT CENTERS

Once everything is in place

and the transition is completed, Fink believes that these facilities can be profit centers. "The practice range business will always have the ability to be a profit center," he said. "We believe we have a profitable cluster of properties."

Of the facilities under the AllGolf umbrella, Fink predicts that yearly profits will range from \$400,000 to more than \$1 million. ■

Tools of the Trade

Honours Golf

Continued from page 27

Gene "The Squire" Sarazan. With the intent to be both fun and interesting, it features five sets of tees.

The King & The Bear, which opened in November, combines the design talents of two other greats of the game—Arnold "The King" Palmer and Jack "The Bear" Nicklaus. It is the only course the two men have ever designed together, and it's a gem.

Each hole of the 7,279-yard layout features different characteristics, such as lakes and native landscaping. Water comes into play on nearly every hole.

"The World Golf Village is an exciting combination of residential, commercial and retail real estate development, coupled with the attraction of the World Golf Hall of Fame and two one-of-a-kind courses," said Rob Shults, president of Honours Golf.

Honours Golf's portfolio currently consists of six courses, but the management team plans to grow the Honours brand to 30 courses throughout the Southeast over the next 10 years. ■

GOLF COURSE NEWS

The advertisement features a central photograph of a garage interior. In the foreground, several fertilizer products are displayed on boxes and the floor. On the left, there are two red jugs of MACRO-SORB radicular, two white jugs of QUELANT-Ca, and two green jugs of MACRO-SORB foliar. On the right, there are two white jugs of QUELANT-K and two more green jugs of MACRO-SORB foliar. A large blue barrel of QUELANT-Ca is also visible. The background shows a golf course with trees in autumn colors, viewed through an open garage door. Tools like rakes and hoses are visible on the sides of the garage.

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Golf Trust to unload courses

Continued from page 1

originally, currently leases them from GTA. All three clubs are in the Palm Beach area.

MANAGEMENT NOT AT FAULT

GTA, a self-administered real estate investment trust (REIT), went public in 1997, shortly after its creation. A specialty, "triple net lease" REIT, it acquired courses with a combination of

cash and stock. In most cases, it then leased the courses back to their previous owners, who stayed on in management roles.

The company's financial difficulties surfaced in February 2000, when it retained Banc of America Securities to assist the board in a review of strategic alternatives and to contact potential investors or acquirers.

Based on intelligence gathered in that process, management concluded that it was in the best interests of shareholders to either sell the company or conduct an orderly disposition of its assets.

"This was not GTA's fault," said analyst Penney, who tracks the company. "Brad Blair and Scott Peters [senior vice president and chief financial officer] are very capable managers, with-

out a doubt. They were victims of things beyond their control."

A FINANCIAL DOUBLE WHAMMY

According to Penney, specialty REITs such as GTA were shunned by institutional investors in 1998 and 1999. "A lot of investors were not comfortable with the supply and demand fundamentals of owning and operating a golf course," he said. "They preferred more traditional real estate sectors - apartment and

office buildings."

Unable to raise money on an equity basis, GTA lacked the funds to acquire more courses, thwarting its strategy to increase earnings through portfolio growth. Meanwhile, its stock price, which hit \$35.50 in late 1998, began a steady downward drift and stood at just over \$7 last month.

Debt financing posed another serious problem. "They have a large exposure to variable-rate debt," Penney explained. "Their credit facility is tied to overall moves in interest rates. So they have gotten clipped there as well, because their interest costs have gone up substantially over the past year. It's been a double whammy, which is a shame, given the fact that there are a lot of opportunities out there to invest in golf courses. They just don't have the firepower to do so."

As if all that weren't bad enough, some of GTA's courses slipped into default on their leases last year, forcing the company to spend money on legal fees. Due to the defaults, the company has had to assume hands-on management of four of its courses - Osage National Golf Club (Mo.), Brentwood Golf and Country Club (Mich.), Tierra del Sol Golf Club (N.M.) and Palm Desert Country Club (Calif.).

The cumulative impact of adverse economic conditions drove GTA to a \$14.8-million net loss in the third quarter of 2000, compared with net income of \$2.4 million a year earlier.

SELLING OFF THE PROPERTIES

GTA's communications director, Kathy Boles, reports strong interest in the company's courses. "It's not as if we're out there marketing the company and putting out brochures. The primary players in the industry know what's happening," she said. "There aren't many individuals who can step forward and be realistic at this level of asset purchase."

