

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION

VOLUME 13, NUMBER 6

JUNE 2001 • \$7.00

www.golfcoursenews.com

## INSIDE

### 2001 Management Co. List

This year's list ranks the course portfolio sizes of 141 management companies.....22

### Golf cars of the future

Technological advancements, alternative energy to drive improvements in vehicle efficiency.....24



#### THE SECRET OF TROON'S SUCCESS

Troon North (above), Troon Golf's flagship course in Scottsdale, Ariz., is one of 54 courses in the company's fast-growing portfolio. By 2005, the firm expects to have 200 courses worldwide. For a look at Troon's formula for well-managed courses, see page 20.

#### COURSE MAINTENANCE

GCSAA lowers requirements for associates.....9  
Pennington introduces hybrid Bermudagrass..... 9  
Tools of the Trade at Sherbert's Heritage ..... 10

#### COURSE DEVELOPMENT

Rulewich opens Saratoga National ..... 14  
Engl integrates wetlands at Tullymore ..... 14  
Schmidt-Curley co-developing Arizona club ..... 15

#### COURSE MANAGEMENT

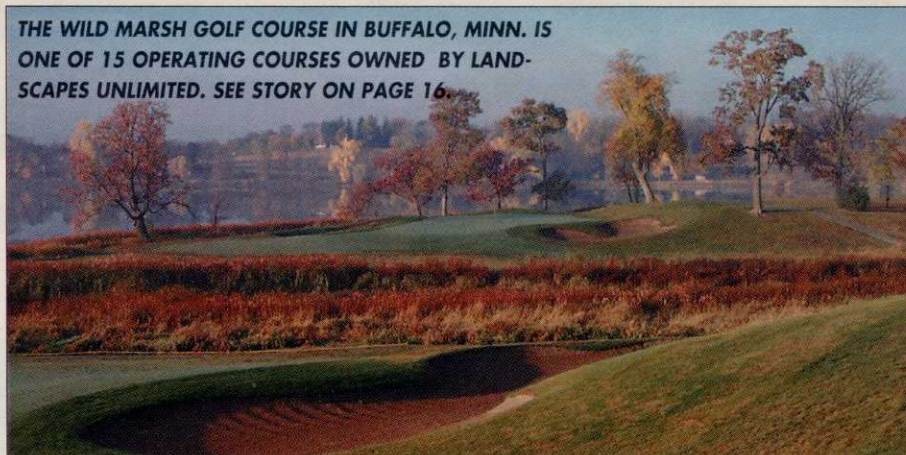
Harne and Stark launch Summit Golf ..... 20  
Evergreen Alliance adds Missouri clubs ..... 20  
AllGolf builds portfolio to 24 ..... 20

#### SUPPLIER BUSINESS

Yamaha Golf-Car reshuffles management ..... 24  
Columbia car outruns the competition ..... 24  
Bayer refocuses on professional market ..... 25

PERIODICAL

THE WILD MARSH GOLF COURSE IN BUFFALO, MINN. IS ONE OF 15 OPERATING COURSES OWNED BY LANDSCAPES UNLIMITED. SEE STORY ON PAGE 16.



## IRS expediting golf course tax decision

By ANDREW OVERBECK

WASHINGTON — The National Golf Course Owners Association has scored a major victory in its battle with the Internal Revenue Service.

The legal maneuvering centers on the depreciation of golf course improvements in the federal tax code. The IRS put the course construction matter at the top of the seven-issue list that it will study under its new Industry Issues Resolution pilot program, aimed at setting a consistent IRS position on industry issues.

If the depreciation decision comes down in the NGCOA's favor, the average 18-hole course constructed using modern techniques could see tax savings of \$400,000.

The NGCOA has been working with "big five" accounting firm KPMG for the last two years, trying to convince the IRS to update tax laws to allow modern golf courses to depreciate greens, bunkers



Continued on page 21

## California's deepening energy crisis striking fear in superintendents

By JOEL JOYNER

SAN DIEGO — California, crippled by an energy debacle and facing financial straits, may leave golf courses with a dark, dry summer as power usage peaks. With predictions of widespread blackouts and staggering energy bills, superintendents in the Golden State are deeply worried.

Moreover, electricity blackouts could spread to Arizona, Nevada, Oregon, Washington and other western states this summer, according to government authorities. For golf courses and other businesses, the potential financial consequences are disturbing.

"It's possible that budgets will be destroyed and, in the case of limited-resource facilities, energy bills may not be paid," said Corey Eastwood, superintendent at the Stockton Golf & Country Club, east of San Francisco. "Who knows what will happen?"

Eastwood's Central Valley course requires enough energy to pump up to one million gallons of water a day during June, July and August. "If we're caught without power, a lot of the grass on the putting greens will be lost," he said.

Continued on page 10



The 18th hole at Barona Creek, with casino site in background

## Native Americans prospering from golf development

By DOUG SAUNDERS

SAN DIEGO — Gambling and golf are proving to be a powerful economic combination for Native Americans.

Seventy years ago, the Barona Band of the Mission Indians was one of 550 native American tribes struggling for cultural survival. Today this nation is cruising into the new century as a financial juggernaut. And golf is a big part of

Continued on page 17

## West Nile virus spreading south and west

By JAY FINEGAN

ATLANTA — West Nile virus, already found in about a dozen northeastern and mid-Atlantic states, is expected to spread further south and west this summer, according to the Centers for Disease Control.

The CDC is monitoring the virus along the Atlantic and Gulf coasts, from Maine to

Texas. West Nile is carried by mosquitoes.

The virus' first U.S. appearance came in metropolitan New York City in 1999. It has since been detected in Massachusetts, New Hampshire, Rhode Island and Connecticut. Farther south, the potentially deadly microbe has invaded New

Continued on page 12

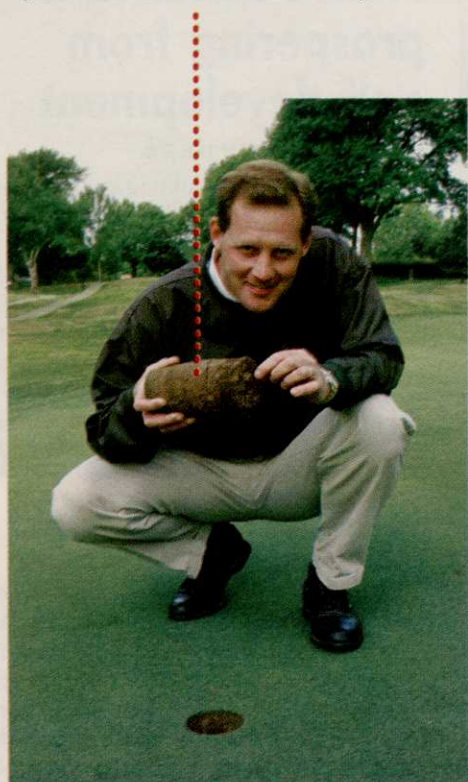
# The heroes of Southern Hills take a Stand on Penn A-1 and A-4 blended.



Number 14,  
Southern Hills CC  
Tulsa Oklahoma  
Perry Maxwell, Architect  
Opened 1935

*From left to right: John Carothers, Pat Boyer, Aaron Baker, Barry Hargrove, Todd Towery, John Szklinski, Eric Smith, Jeremy Dobson, Chris Wilson, Roy D. Bradshaw.*

Superintendent John Szklinski tugs on an 18-month-old root that helps hold this plug together—even when it's held sideways.



“When an unknown vandal destroyed some of our PennLinks greens in 1999, we realized we'd have to re-grass all 18. PennLinks had provided a fine putting surface, but the newer Penn bents were available at the time of reseeding, and the Penn 'A' series looked good in our trials. But which one would work best in Tulsa, Oklahoma, capital of the Transition Zone? At the urging of Dr. Joe Duich we had Penn A-1 and Penn A-4 blended for us by Tee-2-Green Corp. and are pleased with the results, but more pleased that our members recognize the difference in density, grain-free smoothness, plus putting speed and consistency. Winter mowing height is 0.135", which we lower to 0.110"—the same height of cut we'll use at the U.S. Open—for summer play.

I'm very impressed with the Penn blend's ability to establish a

strong, dense root system so quickly. We can cut a cup in our soil push-up greens and pull the plug with total confidence of no breakage.

*Poa annua* is a fact of life in Tulsa, but we've had no invasion or encroachment in the two years since we've seeded our relatively small greens. With the extreme density of our Penn A-1 / A-4 blend, the use of alternative spikes only, and pre-emergent applications, *Poa annua* doesn't get a chance to start.

The team of Southern Hills heroes here stand on the belief that our greens will be a fast but fair test for the world's best golfers during the U.S. Open in June, and remain excellent for member play long after the television cameras are gone.”

**John Szklinski**, Superintendent  
Southern Hills CC, Tulsa, OK

*Penn A-1 and Penn A-4 are two of the Penn Pals™, which include Penncross, Penneagle, PennLinks, Penn A-2, Penn G-1, Penn G-2, Penn G-6, Seaside II, Pennway blend, NuPenn blend, and PennTrio blend.*



## Tee-2-Green®

PO Box 250  
Hubbard, OR 97032 USA  
800-547-0255 in U.S.  
503-651-2130  
FAX 503-651-2351  
[www.tee-2-green.com](http://www.tee-2-green.com)  
e-mail: [bentinfo@tee-2-green.com](mailto:bentinfo@tee-2-green.com)

©2001 Tee-2-Green Corp.

# Industry bristles as GCSAA plans e-commerce

By ANDREW OVERBECK and JOEL JOYNER

LAWRENCE, Kan. — While months of speculation about who the GCSAA would select as its e-commerce partner ended in late April, the association's decision to team with XS Inc. and launch a pilot program has not pacified industry concerns.

Manufacturers, suppliers and distributors have all expressed objections to the GCSAA's Internet venture, with many questioning how the for-profit site meshes with the association's mission.

"I am not sure that this is something that they should have entered into in the first place," said an industry insider who preferred not to be identified for this story. "They are there to support and service the superintendent. But when you have other dot-com ventures out there in the market, some of which are members of the GCSAA, they have in effect become competition. A trade association should not be in competition with its own members."

The GCSAA defends its e-commerce experiment.

"This is a process that has been discussed by the board for the past two years," said the association's CFO, Julian Arredondo. "This originated from member surveys and we would not have done it if it were not consistent with our mission to make their jobs easier. We are still trying to discover if [e-commerce] is appropriate for our industry."

## A GOLF SUPERMARKET

Raleigh, N.C.-based XS Inc., which had started laying the groundwork for its own turf-specific site this past fall (Sept. 2000 GCN), has gained an instant audience of 11,000 superintendent members by team-

ing up with the GCSAA.

"The audience was the value proposition for us," said Harry Albert, director of the company's specialty business unit. "Not only do you have more people who are aware that there is a commerce option out there, they are more willing to take the first step because they trust the GCSAA."

For the GCSAA site, XS Inc. has adapted its successful xsag.com model for the

golf course industry. The site will have two major sales components with free access for GCSAA members. The association has not decided whether non-members will have to pay a fee in order to participate.



Julian Arredondo



Harry Albert

The "net market" will consist of a list of products for sale at either fixed or negotiable cost. Sellers are not required to identify themselves to buyers on the net market.

The more traditional "storefront" section is designed for superintendents who are more comfortable doing business with vendors they know and trust. "A superintendent can come to their distributor's site and look at a list of products and buy from the site," Albert said. "They then work out the details of the sale and keep pricing between themselves."

For those companies already starting to explore Internet options, there is still a value proposition with the GCSAA site, according to Albert. "This is about gaining additional shelf space," he said. "There is no risk putting stuff on the net market."

Transactions on the net market will be charged a three-percent fee, and companies choosing to put up a storefront will pay a yearly hosting fee. The GCSAA will

share profits with XS Inc., but the association declined to reveal how that will break down. Arredondo said the profits will be injected back into the GCSAA to fund services such as government relations, research and education.

## INDUSTRY VIEWS SITE AS COMPETITION

After being briefed by the GCSAA on April 17, many industry members came away feeling that the association was now competing in their business.

"This puts them in a competitor status, not a support status," said Brian Payseno, marketing communications manager for UHS. "I would understand if there was nobody in the market providing these services, but there are plenty of vendors out there. They need to carefully consider where they are going."

The GCSAA site's potential to make an end-run around traditional distribution is certainly seen as threatening.

"They are going to have to go back and rethink this," said an industry executive who wished to remain anonymous. "An e-commerce site with set prices could effectively cancel out all the distribution in the marketplace."

UHS's Payseno said that his company did not want to be involved in any e-commerce venture that does not embrace existing distribution channels. "The salesperson is the key in this because the superintendent values that relationship," he said. "They want someone who they can call on, someone who can support the sale they make."

Others are not thrilled about a transaction-based model and don't see the value in a hosted storefront.

Continued on page 27

# Superintendents skeptical about Internet venture

By JOEL JOYNER

KIAWAH ISLAND, S.C. — While the Golf Course Superintendents Association of America works with its industry members to shape its new e-commerce site, superintendents question the value and usefulness of the venture.

The site was launched just last month, but already some superintendents believe the GCSAA is moving too far afield from its core mission: educating golf course superintendents.

Internet service provider XS Inc. will operate the site and handle transactions, while the GCSAA will provide a membership foundation and collect a portion of the revenues from transaction and hosting fees.

"I don't feel that it is the business of a professional association to go into the business of selling goods," said Paul Eckholm, superintendent at the Heritage Links Golf Club in Lakeville, Minn.

"The GCSAA has its tag line, 'Dedicated to serving its members, advancing their profession and enhancing the enjoyment, growth and vitality of the game of golf,'" Eckholm said. "I don't see how this venture relates to any of those items. Since the passage of the PDI, I would think the association would have its hands full promoting its members and advancing the profession."



## TALK OF REBELLION

Steven Cook at the Oakland Hills Country Club in Bloomfield Hills, Mich., also has some doubts. "I applaud the GCSAA's proactive thought process, but my concern is the amount of staff time spent on these projects in relation to where those hours could be spent," he said.

"With the majority of superintendents not even connected to the Internet, it seems that we're using resources that affect a small portion of our members," said Cook. "We live and work in a three dimensional world, and I believe that personal contact with vendors is essential. The Internet is a two-dimensional media that pushes us further from each other. It's not something that appeals to me."

Cook takes it one step further, believing that the commercial venture drives a bigger wedge into the rift created among superintendents over PDI.

"I think the time will come, in the very near future, when another national golf course superintendents

Continued on page 27

# IGM bolsters its portfolio, adds four more Florida courses

KISSIMMEE BAY, Fla. — International Golf Maintenance (IGM) has expanded its domineering presence in central Florida, padding its portfolio with four more course maintenance contracts.

The Kissimmee Bay Country Club, located here, and the Twin Rivers Golf Club in Oveido, just north of Orlando, have both signed maintenance agreements with IGM. So have the Pebble Creek Golf Club and Walden Lake Golf & Country Club in the Tampa region.

The company will provide complete course maintenance services for the semi-private, Lloyd Clifton-designed Kissimmee Bay course. Tony Crawford, general manager of the 18-hole layout, expects the company to give the facility an edge above the competition. "The Kissimmee-St. Cloud market is a competitive one," Crawford said. "We're relying on IGM to bring its extensive resources to the course."

IGM also takes responsibility for maintaining the 18-hole, Joe Lee-designed Twin Rivers course. The layout encompasses two rivers and 340 acres of mostly environmentally protected land.

"By working with a pre-determined maintenance budget, IGM brings focus to the course without the responsibility

of managing other areas of operation, such as sales," said Dan Gillen, course superintendent. "This also helps my relationship with the general manager by easing our budgeting issues."

## 72,000 ROUNDS A YEAR

The Walden Lake Golf & Country Club, a 36-hole facility located in the upscale



View of the Walden Lake G&CC in Plant City, Fla.

Walden Lake community of Plant City, features The Hills and The Lakes layouts, both designed by Jack Nicklaus and Ron Garl.

With nearly 72,000 annual rounds of play at the facility, superintendent Greg Boltz is looking forward to utilizing additional resources in maintaining the 1970s-era courses. "The challenges are numerous," said Boltz. "With IGM's resources,

we will be able to maintain the courses at a level of condition and playability we prefer."

The Pebble Creek Golf Club, the centerpiece of a Tampa subdivision called Pebble Creek, is a semi-private, 18-hole course. It hosts The Snowbird Intercollegiate Invitational, which brought more than 150 female golfers to the course this year, including teams from the University of Indianapolis, Yale and Notre Dame.

## KNOW-HOW FOR SOUTHERN TURF

From personnel to equipment issues, the Lakeland, Fla.-based IGM develops maintenance programs that incorporate all the resources necessary to meet agronomic needs. "Our experience in maintaining Florida courses has given us in-depth knowledge of the requirements of southern turf," said Scott Zakany, executive vice president.

"With the staff and resources to support maintenance programs based on sound agronomic practices, IGM is going to make all four courses known for exceptional playing conditions," he said.

IGM, a subsidiary of Meadowbrook Golf Group, contracts with more than 40 golf courses and country clubs, making it one of the largest service companies in the contractual maintenance business.

# KemperSports bows out of Harding Park redevelopment

By JAY FINEGAN

NORTHBROOK, Ill. — KemperSports Management has terminated discussions with the City of San Francisco regarding the redevelopment of Harding Park Golf Course. In short, KemperSports told the city "thanks, but no thanks."

"We were flattered that San

Francisco considered KemperSports for this project," said Steven H. Lesnik, KemperSports' CEO. "We informed the city that, in our judgment, the required high-cost private capital and low resident green fee rates would result in the project not being feasible under current market conditions. We believe that

lower-cost financial alternatives may make this project viable.

"The inspired idea first brought forth by Sandy Tatum and Ken Venturi of restoring Harding Park to its former glory and bringing the PGA Tour Championship to San Francisco, all while still providing access and affordable rates to the residents, may still be at-

tainable," Lesnik continued. "It would be great to see the project pursued in the future with different requirements and expectations," he added. "If it is, we hope to be considered again as a potential partner."

## FOLLOWING PALMER GOLF'S LEAD

KemperSports was second to Arnold Palmer Golf Management

in their bid to refurbish the dilapidated track.

After investing close to \$1 million and spending more than a

year struggling to get renovations under way, Palmer recently pulled out of its contract with the city's parks and recreation department. It also terminated its management of the city's Lincoln Park and Golden Gate golf courses.

Citing economic risks, stringent environmental standards and the inability to manage unionized city gardeners, Palmer Golf president and CEO Tim Tierney decided it was in the company's best interest to leave the Harding Park project behind.

To recover the upfront cost of the renovation — an estimated \$15 million — and the yearly lease charge of \$2 million, Palmer Golf planned to charge non-residents higher green fees. Under a plan mandated by the city, residents would be charged \$25 and non-residents upwards of \$100.

Further complicating matters, 65 percent of Harding Park's 86,000 annual tee times had to be reserved for resident golfers.

## FIGHT OVER ROUNDUP

Environmental pressures from local activists and city regulations also spurred Palmer Golf's departure. The company fought a long battle to get the use of Roundup approved to kill off the old turf, but ultimately faced more debilitating fights over San Francisco's intense environmental code.

Harding Park is scheduled to host the 2003 PGA Tour Championship, and the city had hoped to begin renovation work next fall. With the withdrawal of Palmer Golf and now KemperSports, it's unclear how the city plans to proceed.



Steven H. Lesnik

# Seed these.



## Getting superior turf is refreshingly simple.

Palmer III Perennial Ryegrass is the premier ryegrass which lives up to the standards of legendary golfer, Arnold Palmer, making it a favorite with golf course superintendents. It has an especially low thatch tendency and is extremely wear tolerant.

Prelude III Perennial Ryegrass has dark green color and desirable leaf density that makes it a popular choice for golf course superintendents. It exhibits slower and lower growth for a cleaner cut and good winter hardiness.

The rich, dark green color of both varieties make them perfect for use on tees, roughs or fairways, especially in cool season climates and winter overseeding in southern states. Best of all, they both come with the **Signature Pure Seed Tag™** assurance of quality.

Palmer III and Prelude III are available alone, blended together or under the well-known MarvelGreen Supreme blend name.

Any way you look at it, a superior playing surface is a simple decision.

For more information, contact your local UHS representative

[www.uhsonline.com](http://www.uhsonline.com)



**United**  
Horticultural Supply

## Girls week at NGCOA courses

CHARLESTON, S.C. — The National Golf Course Owners Association, in conjunction with *Golf Digest Woman*, is sponsoring the second annual "Take Your Daughter to the Course Week" June 18 to 24. More than 200 courses and 2,000 girls took part in last year's event.

The initiative is part of the NGCOA's effort to grow the game of golf through the "Get Linked, Play Golf" player development campaign. Participating courses can structure their program to fit their particular market.

Promotional ideas include free clinics and play for girls, discounts for the adults who bring them, fashion shows and other creative options. NCGOA will provide

Continued on next page

GOLF COURSE NEWS

## Golf accessibility forum crystallizes industry goals

By ANDREW OVERBECK

CLEMSON, S.C. — Preliminary steps towards making golf more accessible to individuals with disabilities were established during the sixth National Forum on Accessible Golf, held here in April.

"The meeting was the best one we've had," said organizer Larry Allen, who oversees the National Project for Accessible Golf. "It was the most action-oriented of all of them and people are now excited and interested in moving forward."

Fifty of the nation's golf experts, members of the medical and rehabilitation professions and accessibility leaders attended the four-day forum. They identified seven areas that need further educational programs, strategies and services.

### SEVEN POINTS OF LIGHT

Forum participants aim to:

- develop a management "tool kit" for golf course owners and operators to better serve disabled golfers;
- expand the informational services of

the United States Golf Association's Golf Resource Center for golfers with disabilities;

- develop an educational model for teaching golf to individuals with disabilities;
- develop educational materials to clarify the rehabilitative value of golf;
- develop educational materials to promote golf as a means of inclusion and lifestyle development for those with disabilities;
- develop a comprehensive research program to support educational efforts; and

- promote the financial advantages associated with a greater inclusion of disabled golfers.

To implement these plans, organizers are now working with forum participants to develop an oversight committee. "We are developing a consortium that will spearhead these activities," said Allen. "We don't want to perpetuate bureaucratic nonsense, but we want to create an entity that represents all points of view within the golf industry."

Allen expects to form the group over the summer and implement the action plan over the next two years.

## Rustic Tobacco Road clubhouse ranks tops in country

SANFORD, N.C. — Named "best new clubhouse in America" by *GOLF Inc* magazine, the Tobacco Road facility located here also was number one in the daily-fee, under-10,000-square-foot category of the publication's annual clubhouse rankings.

The rustic-looking stone porches, cedar siding and red tin roof emphasize the simplicity of this farmhouse-style design. Pine-plank floors, extracted from the old tobacco barn that once occupied the site, now provide space for golf clubs and accessories displayed amongst old farming equipment.

The structure was built following an electrical fire that quickly torched the original facility six months after it was constructed. "It isn't often you get a second chance, so when you do you had better take advantage of it," said Joe Gay, director of golf. Not including interior design, the new 4,128-square-foot clubhouse cost roughly \$400,000.

### PEANUTS ON THE PORCH

The clubhouse design was a first for architectural company Amy Stevens Designs, of Broadway, N.C. "It's the kind of place where people love to sit on the porch, drink beer and eat peanuts after a round," Gay said.

Interior work was handled by local designer Cindy Gay and Associates. "From the outset we wanted the clubhouse to be natural and not forced or contrived," said Tony Woodell, course president and part owner, "and to be as unique and enjoyable as the golf course itself."

The clubhouse is decorated with local nostalgia and provides space for a pro shop, snack bar and dining area as well as conference rooms and offices located upstairs. "This is a victory for developers working on a limited budget," said a contest judge. "This really shows that the little guy can come in and do something creative."

## NGCOA's girls week

Continued from previous page

assistance in promoting the week to its members and the golf industry.