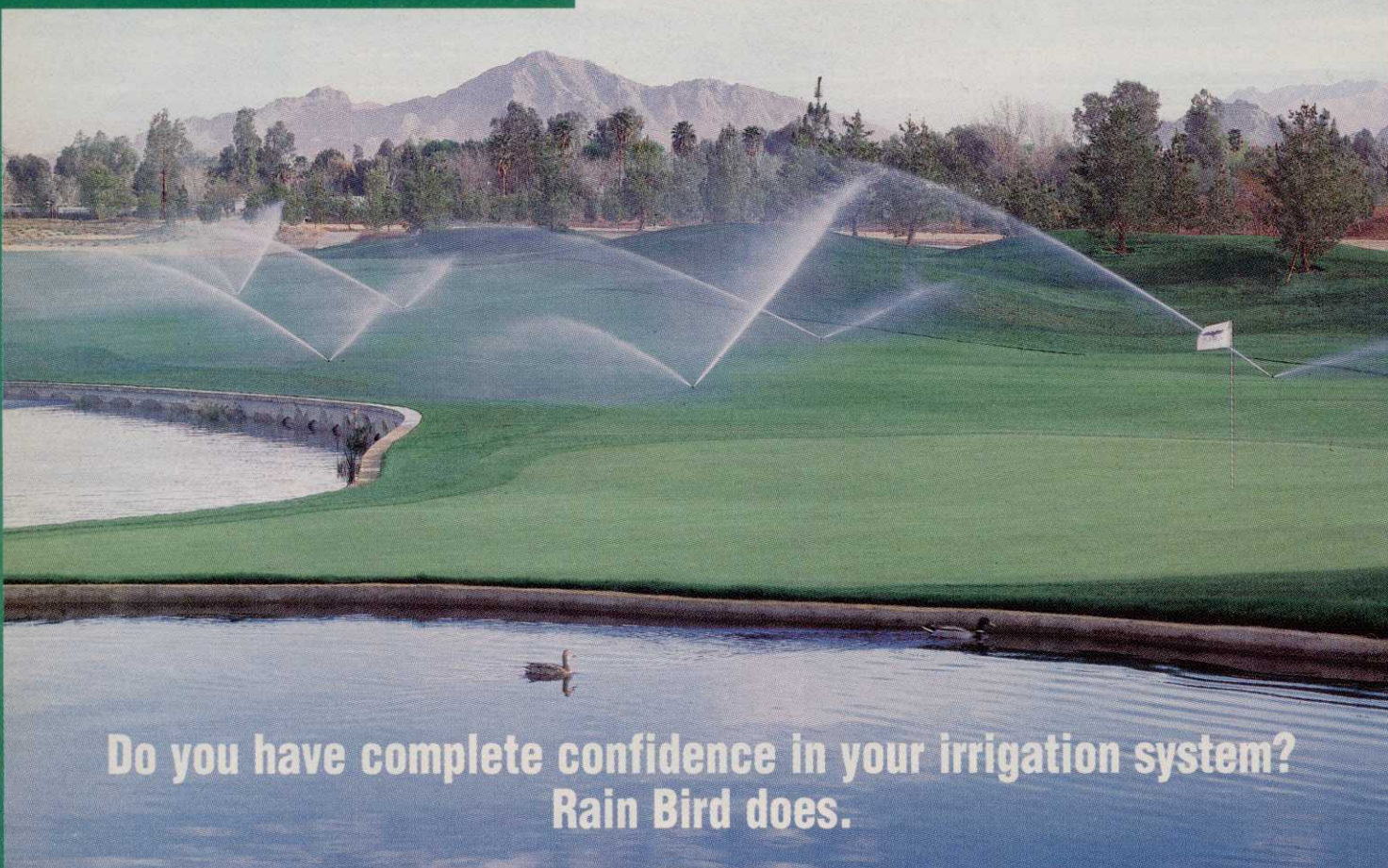
According to stock analyst Penney, many of the clubs will likely be sold back to their original owners. The "wild card," he said, is Larry Young, who leases 12 courses from the company.

"Larry Young controls the Myrtle Beach [S.C.] market," Penney said. "He also has a portfolio of hotels in the Myrtle Beach area. We're expecting that possibly Larry Young would be the buyer for a lot of those courses in Myrtle Beach."