Last year's special week for girls was held in connection with the national Take Your Daughter to Work Day, which occurred in April. Cool weather held down turnout at some northern courses. A switch to summer is expected to boost participation.

Junior girls represent an underserved segment of the market. Only 13 percent of junior golfers are girls. ■

Available in Limited Quantities in the Summer of 2001  
Only From These Authorized Certified  
SeaIsle1 Seashore Paspalum Growers

# SeaIsle1

Certified Seashore Paspalum



### US Sales

#### Bladerunner Farms

Poteet TX  
830 276-4455  
830 276-8618(Fax)

#### Diamond Turf LLC

Cordele GA  
478 741-6000  
478 742-0750(Fax)

#### Modern Turf

Rembert SC  
803 713-8873  
803 713-8882(Fax)

#### Phillip Jennings

Turf Farms  
Norristown GA  
478 668-3729  
478 668-3597(Fax)

#### Pike Creek Turf, Inc.

Adel GA  
800 232-7453  
229 896-7584(Fax)

#### Rapid Turf, Inc.

Rincon GA  
912 826-2454  
912 826-2882(Fax)

#### SMR Turf and Trees

Bradenton FL  
941 746-8873  
941 708-3391(Fax)

### US Sales

#### South FL Grassing

Hobe Sound FL  
800 483-4279  
561 546-3482(Fax)

#### South FL Sod, Inc.

Punta Gorda FL  
941 637-4770  
941 637-0196(Fax)

#### Southern Turf

International  
Kahuku HI  
808 232-2277  
808 293-5748(Fax)

#### Southern Turf

Nurseries, Inc.  
Punta Gorda FL  
Brookfield GA  
800 841-6413  
334 987-5951(Fax)

#### The Turfgrass Group

Marshallville GA  
678 642-0915  
770 382-8210(Fax)

#### Thomas Family

Wharton TX  
979 532-2593  
979 282-9773(Fax)

### US Sales

#### Tifton Turf

Ashburn GA  
800 841-6645  
229 386-1207(Fax)

#### Turfgrass America

Parker AZ  
Tampa FL  
Camilla GA  
Bay City TX  
Poteet TX

800 445-2602  
979 245-1508(Fax)

#### West Coast Turf

Palm Desert CA  
Stevenson CA  
800 447-1840  
760 360-5616(Fax)

### International Sales

#### Phillip Jennings

Turf Farms  
Norristown GA  
912 668-3729  
912 668-3597(Fax)

#### Southern Turf

International  
Kahuku HI  
808 232-2277  
808 293-5748(Fax)

### International Sales

#### Southern Turf

Nurseries, Inc.  
Brookfield GA  
334 987-5950  
334 987-5951(Fax)

#### Turfgrass America

Bay City TX  
979 245-2655  
979 245-1508(Fax)

#### West Coast Turf

Palm Desert CA  
760 360-5464  
760 360-5616(Fax)

### Argentina Sales

#### Asociacion Argentina

de Golf  
Buenos Aires, Argentina  
+54(114) 325-1113  
+54(114) 325-8660(Fax)

### International Licensing

#### Manderley Turfgrass

International, Inc.  
Nepean, Ontario, Canada  
877 441-8746  
613 225-7725(Fax)

[www.seaisle1.com](http://www.seaisle1.com)

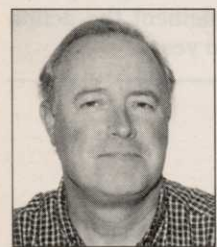
## Golf, the Census and a less-spacious America

California leads the nation in everything from pop culture to high technology. Now it may be showing us the way to a more crowded and energy-deprived America of the future.

Joel Joyner's front page story in this issue explores California's energy debacle and its impact on the state's golf courses. Superintendents are bracing for a summer of power blackouts and soaring electricity rates,

topped off by less water than usual.

And that's not the worst of it. According to U.S. Energy Secretary Spencer Abraham, the country as a whole faces "a major energy supply crisis" over the next 25 years. He warns that the shortage could swamp the economy and lead to



Jay Finegan,  
editor

radically reduced living standards.

"The bad news," Abraham warns, "is that the situation in California is not isolated, it is not temporary and it will not fix itself." Blackouts and spiking electricity prices could spread this summer to Arizona, Nevada, Oregon, Washington and other western states.

The long-range impact on golf operations is tough to predict, but we might very well look back on 2001 as the good old days. If energy demand is outstripping supply right now, the future looks downright ominous.

### AMERICA'S POPULATION DOUBLING

Driven by some of the highest immigration levels in American history, and based on current growth rates, our population of 284 million will double in 70 years. More than 90 percent of that growth will be the direct result of post-2000 immigration.

But great damage may be done long before then. Our immigration policies place us in a league with the ruinous population growth patterns of such countries as India and Bangladesh. Our growth rate is higher than China's. We've added 81 million people just since 1970, the year of the first Earth Day. Back then, environmentalists predicted



At current growth rates, U.S. population will double in 70 years.

that by 2000 our population would have stabilized and we'd be at zero population growth. Instead, at a bare minimum, we will add 120 million more in the next 50 years.

In those states where population is growing the fastest, the existing infrastructure may buckle, affecting everything from power and water to roadways and schools. As it happens, pressure will be greatest on some of our most prominent states for golf, especially California and Florida.

### CALIFORNIA BURSTING AT THE SEAMS

According to the latest Census projections, California's population is expected to grow from 35 million today to at least 55 million by

2040. California will add the population equivalent of the entire state of Texas by then.

And, of course, there's no end in sight. California could eventually swell to 100 million people, or 200 million. It probably will. But the growth will take a heavy toll. As long as California's population issue goes unaddressed, the demand for new housing units – already at more than 250,000 a year – can only mean more new subdivisions on more of the state's hillsides and deserts, longer commutes, more freeway congestion and more strain on the power and water supplies.

Golf course architects and superintendents go to great lengths to lighten the impact of a golf course on the environment. But if the whole environment is wrecked by a relentless tide of immigration, who is going to care?

Californians are gradually waking up to this threat to their famous lifestyle. Last fall, in more than 50 of the state's 58 counties, antigrowth or slow-growth measures were on the ballot.

Those steps are almost futile, however. Unless Congress returns immigration to more traditional levels – down from one million a year to 250,000 or so – California seems destined to plunge helplessly into an overpopulated future.

### POPULATION VERSUS WATER IN FLORIDA

Florida's future looks just as grim. The recent Census tells us that the Sunshine

Continued on next page

## Augusta National: a study in immaculate perfection. Too bad nobody else can afford it

By Ronald W. Fream

This year's Masters Tournament at Augusta National Golf Club clearly demonstrated the unsurpassed excellence of Tiger Woods' golf game. There is only one Tiger.

In fact, there is only one Augusta National, too. This singular existence is often overlooked and unappreciated by avid golfers, golf club committees and club members. During the past 10 years or so, satellite television access and expanding worldwide coverage of the Masters have circled the globe.

As I travel internationally, I often hear people wishfully say, "Why can't our course look like Augusta?" The unmitigated perfection of Augusta opens new potential and new standards for other golf courses. Augusta continues to raise the benchmark,

and others often wish they could follow.

### A TOUGH EXAMPLE TO EMULATE

The basic fact is that Augusta National is Augusta National, as worldwide TV sees it, for all of two weeks each year. An immense force is directed into achieving these two weeks of perfection. It is impossible for any other course to assemble as grand a team to direct and produce the results.

Other courses attempt to duplicate the appearance of unrestrained, luxuriant turf and flowering trees and shrubs. Augusta National inspires this effort. While Augusta

must be as it is for only those two weeks leading to the tournament, other want-to-be look-alikes must face the fact that immaculate perfection is extremely expensive to realize and is not everlasting.

When viewed from a cost-effective, or cost-push action and reaction view, trying to emulate Augusta brings more harm to many courses

and to many golfers than luxuriant turf.

### \$1.5-MILLION MAINTENANCE BUDGET

Augusta sets an unrealistic example. Consider its vast advantages: an excellent superintendent, seemingly unlimited maintenance funds (at least \$1.5 million per year), a crew topped off by numerous volunteer superintendents, permanent maintenance labor staff of around 40 with another 40 brought in for the week preceding the Masters, fresh new state-of-the-art equipment annually, limited play, nearly ideal weather conditions in the spring and constant tinkering with the design and maintenance to yield exceptional results.

To achieve even near-similar results elsewhere drives up the maintenance budget severely. Higher costs for maintenance then must be reflected in higher green fees or membership dues.

### HELPING MOTHER NATURE

The climate helps, too. The basic fairway turf of Bermudagrass can easily be over sown with fine-leaf ryegrass in September or October as the Bermuda enters dormancy. The ryegrass flourishes in the cool winter weather under intense maintenance. The creeping bentgrass

Continued on next page



View of Augusta National, with Masters under way

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

www.golfcoursenews.com

Group Publisher  
David Premo

Publisher  
Charles E. von Brecht

Editor  
Jay Finegan

Managing Editor  
Andrew Overbeck

Associate Editor  
Joel Joyner

Production Director  
Joline Gilman

**Editorial Advisory Board**  
Raymond Davies, CGCS  
CourseCo  
Kevin Downing, CGCS  
Willoughby Golf Club  
Tim Hiers, CGCS  
Collier's Reserve  
Ted Horton, CGCS  
Dr. Michael Hurdzan  
Hurdzan • Fry Golf Course Design  
Mary P. Knaggs  
Bass Rocks Golf Club  
James McLoughlin  
The McLoughlin Group  
Kevin Ross, CGCS  
Country Club of the Rockies

**Editorial Office**  
Golf Course News  
106 Lafayette St., P.O. Box 997  
Yarmouth, ME 04096  
207-846-0600; Fax: 207-846-0657  
jfinegan@golfcoursenews.com  
aoverbeck@golfcoursenews.com

### ADVERTISING OFFICES

**Eastern U.S. & International Sales:**  
David Premo  
106 Lafayette St., P.O. Box 997  
Yarmouth, ME 04096  
207-846-0600; Fax: 207-846-0657  
dpremo@golfcoursenews.com

**Western U.S. Sales:**  
Charles E. von Brecht  
10 Forest Falls, P.O. Box 1055  
Yarmouth, ME 04096  
207-846-3193; Fax: 207-846-3207  
cvonb@golfcoursenews.com

**Marketplace Sales:**  
Jean Andrews  
P.O. Box 51  
Fryeburg, Maine 04037  
Phone/FAX 207-925-1099  
frogalley@landmarknet.net

**Subscription Information**  
Golf Course News, P.O. Box 3047  
Langhorne, PA 19047  
215-788-7112

For quality article reprints of 100 or more, including electronic reprints, please contact Reprint Management Services at (717) 399-1900.

United Publications, Inc.  
Publishers of specialized business magazines.  
Chairman  
Theodore E. Gordon  
President  
J.G. Taliaferro, Jr.



Copyright © 2001 by United Publications, Inc. All rights reserved and reproduction, in whole or in part, without written permission from the publisher is expressly prohibited.

## Management Co. list retooled for 2001

When you turn to page 22 in this month's issue, you'll notice that *Golf Course News'* annual Management Company List looks a bit different. Due to the fact that we added more than 40 new companies this year, we decided to streamline the way we present the information.

This year's list features 141 companies, all ranked by the number of courses in each of the firm's portfolios. The list not only provides an instant snapshot of the numbers that shape the golf course management business but also illustrates the tumultuous times that many of the companies have been going through.

In addition to the section in this issue, a complete list of the companies, their full course portfolios and contact information is now available on the Web at [www.golfcoursenews.com](http://www.golfcoursenews.com).

### PLENTY OF CHANGES

While management companies still have almost 1,600 courses in their collective clutches, one look at this year's list and you'll see that many large companies have left the building.

Some of the biggest firm's from last year's list went out of business, including Family Golf Centers and Golden Bear Club Services. Golf Trust of America is also absent from the list as they sort through their liquidation process.

A number of other firms revamped

their portfolios and plenty of courses changed hands. And despite the economics of the marketplace, firms such as Gotham Golf Partners, GolfMatrix, and Heritage Golf Group have all expanded.

### AMERICAN GOLF STILL LEADING

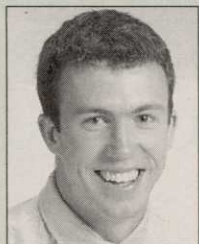
There are also dozens of new additions: Medallion Golf Group, Redstone Golf Management, and Z Golf, just to name a few. Still another company has changed its name: Shaker Golf Corp. has now become Vintage Golf Properties.

This year's top companies, however, have not changed much, with American Golf Corp. still holding a substantial lead with 294 courses. ClubCorp and Troon Golf round out the top three with 118 and 54 courses, respectively.

### FEEDBACK

As always, we here at *GCN* look forward to getting feedback from the industry on the new format of the Management Company List.

And although we strive to update this list every year with the most current information, please let us know if any of the information on the list is not correct.



Andrew Overbeck,  
managing editor

## Golf and the Census

Continued from previous page

State holds 15 million people today. Its population is projected to hit 20 million in 2020 and 30 to 40 million by 2050.

Florida adds 750 new people every single day. At current rates, Florida needs 111,000 more gallons of fresh water today than it needed yesterday, and the same tomorrow. And so on. This in a state where water shortages, salt water encroachment and diminishing aquifers are already serious problems.

Florida could build huge desalinization plants and start tapping the Atlantic and the Gulf of Mexico, but that would be very expensive water indeed.

Not many Floridians are crazy about what's happening to their state. Some 72 percent of them say that growth, sprawl and overpopulation are Florida's worst problems.

### HIGH GROWTH IN THE ROCKIES

Even in Colorado, residents are alarmed by rapid growth. The state's population is expected to increase by 67 percent over 25 years, from 4.3 million to 6.4 million.

That's trivial compared to California. Nonetheless, 72 percent of Coloradans, in a recent poll, said they believe that "the current pace of population growth threatens the quality of life."

Fully 70 percent said state and federal leaders "have a responsibility to reduce development and halt population growth so that a high quality of life, a healthy environment and a sound economy can be maintained."

If there's a bright side to a population that's burgeoning out of control, it might be that golf courses will be more highly valued for preserving at least some open space. ■

## MAILBAG

### REFUTING THE 'THREE-YEAR RULE'

Dear editor:

I read your article about the "three-year rule" (May issue), and had to let you know about golf courses on the North Shore of Chicago. My course, Sunset Ridge Country Club, was built in 1923, and I'm only the fourth superintendent. Domenic Grotti was here from 1933 to 1978, and I've been here 36 years, including 22 as superintendent.

I could come up with another 20

guys who have been at their clubs for 15 years or more. Ed Fischer has been at Old Elm Club for 30 years. Julius Albaugh has been at Westmoreland Country Club for more than 30 years. And Mike Bauier has been at Inverness Golf Club for some 30 years.

I know of five more superintendents in this area who've been in their current jobs at least 20 years.

Dennis Miller, Sunset Ridge CC, Northfield, Ill.

## Augusta National

Continued from previous page

greens are at their best in early spring before the onslaught of summer heat and humidity.

Subsurface heating coils help bring early-season growth to some of the greens ahead of Mother Nature's schedule. It has been said that cooling tubes beneath some of the greens help prolong the quality of the bentgrass when the heat and humidity arrive.

To achieve Stimp-meter speeds of 12 or even 13 requires bentgrass and special mowers with extremely thin bed knives. Even so, the height of cut for Masters week (approximately 1/8 inch) cannot be maintained throughout the golf season. The grass will die.

Achieving these speeds requires intense attention to the greens with many actions beyond only mowing. With fewer than 10,000 rounds of golf a year and restricted play leading up to Masters week, traffic over the course is at best modest. Limited annual play eliminates the cancerous effects of traffic-induced compaction that stresses many courses.

### MAINTENANCE IN THE REAL WORLD

Courses that must withstand 40,000, 60,000 or even 100,000 rounds of play per year cannot compete. Tropical locations where bentgrass is unknown must deal with Bermudagrass cultivars or perhaps paspalum on the greens. Trying to achieve Augusta greens' speeds on Bermuda or paspalum cannot be done, even with the new Tifeagle hybrid Bermuda variety. Bermudagrass cannot be cut as closely as creeping bent.

Trying to shave down Bermudagrass

greens seeking ever-faster Stimp-meter readings leads to deterioration in the reliability of the turf and the quality of the putting. In any event, remember that Augusta's greens speeds are faster during Masters week than at any other time of the year. They are not maintained at that height throughout the year. They cannot be.

The immaculate perfection of fairways, and now even a little semi-rough "second cut" along with tees and greens, is as much due to superb management of fertilizers and micronutrients as it is of mowing. Not every other course everywhere



View of green at Augusta National

can afford the price of intense micronutrient supplements and nitrogen-phosphorous-potassium fertilizer programs. Mowing each year with brand new equipment that is carefully adjusted, perhaps with factory mechanic assistance, helps. Most golf courses cannot afford to replace all their primary and expensive mowing equipment every year.

### AZALEAS BY FEDEX

The spectacular floral show around

some of the more popularly televised holes reflects a favorable matching of climate, season and horticulture. Not all those flowers are there every year. If nature is off schedule, hot houses or cooled greenhouses help regulate the timing of Azalea flowering. Overnight delivery and placement of some flowering shrubs can occur at Augusta. But can the average course afford it?

No cart paths mar the view. With relatively few rounds of golf being played and caddies on hand, there is no need for paths.

The smooth appearance of the tidy pine

needles under the native pines and around the recently planted trees is not a gift of nature. Not all those pine needles began their existence on an Augusta pine tree. Considerable effort is required to make that pine needle soil cover look so nice.

### AESTHETICS VERSUS CASH FLOW

Augusta National is a wonderful course. It is unfortunate, however, that too many other

people long for similar playing conditions. Since most public courses and country clubs must earn a profit or at least break even, it is suggested that while one can appreciate the aesthetics of Augusta, it is essential to tailor one's own ideals and objectives to financial reality. Increased maintenance costs must pass through to the end user.

There are all too many indications around now that escalating green fees,

guest fees and joining fees are discouraging new players and limiting the play of average golfers in many markets. Decreasing the amount of play by excessive cost is only desirable at a few select and noted courses.

There are many rational and efficient actions an experienced superintendent can do – given a reasonable budget, or modest budget increase – to improve the appearance and quality of the course. Some owners and operators only want average or marginal maintenance results, and in some markets those are acceptable.

### SETTING REASONABLE STANDARDS

Not every course must strive to produce an Augusta "10." Most golfers would be very pleased with conditions equating to seven or eight on the Augusta scale. For high traffic courses, five or six, together with smooth, puttable greens, would produce the most favorable revenue stream. Improvements in green speeds and in the appearance of the turf in general can add an extra bit that does distinguish the course from others that don't offer these conditions.

These efforts can translate into increased revenue for the course. Members surely appreciate improved levels of turfgrass quality. Scores can improve with better turf. It is up to each individual course to set a reasonable or attainable standard. What is good for Augusta is not necessarily good or practical for everyone else. ■

Ron Fream, of Fream & Dale Golfplan, has been involved with planning, design, construction and maintenance of golf courses in about 60 countries.

WHEN YOU'RE RESPONSIBLE FOR THE  
MOST IMPORTANT ASSET ON THE COURSE,  
YOU NEED A PARTNER YOU CAN COUNT ON.



For every job on your course, there's a John Deere made especially for it. A full-line of quality equipment, born out of the suggestions and critiques of thousands of superintendents and technicians. From quality mowers and tractors to aerators and utility vehicles. But it doesn't end there. We supply you with the industry's best operator manuals, tech literature, and support hotline. We deliver quality parts 365 days a year, with a 99.5% fill-rate overnight. And we offer the JDC™ MasterLease, the most cost-effective way to acquire golf and turf equipment. To see how John Deere can make a difference on your course, call your local John Deere distributor or 1-800-537-8233.



WWW.JOHNDEERE.COM



NOTHING RUNS LIKE A DEERE®



JOHN DEERE



## BRIEFS

### ASHWORTH NAMED SUPERINTENDENT AT HERITAGE RANCH

FAIRVIEW, Texas — Western Golf Properties, of Scottsdale, Ariz., has named Monty Ashworth superintendent for the Heritage Ranch Golf & Country Club, located here just north of Dallas. Heritage Ranch, a semi-private Arthur Hills-designed layout, opens this month. It will be the focal point for a 575-acre, active-adult community. Ashworth's previous superintendent position was at the Woodbridge Golf Club in Wylie, Texas, where he also served as assistant superintendent during the construction and growth. Earlier in his career, he served as an inspector with the Texas Department of Agriculture.

### DAHIN IN, ANTAYA OUT AT THE MEADOWS COURSE

ALLENDALE, Mich. — Ran Dahlin has been named superintendent at The Meadows at Grand Valley State University here. He replaces long-time superintendent Kathy Antaya, who recently joined the USGA, taking a staff agronomy position at the headquarters in Far Hills, N.J. Dahlin comes to The Meadows from the 36-hole Egypt Valley Country Club, in Ada, Mich., where he had extensive experience in tournament preparation. The Meadows, 15 miles west of Grand Rapids, will host the Division II women's championships next year.

### KICKLIGHTER AND PONTIUS MEET GCSAA CERTIFICATION

FT. MEYERS, Fla. — Hampton Kicklighter and Rick Pontius, superintendents with Environmental Golf, have both reached certification status with the GCSAA.

Kicklighter is the new superintendent here at the private, 18-hole Hideaway Country Club. Prior to his new assignment and certification, he served at four East Coast courses, including the Orange Lake Legends and Legends Walk Golf Course, both in Orlando. He also worked at Oyster Reef Golf Club in Hilton Head Island, S.C.

Michigan native Pontius is at the Taylor Meadows Golf Club in Michigan. A second-generation superintendent, he's a graduate of Michigan State University.



Rick Pontius

## GCSAA lowers bar for associates

By JOEL JOYNER

DARIEN, Conn. — The Golf Course Superintendents Association of America's board of directors has lowered eligibility requirements for associate members.

"We discussed associate member classification last fall and determined that it was too restrictive," said Tim O'Neill, chairman of the membership committee and superintendent here at the Country Club of Darien.

Under previous guidelines, the only option available for those not at an assistant or class "C" level was to be an affiliate member paying full dues. "By easing the restrictions, we figured we could open up the association to more people like mechanics, horticulturists, irrigation technicians and to people who spend a career on a golf course working for superintendents," said O'Neill.

The board reduced annual dues to \$125, half of what a superintendent pays. "The purpose wasn't to grow the association," he said. "Will it grow? Hopefully it will, now that it's more affordable."

### EDUCATION NOT ESSENTIAL

The changes also eliminated educational requirements for associate member status. Having a two-year or four-year degree or even a two-year turf certificate was considered too demanding. "On top of that, after July 1, 1999, it was determined that you needed to be a student member or previous student member of the GCSAA," said O'Neill. "We thought that was too restrictive as well."

There are now five parts to the standing rule:

- Individual must be employed within



Tim O'Neill

the golf course maintenance profession.

- Associate class members will pay annual dues equal to one half of class "A" membership.
- They will have all the privileges of membership except that of voting and holding office.
- They will be provided a green membership card.
- Associate class member will be required to be employed by and have their application attested by a voting member of the GCSAA.

### EDUCATION DOWNPLAYED

These changes are currently in effect. "In general, I think it's a very positive move for the association," said Mark Woodward, GCSAA board member and turf manager at the Dobson Ranch and Riverview Golf Courses in Mesa, Ariz.

"It allows people who work for superintendents and those interested in turf management and maintenance to become members without having to meet the tough criteria we had before, and at a reduced rate," Woodward said.

The elimination of the educational requirement is not seen as a great loss. "Now, I believe, it's worded as 'Must be interested in golf course management and or growing and production of fine turfgrass,'" said Woodward. "I would hope that includes every member of my staff here."

"Reducing the requirement for college education is not a big deal," he said. "I want people who work for me to be interested in this business one way or another. They should be allowed to become members and reap the benefits offered."



Mark Woodward

## Pennington Seed introduces new hybrid Bermudagrass

MADISON, Ga. — Pennington Seed has released the new Princess-77, the first hybrid Bermudagrass from seed. Princess-77 is the result of a cross between two self-incompatible but cross-fertile Bermudagrass clones. Seed will be sold only from the first generation cross between these two clones.

The result of this cross is a fine-textured, dark green, dense Bermudagrass from seed. "We are excited about what this hybrid offers to our turfgrass accounts. It represents a significant improvement in what has been available on the market and should help simplify turfgrass management where Bermudagrass is adapted," said Russ Nicholson, national sales manager.

After two years of testing in the 1997 Bermudagrass NTEP, Princess-77 is the only commercially available seeded Bermudagrass that is in the same statistical category as Tifton 419, Tifway, Tifgreen and Tifton 328 vegetatively propagated Bermudagrass varieties for turfgrass quality.

"Now, with Princess-77 displaying the quality of vegetative types, turfgrass managers can have better control over the planting of fine quality turfgrass, rather than having to rely on an outside contractor to establish sod or sprigs," said Charles Rodgers, Ph.D., director of research at Seeds West, in Maricopa, Ariz.

### PENN G-6 MARKETING DEAL

On another front, T-2-Green has

Continued on page 13



## It pays to check out your pump station piping

By KEVIN J. ROSS

EDWARDS, Colo. — When I took over as superintendent at the Country Club of the Rockies in 1995, I was delighted to see that the water source for irrigation was the Eagle River. It flowed right through the course. The first time I looked at it, I thought what a bonanza it was to have a pristine river, fed by high mountain snowmelt, as a ready source for our turfgrass needs.

Even so, I thought it would be prudent to test the water for bicarbonate levels, pH, TDS and other factors that influence irrigation water quality.

After reviewing the water tests, I was slightly concerned about both pH levels and the medium-to-high levels of bicarbonates. After consulting with some water experts, we decided that we'd benefit from the installation of a water treatment system. Accordingly, we budgeted for purchase and installation during the spring of the following season.

### INJECTING THE ACID MIXTURE

During the installation process, we wired the system to inject the corrective acid mixture only when one or both of our main pumps (VFD 1000gpm each) were running. We didn't want the system running while our pressure maintenance pump was on.

nance pump was on.

At the time, I was quite satisfied with this set-up. Little did we now what would hit us in a few years.

This past season of 2000, in late August, I went to inspect the pump station. Upon entering the building, I noticed some water on the pump skid. It was coming from a pinhole-sized leak in the weld area around the bottom of one of the flange areas.

We immediately contacted our local portable welding service to come in and re-weld the bottom area of the flange. Once the piping was drained and dry, the welder began what we thought would be an easy job and then we'd be back in business.

Boy, were we wrong! The first bead of weld he tried to put on the area created an even larger hole. After a few hours of welding and multiple beads of weld, we ended about back where we started, still with a small leak.

### LOOKED LIKE A M\*A\*S\*H UNIT

By this time, with no rain in 47 days, we were desperate. We then applied layer after layer of JB weld, a reactive hardening compound that sets up almost as hard as a weld. Finally, we were able to achieve enough of a seal to get our

Continued on page 12

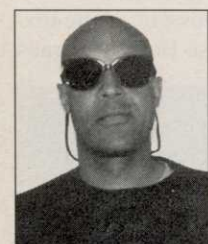


An acid-eaten section of pump station piping

## Tools of the Trade...at 'Roe' Sherbert's Heritage at Eagle Bend

AURORA, Colo. — The Heritage at Eagle Bend, an active-adult community golf club, has provided unique opportunities for superintendent Ronald "Roe" Sherbert — like working out of a tent.

The new layout completed its grow-in last September as Sherbert and his crew hunkered down for a tough, mile-high Colorado winter. "They've just started to



Ron "Roe" Sherbert

build the clubhouse, maintenance facility and housing for the community this year," said Sherbert. "It's been pretty difficult working out of a tent, especially this winter."

Lacking certain luxuries, the 5,000-square-foot tent provided storage for equipment and a modified shelter for the mechanic. "We basically put up four walls and a roof and placed a big old space heater in there for him," he said. "It provided him with a little bit of comfort to use his grinders."

Sherbert will settle into perma-

nent quarters this month, when his new maintenance facility goes operational. It's an 8,000-square-foot building that will include soil storage bins and an exterior chemical-storage facility.

The 18-hole Arthur Hills-design cruises through 150 acres of native areas. "I've had a long-standing desire to work on the development of a high-altitude course," Sherbert said. "It's been challenging as well, with the holes that play across Aurora's natural areas and with the elevation changes we have here. We had a good six months last year, but this will be our first full season."

As a construction grow-in superintendent with Western Golf Properties, Sherbert is responsible for the \$20-million golf course and facility construction project. "When the course was being built, my duties were to inspect Niebur Golf Construction on the shaping and seeding of the course, as well as the installation of the irrigation and drainage systems," he said.

"Then I had to get a pre-opening budget together, as well as a full-year operational budget for this year that totaled nearly \$2 million," said Sherbert, a gradu-



A new maintenance building at Sherbert's course is expected to open this month and replace his tent storage/maintenance facility.

ate of the golf course operations program at Lake City Community College, in Florida. "It's been a busy year for me."

The retirement community development encompasses a total of 1,100 acres, with 1,300 home sites. The golf course provides a 7,100-yard championship layout to play and maintain.

**Greens mowers:** 6 John Deere 220As with groomers

**Tee mowers:** 4 John Deere 220As

**Fairway mowers:** 2 John

Deere 3235A

**Rough mowers:** 4 John Deere 2653As

**Riding bike rake:** 1 John Deere 1200A

**Turf utility vehicles:** 8 Electric E-Gators, 2 Pro-Gators

**Aerifiers:** 2 John Deere 800 Aercore, 1 John Deere 1500 Aercore

**Topdressers:** 2 John Deere TD-100s

**Tournament speed roller:** Greensroller/Turf Iron

**Reel grinder:** Peerless

**Bedknife grinder:** Peerless  
**Irrigation pump station:** PSI Flowtronex, 1,875 GPM, 3 mains at 75 hp; 2 boosters at 25 hp

**Irrigation system:** Rain Bird - Eagle series 500, 550, 700 and 750 heads

**Golf car fleet:** 80 Club Car, gas; converting to electric

**Flagsticks:** Eagle One, 8-foot tournament

**Computer & accessories:** Compaq MV 520, Translation program

**Primary herbicide:** Trimec  
**Primary fungicide:** FFII/Fungicide 7-n-9

**Primary slow release fertilizer:** Grow-in, wall-to-wall Scotts starter 19-25-5; Season, Fairway-n-rough 20-10-20; 60 percent AgricoTurf, 4 percent Fc

**Cannot live without:** My staff — 5 year-round and 20-plus seasonal

**Oldest piece of equipment on course:** Me. Besides that, all equipment was purchased new in May 2000

**Total sq. footage of maintenance building(s):** 8,000 sq. ft.

**Annual rounds of golf:** 32,000

**Normal green speed:** 9' to 10'

### CALIFORNIA ENERGY CRISIS

## California superintendents preparing for power shortfall

Continued from page 1

### IRRIGATION SYSTEMS CEASE WORKING

A fast-growing number of golf courses now irrigate with the aid of computerized systems. These systems help control costs and water usage, but power interruptions cause them to crash.

"Pump stations will stop running during a blackout or grid shutdown, and more than likely will not start up until they can be manually re-set," Eastwood said.

To escape exorbitant daytime energy prices, most courses are now committed to irrigating only at night. "I've heard that we'll be notified a few hours before a shutdown, but I'm sure that all I will find is a message in my voice mail the next morning," Eastwood said. "Golfers at my facility will not stand for water being run during the day to make up for lost water during the night."

### SKYROCKETING POWER RATES

The superintendent at The Meadows Del Mar Golf Club here, David Elliot, has already had first-hand experience with rolling blackouts. It was enough to effect his entire irrigation computer.

"We're a beta site for the Toro SitePro system," Elliott said, "and we lost all of our information. It took us a couple of days to recover and get a new computer disk from Toro. We basically had to start over to get the system operational again."

The course was unable to irrigate during those couple of days. "It shouldn't happen again," he said. "I now have a hard copy of that disk to fall back on for the next blackout, and we'll definitely have more blackouts this summer, guar-

anteed. It will be a long, rough summer."

Elliot's primary concern is skyrocketing rate hikes. "I've dealt with it big-time as a homeowner," he said. "For the course, it's still very unpredictable. We've actually tripled our costs in the past 18 months."

"But it's also tough for some of my employees as well," said the superintendent. "It's becoming extremely hard to live here while earning \$8 an hour." Financial pressures preclude any raises, however.

### FEARS ESCALATE

Steve Fackler is plainly worried. "There hasn't been a lot of discussion within the association," said Fackler, superintendent at The Ridge at Auburn and president of the Sierra Nevada chapter of the California GCSA. "I'm not sure if there's a silent panic, or what. There's also the concern that we won't have enough water this year, either."

"When there's not enough power, they generally spill more water to generate hydroelectric power. That may possibly reduce the quantity of water that we can use," he said. "It could be a double whammy. We're definitely at risk, and none of us likes to live at this level of fear."

### RIPPLING EFFECTS ON OPERATIONS

Power outages, considered guaranteed to occur by many superintendents, will have a rippling effect on entire golfing operations.

"The clubhouse will feel the power crunch as well," said Fackler. "Most of the blackouts will probably take place during the day. They will have to deal with comput-

erized tee times, reservations, registers for food and beverage facilities, air conditioning, kitchens, you name it."

If the club can't prepare and serve food during blackouts, then, on top of already high rates, this summer will hurt the course financially. "The general manager isn't about to say, 'Food and beverage didn't meet their quota last quarter, but maintenance can still keep their budget the same,'" Fackler said.

"Superintendents know how power shortages will effect them. They see things in terms of turf loss," he said. "But I think, realistically, we'll be able to handle blackouts better than the food and beverage and pro shop operations this summer."

### NORTH VERSUS SOUTH

The nation's most populous state is large enough that there is a distinct difference between many Northern and Southern California courses. "In the south, most courses have warm-season grasses like the Bermudas that can tolerate drought conditions more than we can here in the north, with our cool-season grasses," said Fackler.

"If we go two or three days without irrigating because of blackouts, we're going to lose a lot more turf than some of the southern courses," he said. "Here in the Sacramento area, I've seen temperatures in the past reach as high as 112 degrees. When it starts getting over 105, that's when things start to get iffy."

### BRUTAL RATES, LIMITED OPTIONS



An energy crisis of such magnitude hasn't been seen in the state since the Arab oil embargo in the early 1970s. The Public Utilities Commission, which approved another rate hike last March, is considering raising prices by as much as 46 percent this summer. That's in addition to the nine-percent to 15-percent rate increase approved last January and the 10 percent planned for next year.

In the meantime, Pacific Gas & Electric, one of the state's largest power companies, has gone bankrupt.

"We're doing all we can to conserve energy," said Bob Tillema, superintendent at the Riverside Golf Course in Fresno. "All unnecessary lighting is turned off, and I only irrigate when I need to. I'm trying to determine what we are going to do this summer about changing our water practices."

"Last year, I converted the irrigation satellites to a fully automated system so that 99 percent of all of our watering is done during the night," he said.

### OMINOUS LONG-TERM OUTLOOK

With widespread rolling blackouts anticipated, utility companies aren't the only ones leaving superintendents in the dark. The politicians who created the fiasco are apparently so embarrassed at their ineptitude that they're trying to duck out of sight.

"It is just amazing how much we hear on national television and how little we hear locally [from government officials]," said Don Parsons, the semi-retired superintendent at the Old Ranch Golf Club at Seal Beach. "I think they're trying to ignore the problem. But it is very serious. On the news recently, they were discussing the

Continued on page 13

GOLF COURSE NEWS

Is your turf *quality*?

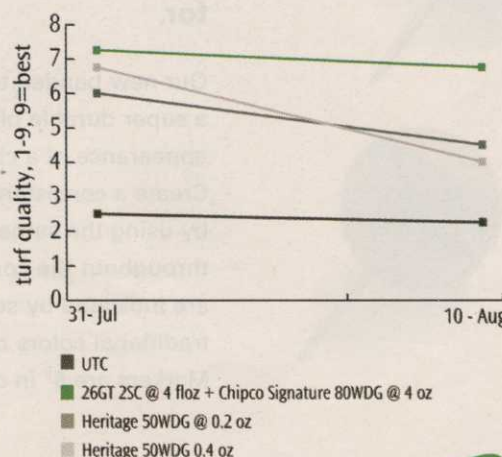
## Manage Summer Decline with Chipco® Signature™.

Here comes summer, and the cycle of turf disease and stresses that leads to Summer Decline. What can you do? Prepare your turf for the worst with the pre-stress conditioning of a Chipco® Signature™ program.

Besides controlling *Pythium* diseases associated with Summer Decline, early applications of Chipco Signature improve turf color, vigor and root development, providing unmatched improvement in turf quality. (That's right. No other product improves the quality of turf under Summer Decline conditions as dramatically as Chipco Signature does.)

And, because Chipco Signature allows for a wide range of tankmix partners, you can easily increase your disease control spectrum while providing the foundation of a Summer Decline management program.

This year, condition your turf to handle stress and disease. "Signature-ize" your fungicide program with Chipco Signature.



**chipco**  
*Signature*

## Pump house

Continued from page 9

leak down to just a slight drip.

With the need for water on the turf, we decided to live with this and start irrigating. As all superintendents know, when you have pump station problems your sleep value at night drops dramatically. During this period you also tend to visit your pump station once an hour, which we cer-

tainly did.

Two weeks went by and our confidence kept rising. We thought we could make it to the end of the season and address this piping business afterwards. Well, so much for building confidence! Over the next six weeks we developed three different flange-weld leaks, all on the bottom and all similar to the first. Our pump station looked like a M\*A\*S\*H unit by the time win-

terization came due in October.

### ACID BURNING HOLES

Now that the dust had settled, it was time to evaluate and research our sudden piping problem. First, let me say that our injection material is a product called *pHAIRWAY*, which is 50 percent urea and 50 percent sulfuric acid. We determined that this material was corroding the welds on the bottom of the flanges.

We figured that as the system

would wind down and shut off, some acid material in the water would accumulate in the piping. The atomic weight of this material is heavier than water and has a tendency to sink to the bottom. This explains why the problems occurred at the bottom of the piping and attacked the welded areas first. The question now was, what to do?

Our solution was two-fold. First, we decided to custom-fit our pump station with stainless

steel. Secondly, we wanted to have our acid injection system kick on only when our flows surpassed 750gpm and shut off when they fall below that level.

Stainless would be the best choice for corrosion protection (HDP was also considered). The on-and-off tolerances for the acid system would allow a sufficient flushing action to clean the piping by the time the pumps shut down. This flushing action would insure that no acid stayed in the lines. ■

*Kevin Ross, CGCS, is director of golf course management at Country Club of the Rockies and a regular contributor to Golf Course News.*

## West Nile virus

Continued from page 1

Jersey, Pennsylvania, Maryland, Virginia, North Carolina and the District of Columbia.

### SEVERE CASES ARE FATAL

Scientists aren't sure how West Nile reached North America. First identified in Uganda in the 1930s, the virus has now been found in Europe, Asia and the Middle East. Last fall, an epidemic in Israel killed 13 people and infected thousands more. A massive West Nile outbreak hit South Africa in 1974, killing 3,000 people.

Humans contract the illness from the bite of an infected mosquito. According to the CDC, only 20 percent of infected people show symptoms, which resemble those of flu – fever, headache, body aches, swollen lymph glands and sometimes rashes. More severe infection may bring on those symptoms plus stupor, tremors, paralysis, coma and death.

Only one to three percent of people infected with West Nile become seriously ill, and about 10 percent of those cases are fatal, most often from encephalitis, or swelling of the brain. Eight New Yorkers have died from the virus in the last two years. There is no cure.

Those most at risk are the elderly and those with compromised immune systems, such as people with AIDS.

### VIRUS RAVAGING WILDLIFE

West Nile is far more lethal to animals than humans. In the eastern United States, it is already ravaging the bird family made up of blue jays, crows and ravens. It's also deadly to an array of mammals, from horses down to chipmunks.

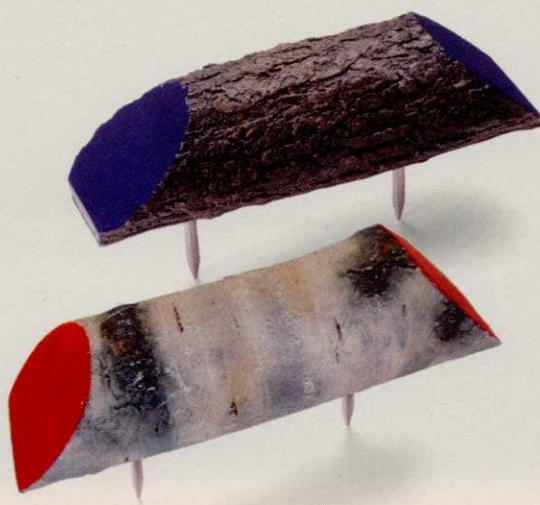
### PREVENTING MOSQUITO BITES

To reduce the chance of getting West Nile, the CDC recommends staying indoors at dawn, dusk and early evening. Wear long-sleeved shirts and long pants whenever you're outside. Apply insect repellent containing 35 percent DEET sparingly to exposed skin. ■

## STYLISH, CLASSY AND, OF COURSE, TOUGH AS NAILS.

### Leave it to Par Aide to improve upon nature.

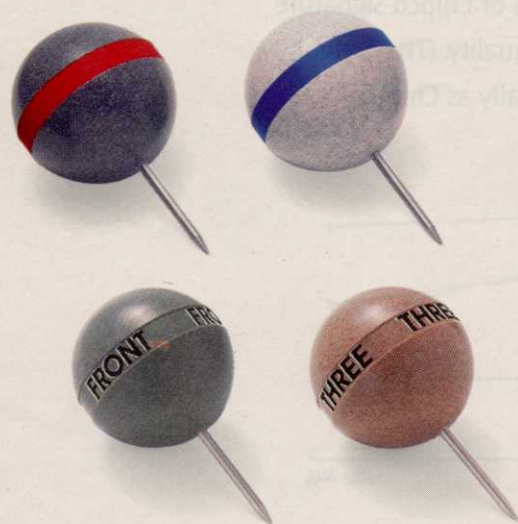
Give your course the natural look and spruce up your tee boxes with our new Branch Tee Markers. The incredibly natural looking pine or birch tee markers, made from a durable resin, are hand painted to look better than the real thing. The red, white, blue, yellow or black ends are slanted for easy visibility. Molded-in spikes are stainless steel to prevent rusting and bending.



Branch Tee Marker

### Consistency on the tee. It's what every golfer looks for.

Our new banded tee markers are made of a super durable plastic and give the appearance of a classic granite finish. Create a consistent and professional look by using the same color marker throughout the course. Tee locations are indicated by subtle bands that use traditional colors or printed captions. Markers are 5" in diameter with 3/4" bands.



Banded Tee Marker



Par Aide Products Co., 6800 Otter Lake Road, Lino Lakes, MN 55038-9466, USA

Toll Free: 1-888-893-2433 • Phone: 651-429-4513 • Fax: 651-429-4519

Web address: [www.paraide.com](http://www.paraide.com) • e-mail address: [info@paraide.com](mailto:info@paraide.com)

For ordering information and other details, please contact your local Par Aide dealer.

## Mel Summer named super at Black Gold

YORBA LINDA, Calif. — The City of Yorba Linda has appointed Mel Summer as superintendent for their Black Gold Golf Club, a 6,900-yard, par-72, 18-hole public facility opening this spring.

Prior to joining Black Gold, Summer worked for more than 26 years in maintenance, care, construction and growth of golf courses

as a superintendent, project manager, assistant superintendent and construction foreman for various Southern California golf facilities. His most recent postings were at Summit Golf in Corona, Costa Mesa Country Club in Costa Mesa and Pelican Hill Golf Club in Newport Beach.

Summer is a Class A member of the Golf Course Superintendents Association of America and is active in the California Golf Course Superintendents Association.

The Black Gold Golf Club is managed by KemperSports Management of Northbrook, Ill., and was designed by Arthur Hills. The course, located 10 miles northwest of Disneyland, will include a lighted driving range, practice putting green and a 20,000-square-foot clubhouse.

## California

Continued from page 10

10 criteria California had to meet to have electricity this summer. The possibility of meeting all 10 was slim to none."

The long-term outlook is equally ominous. Federal immigration policies are flooding the state with millions of new people. California's population has surged 75 percent just since

1970, to 35 million. Now, more immigration-driven growth is projected to put California's population at 55 million in a few more decades. In the next 40 years alone, California will add the population equivalent of the entire state of Texas.

### GOVERNMENT PESSIMISTIC

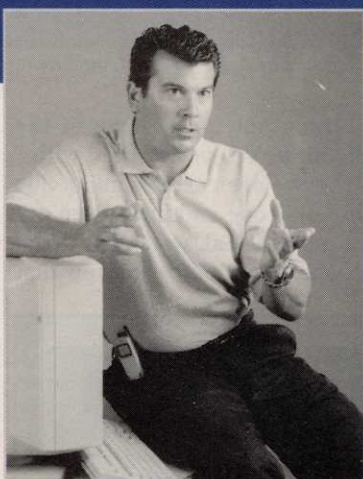
Given the massive population growth, demand for energy is certain to soar. California plans to build new power plants as fast as

possible, but with a booming population, they might not bring much relief.

The United States faces "a major energy supply crisis" over the next 25 years that could swamp the economy and radically lower living standards, said Energy Secretary Spencer Abraham. "The bad news is that the situation in California is not isolated, it is not temporary and it will not fix itself."

Matthew Simmons, president of consulting firm Simmons & Company International, said the convergence of pending shortages in oil, natural gas and electricity are the energy equivalent of "The Perfect Storm." "The power shortages in the Midwest last summer and the current energy crisis in California are but the first tremors that are about to send shockwaves through the world's economic system," he said. ■

## Who Says You Need a Million Dollar Budget To Upgrade Your Irrigation System?



Televised tournaments have created high expectations. Players, club managers, greens committees — everyone wants a course that looks like Pebble Beach, but without the big expense.

That's where Hunter Golf comes in. Hunter specializes in helping you upgrade your course with top-of-the-line retrofit equipment. And we're ready to work within your time frame — whether it's five months or five years. Switch out a few inefficient heads and replace them with reliable Hunter rotors. Add Hunter field controllers with a two-mile maintenance radio...when your budget allows. Or install an easy-to-use Hunter central control system...in affordable stages.

At Hunter Golf we offer an extensive, not expensive, range of options and the service to back it up. Call today for an on-course evaluation — we'll work out a realistic renovation plan that suits your site to a tee.



## Pennington seed

Continued from page 9

granted exclusive worldwide marketing rights for Penn G-6 bentgrass to Pennington Seed. Penn G-6 is a highly rated bentgrass for fairways, tees and putting greens with a good tolerance to the most common diseases.

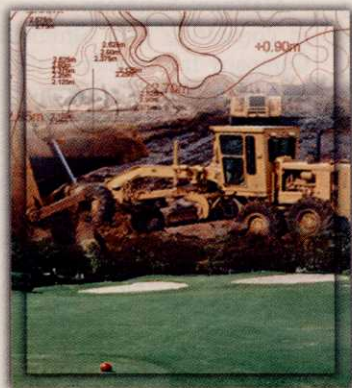
Penn G-6 creeping bentgrass, released in 1984, has an upright growth habit, fine leaf texture and minimum spiking from golf shoes. It demonstrates a high level of brown patch resistance, moderate dollar spot susceptibility, moderate copper spot susceptibility, good leafspot resistance and moderate fusarium patch resistance. ■

GOLF COURSE NEWS

# Hunter®

## GOLF

1940 Diamond Street, San Marcos, California U.S.A. 92069 • Tel: 1-800-248-6561 • Fax: 1-760-591-9582 • www.HunterIndustries.com



## BRIEFS

### 98 COURSE CONSTRUCTION STARTS REPORTED IN 1ST QUARTER

JUPITER, Fla. — According to the National Golf Foundation, 20 new courses came on line during the first three months of 2001. The first quarter also saw a total of 98 construction starts and the announcement of plans for 92 others.