GTA's Innisbrook Westin Resort, in Tarpon Springs, Fla., has four 18-hole courses on site - Copperhead, Eagle's Watch, Island Course and Hawk's Run. Penney sees Starwood Hotels & Resorts Worldwide making a play for them, because Starwood owns the Westin hotel there. Sandpiper Golf Course in Santa

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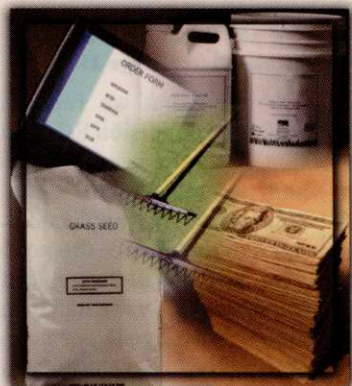
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GRASS SEED



BRIEFS

TYLER TO EXPAND DISTRIBUTION NETWORK, HIRES FILLEY

ELWOOD, Ill. — Tyler Enterprises of Elwood Inc. has recently hired Craig Filley as director, strategic development, a newly created position to spearhead their expansion of the company's fertilizer partnership and distribution network. Filley will be responsible for establishing new distribution and developing partnerships outside of Tyler's current regional sales base that includes Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin. Filley recently served as the senior technical representative for The Andersons, developing and servicing regional and national distribution accounts.



Craig Filley

PENNINGTON APPOINTS LOHSE, KLECZYNSKI

MADISON, Ga. — Pennington Seed, Inc. has appointed Charles W. Lohse as western territory manager and Stanley J. Kleczynski as southeastern territory manager for the Professional Turfgrass Group. Lohse and



Stanley J. Kleczynski

Kleczyński will be responsible for the sales and marketing of Pennington's professional turfgrass varieties through a network of distributors in the Western and Southeastern United States, respectively. Lohse is a past president of the California Seed Association and Kleczynski is a past director of the Southern Seedsman Association and the Kentucky Seedsman Association.

TEXTRON GOLF NAMES HYLAND CEO

PROVIDENCE, R.I. — Textron Golf, Turf & Specialty Products has named Gregory E. Hyland chairman and CEO. Hyland will have responsibility for the continued integration and operations of this unit which was created earlier this year. Hyland joins Textron from Tyco International where he was president of the flow control division's engineered products group.

GOLF COURSE NEWS

Yamaha expands national reach with high-tech service trucks

By ANDREW OVERBECK

NEWNAN, Ga. — In an effort to increase its ability to service golf car fleet customers in out-of-the way areas, Yamaha Golf Cars has unveiled a system of global positioning satellite (GPS)-linked service trucks that offer the same capabilities as its dealerships.

"We have a dealer and service network across the country," said Dan Grigsby, national service manager. "But there are many courses out there that are not covered by those dealers. The whole premise of the program is to take care of customers that are in an area where the dealer cannot provide service."

The advent of the service truck program also allows Yamaha, which depends on fleet sales for 80 to 90 percent of its business, to expand sales opportunities. "Our goal was to identify where we had potential customers and give our sales people the opportunity to sell cars where ever they can. Then we can determine which areas are big enough to put in a service truck," Grigsby said.

So far, Yamaha has 15 service trucks in Georgia, North Carolina, South Carolina, eastern Tennessee, Texas, Oklahoma and Florida and will be adding trucks in Arkansas and California. The trucks are staffed by a technician who regularly ser-

vices between 15 and 20 courses and visits each course once a month. The technicians work out of a home office when they are not on the road.

TRUCKS ROLL OUT FULLY STOCKED

Each Chevrolet 14-foot box truck is equipped with a complete line of tools, a \$15,000 parts inventory, a service area, and an office. The service technician has a laptop that is linked to the Yamaha



One of Yamaha's 15 new GPS-equipped service trucks

vice home office that allows him to open and create repair and part orders. When the technician closes an order, Yamaha has the ability to order, bill and send parts within 24 hours.

"They can do all the maintenance work and 95 percent of the major repairs," Grigsby said. "They have a spare engine, transmission assembly and two sets of batteries. They can do just about everything right there on site."

The GPS system on the truck allows the technician to communicate with a

Continued on page 33

Pennington acquires Lofts and Rebel varieties

LAFAYETTE, Calif. — Central Garden & Pet Co. has announced that its Pennington subsidiary has reached agreement with KRB Seed Co., LLC to acquire certain assets and licensing rights with respect to Lofts and Rebel facilities and products.

Under the agreements, Pennington will acquire substantially all of the assets of the Lofts group with facilities in Woburn, Mass., Laurel, Md., and Farmingdale, N.J. In addition, Pennington will be granted exclusive rights to the Lofts related trademarks and sales marks. Pennington will also be granted certain non-exclusive rights to produce and market Rebel seed varieties. Other terms of the agreement were not disclosed.

"The Lofts brand is established and well respected in the Northeast. We will continue their tradition and supplement their customer offerings with other Pennington/Central branded products. In addition, we plan to expand the presence of the Rebel varieties in several key accounts," said Brooks Pennington III, president of Pennington Seed.

According to KRB Seed Company president, Ken Budd, the

Continued on page 33



Walter assumes marketing and development post at Rohm and Haas



PHILADELPHIA, Pa. — Rohm and Haas Co. has named chemical engineer James Walter, Ph.D. to the post of market and product development manager for turf and ornamental products. Walter, who has been with the company since 1997, previously served as turf and ornamental product development manager and global product development manager. In his new role, Walter will be responsible for marketing strategies, research and product development. Golf Course News recently caught up with Walter to discuss his goals for the business unit and how it will fit into the increasingly consolidating turf and ornamental marketplace.



James Walter

GCN: What are your immediate goals for the turf and ornamental business unit?

Walter: I have worked as product development manager for turf and orna-

mental for the last four years, so I know the business, the market and the products. My expectations are to continue the growth of the business and to grow our position in the marketplace.

GCN: How will you accomplish this growth?

Walter: The fundamental way I am going to do that is through new products and new formulations. As a technical person I am bent that way. We have a number of new technologies and formulations that will hit the market in the next three to four years that are going to solve problems that lawn care industry and golf course superintendents have.

GCN: What are some of examples of the new technologies and formulations?

Walter: For example, one of the

Continued on page 32

Aventis to spin off crop science division

STRASBOURG, France — The life-science group Aventis SA has announced that it intends to sell its \$3.5-billion agrochemicals and plant health products division by the end of 2001 to concentrate solely on its pharmaceutical business.

Aventis CropScience, which is already operating as an independent company, was formed a year ago by the merger between Hoechst Schering Agro and Rhone Poulenc Agro. The subsidiary's Environmental Science division manufactures turf fungicides, herbicides, insecticides and plant growth regulators, including the popular Chipco and DeltaGuard brands.

The company, which will be renamed Agreva, will either be launched on the stock exchange or sold outright. According to analysts, Germany's Bayer AG, which recently bought Novartis' FLINT fungicide business, is the front runner to buy Aventis CropScience, although both Dupont and Dow Chemical may also be interested.

CARLSBAD, Calif. — California's two leading companies in the turf equipment and irrigation business have merged to create a statewide company, Turf Star. California Turf Products and West Star Distribution have united operations to cover the entire state of California and the Baja Peninsula.

California Turf, founded in 1987, focused its operation in the Southern California market, while West

Leading California distributors merge to create Turf Star

Star, founded in 1978, operated in Northern California.

"The merger confirms our commitment to be the leading statewide resource for specialized equipment and irrigation systems for landscape and large turf areas," said Leonard Gregory, president of Turf Star and previous

owner of California Turf.

The company will operate from its five existing service locations: Hayward, Rancho Cordova, Brea, Vista, and Bermuda Dunes.

Turf Star is the distributor for Toro's golf irrigation, commercial equipment, landscape contractor equipment, siteworks systems and

consumer products divisions and is the statewide dealer for Club Car's Carryall utility vehicles. The company also represents Cushman, Kawasaki, Ty-Crop, Express Dual, Foley, and Verti Drain.

"Because we stock products at all locations, our customers will have access to faster turnaround and better logistics," said Gregory. "Our expanded size will also give us the purchasing power we need to deliver value in the marketplace."

Walter Q&A

Continued from page 31

problems that we recognized with the Dimension EC formulation is that it is solvent-based, and periodically we would get complaints that applicators did not like the odor of the product. Also, because of the volatility of the formulation, we had to apply more active agent per acre. So we worked to develop a formulation that didn't have solvent odor, didn't stain and that had higher unit activity to reduce volatility.