### FIRST NATIONAL FUNDING TEXAS COURSE

SAN ANTONIO — First National of America, based in New Jersey, has made a construction loan of \$6.2 million to developer Imarra Ltd., which plans to build Century Oaks Golf Course. The 7,155-yard, par-72 layout will be set on 744 acres in northeast San Antonio. In addition to funding the construction, First National will provide permanent financing of the course once it opens, according to Jerry Sager, the bank's managing director.

### PALMER ADDING NEW 18 AT IRELAND'S KILDARE

STRAFFAN, Kildare, Ireland — An air of anticipation hangs over the K Club here in Ireland following the announcement that a second 18 will be added to the current Arnold Palmer-designed layout here, which opened in 1991. The K Club is soon to be a Ryder Cup venue. Palmer is again to be the designer, and a masterplan has been submitted. The K Club is 20 miles southwest of Dublin.

### FRANK JOINS GEORGE GOLF DESIGN

RICHMOND, Va. — Driven by a widening call for his work, Lester George has hired Andy Frank as a design associate with George Golf Design Inc. George cited Frank's "exceptional background," which includes



Andy Frank

a degree in landscape architecture from California State Polytechnic University at Pomona and four years as assistant superintendent at highly regarded Industry Hills Golf Course in Industry, Calif. Frank also spent two years with golf course builder Landscapes Unlimited of Lincoln, Neb., and three years at Williamsburg Environmental Group, a company in Williamsburg, Va., which is heavily involved in the environmental aspects of golf projects.

## Rulewich's Saratoga National opens in Adirondacks

By JAY FINEGAN

SARATOGA, N.Y. — This Adirondack resort town, best known for its thoroughbred race track and 19th century Victorian architecture, finally has a high-end daily-fee course. Saratoga National Golf Club, designed by Roger Rulewich, opened over Memorial Day weekend and should be in good trim for the affluent crowd of "summer people" who flock here for the cool mountain air.

Set by the shores of Lake Lonely, the 7,200-yard track plays through a former horse farm. Rulewich navigated the routing around a complex pattern of wetlands, traversed by 23 wooden bridges that lend the course a special charm.

Extensive stonework gives strong definition to green complexes, wetland edges and the clubhouse. Multiple tees, wide fairways and generous targets create an inviting atmosphere for each hole. A creek flows lazily through the property.

### WRITING CHECKS

All told, it's a sharp new layout with plenty of interesting features. According to Rulewich, owners and developers Tom Newkirk and Bob Howard spared no expense in building the best course possible.



The 15th hole at Saratoga National, on the shores of Lake Lonely

"They turned out to be some of the easiest clients we've ever worked with," he said. "They've been excited about this project from day one and have been out on the site a great deal, watching it happen. And when anything came up that

looked like it might help the course, they were ready to write a check. We couldn't ask for anything more."

To avoid some of the grow-in issues, for example, they agreed to sod 74 acres.

Continued on page 19



The third green at Tullymore Golf Club

## Engh's new Tullymore Golf Club will challenge long-ball hitters

By JAY FINEGAN

STANWOOD, Mich. — The first time he saw the land for Tullymore Golf Club, Jim Engh knew he had to put on his thinking cap. The 600-acre parcel contained 350 acres of wetlands.

Tullymore opens later this month, and golfers will discover how the designer dealt with the swampy terrain that predominates across the property. He built 2,500 feet of boardwalk and set some back tee placements that require bodacious drives over the wetlands.

"The land has fingers of protruding hills coming down into the wetlands," said Engh, a golf architect based in Castle Rock, Colo. "You're playing over and around wetlands, but always into sandy hillsides with mature forest of

oak, ash and some pine. So it's the combination of the wetlands and the forest that adds an intriguing element. We carved into a lot of hills and preserved the wetlands in their natural state. It allowed us to do some unusual, dunesy holes."

Tullymore's debut will add a second daily-fee layout to a complex owned by Canadian Lakes Development Group. The other course here at Stanwood, an hour north of Grand Rapids, is St. Ives, which enjoys a five-star rating from *Golf Digest*. "They're going to have two very interesting and diverse courses," Engh observed.

### 250-YARD CARRY

The 7,000-yard Tullymore track

Continued on page 18

## Cupp designing Bonita Bay Group course at Verandah

BONITA SPRINGS, Fla. — Golf course architect Bob Cupp has been chosen to design the first 18-hole championship golf course at Verandah. The 1,456-acre master-planned community is being developed by The Bonita Bay Group along the Orange River in northeastern Lee County, Fla.

Cupp previously designed both 18-hole championship courses at Shadow Wood Country Club in The Brooks, another



A view of Cupp's Shadow Wood CC, another course he designed for Bonita Bay Group.

Bonita Bay complex. At Verandah, he is creating what he describes as a "distinct design" that will complement the locale.

"This location is very different from most areas in south Florida," Cupp said. "I don't know of another golf course in this area that has the same look and feel of this one, with the numerous old-growth live oak trees and river frontage."

Kitty Green, general manager of Verandah,

Continued on page 18

GOLF COURSE NEWS

## Schmidt-Curley to develop "core" golf outside Phoenix

By ANDREW OVERBECK

SCOTTSDALE, Ariz. — Golf course architects Brian Curley and Lee Schmidt have teamed up with developer Tony Lizza to build a golf-only private club 25 minutes south of Phoenix. They are currently selling memberships up front to finance the construction of Southern Dunes Golf Club, which will be designed with PGA Tour great Fred Couples.

Schmidt-Curley Design hopes to build on the success of their private Palms and Plantation courses in Palm Springs, also designed with Couples. Lizza was also the primary backer on those "players" clubs that have attracted such high profile members as Michael Jordan.

"With the success of those two projects and the fact that there is nothing like this in Phoenix, we are convinced that we will be equally successful here," said Lee Schmidt.

### CORE GOLF

Schmidt plans to build a "core" golf course. There will be no homes, no condos, no lavish clubhouse, no tennis courts, and no swimming pool. Instead, there will be a limited membership, caddies will be avail-

*'North Scottsdale land costs upward of \$100,000 an acre. Where we are it costs \$5,000,'*  
— Lee Schmidt

able, and no tee times will be required.

This "pure golf experience" will run from \$25,000 for a membership that requires \$300 monthly dues to \$80,000 for a lifetime membership that requires no dues. Once 500 single memberships are sold, ownership of the club will be turned over to the members.

"Most of the courses in the Phoenix area have condos and homes lining the golf course," Schmidt said. "You find nothing in the traditional golf experience. Memberships at other private courses range from \$50,000 to well over \$140,000."

By developing the course outside of town, Schmidt-Curley Design and Lizza were able to take advantage of lower land prices and thus slash development costs.

"North Scottsdale land costs upward of \$100,000 an acre. Where we are it costs \$5,000," Schmidt said. "So we can still offer a good club and golf experience and keep membership affordable."

### IN THE STYLE OF SHADOW RIDGE

According to Schmidt, Southern Dunes will be a classical design featuring bunkers with high flashes and native grasses in outlying areas, as opposed to the typical target desert golf that features clusters of cacti and boulders.

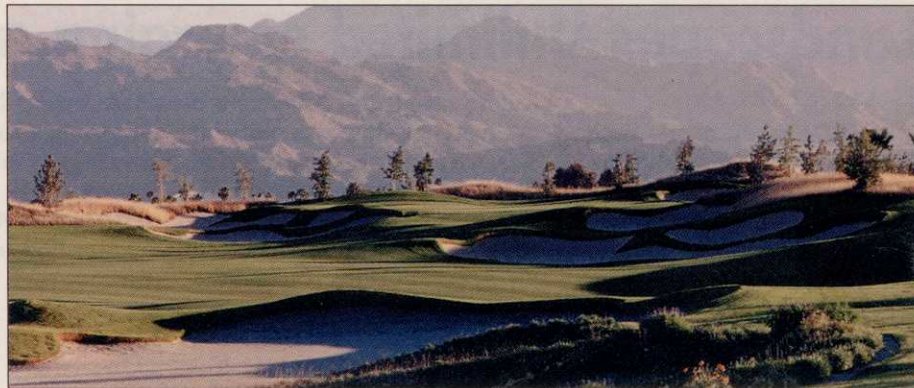
"It will have a native dunes look, similar to the design we did with Nick Faldo at Shadow Ridge in Palm Desert [Calif.]," he said. "We will build table-top tees so we can maximize the turf acreage in the main play areas."

The club will also feature a modest 27,000-square-foot clubhouse and a practice facility with six par-3 holes. Construction is due to begin this fall, and will be handled by Flagstick, Schmidt-Curley's

construction management firm.

If this project goes well, Schmidt-Curley may look to develop other properties.

"It is difficult to market something up front that does not exist," said Schmidt. "But the Plantation and the Palms have waiting lists right now and there is an even larger golf market here. This is our first venture as a co-developer, but we are bullish about it."



Schmidt-Curley's most recent design collaboration with Nick Faldo at Marriott's Shadow Ridge in Palm Desert, Calif., reflects the prototypical style for the new Southern Dunes Golf Club in Phoenix.



© 2001 DTN Weather Services

## THE MOST PROFITABLE SQUARE FOOT ON YOUR COURSE.



■ **Avoid costly weather delays and expenses.** Use the accurate and easy-to-use forecasts and current radar maps to schedule staffing, chemical applications, irrigation, and course maintenance.

■ **Maximize course scheduling and tee times.** With access to current, accurate weather information, course events and tee times can be postponed or delayed, rather than canceled, increasing your profits and ensuring players' safety.

■ **Use a single source to quickly and easily access the information you need.** The C&P Press Turf Product Index is included with your system, along with evapotranspiration tables, a helpful tool for accurately planning watering and chemical applications, and much more.

**DTN**  
**WEATHER**  
SERVICES

Call Toll Free: 1-866-864-0874  
www.dtnweather.com

**NOW AVAILABLE: THOR GUARD LIGHTNING PREDICTION SYSTEM**

## Landscapes Unlimited emerging as big player in course ownership

By JAY FINEGAN

LINCOLN, Neb. — While earning a stellar reputation as a golf course builder, Landscapes Unlimited has quietly amassed one of the largest course-ownership portfolios in the country.

Founder and CEO Bill Kubly engineered the first deal in 1990, when Landscapes built and then took ownership of Amana Colonies, an 18-hole daily-fee layout in Iowa. Since then, the construction giant has taken full or part ownership of 15 operating golf facilities, plus five more currently under construction.

Kubly has no intention of stopping there. Golf property ownership has emerged as a major component of the company's strategy. "We look at it as a long-term real estate play, an equity buildup play," he said. "As the builder of a golf course, we have the ability to get into ownership for less money than most people could. And the value of the courses builds up over time."

The layouts owned by Landscapes are scattered around the country, with a nucleus of four in Omaha and a fifth Nebraska course under way. Landscapes has either built or renovated each one.

"We've bought several distressed properties and then gone in and rehabbed them," said

Kubly, a landscape architecture graduate of the University of Wisconsin. "If we see some value there — if a course is shopworn or could use some tender loving care — we know where to spend the dollars effectively to get the most out of it."

### ADDED-VALUE PARTNERSHIPS

The company's ownership share in the courses averages about 50 percent, with the equity balance held primarily by golf architects, golf management firms or outside investors. "We manage a few courses, but we don't really

want to be in that business," Kubly explained. "We figure other people do that better than we do, so we look to management companies to be our partners. We like someone who can add value to the course, and add value to building up a relationship for future projects. Hence, management companies and architects."

Landscapes Unlimited has ample opportunities to find reliable partners. The company has built or renovated more than 300 courses, and now handles 35 to 40 projects every year. It has existing partnerships with Evergreen Alliance Golf Ltd., Signet Golf Associates and Honours Golf. The fast-growing Troon Golf, of Scottsdale, Ariz., will

share ownership of Sagamore Golf Club, a course Landscapes is currently building in Indianapolis.

### OFFERING AFFORDABLE GOLF

According to Kubly, most of the courses are nicely positioned in the affordable range. "The in-vogue thing today is to provide affordable golf, and we feel like we have that ability, again because we build the courses at cost," he said. "Sometimes the envelope gets pushed and we wind up in the high-end arena, or in the mid-range."

Residential builders, eager to provide a golf course as a marketing device and major amenity, have given Kubly a dramatic advantage in course ownership. In many cases, Landscapes gets the land free of charge, and developers often kick in concessions to "sweeten" the deal.

"When home builders call us in to construct a course, we usually pay nothing for the land," Kubly explained. "Very few of them are in the golf course business, and to stay in the afford-

able mode, they have to donate the land. If we had to buy it, we'd end up with too much capital in the project and wouldn't be able to get the return we want. So we'll build the course and then

ceived \$3,500 per lot in rebates. For every house lot sold, we'd get \$3,500, and that all amounted to \$1.2 million. And the developer did all the rough grading for us on the golf property — they



Bill Kubly (right) on site



Kubly's Wild Marsh Golf Course in Minnesota

own it. In some cases, we actually require the residential developer to pay us to build a course on his land, but then, in the end, we own it."

### PALMER ON BOARD AT DEER CREEK

A recent example of Kubly's approach is the Players Club at Deer Creek, which opened last summer. Arnold Palmer designed the course, which is in Omaha, not far from Landscapes' headquarters here in Lincoln.

"The developer gave us the land," Kubly said. "We also re-

moved about 800,000 yards of dirt. They also paid two thirds of Arnold Palmer's design fee. The developer got a minority interest in the golf course for providing all that.

"So then we took the land, sculpted it and finished the course," he said. "We brought all the debt, equity and management to the table. In the case of this golf course, we manage it, because it's in our back yard. And our partner in Deer Creek is Arnold Palmer."

## Royal Oaks CC opens Fred Couples signature layout

HOUSTON — A new Fred Couples signature course has opened here at Royal Oaks Country Club, featuring 18 holes of rolling hills, dramatic water features, multi-tiered greens and an impressive number of newly planted trees.

"I love traditional courses," said Couples, who designed the course along with golf architect Brian Curley. "When designing Royal Oaks, we began with tradition, but relied on the latest techniques. The waterfalls, undulating greens, perfect landscaping and challenging yet playable design will make every hole a pleasure for any level of golfer."

Paul K. Levy, general manager and director of golf for Sunrise Colony Company, explained that the entire 7,007-yard layout was sodded and not simply sprigged.

"In our desire to have one of the finest conditioned courses in the world from day one, we sodded more than 120 acres, including tees, greens, roughs, and fairways," he said. "This allows our course to have mature turf conditions, excellent drainage and optimum playing condi-

tions. In addition, all the fairways are sand-capped, which provides excellent drainage."

### 2,700 TREES TRANSPLANTED

Couples and Curley approached the design with a very technical method of creating movement on the existing flat terrain, on the site of the old Andrau Airport.

"We moved about 1.5 million cubic yards of dirt

so the golf course would feel recessed in its own valley," Curley said. While the design could potentially create drainage problems, great effort and expense went into constructing a sub-grade system of storm pipes, sand capping and other methods to assure good playing conditions year round.

Approximately 2,700 trees were trans-

planted on-site, and 1,300 new trees were installed along the fairways.

Carved from a 490-acre site of dense woodlands west of Houston, the parkland-style layout features manicured turf and landscaping and dazzling water features.

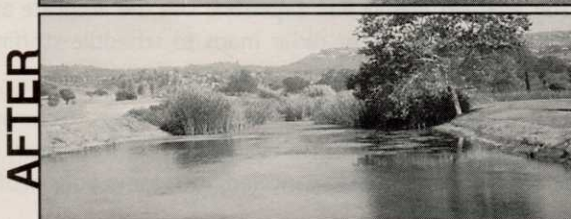


16th hole at Royal Oaks Country Club

# EP AERATION

THE LEADER IN SUB-SURFACE ACTIVATED OXYGEN/AERATION SYSTEMS

Your Water, as Nature Intended It . . .



### Need we say more?

Call for information on the most cost-effective, bottom-laid aeration equipment for lakes and ponds, and high-output ozone generators for closed-loop, recirculation systems. Proven in 100's of installations!

**1-800-556-9251**

2615 Meadow St., San Luis Obispo, CA 93401  
FAX 805-541-6149 www.epaeration.com



## Golf on reservations

continued from page 1

the resurgence.

Indeed, all across the country, golf is exploding on tribal reservations. With 56.2 million acres under their jurisdiction, Indian tribes control that most essential of golf course assets — land. Moreover, as sovereign nations, reservations are exempt from local permitting, impact studies and approvals. They are subject to EPA edicts, however, because the tribes are regulated by the Bureau of Indian Affairs.

### A DESTINATION RESORT

Barona Creek Golf Club is emblematic of the fast-growing trend. It opened last January as the first phase of a \$255-million expansion of the Barona Valley Ranch Resort and Casino. The complex will include a 400-room hotel and 300,000 square feet of alcohol-free gaming and hospitality space.

The Mission Indians' goal is to turn their reservation into a destination resort for vacationers, convention-goers and golfers. All this has sprung up from a



Clifford LaChappa

humble bingo hall in 1989.

Today the tribe has totally eliminated the need for welfare on the reservation, and unemployment, which used to run around 70 percent, is nonexistent.

Set in a peaceful valley 30 miles east of San Diego, the Barona Creek Golf Club is a Gary Roger Baird design, stretching to 7,088 yards. "We're looking forward to sharing our beautiful land with the community," said Clifford LaChappa, tribal chairman. "Our vision for this golf course is to convey the Barona Band's rich tradition of living in tune with nature, in hopes that visitors will be enriched."

### \$12- MILLION PROJECT

Baird took the natural features of the site and his own beliefs about golf course design into careful consideration.

More than 170 mature native oaks were transplanted from around the reservation. Some 90 acres of Bermudagrass sod were laid, making Barona Creek only the second course in the San Diego area to sod all fairways. Nearly 100 bunkers and an elaborate network of lakes and ponds were strategically placed to enhance shot values. The championship layout will accommodate everything from formal tournaments to recreational play.

California-based Cook & Solis, a lake and stream contractor specializing in golf courses, was brought in for water-feature work. California Turf, a Toro distributor, spearheaded the irrigation work. Wadsworth Golf Construction handled the heavy lifting on the project, which cost about \$12 million.

### SOVEREIGNTY AS A NATION

Since 1778, the U.S. government has signed 370 Indian treaties, which were meant to form compacts with the tribes as separate nations. The tribes paid a heavy price by giving up their ancestral lands. In return, they obtained recognition as sovereign nations. These rights to act as their own countries, with their own laws and government, are fiercely

guarded by Indian tribes today.

After decades of struggling to become self-reliant, the creation by Congress of the Indian Gaming Regulatory Act in 1988 opened the gates to gambling on reservation land. And gambling begat golf. Decisions concerning golf course construction and operation are free of any regional or state regulatory bureaucracies.

The Barona Band, a once-nomadic group that has lived in the area for 5,000 years, was moved to this ranch in 1932. The gaming act finally gave it a way to create economic independence while protecting the environment.

### SANDY CLARK, SUPERINTENDENT

"The introduction of gaming here was very successful because we're so close to a large population base," said head superintendent Sandy Clark. "That success led the tribal council to look into expansion and see that the golf course should be part of that plan."

Clark explained that the tribe's freedom from state and local regulations don't give him free reign in maintaining the course. "The tribe's heritage dictates a deep respect for the land and nature," he said, "and that's a guiding force in anything we do. When I was hired, it was made clear that the course should accentuate and enhance their most precious natural resource, the land itself."

"To this end, we have built a course that flows across the land," he added. "Roger Baird did a wonderful job laying out the course through the rock outcroppings. We moved only 850,000 yards of land in building the course."

### WILD HORSE GOLF COURSE IN OREGON

Today, 130 tribes in 24 states are involved in gaming, and the Bureau of Indian Affairs has approved 267 gaming compacts. The natural evolution of the gaming model is the creation of a complete Las Vegas-style destination, which includes lodging and golf. Many tribes are joining in the development movement.

Sean Hoolehan, CGCS, is the superintendent at Wild Horse Golf Resort on the Umatilla Indian Reservation near Pendleton, Ore. His course was built in 1997 as an



Sandy Clark

amenity to the small casino and hotel. He believes the challenges of golf operations on Indian lands are poorly understood. "The tribal councils are strict here about doing things in an environmentally conscientious way," he said. "At other courses in Oregon, the local regulations have progressed significantly as agencies have become more familiar with golf course operations. With the EPA, the issues surrounding golf are relatively new, so there is the need to educate the agency about what I need to implement to maintain the facility."

### NETWORK OF SUPERINTENDENTS

No one knows how many reservations have golf courses — there's little contact between these facilities. Hoolehan, however, is trying to forge a network between the reservation-course superintendents.

"It's interesting how individual each

project is because of the nature of each tribal council," he said. "Barona Creek is part of a huge resort destination and has to be run like a resort course. Here at Wild Horse, the casino business only has 400 slot machines and a 100-room hotel. The tribe operates the resort, and 60 percent of the employees are tribal members. Where resort play is the focus at Barona Creek,



Third hole at Barona Creek

here at Wild Horse 30 percent of our play is Native Americans."

### FOXWOODS ADDING TWO COURSES

The scope of some of these reservation projects is impressive. Consider the Pequot Indians' Foxwoods Casino and Resort, in Mashantucket, Conn. Since 1992, the complex has added \$1.1 billion in taxes to Connecticut's coffers. Foxwoods is undoubtedly one of the most successful Indian gaming establishments. The casino is the world's largest, with 330,000 square feet of casino space and over 4,000 slot machines.

Foxwoods operates one golf course, Foxwoods Golf & Country Club, and is currently in the permitting process to build two more layouts across from the casino property. Director of golf Pete Smith, a Native American, for years was the head superintendent at Shinnecock

Hills. Smith, a graduate of both Dartmouth College and Rutgers University, is intrigued by the growth of golf among Indian nations.

"Golf has grown in popularity among the tribes that have adopted golf to their lands," Smith said. "Our annual Tribal Golf Invitational tournament draws 250 players from Indian lands nationwide. I'm not sure how many courses exist around the country now, but I am sure it will continue to grow."

### BRINGING IN TOP DESIGNERS

Tribal councils have learned the importance of doing such projects correctly. They have learned, for example, the importance of hiring first-rate designers, construction crews and management firms. Golf architects such as Ben Crenshaw, Roger Baird, Rees Jones and Tom Doak have designed reservation courses.

The Piate Indian Resort near Las Vegas has two Pete Dye-designed layouts, with a

third Dye course under construction. The Oneida tribe in New York operates 36 holes of golf around the Turning Stone Casino near Syracuse. At Talking Stick on the Salt River-Maricopa Reservation, near Phoenix, Troon Golf manages two golf courses.

### EACH SITUATION UNIQUE

"Since doing the project at Talking Stick, we've been contacted by other tribal councils around the country," said Dana Garmany, Troon's chairman and CEO. "Golf has become a part of economic development for many tribes. We don't feel that we have any special advantage concerning these types of projects, because each nation presents a unique situation."