We came up with two new formulations. Dimension Ultra WSP is coming to market this year and is a wettable formulation of *dithiopyr*. There is no odor and it is easy to handle. The second generation product came from the paint industry. We came up with a micro-encapsulated formulation of *dithiopyr*, which eliminates solvents and gives high activity per acre. We can also program the micro-encapsulated formula to extend the residual activity of the product.

GCN: How will you combine your research background with your new marketing responsibilities?

Walter: We are always looking for needs and problems in the marketplace and finding ways to meet and solve them. We have a distribution approach to end users and I talk to distributors and customers and have round tables to learn what their problems are. With the Dimension Ultra, we ran demonstration programs through distributors and customers to let them use the product and get feedback from them. We do the same thing with academic researchers to get hard and fast data to support use of our products.

GCN: Going forward, what is your marketing strategy?

Walter: With consolidation and a lot of the major companies getting even bigger, a lot of them are taking a strategy of selling directly to customers. We are committed to distribution because we think our distributors add value to our products and service. We have 62 distributors nationwide and more than 1,000 sale people out there to keep in touch with. We meet with distributors on a yearly basis to get feedback and do training.

GCN: Amid all of the consolidation, where does Rohm and Haas fit in?

Walter: We think consolidation will give us an advantage because larger companies will be forced to ignore smaller opportunities in the marketplace. And that is what Rohm and Haas does very well. With our ability to be creative in problem solving, we think we can do very well going after the smaller opportunities and niches within the turf and ornamental marketplace. ■



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GRASS SEED

Yamaha

Continued from page 31

dispatcher and customer-contact representative to respond to repair requests from golf courses efficiently.

According to Wayne Massey, who is the Yamaha technician for 24 courses in Oklahoma, courses are making good use of his services.

"In the first seven months of the service I have put 27,000 miles on the truck. I see some courses on a bi-monthly basis depending on the workload," he said.

One of the customers who is glad to see Massey is superintendent Ray Rodgers at Sand Springs Golf Course in Sand Springs, Okla. "I have no mechanic on staff," he said. "And I have a really hilly course which leads to worn out bushings and of course a couple of roll-overs each year. It is important to have this service around tournament time, and he keeps most of the high use parts on his truck which saves us time."

PREVENTIVE MAINTENANCE FOCUS

While Massey and other technicians do spend time on major repairs like roll-overs, they focus most heavily on preventive maintenance. "There are fewer down cars now that I have been servicing the cars regularly," said Massey. "It is more basic maintenance at this point."

Jim Cresswell, who has serviced eastern North Carolina for a year now, is noticing the same trend. "It is more routine because I am around every two weeks," he said.

Yamaha is also rolling the service truck concept out to its dealers and encouraging them to introduce a similar service. In addition, the company is about to launch a program that will teach dealers how to create a custom-made service contract. "The genuine Yamaha service calculator takes all of the documented maintenance recommendations and customizes it for each customer," said Grigsby. "For example, if the fleet is at a public course that uses cars heavily, you can prescribe maintenance based on those cir-

cumstances."

Concentrating efforts on preventive maintenance is also an important element of the company's golf car resale program, said Grigsby. "By ensuring that the cars are properly maintained, the cars don't go down as often. This not only makes the customer happy, but it also means that the cars are worth a lot more money when we take them off the course," he said. ■

Yamaha Golf Cars breaks ground on new factory

NEWNAN, Ga. — Yamaha Golf Cars broke ground Nov. 16 on its new factory here. The \$30- to \$35-million golf car and utility vehicle facility will be built right behind the current Yamaha factory. Production is scheduled to begin in June 2002.

According to marketing consultant Mike Muetzel, the planning process for the new factory required sales, management and engineering departments to come together to decide what

changes they wanted to make for 2003 models.

"We wanted to ensure quality in the golf car and at the same time take cost out," said Muetzel. "The engineering department put a dollar figure on every feature on the car."

In addition to making changes for the 2003 models, Yamaha is also looking at using new vendors and forming strategic and proprietary relationships to further improve the vehicles.



THINK OF IT
AS A PAINT BALL.