Garmany finds the projects a good fit for his company because of the tribes' desire to create four-star quality projects dedicated to strict environmentalism. ■

## EVERGREEN™

### The Turf Blanket the World Relies On

- Earlier spring green-up
- Faster seed germination
- Deeper root development
- Delays dormancy in fall
- Ideal winter blanket
- Best for quick turf repairs
- Available in any size
- 3 or 7 year warranty covers



CALL TOLL FREE  
1-800-387-5808

**COVERMASTER™**  
**COVERMASTER**  
**COVERMASTER**  
MASTERS IN THE ART OF SPORTS SURFACE COVERS

WEB: [www.covermaster.com](http://www.covermaster.com)  
E-MAIL: [info@covermaster.com](mailto:info@covermaster.com)

COVERMASTER INC., REXDALE, ON, M9V 5C3 TEL 416-745-1811 FAX 416-742-6837

## Engh's Tullymore

Continued from page 14

promises to pose some stiff challenges from the back pegs, including some potential round-wreckers. A good example is a par-3 hole design that Engh modeled after the famous "Dell" hole at Ireland's Lahinch.

"I came across this sort of hole in the ground," he said. "I actually cut a little avenue through it with a little sliver of fairway coming through, with this monstrous green. It plays a variety of lengths, from 100 yards back to 250 yards. We

have an elevated tee, and from the back you've got to carry a drive into this hole in the ground where the green is. It's going to require a 250-yard poke.

"Because the wetlands were there, we couldn't make it like, say, 210 yards," Engh added. "That's the thing about this course—because of the forced carries out there, it is going to play extremely difficult from the back tees."

### BAILING OUT

Taking mercy, Engh designed "bail out" sites on all shots, except from the back tees.

"From the next tee up, what we call the

main tee, everybody has a bail out," he said. "You can always take a different route. For the hackers, I moved the tees up, and the forced carries are out of play. On the third hole, for example, the front two tees don't have to carry anything. But from the back, you have to carry it 220 yards over the wetlands, and that's all there is to it.

"It's the same for every course I do," Engh explained. "My MO is that, if you pick the wrong tees to play from, you're probably not going to have fun. If you go back too far, you're going to get your tail kicked. But if you happen to pick the

right tee for your game and ability, you're going to have a ball."

### SODDED BLUEGRASS ROUGHS

The course is wall-to-wall bentgrass, on all tees, fairways and greens. But the roughs were sodded with bluegrass. "Bentgrass comes up pretty quickly," Engh said. "The thing about bluegrass is, that's your erosion barrier. That's what keeps your bentgrass from being contaminated. And that's the area that will get the most cart traffic.

"My belief is, if you have a stand of grass, even if it looks like it's up and

Continued on next page



## Concorde™ SST

BRAND CHLOROTHALONIL

### Super Stick Technology For All Seasons...All Major Diseases

New Concorde SST offers proven disease control with maximum staying power. This formulation includes new Super Stick Technology (SST™), with adhesion properties that are bound to set an industry standard for tenacity. A contact fungicide you can use all season, Concorde SST will control 14 turf diseases, including algae, brown patch, dollar spot, leaf spot, melting out, anthracnose, rust and red thread. Its multi-site mode-of-action helps prevent fungicide resistance and is ideal for all turf disease programs. Use it now and all year long. **Find it at [www.griffinllc.com](http://www.griffinllc.com)**



When you purchase Concorde, you support The GCSAA Foundation's "Investing in the Beauty of Golf" Campaign.



Griffin L.L.C.  
1-800-237-1854

Always read and follow label directions. ©2001 Griffin L.L.C. Concorde™, SST™ Griffin L.L.C.

6025-01-4/01

## Cupp's Verandah

Continued from page 14

said Cupp was asked to handle the project based on his track record of designing courses in concert with the natural surroundings. "We knew that working with Bob on this site would help us maximize the existing character of the property," she said.

### SIMILARITIES TO SHADOW WOOD

Cupp said the oak trees will be used on most of the holes, particularly the ninth and 18th. Additionally, the course will finish amidst the main oak hammock.

"Because of the trees, the landforms of the course will be mostly subtle and will reflect a more traditional design that is normally seen up north," he said. "Regarding strategy and conditioning, this course will be very similar to those at Shadow Wood. And strategically, the length, the diversity of the holes and the dimensions will be similar. However, aesthetically, this course will be completely unique from any other course in the area and will reflect the 'old Florida' feel of the property."

Located on property formerly known as the Baucom Ranch, Verandah is bordered by 1.5 miles of the Orange River. The central feature in the community will be the river village, a gathering place comprised of individual amenity buildings, including a golf pro shop, a restaurant, a tennis/fitness area and a nature center, all within a large oak hammock.

### 36 HOLES OF GOLF

Verandah is being planned as a low-density community, with an average of approximately one residence per acre. The site design incorporates pedestrian walkways along the riverfront and winding throughout the community.

At least 65 percent of the property will be open space with natural preserve areas, parks, wetlands, lakes, 36 holes of golf, and a buffer along the river to help maintain the unique character of the riverfront. Verandah will offer a mix of single-family, villa and coach homes initially ranging in price from \$150,000 to \$500,000.

The Bonita Bay Group is a diversified company involved in the planning, development, sales and management of master-planned communities and free-standing recreational facilities throughout Southwest Florida. The company employs more than 1,200 individuals and operates five master-planned communities—Bonita Bay, The Brooks, Mediterra, TwinEagles and Verandah—along with 11 golf courses and two marinas. ■

## Saratoga Nat'l

Continued from page 14

"We sodded everything except the fairways and the green surfaces, which we seeded with bent," Rulewich said. "All the roughs were sodded, and we carried that sod all the way to our edges."

Saratoga Sod supplied the turf and Chesapeake Turf, of Salisbury, Md., rolled it in.

### CLUBHOUSE OF STONE

Similarly, Newkirk and Howard admired some of the stonework the designer used to buttress one of the greens, and consequently authorized a liberal use of stone throughout the property.

"Many of the pond banks and wetland edges, as well as greens and tees, are reinforced and stabilized with stacked stone walls that lend a strong visual element throughout the course," said Rulewich.

"They [the owners] seem to have the wherewithal to do all the nice touches," he added. "They're also building quite a nifty clubhouse for themselves, also using a lot of stonework. It has some unusual features, like a 'zero edge' pool. It's not contained but drops off to a waterfall. They even consider the clubhouse a second home. Upstairs, they have some private quarters for themselves and their golfing buddies."

### CARRIES OVER WETLANDS

Working with general contractor Delany Construction, Rulewich's own construction company, a partnership called The Golf Group Inc., handled much of the heavy lifting. "We did the shaping and put the features together and did a lot of the grading on the course," he said.

Starting with a fairly flat piece of ground – open pastures separated by hedgerows of mature

trees and brush – work crews moved between 600,000 and 700,000 yards of earth, in the process creating some additional lakes and ponds on the course. Everything eventually drains back into Lake Lonely.

"The tricky part was dealing with the wetlands, which are scattered throughout the site," Rulewich said. "There are some optional carries across the wetlands that are going to give you

a feeling of being somewhere else rather than in the Adirondacks."

### 'ISLAND' GREEN ON 14TH

Indeed, with wetlands at every turn, against the backdrop of a large lake, the layout and setting of this course take on a coastal marshland character. "We thought Lake Lonely would be a major feature of the course," Rulewich explained. "But it was buffered by a major, wooded

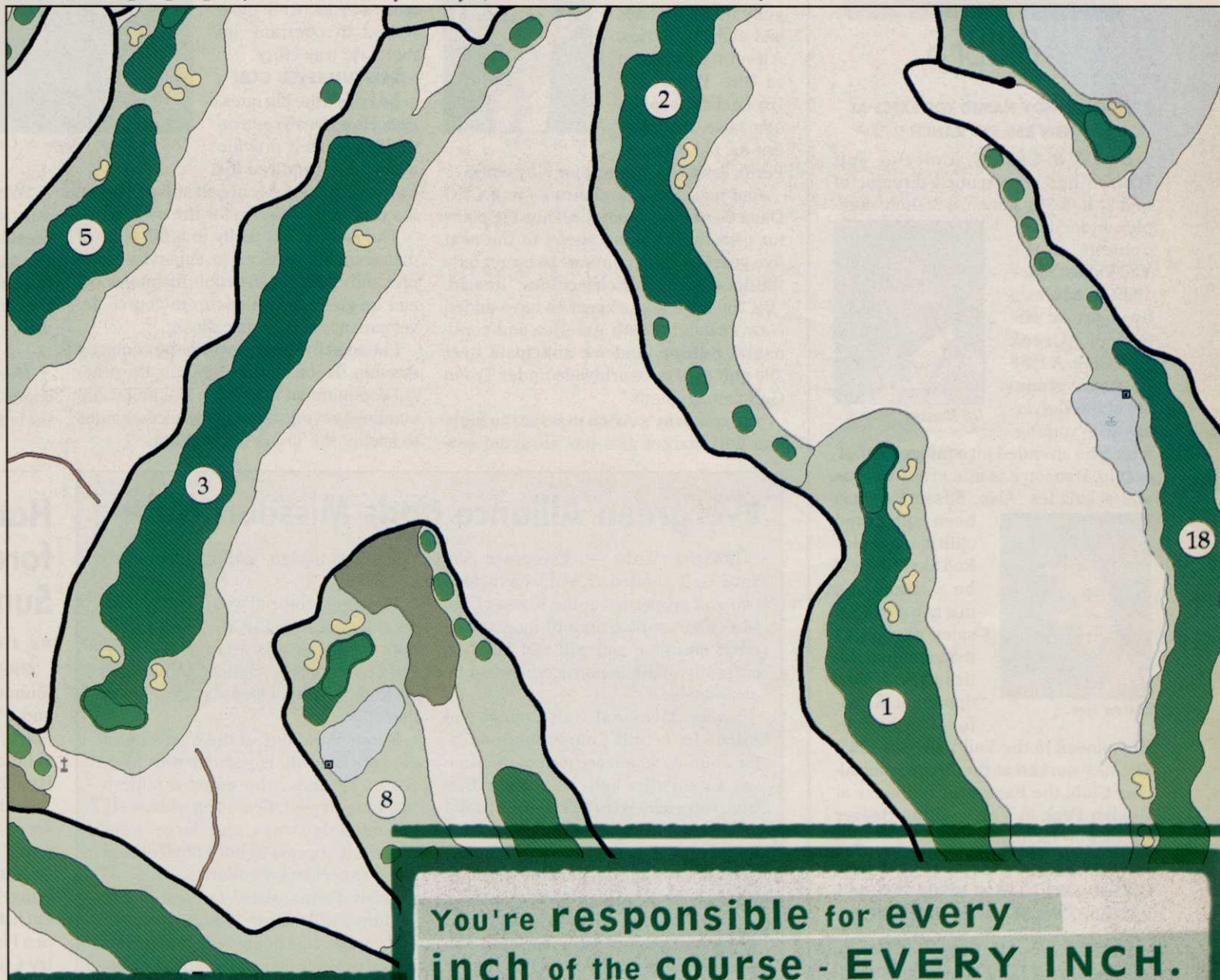
wetland area, which we were not allowed to go into.

"We brought a couple of holes up to the edge, but we made very limited intrusion into that shoreline," he said. "The 14th hole plays right at the lake, and the 15th is a ponded par-3 that almost looks like an island green. You have to bridge across to it, and the cart path runs behind the green, and you bridge back across what is really a wetland

but at times looks like part of the lake.

"We tried to figure out how to bulkhead the 15th green itself, and ended up using some large, very blocky stone," he said. "It has a stone edge all the way around – it's a pretty hole. You're looking at water running around both sides, so it really is, in effect, an island green."

The superintendent at Saratoga National is Joe Lucas. ■



**You're responsible for every inch of the course - EVERY INCH.**

NOBODY KNOWS THE COURSE LIKE YOU—EVERY ISOLATION VALVE, QUICK COUPLER AND DRAIN. IT JUST MAKES SENSE THAT IT WAS SUPERINTENDENTS LIKE YOU WHO DEVELOPED OUR INTERACTIVE MAPPING SYSTEM THAT CHARTS EVERY COURSE DETAIL RIGHT DOWN TO THE DRY SPOTS THAT PLAGUE YOUR GREENS—SO YOU CAN MAKE INFORMED DECISIONS THAT AFFECT YOUR BUDGET AND, MORE IMPORTANTLY, YOUR COURSE. AND, BEST OF ALL, NOW YOU CAN SHOW YOUR STAFF EVERY INCH OF THE COURSE WITHOUT SHOWING THEM EVERY INCH OF THE COURSE. SEE FOR YOURSELF AT [WWW.HORIZONGPS.COM](http://WWW.HORIZONGPS.COM) OR CALL 1-402-758-4653, EXT. 115.

## Tullymore

Continued from previous page

healthy and great, but it happens to be young, carts will knock it down pretty fast," he said. "I think the sod will pay for itself many times over, just by keeping conditions good, cutting down on erosion, and keeping cart traffic at a manageable wear level."

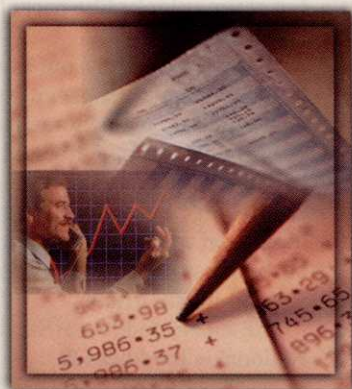
RBI Golf out of Denver, which also built Engh's The Golf Club at Redlands Mesa, handled the construction, and Engh had high praise for the firm. "Wayne Metcalf was the on-site supervisor for RBI, and he did a great job," he said.

Superintendent Alex Greenacre will have his hands full keeping this environmentally sensitive site in good trim. Head professional Kevin O'Brien will oversee Tullymore as well as St. Ives. ■

GOLF COURSE NEWS

A GOLF, LLC COMPANY.

**HORIZON**  
HOW TO READ YOUR COURSE.



## BRIEFS

### HANSON, HOY NAMED TOP EXECS AT NEW RED SKY RANCH

BEAVER CREEK, Colo. — Jeff Hanson has been named director of golf at Red Sky Ranch, a 36-hole complex under development in the Vail Valley. Since 1999, he has been head pro at the Beaver Creek Golf Club. A 1988 business graduate of the University of Wyoming, which he attended on a full golf scholarship, Hanson has numerous awards and accolades. Also, Susan Hoy has been appointed club manager for Red Sky. She will be handling membership sales as well as management duties at this private operation. A California native, Hoy moved to the Vail Valley in 1995. She has worked at the Arrowhead Alpine Club, the Passport Clubhouse at Golden Peak in Vail, and the Beaver Creek golf facility.



Jeff Hanson



Susan Hoy

### FITZSIMMONS TO HEAD HERITAGE GOLF'S OPERATIONS IN VEGAS, NORTHWEST

SAN DIEGO — Heritage Golf Group, has appointed Jim Fitzsimmons managing director of the Pacific Northwest and Las Vegas properties managed by the company. Based at Angel Park Golf Club in Las Vegas, Fitzsimmons will provide direct support to the general managers of Langdon Farms Golf Club in Aurora, Ore.; Trophy Lake Golf & Casting in Port Orchard, Wash.; Washington National Golf Club in Auburn, Wash.; as well as Angel Park Golf Club and The Legacy Golf Club in Las Vegas. In his new position as managing director, he will oversee daily operations and work closely with Heritage Golf Group's Pacific Northwest and Las Vegas general managers on customer service, staff training and development, and the implementation of each club's business plan.



Jim Fitzsimmons

## Agronomic fervor is key to Troon Golf's meteoric rise

By DAVID HUBBARD

SCOTTSDALE, Ariz. — Troon Golf is enjoying explosive growth, fueled by golf course owners and developers around the globe who rely on the firm to provide top-notch management at their facilities.

From a standing start in 1990, the Scottsdale-based firm has built a worldwide portfolio of 80 golf clubs in 16 states and eight countries. A level of play known as "the Troon Golf Experience" is so recognizable that golfers as far away as Perth, Australia, can ask for it by name.



Jeff Spangler

And according to chairman and CEO Dana Garmany, Troon Golf has big plans for growth. "Looking ahead to the next five years, we will continue to target only the finest high-end golf facilities," he said. "By 2005, we also expect to have added New Zealand, South America and continental Europe, and we anticipate over 200 golf courses worldwide under Troon Golf management."

The company's vision to serve the high-end golf market also has attracted sev-

eral international firms as shareholders, including Goldman Sachs, Australia's Macquarie Bank and Greg Norman's Great White Shark Enterprises. And with corporate offices in Australia and Japan as well as Arizona, the company seems well positioned to continue its meteoric trajectory.

### 'PREMIUM-LEVEL' GOLF

So here's the big question: How does Troon do it? How does it provide everything required for a premium-level day of golf and still make it a profitable venture for the owners?

The answer lies partly in a full slate of management services to supervise complex and costly construction, maintenance, and on-going operations from course development to clubhouse dining.

Founded by Garmany with the company flagship, Troon North Golf Club, the original commitment to provide championship conditions every day of the week continues to anchor the Troon Golf culture.



Troon's Ridge Course at Castle Pines North

"We routinely poll guests as they leave our facilities," said Hud Hinton, Troon's president and COO. "More than half of them tell us that above all other amenities, the quality of the golf course is foremost in their minds. Their comments and response drive us to perfect our presentation."

### SCIENCE-BASED AGRONOMY

The agronomic management plan from which Troon Golf developed is essentially the brainchild of Garmany and Jeff Spangler,

Continued on page 31

## Evergreen Alliance adds Missouri clubs

IRVING, Texas — Evergreen Alliance Golf Limited (EAGL) has added two golf properties in the Kansas City, Mo., metropolitan area to its management portfolio, and will add another, currently under construction, upon its completion.

Swope Memorial Golf Course and Minor Park Golf Course, both daily-fee courses which are part of the Kansas City Parks and Recreation District, were added to the EAGL portfolio of management properties. Staley Farms, a new golf course within a residential community north of Kansas City, also will be managed by EAGL.

Swope Memorial features an A. W. Tillinghast design dating back to 1934, although golf has been played on the site since 1906. The course was closed in 1989 for restoration to its original

Tillinghast design, and was re-opened in 1990.

"Swope Memorial was the first public golf course in the area," said Kenneth Krakauer, historian of the Kansas City Golf Association. "A number of Kansas City Opens were played there."

Minor Park, one of the busiest golf courses in town, is popular with players of all ages who enjoy a superb "walking" layout. Featuring wide, well-groomed fairways and large bent greens, it appeals to both novices and more experienced golfers.

Staley Farms, slated to open in late summer, will be an 18-hole, daily-fee golf course. It is being built and will be owned by Golf Services Group Construction Co. of Omaha, Neb., in conjunction with a residential development

## AllGolf builds portfolio to 24 properties

Northbrook, Ill. — AllGolf, a subsidiary of KemperSports Management, has assumed management of seven additional properties, increasing the number of sites under its management to 24 in 15 states.

The seven locations include John F. Kennedy GC in Aurora, Colo.; Overland Park GC in Denver; C.B. Smith in Pembroke, Fla.; Overland Park GC in Overland Park, Kan.; Polaris in Westerville, Ohio; AllGolf at Glen Allen in Glen Allen, Va.; and Landen in Cincinnati.

All seven sites contain driving ranges and miniature golf courses. The Kennedy locale also offers 36 holes of golf, while Overland Park in Colorado features 18 holes, and the Overland Park club in Kansas offers 27.

"As with the initial properties that AllGolf began with, we anticipate a smooth transi-

tion," said Bob Wallace, AllGolf COO. "We have been able to retain and retrain much of the existing staff."

KLAK Golf obtained the properties at a bankruptcy auction held in February to liquidate the remaining assets of Family Golf. AllGolf was formed in October 2000 to manage 17 facilities that KLAK Golf obtained from Family Golf in its initial bankruptcy proceeding. KLAK Golf is a joint venture between Lubert-Adler Real Estate Opportunity Fund of Philadelphia, Klaff Realty LP of Chicago, and KemperSports Management of Northbrook.

AllGolf features a portfolio that includes driving ranges, family fun entertainment centers, golf practice facilities, and affordable executive and regulation golf courses.

## Harne and Stark join forces to launch Summit Golf

By JAY FINEGAN

BRASELTON, Ga. — Bill Horne, former founder and chairman of Club Operations and Property Management, and Kevin Stark, founder and COO of CrisStar Development Group, have teamed up to launch Summit Golf Group.

In the 1990s, Club Operations was the second largest club management company in the country. A sampling of its client list included: Sea Pines Country Club, Hilton Head, S.C.; The Landings Club, Savannah, Ga.; North Ridge Country Club, Raleigh, N.C.; The Club at Nevillewood, Nevillewood, Pa.; and Boca Pointe Country Club, Boca Raton, Fla.

CrisStar Development Group, which has been in business since 1995, is known as one of the top club consulting firms in the industry, specializing in operations management, membership development, equity conversions and long range planning. CrisStar's client list includes: The Country Club of the South, Alpharetta, Ga.; Victoria National Golf Club, Evansville, Ind.; Pablo Creek Golf Club, Jacksonville, Fla.; Barrington Golf Club, Cleveland, Ohio.; and The Boulders Resort, in Scottsdale, Ariz.

Bill Horne will serve as chairman of Summit Golf, with Kevin Stark handling the president's role. Jim Tipps, former vice president of golf for Club Operations, will serve as vice chairman. Tina Saville, another veteran of Club Operations, will serve

Continued on next page

## Depreciation to be studied by IRS

Continued from page 1

and tees. With the issue included in this new pilot program, the process should be expedited, according to KPMG partner William Ellis, who has been spearheading the course owners' campaign.

"We can expect guidance this year," said Ellis. "The NGCOA, with the assistance of KPMG, will continue to monitor the process to ensure the most favorable results to the industry."

### REMOVING AMBIGUITY

The IRS's new Industry Issues Resolution was created to reduce costs and burdens for both taxpayers and the IRS by eliminating uncertainty involving tax treatment.

"The goal is to move away from auditing frequently disputed industry issues on a case-by-case basis towards solutions that apply to significant numbers of business taxpayers," said Larry Langdon, IRS commissioner for the large and mid-size business division.

*"In the beginning they were adamant in saying, 'We can't let you depreciate dirt!' Now they are saying, 'You know, we really learned something,'"*

— William Ellis

The process so far has been the most positive experience Ellis has had with the IRS in his 30-year career. "In the beginning [of the process] they were adamant in saying, 'We can't let you depreciate dirt!' Now they are saying, 'You know, we really learned something,'" he explained.

According to Ellis, the golf course depreciation issue was placed at the top of the list because the IRS wants to have early success with the pilot program. "They want to make it a poster boy for the new program," he said.

### KPMG'S CONTINGENCY FEE

The NGCOA and KPMG's efforts, however, are far from free. KPMG has made its fee contingent on the association's ability to raise money from its 3,300 members, a task that remains unfinished.

"We are pushing to get the money raised," said executive director Mike Hughes, who anticipates that this inclusion by the IRS will make the job easier.

"We need to get contributions of \$500 per course," he continued. "That is a small amount

given the benefit that we can convey to them when we are successful." ■

For more information on the Industry Issue Resolution visit: <http://ftp.fedworld.gov/pub/irs-irbs/irb00-52.pdf>

## Summit Golf

Continued from previous page

as director of membership and business development. And Eric Miko, a former director of operations for CrisStar Development Group, will serve as director of club operations. Collectively, these five people will form a team characterized by extensive and diverse capabilities enabling the company to provide expertise in all areas of club operations.

"The team assembled here is the top talent in the club industry that will provide our clients unmatched service and results," Stark said.

Summit Golf Group will offer its clients the following services: professional club management; membership development; equity offerings, and membership surveys and long-range strategic planning.

The new group will operate from two locations, one here in Braselton, near Atlanta, and the second at Ponte Vedra Beach, Fla. ■

Landscape architecture by Toscanini.  
Ornamentals by Monrovia.  
Turf by Confront.

To create a landscaping masterpiece, you need the best of everything. Like Confront® herbicide, from Dow AgroSciences. Confront provides spectacular control of dandelion, clover, chickweed and other tough broadleaf species for up to 12 weeks. So your turf is as beautiful as possible, your customers, as happy as possible. Confront. Dow AgroSciences. When only the best will do. **Confront®** Specialty Herbicide

www.dowagro.com/turf 1-800-255-3726. Always read and follow label directions. \*Trademark of Dow AgroSciences LLC

# 2001 MANAGEMENT CO. LIST

COMPANY	# OF COURSES	CONTACT	ADDRESS	TELEPHONE	FAX	E-MAIL	WEB SITE
American Golf Corp.	294	Joe Guerra	2951 28th St., Santa Monica, CA 90405-2961	310-664-4000	310-664-6160	jguerra@americangolf.com	www.americangolf.com
ClubCorp	118	Monte Carmack	3030 LBJ Freeway, Suite 700, Dallas, TX 75234	972-243-6191	972-888-7583	Monte.Carmack@ClubCorp.com	www.clubcorp.com
Troon Golf	54	Dana Garmany	15044 N. Scottsdale Rd., #300, Scottsdale, AZ 85254	480-477-0479	480-477-0573	dgarmany@troongolf.com	www.troongolf.com
Meadowbrook Golf Group	53	Mike Kelly	331 South Florida Ave., Suite 41, Lakeland, FL 33801	863-686-2376	863-683-0455		www.mggi.com
KemperSports Management	42	K.C. Kinsey	500 Skokie Blvd., Suite 444, Northbrook, IL 60062	847-291-9666	847-559-9783	info@kempersports.com	www.kempersports.com
Evergreen Alliance Golf Ltd.	41	Pat Fleming	8650 Freeport Parkway, Suite 200, Irving, TX 75063	972-915-3673	972-915-3677		www.eaglgolf.com
Arnold Palmer Golf Mgmt. Co.	34	Tim Tierney	6751 Forum Drive, Suite 200, Orlando, FL 32821	407-926-2500	407-926-2550		www.palmergolf.com
Marriott Golf	29	Ed Utz	6649 Westwood Blvd., Suite 500, Orlando, FL 32821	407-206-6208	407-206-6042	Ed.Utz@marriottgolf.com	www.marriott.com
Gotham Golf Partners	27	Allen Depuy	575 E. Chocolate Ave., Hershey, PA 17033	717-767-2856	717-520-4249	adggp@aol.com	www.gothamgolf.com
Crown Golf Properties	25	Scott Flynn	3703 West Lake Avenue, Suite 300, Glenview, IL 60025	847-832-1800	847-832-1830	crown@crowngolf.com	www.crown-golf.com
LinksCorp	25	Ben Blake	2201 Waukegan Rd., Suite W-100, Bannockburn, IL 60015	847-282-2000	847-282-2215	benblake@linkscorp.com	www.linkscorp.com
ClubLink	24	Bruce Simmonds	15675 Dufferin St., King City, On L7B 1K5 Canada	905-841-3730			www.clublink.com
GolfMatrix Inc.	21	Deren Bocks	8147 E. Evans Road, Suite #9, Scottsdale, AZ 85260	480-367-1131	480-367-1161	dbocks@golfmatrix.com	www.golfmatrix.com
Granite Golf Group	21	Doug Remy	9977 North 90th Street, Suite 180, Scottsdale, AZ 85258	480-824-6000	480-824-6004	dremy@morningstargolf.com	www.granitegolf.com
Western Golf Properties	20	Hugh Edgmon	7711 E. Greenway Road, Scottsdale, AZ 85260	480-483-8914	480-951-4359		www.westerngolfproperties.com
Clubhaus PLC	19	Charlie Paret	Ixworth House, 37 Ixworth Place	44 171 581 8008	44 171 591 3883		www.clubhaus.com
Billy Casper Golf Mgmt.	18	Peter Hill	8221 Old Courthouse Road, Suite 350, Vienna, VA 22182	703-761-1444	703-893-3504	phill@billycaspergolf.com	www.billycaspergolf.com
Intrawest Corp.	16	Ben Keilholtz	14646 North Kierland Blvd., #210 Scottsdale, AZ 85254	480-874-2200	480-874-2610	golfmanagement@intrawest.com	www.intrawest.com
S&S Golf Management, Inc.	15	Robert L. Sarver	10060 Amberwood Rd. #6 Fort Myers, Florida 33913	941-561-1444	941-561-5770	ssgolf@aol.com	
Del Webb Corp.	13	Henry DeLozier	6001 North 24th Street, Phoenix, AZ 85016-2021	602-808-8034	602-808-8177	delozieh@delwebb.com	www.delwebb.com
IRI Golf Group	13	Jeff Silverstein	2600 Champion Drive, Rockwall, TX 75087	972-772-6034	972-772-6093	irigolfs@aol.com	www.irigolfgroup.com
Links Group	13	Ken Folkes	11822 Hwy. 17, Murrells Inlet, SC 29576	843-651-3604	843-651-3543	linksgroup@aol.com	www.linksgroup.com
IMG	12	Greg Sproule	1 Scotts Road #21-01/03 Shaw Centre Singapore 228208	65-730-9726	65-738-3617	gsroule@imgworld.com	
Hilton Hotels Corp.	11	Joanie Flynn	9336 Civic Center Dr. Beverly Hills, CA 90210	310-205-4465	310-859-2513	joanie_flynn@hilton.com	www.hilton.com
MasterLink Club Services	11	Norm Haglund	215 East Central Blvd., Floor 2, Orlando, FL 32801	407-841-4800	407-841-9111	masterlinkorl.com	www.masterlinkinc.com
Serviscape	11	Max Barrick	711 Hwy. 212, PO Box 8658, Michigan City, IN 46361	219-872-9412	219-872-9417	servis@adsnet.com	
CourseCo Inc.	10	Tom Isaak	PO Box 1019, Petaluma, CA 94953-1019	707-763-0335	707-763-8355	courseco@sonic.net	www.courseco.com
Hyatt Hotels Corp.	10	Gary Rosmarin	6505 Blue Lagoon Drive, Suite 430, Miami, FL 33126	305-269-4747	305-269-4788	grosmarin@latropo.hyatt.com	www.hyatt.com
Redstone Golf Management	10	Elmer Stephens	12777 Jones Road, Suite 150, Houston, TX 77070	281-970-6540	281-477-3703	estephens@redstonegolfmanagement.com	
Affinity Golf Management	9	Damon Devito	710 East Market St. Charlottesville, VA 22902	804-817-4570	804-817-4574	ddevito@affinitymanagement.com	www.affinitymanagement.com
Heritage Golf Group	9	Don Rhodes	11988 El Camino Real, Suite 300, San Diego, CA 92130	858-720-0694	858-720-0677		www.heritagegolfgroup.com
National Fairways Inc.	9	Marc Rinaldi	107 John Street, Southport, CT 06490	203-259-8855	203-259-8287	mrinaldi@nationalfairways.com	www.fairwaysinternational.com
Sports Australia Pty Ltd.	9	Geoff Zarth	97 Lewis Rd., Wantirna Victoria, Australia 3152	613-9887-0477	613-9887-3512	sports@sportsaust.com.au	www.sportsaust.com.au
Toll Brothers	9	Allan Irwin	21630 Ridgetop Circle, Suite 130, Dulles, VA 20166	703-433-6201	703-433-6202	airwin@tollbrothersinc.com	www.tollbrothersinc.com
Total Golf Inc.	9	James R. Dewling	1303 W. Commerce Rd. Milford, MI 48380	248-684-0066	248-684-6235	totalgolf1@aol.com	
TSC Golf	9	Steve Taylor	PO Box 16708, Surfside Beach, SC 29587	843-215-4916	843-215-5312	staylor1@sccost.net	www.tscgolf.com
Fore Star Golf	8	Charles Dunn	301 Commerce, Suite 1470, Fort Worth, TX 76102	817-335-5554	817-335-5532		www.forestargolfinc.com
KollStar	8	Joseph Woodard	4343 Von Karman Ave., Newport Beach, CA 92660	949-833-3030	949-476-1648	woodardj@koll.com	www.kollresorts.com
Matrix Hospitality	8	Bob Twomey	CN4000 Forsgate Drive, Cranbury, NJ 08512	732-521-2900	609-395-8289		www.matrixcompanies.com
O.B. Sports	8	C.A. Roberts	801 Kirkland Ave., Suite 200, Kirkland, WA 98033	425-897-1000	425-897-1001	info@ob-sports.com	www.ob-sports.com
Pacific Golf	8	George Pappas	4640 Admiralty Way, #715 Marina del Ray, CA 90292	310-305-4024	310-305-3804	gmpappas@earthlink.net	
Sports & Fitness Mgmt.	8	J. Christopher Kerckhoff	200 Enchanted Parkway, Manchester, MO 63021	636-256-0500	636-256-7124	ChrisK@foundersgolf.com	
Vintage Golf Properties	8	David Brooks	1250 Springfield Pike, Suite 400, Cincinnati, OH 45215	513-821-1990	513-821-1081	Nbauer@brilyn.com	www.vintagegp.com
Wilson Golf Group	8	Greg Stang	Oak Glen CC, 1599 McKusick Rd., Stillwater, MN 55082	651-439-6981	651-439-6983		
Environmental Golf	7	Mike Dingman	24121 Ventura Blvd., Calabasas, CA 91302	818-223-8500	818-591-3012	mdingman@envgolf.com	www.envgolf.com
Golf Resources Northwest	7	Ron Coleman	3600 108th St. SW Lakewood, WA 98499-4623	253-589-4653	253-589-1050	grinw@juno.com	www.gri.net
Honours Golf	7	Bob Barrett	1400 Urban Center Dr., #150, Birmingham, AL 35242	205-298-0001			www.honoursgolf.com
Walters Golf Mgmt. Prop.	7	Dennis Walters	1120 Country Club Road, St. Charles, Mo. 63303	636-896-0550	636-896-9009	waltersgolf1@msn.com	www.waltersgolfmanagement.com
Classic Golf Management	6	Milton Abell	103 Weatherstone Dr., Suite 710, Woodstock, GA 30188	770-928-1600	770-928-0744	classicgolfmgmt@usa.net	
Doral Golf	6	Howard Isaacson	1010 Wisconsin Avenue, NW, Washington, DC 20007	202-295-2324	202-295-2187		www.doralgolflinks.com
Empire Golf Management	6	Eric Bergstol	475 Route 304, New City, NY 10956	914-708-0368	914-708-0374	munger@empiregolfgmt.com	www.empiregolfusa.com
Friel Golf Management	6	David Friel	4 Friel Golf Road, Hudson, NH 03051	603-889-3211	603-889-2521		
Jerry Hayslett, Inc.	6	Jerry Hayslett	8802 W. 56th Street Indianapolis, IN 46234	317-297-3366	317-327-8388	eaglecreek1@aol.com	www.eaglecreekgolfclub.com
KSL Recreation	6	Brad Quayle	55880 PGA Blvd, La Quinta, CA 92253	760-564-8000	760-564-8000	bquayle@kslmail.com	www.kslresorts.com
RDC Golf Group Inc.	6	Chris Schiavone	1420 Route 206 North, Suite 120, Bedminster, NJ, 07921	908-781-7300	908-781-9995	chris@rdcgolfgroup.com	www.rdcgolfgroup.com
Scratch Golf Co.	6	Blake Carlyle	88A Main Street, Hilton Head Island, SC 29926	843-686-6000	843-689-2649	tybeepb@hargay.com	www.scratch-golf.com
Signature Golf Company	6	Wayne Wallrich	22 Sunningdale Drive Gross Pointe Shores, MI 48236	313-343-0498	313-343-0499		
Signet Golf Associates	6	Peter Dejak	PO Box 5709, Pinehurst, NC 28374	910-692-5003	910-692-4476	pdejak@signetgolf.com	www.signetgolf.com
SunCor	6	Tom Patrick	3838 No. Central, Ste 1500, Phoenix, AZ 85012	602-285-6800	602-285-6801		www.suncoraz.com
Traditional Golf Management	6	John Ott	675 Southpointe Ct., #100 Colorado Springs, CO 80906	719-527-0313	719-527-0337	johnott@nieburggolf.com	
American Skiing Co.	5	Tom Richardson	PO Box 450, Bethel, ME 04217	207-824-3000	207-824-5110	trichardson@sundayriver.com	www.peaks.com
Boca Resorts Inc.	5	Jim Applegate	1332 Southwest Knollwood, Palm City, FL 34990	561-447-5400	561-283-0917	jra@filnet.com	www.bocaresorts.com
Castle & Cooke	5	Gordon Carter	P.O.Box 11165 Bakersfield, CA 93389-1165	661-664-6555	661-664-6042		www.castlecooke.com
Destination Hotels & Resorts	5	Andy Scantland	10333 E. Dry Creek Road, #450, Englewood, CO 80112	303-799-3830	303-799-6011	inquire@destinationtravel.com	www.destinationhotels.com
Friel/Tom & Phil Jr.	5	Phil Friel Jr.	9 River Road, Hudson, NH 03051	603-882-8893	603-880-6877		
H.G. Properties	5	Mike Shaw	1001 Cartersburg Road, Danville, IN 46122	317-745-9004	317-745-9006	hgprop18@aol.com	
In Celebration of Golf Mgmt.	5	Roger Maxwell	7001 North Scottsdale Rd., #172, Scottsdale, AZ 85253	480-951-4444	480-951-3634	golfpro@celebrategolf.com	www.celebrategolf.com
Lyon Golf LLC	5	Mike Conner	15035 N. 73rd Street, Suite B, Scottsdale, AZ 85260	480-367-6230	480-348-0948		
Martty Golf Management Inc.	5	Thomas Martty	6120 Perkins Road, Suite 101, Baton Rouge, LA 70808	225-769-1616	225-769-6511	tmartty@mindspring.com	www.marttygolf.com
New England Golf Corp.	5	William Harrison	555 High Street, Westwood, MA 02090	781-326-5717	781-326-7650		
Taylor Woodrow Communities	5	Mike Lane	7120 S. Beneva Rd., Sarasota, FL 34238	941-927-0999	941-925-7023		www.taylorwoodrowhomes.com
University Clubs of America, LLC	5	Paul Degenhart	3321 Forest Drive, Suite One Columbia, SC 29201	803-254-1000	803-790-4664	pdegenhart@universityclubs.com	www.universityclubs.com
Wendall Pittenger Golf Operations	5	Wendall Pittenger	409 Golf Links Dr. Red Wing, MN 55066	651-385-8447	651-385-8448	golfop@redwing.net	www.wpgolf.com
Boyer USA	4	Steve Kircher	PO Box 19, Boyne Falls, MI 49713	231-549-6005	231-549-6094	skircher@boyne.com	www.boyne.com
Buena Vista Hospitality Group	4	Darryl Fluhart	2910 W. Bay to Bay Blvd, Suite 200, Tampa, FL 33629	813-221-7535	813-222-8344	darryl.fluhart@bvhg.com	www.bvhg.com
Continental Golf	4	David Mooty	3400 W. 66th St., Suite 150, Minneapolis, MN 55435	952-929-3255	952-929-4748	dmooty@continentalgolf.com	www.continentalgolf.com
Corcoran-Jennison Hospitality Co.	4	Lisa Wohlleib	84 Orchard Street, Millis, MA 02054	508-376-2978	508-376-8128	lwohlleib@aol.com	www.cjhospitality.com

# 2001 MANAGEMENT CO. LIST

COMPANY	# OF COURSES	CONTACT	ADDRESS	TELEPHONE	FAX	E-MAIL	WEB SITE
Dakota Golf Mgmt. Inc.	4	Tom Jansa	2604 W. Russell St., Sioux Falls, SD 57105	605-367-7092	605-367-4601		www.dakotagolf.com
Diamond Players Club	4	Douglas White	2601 Diamond Club Dr., Clermont, FL 34711	352-241-9771	352-243-1521	info@dpcgolf.com	www.dpcgolf.com
Dubin & Associates	4	Brahm Dubin	1300 Park of Commerce #272 Delray Beach, FL 33445	561-265-0255	561-265-2752	sflgolf@aol.com	www.affordablegolf.com
Eagle Golf Services	4	Diane Higgins	1015 Bowles Ave., Fenton, MO 63026	636-343-9611	636-349-9394	dhiggins70@aol.com	
Empire Golf Inc.	4	Rod Metzler	PO Box 689, Rancho Murieta, CA 95683	916-314-3040	916-314-3159	metz@empiregolf.com	www.empiregolf.com
Golf LLC	4	Dennis Nelson	2634 South 156 Circle, Omaha, NE 68130	402-758-4653	402-758-0483	dennis@golflc.com	www.golflc.com
International Golf Group	4	David Rosow Jr.	167 Old Post Road, Southport, CT 06490	203-259-7272	203-255-3134	david.rosowjr@internationalgolfgroup.com	
Jemsek Golf	4	Frank Jemsek	3 North 441, Route 59, West Chicago, IL 60185	630-231-3100	630-231-6952		
Legacy Golf Management	4	Craig Current	850 Indian Mound Road, Cartersville, GA 30120	770-607-0491	770-607-7288	ccurrent@legacygolfgmt.com	www.legacygolfgmt.com
Nitto America Co. Ltd.	4	Takashi Niino	1950 Sawtelle Blvd., #305, Los Angeles, CA 90025-7014	310-477-5111	310-477-1625		
Recro Sports Concepts SA DE CV	4	Brian E. Werner	Callejon Chiriyacui 2530 Frac.Los olivos, Baja CA. Sur MX 23040	619-839-3876	619-839-3876	rsc@red2000.com.mx	
Scottsdale Golf Group	4	Jerry Wilson	7825 E. Redfield Road Scottsdale, AZ 85260-6977	480-832-0156	480-981-3105	jwgolmgr@aol.com	
Sterling Golf Management	4	Kevin Osgood	212 Kenrick St., Newton, MA 02458	617-630-1950	617-969-8756	sterlinggolf@aol.com	www.sterlinggolf.com
Summit Golf	4	Kevin Stark	P.O. Box 1186 Ponte Vedra Beach, FL 32004	904-247-5212	904-257-5212		
The Walters Group	4	Bill Walters	5500 E. Flamingo, Las Vegas, NV 89122	702-450-8000	702-450-8166		
United Golf Group	4	Mark Mashburn	37 West 57th St., 12th Fl., New York, NY 10019	212-317-0300	212-371-4209	ugg@s-g-ing.com	
Brightstone Management LLC	3	Darson Chen	8720 Clubhouse Drive, Willis, TX 77378	936-856-4233	936-856-1436		
Burroughs & Chapin Co.	3	Robert Harper	P.O. Box 2095 Myrtle Beach, SC 29578	843-913-9278	843-449-0213	robert.harper@burroughs-chapin.com	www.myrtlebeachtrips.com
Carl M. Freeman Golf	3	Tom Tipton	RR 2, Box 577J, Ocean View, DE 19970	302-537-3530	302-541-4124		www.freemangolf.com
East West Partners Club Mgmt.	3	Charles Nottingham	190 Finley Golf Course Road Chapel Hill, NC 27514	919-929-0660	919-967-0959	cnottingham@ewp-nc.com	www.eastwestclubs.com
Executive Decisions Golf Course Mgmt.	3	Larry Thornhill	P.O. Box 848 Colchester, CT 06415	860-267-1422	860-267-7419	latiputt@aol.com	www.executivedecisions.com
Golf Course Specialists, Inc.	3	James Brook	970 Ohio Drive, SW Washington, DC 20024	202-554-7660	202-479-0859		
Golf Management Group	3	David Battis	5210 Maryland Way, Suite 300, Brentwood, TN 37027	615-373-9400	615-370-2585		www.golfmanagementgroup.com
GRS Group, Inc.	3	Gary Sciarillo	326 W. Main Street, Ste. 104 Milford, CT 06460	203-876-1621	203-876-1721	grsgroup@aol.com	
John Jacobs Group	3	Marlene Pierce	7825 E. Redfield Rd. Scottsdale, AZ 85260	480-991-8587	480-991-8243	info@jacobsbgolf.com	www.jacobsbgolf.com
Landmark Golf Co.	3	Ed Schiller	74-947 Hwy. 111, Suite 200, Indian Wells, CA 92210	760-776-6688	760-776-6686	eds@landmarkgolf.com	www.landmarkgc.com
Maxwell Golf Group	3	Frank Maxwell	PO Box 125, Ridgeland, MS 39158	601-978-3795	601-978-1884	mggi@meta3.net	www.maxwellgolf.com
McCumber Golf Facility Mgmt.	3	Jim McCumber	P.O. Box 7879, Jacksonville, FL 32238	904-778-8333	904-778-1860	McCumbergolf@aol.com	
MDJ Management	3	Robert Wine	PO Box 1509, Placentia, CA 92870	714-528-1185	714-996-9387	bob@mdjmgmt.com	www.mdjmgmt.com
Mississippi Golf Mgmt.	3	Gregory Brooking	811 North Street McComb, MS 39648	601-248-4913	601-249-3303	brooking@msgolf.com	www.msgolf.com
Par Five Golf Group, Inc.	3	Tim Hartson	116 Country Club Blvd. Plainwell, MI 49080	616-685-8035	616-685-1033		
Signature Golf International	3	Peter Ansley	6538 Lake Griffin Road, Lady Lake, FL 32159	352-753-7000	352-753-9125		www.harborhills.com
The Crescent Company	3	E. Neal Trogdon	1580 S. Milwaukee Ave. Suite 101 Libertyville, IL 60048	847-816-3220	847-816-8755		
Arvida Co.	2	John Grab	7900 Glades Road, Boca Raton, FL 33434	561-479-1100	561-479-1226		
Buffalo Golf Group	2	Lynn Blevins	PO Box 826, Broken Arrow, OK 74012	918-230-7412	918-355-4859	bggroup01@aol.com	www.battlecreekgc.com
Celtic Golf Management	2	Mark Cleary	445 Bush Street, 9th Floor San Francisco, CA 94108	415-296-8400	415-296-8484	mcleary@ccholdings.com	
DC Golf	2	Doug Colliflower	1456 E. Mendocino St. Altadena, CA 91001	626-797-8441	626-797-6071	dc4dcgolf@aol.com	
Golf Northwest, LLC	2	Tom Clary	P.O. Box 1257 Bigfork, MT 59911	406-837-7373	406-837-7347		www.golfmt.com
Golf Quest, Inc.	2	Richard Deutsch		314-432-4000	314-567-9241		
Greenlinks	2	Mike Green	1323 Sneed Road, Franklin, TN 37069	615-373-3200	615-373-3226	greenlinks@mindspring.com	
Madison Golf and Development	2	William J. Reller	PO Box 620856 Middleton, WI 53562	608-836-0596	608-836-1878	breller@globaldialog.com	www.madisongolf.com
Mesa Golf, Inc.	2	Mike Mitzner	6510 Abrams Rd. Suite 225 Dallas, TX 75231	214-221-6300	214-221-6400	mmitzner@mesagolfinc.com	www.mesagolfinc.com
Narrow Gauge Mgmt. Corp.	2	Lee Stone	P.O. Box 799 Beulah, MI 49617	231-882-4438	231-882-5747	estone@coslink.net	
Paloma Golf Group	2	Garth Chambers	1221 Geneva National Ave. So., Lake Geneva, WI 53147	262-245-3020	262-245-7067	palomagolf@aol.com	www.genevanationalresort.com
RBI Golf Management	2	Todd Williams	1601 W. Belleview, Littleton, CO 80120	303-795-2582	303-795-3249	toddwilliams@rbicompanies.com	www.rbicompanies.com
Riverside Golf Group	2	Ken Meierdierks	1535 The Greens Way, Jacksonville Beach, FL 32250	904-273-1000	904-273-1010		
Traditional Golf Properties	2	Paul Mauk	745 Atlantic Avenue, 11th floor Boston, MA 02111	617-357-9032	617-357-5545	pmauk@traditionalclubs.com	www.traditionalclubs.com
Z Golf Properties	2	Michael Zmetrovich		978-927-6271		zgolf@attglobal.net	
American ClubServ	1	Lynn Fry	4748 Forest Bend, Dallas, TX 75244-6507	972-392-7378	972-233-7647	Clbmgtcons@aol.com	www.americanclubserv.com
Foothills Golf Development	1	David Hueber	615 A1A North, Suite 101, Ponte Vedra Beach, FL 32082	904-280-9242	904-280-9235	dbhueber@msn.com	
Golf Services Group	1	Bill Wallace	12777 Jones Road, Suite 195, Houston, TX 77070	281-955-6263	281-955-2664		
High Tide & Green Grass	1	Otto Kanny	2401 West Vineyard Ave. Oxnard, CA 93030	805-981-8722	805-981-4653		
Quality Golf Partners	1	David Goff	9064 E. Davenport, Scottsdale, AZ 85260	480-661-5929	480-661-5929	goffventur@aol.com	
World Health and Golf Assoc.	1	Eric Fredricksen	601 Jefferson, Suite 3600 Houston, TX 77002	713-751-7566	713-751-7580	efredricksen@whga.org	www.whga.org
Beacon Ventures, Inc.	N/A	Randy Blasdel	530 Mockingbird Dr Columbia, PA 17512	717-396-1116	717-396-1167		
CCA International	N/A	Tom Parke	Room 1629, Ocean Centre, 5 Canton Road, Tsim Sha tsui, Kowloon, Hong Kong, PRC	852-2735-7296	852-2730-1470	tomparke@cca.com.hk	
Creative Sports, LLC	N/A	Pete Bock	4900 Waters Edge Drive Suite 201 Raleigh, NC 27606	919-852-1018	919-852-1973	pb@coastalplain.com	
Golf Management, LLC	N/A	Frank DiNenna	P.O. Box 211 Lakeside, Mont. 59922	406-844-2361	406-844-2367	golfmanagement@hotmail.com	www.golfmanagementllc.com
Leaderboard MT	N/A	Greg Larson	963 W. Azalea Place, Chandler, AZ 85248	480-857-8324	480-857-0083	leaderboardmt@yahoo.com	www.leaderboardmt.com
Lighthouse Golf Group	N/A	Arthur Jeffords	223 Crescent Circle Marietta, GA 30064	770-425-6565	678-766-9090	arthur@lhgolfgroup.com	www.lhgolfgroup.com
Medallion Golf Inc.	N/A	Tom Addis III	12312 A Paseo Lucido San Diego, CA 92128	858-385-0088	858-385-1645	taddispga@aol.com	www.medalliongolf.com
Sirius Golf Advisors	N/A	John Wait	P.O. Box 12154 Research Triangle Park, NC 27709	800-399-7849	919-572-9570	info@siriusgolf.com	www.siriusgolf.com
U.S. Golf Services & Development Inc.	N/A	Warren Stanchina	255 S. Orange Ave. Suite 1515, Orlando, FL 32801	407-245-7557	407-245-7585	warren@golfcommunities.net	www.golfcommunities.net