HERE'S YOUR TARGET

Pennington

Continued from page 31

agreements will allow the Lofts brand to continue to be a major force in the Northeast. "With the combined efforts of KRB and Pennington, the Rebel program will also continue to expand and be even more successful for both companies," he said. "We will now be able to better focus our attention on our customers needs." ■

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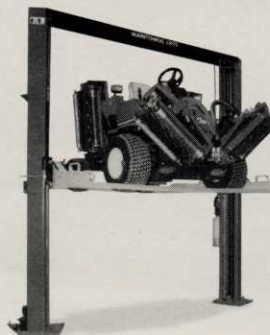
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GCSAA championship

Continued from page 24

CANYON SPRINGS: GREEN SPEED CHALLENGES

Steven Dennis at Canyon Springs is currently in the process of renovating bunkers and hopes to be finished, at least with the greenside bunkers, in time for the tournament.

Set in the "hill country," the 7,077-yard layout is laid out in two big loops, one for the front nine and one for the back nine. "The course is really spread out. Sometimes you can feel like you're the only one out there," said Dennis. "We sort of have a rustic look here with canyons and dry creek beds."

One of the most challenging aspects of the course will certainly be the greens. "Our greens probably have more ridges and undulations than most courses. Reading the greens will be one of the keys to playing Canyon Springs," he said, "and we'll probably maintain green speeds at nine feet to nine and a half. You don't want to get above the hole on certain greens, because you'd more than likely be looking at a three putt."

Designed by Tom Walker and opened in 1998, the course presents numerous challenges. "Be cautious of our tall native grasses," Dennis warned. "They can be treacherous. And on the eighth hole, don't try to bite off too much or you'll be in some serious trouble. It's our number one handicap hole with a two-part fairway. You may want to lay up with a two iron or three wood, and then go for a long shot in to the green."

With a couple of scenic waterfalls, one on the tenth hole and another off the 18th green, and some challenging greens, Canyon Springs will provide for attractive and competitive championship play.

TAPATIO SPRINGS: IN THE HIGH COUNTRY

At 1,900 feet, Ted McClure's Tapatio Springs Resort is the highest of the six courses in the championship. Designed by Bill Johnston, the Valley and Lakes nines opened in 1981. The Ridge Course, once an executive course, was renovated and reopened in 1999 to create a 27-hole championship layout.

Other than some bunker clean-up, McClure is currently taking care of some overdue tree trimming to keep the course well-groomed for his peers. "We're a fairly wide-open course, with quite a few trees," said McClure. "We also have a fair amount of water that comes into play here. Frederick Creek cuts across holes two, three, four, five and six on the Lakes nine,

and holes three and eight on the Valley nine.

"The Ridge Course," he added, "has water that comes into play on holes one, two, three, four, five and seven. You don't have to hit it long to score well, but you definitely need to keep it straight." Though it's uncertain which 18 holes will be played, McClure deems the Valley nine to be slightly tougher to play, since some of the par-4s play a little longer.

SILVERHORN: A TREE-LINED LAYOUT

Barring some sort of strike from Mother Nature, Neil Thraikill assures that Silverhorn Golf Club will be in top shape for championship play.

The 6,922-yard traditional course, designed by Randy Heckenkemper, was submerged for a week during the 1998 flood. "We had 24 inches of rain in 20 hours," said Thraikill. "Some greens were totally submerged for five or six days under about 10 feet of water. The silt settled and really left a mess."

"We haven't been able to really get back to where we once were," he said. "but we'll be geared toward high-end maintenance and focused on frequencies as the tournament gets closer. We'll be mowing more often and very detail-oriented to present a great round of play."

Thraikill offered some strategic advice for those who must navigate this woodlands course carved out of 220 acres. "The front nine is fairly open, which is evident on the par-5 first hole. The back nine has a very tight tree-lined layout with creeks running through it. You really have to put a premium on accuracy off the tee."

"Placement can be critical," he added. "You can land in the fairway on a lot of holes and still have a lot of work to do to get the ball where it needs to be."

The greens are not severe at all, not very undulating, and are fair putting surfaces. We'll try to get the green speeds up between 10 and 11 feet for the championship."