**FOR A COMPLETE LISTING OF COMPANIES, THEIR  
FULL COURSE PORTFOLIOS AND CONTACT  
INFORMATION, VISIT [www.golfcoursenews.com](http://www.golfcoursenews.com)**



## BRIEFS

### TRALIES REPLACES MILLER AS CLUB CAR CEO

AUGUSTA, Ga. — Philip J. Tralies has been named president and chief executive officer of Club Car, Inc. Tralies, 55, succeeds Montague Miller who announced his retirement after 14 years with the manufacturer of golf transportation vehicles. Tralies spent 21 years with Textron Inc., the first 14 of which were in the company's E-Z-GO golf car division, where he rose to the position of senior vice president. Subsequently, he spent seven years as president of Textron's Turf Care and Specialty Products division for the Americas.

### FLOWTRONEX NAMES OLSON

DALLAS — Flowtronex PSI has named Allen Olson to head up its new fertigation initiative. His responsibilities will include support and sales across North America for the fertilizer injection systems division. Olson, a former superintendent, has owned a fertilizer business and has consulted with industry companies including Flowtronex.



Allen Olson

### BASF APPOINTS AUSTIN

RESEARCH TRIANGLE PARK, N.C. — BASF has appointed Charles Austin to the post of senior sales specialist for the turf and ornamental and pest control groups headquartered here. Austin will be responsible for product sales to distributors and end-users in the Southeast.



Charles Austin

### CEBECO PROMOTES JOHNSON

HALSEY, Ore. — Cebeco International Seeds has promoted Steve Johnson to director of research. He will manage all aspects of the company's turf and forage grass breeding and development programs. Johnson, who has been with Cebeco since 1989, was previously a senior research scientist for the company.



Steve Johnson

## Technological advancements, alternative energy to drive improvements in vehicle efficiency

By ANDREW OVERBECK

While energy costs continue to rise across the country, alternative energy research is coming closer to providing potentially lower-cost, more efficient options for golf course vehicles.

### ADD SUN, DOUBLE RANGE

Among the most simplistic alternative energy solutions that exist on the market today is the SunCaddy system from the PowerLight Corp. The company retrofits golf cars, installing solar panels on the roofs that continually replenish the vehicle's battery.

This both lengthens the run time of the golf car and reduces the amount of charge that must be replaced after a day's use, said the company's executive vice president, Dan Shugar. "This doubles the range of the car and extends the life of the battery," he said.

Several courses in Hawaii and California are currently using the SunCaddy and interest has risen due to energy concerns out west. "We have had so many inquiries it has been unbelievable," Shugar said. "We are

bringing on new manufacturing capacity and hiring more engineers and sales representatives to keep up with demand."

The system can be retrofitted onto any golf car and the cost is added onto the car's lease package. "Depending on the area, the extra cost is between \$15 and \$25 a month," said Shugar.

### BUILDING A BETTER BATTERY

Metallic Power is currently developing a battery that uses zinc/air technology that packs up to 10 times the energy density of traditional lead acid batteries. The system is quiet and emission free and refuels quickly, using recyclable zinc fuel.

"Theoretically, the zinc/air battery can keep regenerating indefinitely," said Metallic Power spokeswoman Susan Connell.

The company is currently working with the Toro Co. to develop a zinc/air powered triplex greens mower and has worked with Textron to test the system in a Cushman utility vehicle. The zinc/air

Continued on page 26



Astris Energi has retrofitted a golf car to run on hydrogen fuel-cells.

## Columbia's ACE EPS car runs 115 miles on single charge in vehicle challenge

By ANDREW OVERBECK

REEDSBURG, Wis. — In a golf car endurance challenge staged in Tucson, Ariz. in April, Columbia ParCar's new ACE EPS model traveled 115 miles on a single charge, out lasting the other vehicles in the test.

Dubbed the "Duel in the Sun" by Columbia, the challenge put the ACE car up against its own standard model car and a 2000 model Club Car. "The Club Car went 62.3 miles and our standard car went 97.6 miles," said president Todd Sauey. "Our EPS car surpassed 100 miles on a single charge."

The duel was arranged after a Club Car dealer ran an ad in the *Saddlebrooke Progress* that challenged the ACE system's efficiency claims. Club Car was invited to the test, but declined to attend, said Sauey.

### PERMANENT MAGNET TECHNOLOGY

The ACE system was introduced earlier this year by Briggs & Stratton and Columbia ParCar. The motor features permanent magnet technology which

allows it to be 50-percent smaller and 20 pounds lighter than the conventional electric motor. As a result the car is 30 pounds lighter and ten to 15 times more efficient than Columbia's original car.

During the test, the cars were driven around a four-mile loop. Each car was

loaded with 400 pounds and checked by Michael Olson, a Trojan Battery representative, who verified that the batteries were all of equal age, voltage and specific gravity.

After the cars were driven two loops, they rested for 15 minutes before continuing. The test started at 8:15 a.m., and the ACE car did not run out of juice until 10:30 p.m., Sauey said.

### CLUB CAR'S REACTION

"Since we are not familiar with the test referenced, we cannot comment on its validity or other claims made by the manufacturer," said Gary Stough, marketing manager for Club Car. "However, we are delighted to be considered the gold standard against which other manufacturers seek to measure up."



The golf cars lined up for the challenge

## Yamaha Golf-Car reshuffles top management

By ANDREW OVERBECK

NEWNAN, Ga. — Jim Robinson has stepped down as president of Yamaha Golf-Car Co. as part of the reshuffling of its corporate leadership. Robinson, who was also serving as senior vice president of Yamaha Financial Services, will now concentrate his efforts on that position. Bill Szarowicz has stepped in to run Yamaha Golf-Car.

"Robinson was wearing two hats," said Szarowicz. "He came on 18 months ago to help Yamaha Golf-Car out, but as the business is growing and leasing is becoming such an important issue for all of our divisions, it got to be too much. He will still play an active role on the golf car side because 60 percent of our business is leasing."

Szarowicz comes to Yamaha Golf-Car from 24 years at lawn mower manufacturer Snapper Inc., where he served in every position from sales and marketing to advertising.

"My background is heavy into two-step distribution, and that is exactly what we do here at Yamaha," he said.

### GROWING THE COMPANY

Szarowicz comes to Yamaha  
Continued on next page

## Textron Golf and Turf teams with ProLink

AUGUSTA, Ga. — Textron Golf, Turf & Specialty Products (TGTSP) has announced a strategic alliance with ProLink, a maker of GPS golf course information management systems.

Under the terms of the agreement, ProLink will utilize the E-Z-GO branch network to sell and service GPS systems in the United States and Mexico.

"We see this partnership as an opportunity to enhance our customer support by combining the latest in GPS technology with our golf cars," said TGTSP executive vice president David Rivers.

One of the primary reasons for the strategic alliance is the synergistic applications that complement TGTSP's current and future products. ProLink's core competency focuses on hardware and software technology development. ProLink holds six patents for the use of GPS and has several more patents pending. One of the unique characteristics of ProLink is that all of its technology was developed in-house, allowing for greater control of quality, reliability and time-to-market for new features.

"We have closely monitored the development of this technology since its inception," said L.T. Walden, TGTSP chairman and CEO. "ProLink has clearly set the standard for the GPS industry. It made sense for us to establish a strategic relationship with ProLink."

Headquartered in Tempe, Ariz., ProLink is currently featured at over 120 courses throughout the United States and Japan.

KANSAS CITY, Mo. — Bayer Corp. has reorganized its corporate staff and changed the name of its professional products division.

"We have increased our focus on this sector of our business because it is the largest market for Bayer in the United States," said communications manager Renee Holmes.

The division, formerly known as Bayer Garden & Professional

## Bayer refocuses on professional care market

Care, is now simply called Bayer Professional Care.

"We think of our target audience as professional service providers and professional end users," Holmes said. "But when you throw in 'garden' then a lot of people think of that as the consumer side."

### ADDING PRODUCTS AND PEOPLE

In addition to the name change, Bayer has added Michael Daly to manage the turf and ornamental brands. Daly, formerly with Novartis, was involved in the launch of that company's Compass strobilurin fungicide. Bayer acquired the rights to Compass last fall as a result of Novartis' merger with

AstraZeneca.

Bayer has also made changes in the field. Neil Cleveland, former turf and ornamental brand manager, now serves as sales manager for the East Coast. Mike Ruizzo will cover the West and Rich Burns will be responsible for Florida.

New products are also on the

### PROFESSIONAL CARE PRODUCTS

Merit insecticide  
Bayleton fungicide  
Dylox grub control  
Compass fungicide  
Tempo GC insecticide

horizon, said Holmes. "In addition to Compass, we are looking to grow the market with new products," she said.

— Andrew Overbeck

## Riverdale nets two herbicides

BURR RIDGE, Ill. — Riverdale, a subsidiary of Nufarm Inc., has been granted marketing and subregistration rights for Formula 40 herbicide and Esteron 99 Concentrate branded herbicide products by Dow AgroSciences.

The products, which are manufactured by Dow, will be marketed into the industrial vegetation and turf markets. While this is a new agreement between the two companies, these products are established brands in their market segments.

Esteron 99 Concentrate provides control of weeds and dependable performance under adverse weather conditions. Formula 40 is a low odor amine formulation that can be easily mixed with other products.

Both products are formulations of 2,4-D and provide performance in a wide variety of uses.

## Yamaha

Continued from previous page

during a period of growth. "We are building a new manufacturing facility dedicated to golf cars," said the new executive. "We expect that to open in June 2002."

Product development will also consume much of his time.

"There has not been much new in a while," Szarowicz said. "We are looking at some new ways of doing business and some new models that are still in the design phase. We are always trying to do things more efficiently and environmentally correct in both the end product and the manufacturing process."

### RE-ESTABLISHING THE BRAND

Szarowicz will put effort into re-establishing the Yamaha brand.

"We need to focus on good customer relationships and try to make everyone in the supply channel more of a partner in our group," he said.

Leasing will also continue to be a focus for the company as it creates custom leasing deals and builds its service and reconditioning programs. "We own our own leasing company," said Szarowicz. "We have a lot of flexibility to meet the needs of an existing or new golf course." ■

GOLF COURSE NEWS

# Tools of the Trade

The advertisement shows a collection of Nutramax products including a large blue drum of QUELANT-Ca, several white jugs of QUELANT-K and QUELANT-Ca, and red and green jugs of MACRO-SORB. These are arranged in front of a large window or doorway that looks out onto a lush green golf course with trees in the background. Golfing tools like a rake and a shovel are visible on either side of the products.

**nutramax**  
LABORATORIES

**MAXIMUM PROTECTION FROM STRESS WITH AMINO ACID BIOFERTILIZERS**

- Use MACRO-SORB® *radicular* throughout the growing season to increase nutrient absorption and enhance root growth and development.
- Use MACRO-SORB® *foliar* to increase photosynthetic activity, especially during periods of stress, and throughout the year to enhance your foliar spray program.
- Use QUELANT®-Ca to correct a calcium deficiency within the plant or once a month to keep calcium levels sufficient throughout the year.
- Use QUELANT®-K to enhance synthesis of carbohydrates and increase turfgrass tolerance to heat, drought, cold, traffic, disease, and other adverse conditions.

Call 800-925-5187 for your nearest distributor  
[www.nutramaxlabs.com](http://www.nutramaxlabs.com)

## Alternative energy, new technology on the way

Continued from page 24

battery will be available in a portable generator model in about a year and a half, said Connell.

### HYDROGEN FUEL CELLS

Astris Energi of Ontario, Canada is working on perfecting light-duty hydrogen fuel cells and has introduced a fuel-cell powered golf car prototype to demonstrate its technology.

According to company vice president Gordon Emerson, the car can operate for two to three days under normal use. Refueling from a bulk tank takes 30 seconds and costs around \$3. The fuel cell unit was placed in the battery compartment of a stock E-Z-GO golf car.

"There are no emissions and it

is silent," said Emerson. "The only effluent is distilled water. The car is just as powerful as an electric powered car.

"We are not in the golf car business," he continued. "We built the car as a demonstration unit. However, I think this could potentially enter the market based on the conversations we are having now with

manufacturers. The energy situation has stimulated that demand."

Emerson said the technology is at least one year away from the market and in the meantime the company is going to work on developing a more powerful bipolar fuel cell. "This new cell will become the standard system," he said. "It is more efficient while doubling the energy output."



One of many Super Chargers being used at the Sun Ridge Canyon community in Fountain Hills, Calif.

### SUPER CHARGER

Another option being developed by Electric Transportation Engineering Corp. is a fast-charging system that can restore 85 percent of a battery's power in 15 minutes. The company's level-three charger is used primarily in airports to charge people movers but has been introduced to two golf communities this year to "fast-charge" members' personal golf cars.

While these high-powered units cost \$150,000 and would not be appropriate for charging a golf car fleet, national accounts manager Mark Carman said the company is working on a smaller scale model for golf courses.

"The 15kw Super Charger will draw 100 amps, but will only cost \$15,000," said Carman. "If you have four of these you could recharge your fleet when it is hooked up sequentially. Charging four cars at a time, you would draw only 400 amps. This will protect courses from spiking electricity rates."

### EVALUATING NEW TECHNOLOGY

Golf car manufacturers are currently evaluating methods of improving vehicle efficiency, but must constantly weigh improvements with product costs.

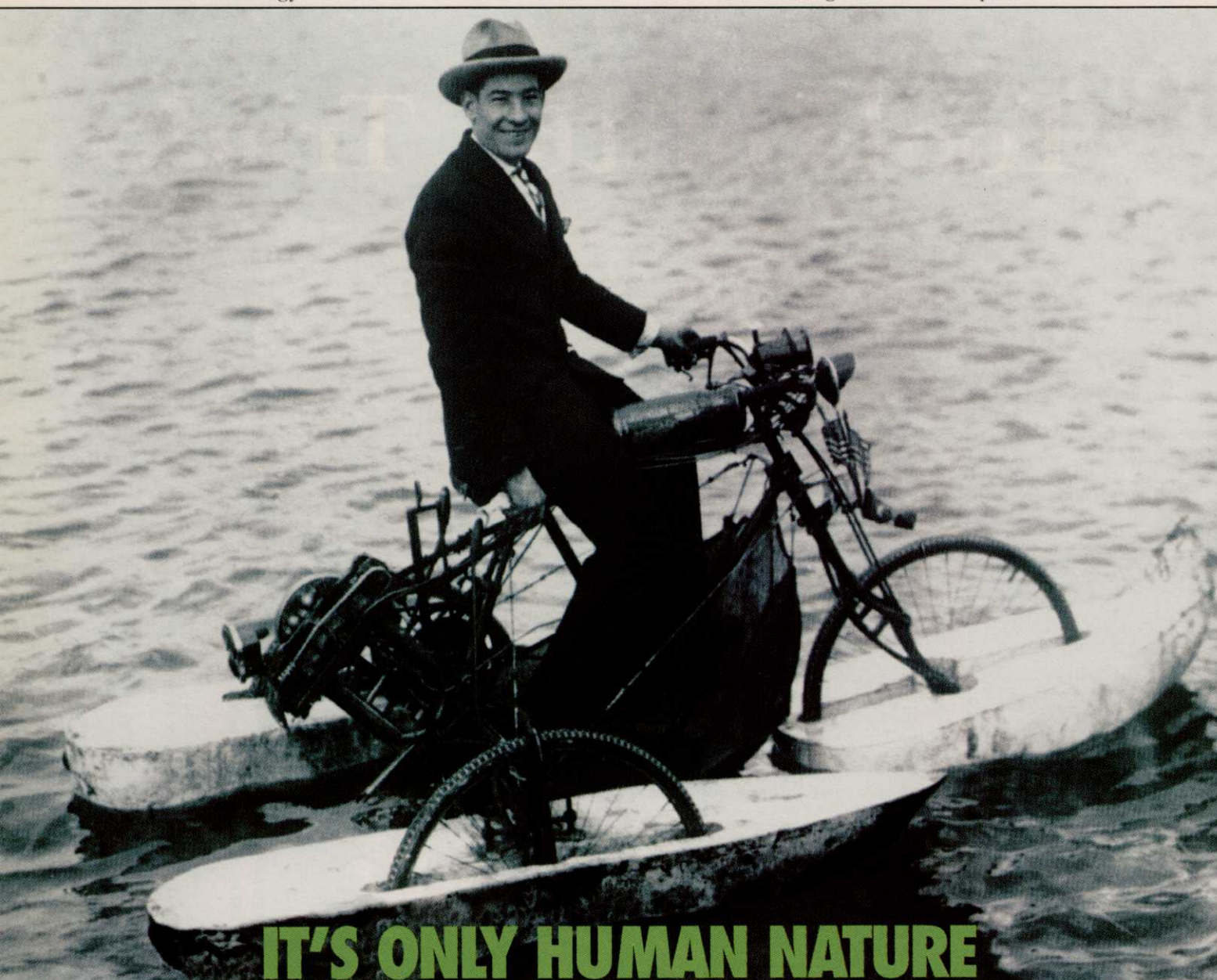
"The energy situation has accelerated our interest in all the technologies and alternative fuel cells, but it has not prompted us to make a dramatic change in our product road," said Club Car marketing manager Gary Stough. "You have to also balance cost. I don't know of a supplier right now that is looking to put more cost into their products."

Testing of new technology is a priority, said Yamaha Golf Car's vice president Bill Szarowicz. "We are always working on making cars more efficient and cost effective for the user," he said. "But you need 18 to 24 months' lead time because it needs to be tested to make sure that it works in all conditions."

Szarowicz said Yamaha is evaluating a number of options right now.

"We have some untapped technology right now that can play right into the energy crisis situation," he said. "We have to evaluate and test these options. Those who aren't conscience of energy demands will fall behind." ■

GOLF COURSE NEWS



## IT'S ONLY HUMAN NATURE TO WANT THE BEST OF BOTH WORLDS.

Apply MACH 2® Turf Insecticide once before egg-hatch to prevent grubs all season long. Or apply shortly after egg-hatch to cure grubs up through the second instar. Make the choice that suits your schedule and resource availability. MACH 2 also controls key lepidoptera, such as cutworms, armyworms and sod webworms, making it one of the most versatile turf insecticides on the market.

And don't worry about watering MACH 2 in immediately. Unlike other products, MACH 2 can wait 2 weeks or more for you—or mother nature—to water it in without degradation of the active ingredient.

Prevent or cure with season-long control. Unmatched irrigation flexibility. Effective grub and lep control with an award-winning environmental profile. Only MACH 2 truly gives you the best of all possible worlds.

For more information, call 1-888-764-6432 ext. R3107, or visit our website at [www.mach-2.com](http://www.mach-2.com).

**MACH 2**  
TURF INSECTICIDE

IT'S ALL YOU NEED TO PREVENT OR CURE.

PRESIDENTIAL GREEN CHEMISTRY CHALLENGE WINNER

## Internet companies switching strategies to fit industry needs

By ANDREW OVERBECK

After two years of struggling to gain a foothold in the turf and ornamental market and withstanding the massive investor retreat from dot-coms, two e-commerce companies are altering their strategies to become profitable. Both Golsat.com and Greentrac.com have revamped their original business models in recent months, after failing to attract enough green industry buyers and sellers to their sites.

### \$10 MILLION IN DEVELOPMENT

"We built a membership of 5,100 and even with a sweepstakes that signed up a lot of new members, the number of superintendents that were ordering was really low, which told us that we were going about it all wrong," said Golsat CEO Mike Scott. "Superintendents were concerned that if they ordered from us they would hurt their distributor. Or they didn't order because their supplier was not on the site yet."

Scott has taken this experience and used it to tweak Golsat.com. It is now taking its technology and letting sup-



Mike Scott

pliers either integrate it into their own Web sites or provide a link from their site into a private commerce site at Golsat.

"In building the technology and content, we know that we are sitting on a tremendous asset that is unaffordable to 95 percent of the distributors in this market. We have invested \$10 million developing it," he said. "The jury is out on any kind of community site or net market, but there is a strong interest in the technology and content that we developed."

By allowing distributors and suppliers more control over the use of the technology and the site, Scott is confident that the model will work. "We have just started, but we have signed up Lesco and expect to make more announcements in the next month," he said.

UHS chose Golsat.com because it utilizes current distribution channels. "We have done our own thing with Golsat," said marketing manager Brian Payseno. "We have rejected everything

Continued on next page

## Industry raises e-commerce concerns

Continued from page 3

One sales manager expressed concern over how the transaction fee would cut into already-thin margins. "They are forcing us to sell at a lower margin over the Web, plus they want a three-percent cut? It is absurd and backward," he said. "You need 20-percent margins to stay alive, but on the Web it is 15 percent and then they want three percent more. That takes us down to 12 percent."

### INTERNET IS A 'JOKE'

As it stands, Kim Ross, director of marketing and e-commerce for Simplot Turf and Horticulture Group, is wary of putting a lot of money into a storefront that only reaches the 11,000 superintendents that are members of the association. "It does not reach all the superintendents," she said. "It doesn't reach the assistant superintendents, or the greens committee or the general manager, and if he [the superintendent] does not happen to be the purchasing manager, its value to vendors is zero."