FAIR OAKS RANCH: DORMANT FAIRWAYS

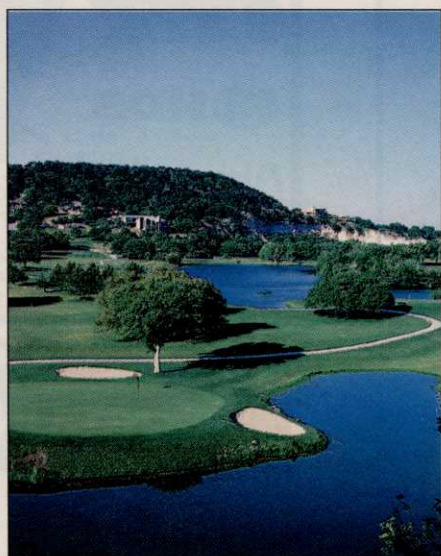
During 16 months of drought, superintendent Mitchell Kiser at the Fair Oaks Ranch Golf & Country Club decided not to overseed the 419 Bermuda grass fairways with ryegrass this season. "At the time, we believed there wouldn't be enough water to grow the seed in, so we made the decision to go for an early spring-up next year," he said. "For the tournament, we're looking at options to darken the fairways so that, at least from the tee boxes, the players will be able to pick out the fairways and a target line."

The private, high hill-country club offers 36-holes—the Blackjack Oak and Live Oak courses. Kiser anticipates that the Live Oak course will be the one chosen for his peers to play. "It's an old-style course with small undulating greens, some rolling terrain, lots of trees, and fairly tight," he said. "The course is only 6,700 yards, but it requires a smart round of play. Especially with the last four holes, players will need to finish strong to score well."

"Our number-one handicap 15th hole is a long par-4 that plays into the prevailing winds," he said. "There's also a creek that runs right in front of the green, so a long carry is challenging. The 16th hole is a little par-3 over a ravine, and it's uphill with a narrow shoot. The next hole is a par-5 with a double ravine. Because of the position of the first ravine, players typically will not use a driver off the tee."

"The 18th hole is a par-4. It's not very long, but it's very tight," he said. "Unless you hit a perfect drive, you could easily end up in a large bunker to the right or behind some trees. The last hole also plays into the wind that time of year."

Players won't need their drivers very often at this course, but strategic play will be imperative to have any hopes of winning. ■



The par-3 third hole at Tapatio Springs Resort

Golf Trust of America

Continued from page 30

Barbara, Calif., might go to a company that recently built a hotel next door, he said.

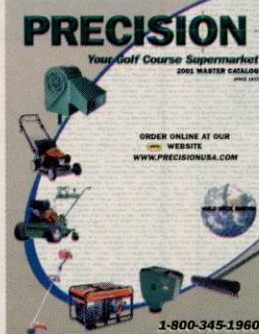
The other large, public golf course holding company, National Golf Properties (NGP), "can probably pick off a few courses, as well," said Penney, who tracks NGP for RS Investment Management. "They have looked at the whole deal, and there are six to eight courses that they would like, at the right price."

Penney added that NGP, although subject to some of the same financial pressures as GTA, appears to be in substantially better shape. "About 45 percent of their debt is variable-rate, so we've had to lower numbers a couple of times due to the fact that rates are going up," he said. "But they're so big, with 184 courses, that they'll be okay. They've also been more cautious. They grew nice and slow." ■

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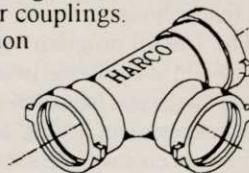
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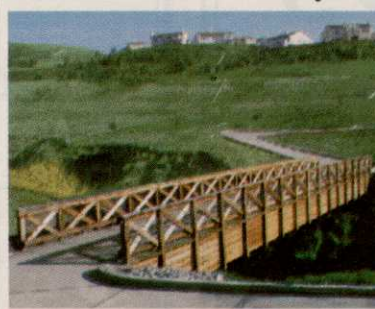
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Continued from page 9

Daniel Ward, senior manager of curriculum at the Golf Course Superintendents Association of America (GCSAA), Karnok and the USGIS were able to key in on the feedback from superintendents.

"The issues being addressed were flexibility, availability and cost," said Karnok. "We wanted to establish an alternative certification program that would be widely accepted by the industry. Also, rather than just create a continuing education program that offered a certificate, this program will provide college-level credit. Upon completion of the program, the student will have 27 hours of college credit that may be used toward an associate or bachelor's degree."



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The USGIS program will include courses in soil science, pest management, landscape irrigation and other turf management topics, as well as courses in business, arts and science to satisfy requirements for electives. ■

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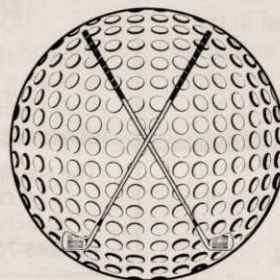
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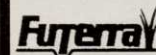
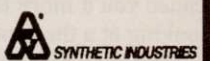
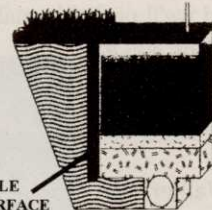
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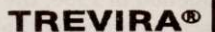
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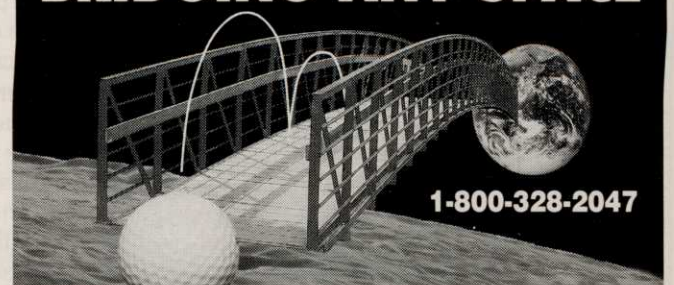
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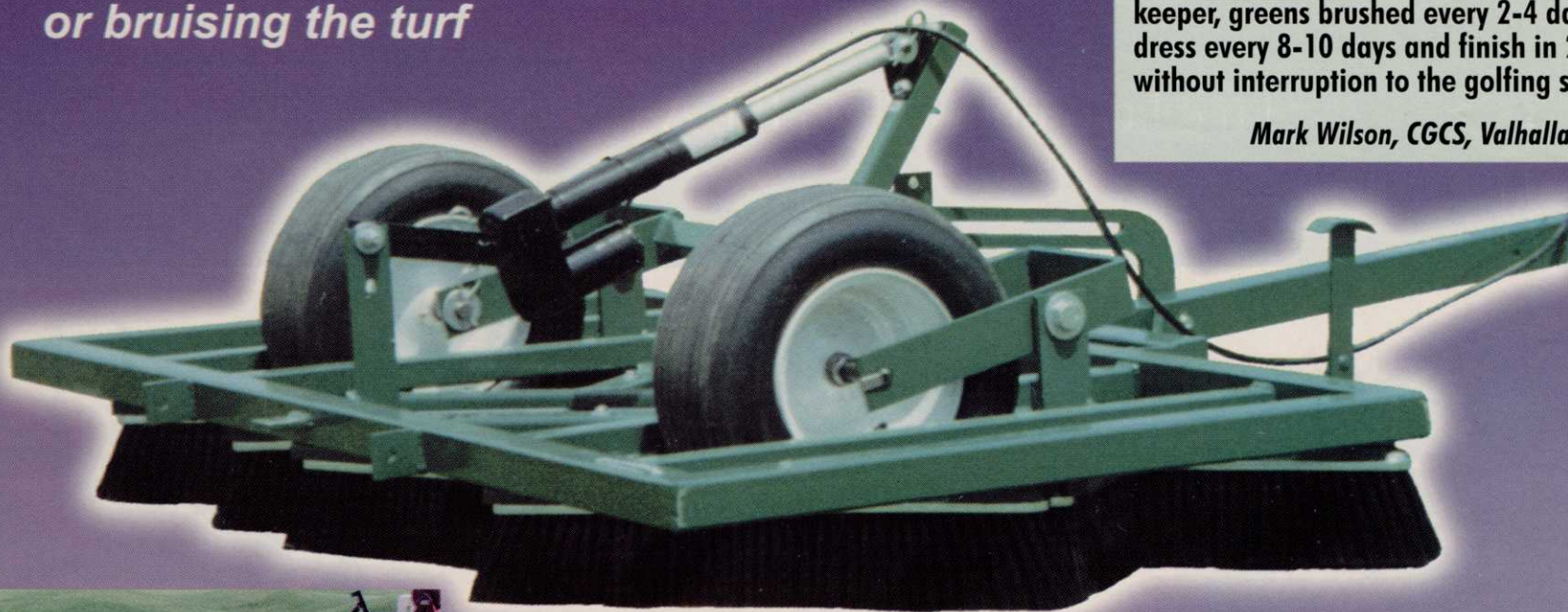
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