Some in the industry don't plan to participate in the venture because they have already signed up with another e-commerce site or view the Internet as an insignificant method of distribution. "The Internet is a joke," said one executive. "It has been the biggest waste of our time because superintendents won't point and click. In a year, the GCSAA will be just like us, wondering why in the hell they spent all of their time and money on this."

Other companies, however, are watching and waiting to see where the GCSAA venture goes before determining their level of involvement.

"Don't you think there is backlash right now because this is new? Look at what happened when the Professional Development Initiative was introduced. Change

is difficult," said Bayer's marketing manager, Jennifer Remsburg. "The end-user is demanding this, otherwise no one would be doing it."

While William Robson, director of marketing for Textron Golf, Turf and Specialty Products, is concerned about protecting the company's distribution network, he said the e-commerce site could be designed to fit their business. "If the GCSAA portal can link into the company's local vendor network and give them an additional support capability, it could work," he said.

### RESPONDING TO CONCERNS

The task confronting the GCSAA now is to respond to the concerns of its supplier and distributor members. It hopes to convince enough of them to get on board to make the e-commerce venture viable.

"Industry relations are extremely important to the GCSAA," said association president Tommy Witt. "Only 18.5 percent of GCSAA revenues are from dues. Eighty-two cents out of every dollar comes from outside sources."

Albert said that additional meetings are planned to get companies to sign up.

"In addition to launching the pilot, we are recruiting and educating sellers," he said. "Every distributor and manufacturer wanting to participate has different needs, so we have to meet with them to determine their objectives."

Arredondo is also encouraging input from industry members.

"Bring on the criticism," he said. "We'll learn from it, and together we will build something that makes sense."

Once the 60-day pilot program is completed and industry feedback is evaluated, the GCSAA will plot the remainder of its e-commerce course. ■



## Superintendents weigh in on GCSAA plan

Continued from page 3

association will be formed," Cook said. "The atmosphere is perfect for that to happen. The GCSAA's recent moves, as well as their attitude toward dissenters, are only helping to lead us in that direction."

### TOMMY WITT'S VIEW

Here at The Kiawah Island Club, even GCSAA president Tommy Witt has reservations about purchasing products online. "It's my responsibility to manage my employer's money the best way I can, but that doesn't mean buying the cheapest thing I find," he said.

"If vendors I've had relationships with are available on the service, then I'd entertain the idea of buying products online," said Witt. "But I don't think I'll order anything from somebody I don't know. That's not the way I do business. Here in South Carolina, am I interested in buying products from Maine, Oregon or Washington? No."

However, Witt thinks e-commerce may force distributors to be more competitive. "I may take that to my vendor and say, 'You're 25 percent higher. I know you need to keep your doors open and pay service people, but let's see if we can get this a bit closer.'"

### 'ONE-STOP SHOPPING'

Superintendent Scott Cybulski at Falmouth Country Club in Falmouth, Maine, will cautiously approach this new GCSAA offering.

"I use the Internet for product information and comparison shopping right now," he said. "I prefer to discuss pur-

chases with the distributor. He knows what's working in the field. If it doesn't work, some superintendent will certainly call him.

"Also, when I'm in a jam, having a good relationship with a local distributor gets me same-day service lots of times or early next-day service," Cybulski said. "I don't know if the Internet can do that yet."

Service is a big concern. "Right now, there are 10 different fertilizer suppliers coming to my course," Cybulski said. "Not all of them have all of the same products. There are also a lot of obscure and specialized products out there that I need. Can the GCSAA stock it all in a one-stop shopping center? I doubt it."

### 'TEST THE WATERS'

The GCSAA, likewise, is taking a slow but steady course toward its e-commerce initiative.

"We're just providing a conduit between superintendents and industry partners, just like we do with the trade show," said immediate past president R. Scott Woodhead, superintendent at the Valley View Golf Course in Bozeman, Mont.

Woodhead also is chairman of the GCSAA's Internet Strategy Committee. "We won't know if it's a viable alternative until we test the waters," he said, "which is the purpose of the pilot. It was never envisioned that e-commerce would become the major avenue for making purchases. However, in some cases, the 24/7 access might become a helpful and convenient option." ■



Tommy Witt

Shouldn't your Grounds Crew look as groomed as your greens?



Golf Shirts

\$795  
with your logo

GOLF SHIRTS • CAPS  
JACKETS • PANTS • RAINSUITS

CHESTNUT  
IDENTITY APPAREL  
800-336-8977  
www.chestnutid.com



THE T-330  
TRI-CUT

The Terracare T-330 Tri-Cut Mower is very reasonably priced.

It is equipped with a 23 HP Briggs and Stratton engine and has three 30-inch cutting decks.

Call for a demonstration.

Terracare PRODUCTS CO., INC.  
P.O. Box 250, PARDEEVILLE, WI 53954  
P: 608-429-3402 F: 608-429-2889  
www.terraccareproducts.com

## dot-coms adjust strategies

Continued from previous page

else in the marketplace because we have decided that we are not going to be involved with any sort of auction-type site or anything that does not embrace the existing distribution system."

As result of the change, Golfsat is now in the black. "If we had continued with our first model, we would have run out of money and not been able to raise any more," Scott said. "Instead we changed direction and posted our first profitable month. That was an anomaly because of one deal, but it showed us that we have the right pieces in place."

Going forward, Golfsat intends to launch other community sites in vertical markets such as parks and recreation and cemeteries.

### GREENTRAC.COM BROADENS SCOPE

While Greentrac.com has not given up on the green industry, it has expanded its market scope in hopes of expanding its sales. It has also decided to market its services and software more than the site itself.

"Generally speaking, we are steering away from the green industry," said Greentrac.com's Joanne Miller. "We have created a purchasing platform that is not just exclusively for the green industry but for literally anything that can be sold. It is more of a procurement solution than a site that just sells to the green industry."

The system allows companies to conduct business-to-business transactions by submitting requests for proposals. The site's new computer platform went live Feb. 1.

"The site can still be used by the green industry, but it is not our focus anymore because the industry was just not deep enough to sustain us," said Miller. ■



### SOIL AND WATER SYSTEMS

Lowers Water pH • Controls Soil pH  
Improves Soil Drainage • Controls Algae  
Reduces Sodium in Soil  
Improves Effluent Water For Irrigation use  
Reduces Bicarbonates & Carbonate

### SO<sub>2</sub> GENERATORS

11838 Tammy Way Grass Valley, CA 95949  
(530) 271-0915 aquaso2.com

## Formost Construction Co.

Serving the nation for over 30 years.

### Golf Course Builders

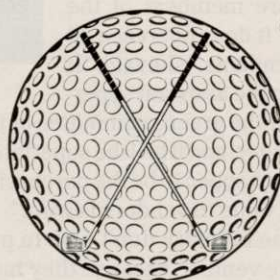
"Doing One Thing Well"

P.O. BOX 559  
TEMECULA, CALIFORNIA 92593

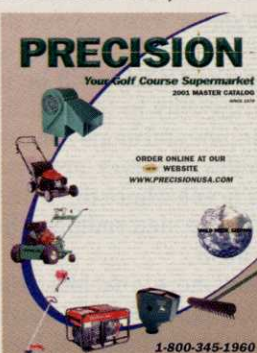
(909) 698-7270

FAX (909) 698-6170

STATE LIC. #267960



### Get our New, 2001 Catalog **FREE**



Engines • Equipment  
Flymo • Parts  
Safety • Reels  
Tools • Trailers  
And Much More!

**PRECISION**  
YOUR GOLF COURSE SUPERMARKET

1-800-345-1960

FAX 888-973-8032

ORDER ONLINE [WWW.PRECISIONUSA.COM](http://WWW.PRECISIONUSA.COM)



12001 Shoemaker Avenue  
Santa Fe Springs, CA 90670  
Phone: 562-944-0701  
Fax: 562-944-4025  
[www.excelbridge.com](http://www.excelbridge.com)



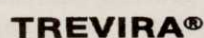
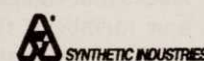
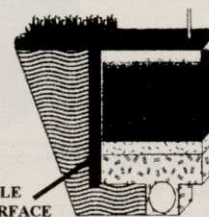
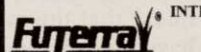
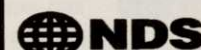
Specializing in golf course/ park/ bike trail bridges in a variety of materials to suit your particular landscape needs.

We fabricate easy-to-install, pre-engineered spans and deliver them to anywhere in North America.

**800-548-0054**  
(outside California)

## EAGLE GOLF & LANDSCAPE PRODUCTS

EAGLE INTERFACE FOR GREEN CONSTRUCTION



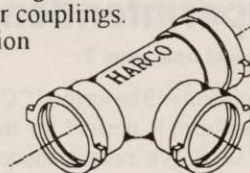
PLEASE CALL  
FOR A COMPLETE CATALOG

**1-800-21-EAGLE**

[WWW.EAGLEGOLFANDLANDSCAPE.COM](http://WWW.EAGLEGOLFANDLANDSCAPE.COM)

## HARCO DUCTILE IRON FITTINGS FOR GOLF COURSE IRRIGATION SYSTEMS

Sizes 2" through 12", all configurations including "knock-on" repair couplings. High Strength, high corrosion resistance.



The Harrington Corporation  
P.O. Box 10335  
Lynchburg, Va 24506  
804-845-7094 Fax 845-8562

If durability  
is your game,

We've got it!

**Bufftech**

Good for Life™

Bufftech Vinyl Fence, Deck & Railings...

- Virtually maintenance-free
- Durable, smooth surfaces
- Variety of styles and colors
- Limited lifetime warranty

... Are the attractive, lasting choice for any commercial property.

Call 800-333-0569 Ext. 244 or 245

2525 Walden Ave • Buffalo, NY 14225

Fax: 716-685-1172 • [www.bufftech.com](http://www.bufftech.com)

A Quality Brand of CertainTeed Corporation

**Nancy Lopez**  
c o u r s e d e s i g n

Providing Golf Course Design Services

contact: Mike Rielly - IMG  
2 Bryant Street, Suite 150  
San Francisco, CA 94105  
tel: 415-227-8000  
fax: 415-227-4288  
[mrielly@imgworld.com](mailto:mrielly@imgworld.com)



1-800-328-2047

**CONTINENTAL  
BRIDGE**

Where Leadership is Expected

8301 State Highway 29 N, Alexandria, MN 56308 USA • Phone: 320-852-7500 Fax: 320-852-7067  
E-Mail: [conbridg@continentalbridge.com](mailto:conbridg@continentalbridge.com) Website: [www.continentalbridge.com](http://www.continentalbridge.com)

**Keep That Edge**



- Premixed and ready-to-use Pinhigh saves time – eliminates waste!
- Provides Clingability with Cleanability – easy water rinse off
- Non-toxic ■ Available in all popular grit sizes from 50 to 220

**1-800-422-4748 or [www.pinhighdirect.com](http://www.pinhighdirect.com)**

## LIST RENTAL

**GOLF COURSE  
NEWS**

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

...offers you the opportunity to reach the decision makers at thousands of golf facilities with an exclusive mailing list.

Call for details . . .

**207-925-1099**

### New #1 Rated Sportsturf!

Rated #1 in national trials - Cavalier Zoysia is excellent for golf course fairways, tee boxes, sports fields, and home lawns. Let us show you a look you haven't seen before. It's like playing on carpet!

Cavalier Zoysia features: can be established from sprigs or sod • fine leaf texture • high shoot density • tolerates low mowing heights • cold hardy • good shade • tolerance • good salt tolerance • low water use • resistance to insects

Also cultivating: Tifton 419, Midlawn, El Toro Zoysia, Meyer Z-52 Zoysia, Fescue

## CAVALIER ZOYSIA

"Tee to Green" Certified Sportsturf

800-666-0007  
501-975-6281  
quailvalley.com

### Quail Valley GRASSES



barefoot walkin' thick

### LAMINATED WOOD BRIDGES



PEDESTRIAN & VEHICULAR

Order Direct from the Leading Manufacturer in the U.S.

• Complete Prefabricated Packages • Custom Design & Engineering

CALL TODAY 800-777-8648

Post Office Box 2002 • Morrisville, NC 27560  
Tel. 919/467-6155 • FAX 919/469-2536  
www.enwood.com



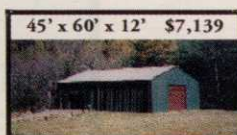
### HERITAGE BUILDING SYSTEMS™

Established 1979

BUILD IT YOURSELF AND SAVE!



Autumn View \$24,373



45' x 60' x 12' \$7,139

All Steel Homes

Shop Buildings

Great savings now from the most trusted steel building company in America. Call now for a fast price quote and free literature.

Mini-Storage Sale • \$12,499

30' x 150' x 8' 6" with 30 units complete with partitions  
800.643.5555 • heritagebuildings.com

### BEAUTY BY AQUAMASTER

FOUNTAIN AERATORS

- 3 Year Motor Warranty
- Lighting Packages
- Interchangeable Nozzles



1-800-693-3144

www.aquamasterfountains.com



### TURBO TURF HYDRO SEEDING SYSTEMS



PRICES START @ \$1295.00

For a FREE hydro seeding info pack & video call:

**TURBO TECHNOLOGIES, INC.**

1500 FIRST AVE., BEAVER FALLS, PA 15010  
1-800-822-3437 www.turboturf.com

- Speeds up play - Reduces playing time up to 20% per round
- Cost effective - Pays for itself in months - Lasts for years
- More enjoyment - No pacing and hunting for sprinkler heads
- Markers for fairways, tees, driving range and cart path
- Available in all popular colors and can customize

A Visible Marking System  
You Can Mow Right Over

Test Trial Offer!  
One Hole FREE for 45 Days

The Kirby Marker System

800-925-4729  
760-931-2624

Fax 760-931-1753

www.Kirbymarkers.com

### NATIONAL SERVICE CENTER GOLF IRRIGATION CONTROLS

Others may promise...but  
**BoardTronics Delivers:**

- #1 Technical Resources
- #1 Customer Satisfaction
- #1 Quality Control
- #1 Consistent Turnaround
- #1 Local Service Partners
- #1 Replacement SuperParts®
- #1 Lightning/Surge Specialist

**BoardTronics Inc.**

1-800-STAY-WET / www.boardtronics.com

### JUNE

18-20 — *International Symposium: Frontiers in Urban Water Management: Deadlock or Hope?* Contact [www.unesco.org](http://www.unesco.org).

### JULY

15-17 — *The Fertilizer Institute Agri-dealer Legislative Conference* Washington, DC. Contact: [www.tfi.org](http://www.tfi.org).

19-21 — *Turfgrass Producers International (TPI) Conference and Expo* Toronto, Ontario, Canada. Contact: 800/405-8873.

25 — *Northeastern Pennsylvania Turf School and Trade Show*. Contact: (814) 863-3475.

### AUGUST

2 — *New Jersey Turfgrass Association/ Rutgers Golf & Fine Turf Field Day*. Contact: (732) 821-7134

4-5 — *Florida GCSA Annual Meeting*. Contact: Tom Crawford (941) 922-2141.

22 — *Michigan Turfgrass Field Day, Michigan State University*. Contact: Kay Patrick, (517) 321-1660 or [www.michiganturfgrass.org](http://www.michiganturfgrass.org).

30-Sept. 1 — *International Golfing & Turfgrass Maintenance Exhibition* Dalian, Liaoning, China. Contact: 86-411-2826339.

### SEPTEMBER

7-8 — *Southwest Horticultural Trade Show*. Contact: (480) 966-1610.

9-11 — *World Fertilizer Conference, Chicago, Ill.* Contact: [www.tfi.org](http://www.tfi.org).

15-18 — *CMAA Leadership/Legislative Conference, Pentagon City, Va.* Contact: [www.cmaa.org](http://www.cmaa.org).

19-20 — *Canadian West Horticultural Show*. Contact: (604) 574-7772.

24-26 — *PGA International Golf Show, Las Vegas*. Contact: (203) 840-5468.

### OCTOBER

4-5 — *Turfgrass Landscape Equipment Expo*. Contact: (800) 500-7285

7-9 — *Golf Course International (Munich, Germany)*. Contact: + 49 (0) 611-951-66-11

15-17 — *Northwest Turfgrass Association Annual Conference*. Contact: 800-738-1607

21-25 — *ASA, CSSA, SSSA Annual Meeting* Charlotte, N.C. Contact: American Society of Agronomy, [www.asa-cssa-sssa.org](http://www.asa-cssa-sssa.org).



BRONZE...  
The Look of Tradition

**BRONZE:**  
Tee Signs  
Tee Yardage Markers  
Tee Markers  
Cart Path/ Fairway  
Practice Range  
Directional/ Memorial

Also Plastic Sprinkler Tags

phone: 800.932.5223  
fax: 513.759.0721



### TIMBER BRIDGES

"FROM CONCEPT TO COMPLETION"



FOR EXCEPTIONAL SERVICE CALL  
800-226-4178

BRIDGES • BOARDWALKS • RETAINING WALLS

Periodicals postage paid at Yarmouth, Maine, and additional mailing office. *Golf Course News* (ISSN 1054-0644) is published monthly by United Publications, Inc., 106 Lafayette St., P.O. Box 997, Yarmouth, ME 04096. Phone number is 207-846-0600.

The publisher assumes no responsibility for unsolicited material or prices quoted in the newspaper. Contributors are responsible for proper release of proprietary classified information. Copyright 2001 by United Publications Inc. All rights reserved. Reproduction, in whole and in part, without the written permission from the publisher is expressly prohibited.

Reprints may be obtained from Reprint Management Services at 717-560-2001. Back issues, when available, cost \$7 each within the past 12 months, \$12 each prior to the past 12 months. Back issue orders must be paid in advance either by check or charged to American Express, Visa or MasterCard.

*Golf Course News* is distributed in the U.S. without charge to qualified personnel of golf course facilities and to golf course builders, developers and architects. Non-qualified subscriptions to the U.S. and Canada cost \$60. All foreign subscriptions cost \$140 annually to cover air delivery. All payments must be made in U.S. funds drawn on a U.S. bank. **For subscriber services, please call 215-788-7112.** Send address changes to *Golf Course News*, P.O. Box 3047, Langhorne, Pa. 19047-3047.

# GOLF COURSE CLASSIFIEDS

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

## HELP WANTED

### DESIGN ASSOCIATE

Golf Course Design Firm seeking applicants for Design Associate position. Please send resumes to Steve Wolfard at D.A. Weibring/Golf Resources Group, Dallas, TX via e-mail at [swolfard@golfresourcesinc.com](mailto:swolfard@golfresourcesinc.com), or via fax at 972/831-1616.

### SHAPERS WANTED

DMK Golf Design, Inc., the golf architectural firm founded by David McLay Kidd of Bandon Dunes fame, seeks to forge long term association with experienced and talented shapers to undertake prestigious projects throughout the USA and overseas. The design team are extremely hands on and pride themselves on attention to detail and creativity on the ground. Please send resumes stating availability to: **DMK Golf Design, Inc., 322 N. Front Street, Coos Bay, OR 97420** or e-mail: [jas@dmkgolfdesign.com](mailto:jas@dmkgolfdesign.com)

### JOIN A LEADER

Hunter Golf - the fastest growing company in golf irrigation is seeking qualified individuals to expand our sales team. Positions are available nationwide. We currently have an immediate opening in the Southeast market. Qualified candidates will maximize sales by supporting distribution, specifiers and builders. Requires a minimum of four years of college or technical training in golf related fields. Knowledge of selling, pricing, marketing and distribution techniques within the industry, plus technical knowledge of company and competitor products is required. Must demonstrate effective interpersonal, verbal and written communication skills. Willingness to travel. Please submit your resume and salary requirement to: Hunter Industries Attn: Human Resources - 8014, 1940 Diamond Street, San Marcos, CA 92069 or [hr@hunterindustries.com](mailto:hr@hunterindustries.com). EOE

### ATTENTION:

**GOLF CONSTRUCTION PROFESSIONALS** Peerless Golf, Inc. of La Quinta, CA is currently accepting applications for all positions in golf course construction. We are looking for the best and brightest in the industry. People that have attitudes, abilities and ethics without peer.

Tired of cross-country travel, six and seven day weeks or feeling unappreciated? You don't have to! Our company is centrally located in the southwestern U.S., an area of impressive growth and opportunity with year round work. We set the highest standards for our employees and ourselves in order to provide superior workmanship and value to our clients. Our philosophy is to reward excellence by setting the standard for pay and benefits. We also provide the most advanced technology and training in the industry so that every employee has the best resources available. After all, your success is our success. So, if you're ready to relocate to the beautiful southwest, strive everyday to be the best, and receive the pay, benefits and respect that come with it, please send me your information.

Send or fax resume and work experience to: **Chris Eidler**  
c/o Peerless Golf, Inc.  
78-060 Calle Estado, Suite #19  
P.O. Box 611  
La Quinta, CA 92253  
Fax: (760) 564-3475

## HELP WANTED

### GOLF COURSE CONSTRUCTION

Expanding company has immediate openings for Foremen, Shapers, Box Blade Operators and Drainage Personnel. Please fax resume to 843-837-4966, ATTN: Golf Division.

### Club Executive Search



**Derba & Derba Company**

Personnel Consultants Since 1969

7 Whispering Pines Drive Andover, MA 01810

978-470-8270 Fax 978-470-4592

[www.ShoppersWorld.com/derba](http://www.ShoppersWorld.com/derba)

### CONSTRUCTION

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

### DOMESTIC AND INTERNATIONAL

SEMA Golf is currently seeking qualified project superintendents, shapers, finish operators, and irrigation supervisors for both domestic and international assignments. Superintendents should possess some computer skills (Excel, Word, Projects). Irrigation supervisors should have a minimum of 3 projects as foreman or assistant. Mail or fax resume to:

**Bob Trueblood**

Vice-President

SEMA Golf LLC

7580 East Gray Rd, Ste. 102

Scottsdale, AZ 85260

Fax: (480) 951-4081

E-mail: [btsemagolf@aol.com](mailto:btsemagolf@aol.com)



**NMP**  
GOLF  
CONSTRUCTION

### GOLF COURSE CONSTRUCTION

Expanding company has immediate openings for projects from the heart of the United States and as far north as Canada.

Seeking experienced construction irrigation pipe fitters, irrigation foremen, small equipment operators (skidsteer, excavator etc.), finishers. Travel is required. Mail resume to NMP Golf Construction Corp., P.O. Box 636, Medway, MA 02053; Fax: 1-888-707-3219; email: [info@nmpgolf.com](mailto:info@nmpgolf.com).

### SHAPER & MECHANIC WANTED

Golf course shaper and golf course construction mechanic with CDL needed. Must be willing to travel. **Fax resume and date available to 231-547-7009.**

## DISTRIBUTORS

### SEEKING U.S. PARTNERS TO MARKET ULTRASONIC GOLF CLUB CLEANING MACHINE

New "SwissSonic" ultrasonic golf club and ball cleaning system. Provides safe, thorough way to clean balls, club heads and restores tackiness to grips. Successful test marketing already done in the U.S. Can be used as a self-service money maker or as a service provided by Pro Shops. Contact us for more information. Tel: (404) 870-2010; [SwissComAT@aol.com](mailto:SwissComAT@aol.com); [www.megasonic-swiss.com](http://www.megasonic-swiss.com)

## REAL ESTATE

### PUBLIC GOLF COURSE FOR SALE

Beautiful East Tenn., 9 hole regulation course with room to grow on 130 acres bordering the Nolichucky River in the Foothills of the Cherokee National Forest. Tourist area with camping and plenty of amenities. Remodeled club house. All the equipment you need; new riding greens mowers, new collar mowers, 3 tractors, 50 golf carts with windshields and washer (approx. 1 year warranty) and more. **Take over immediately!** This will be the least expensive way to own your own golf course. Call Paul for details 423-638-7070 or 423-747-4203.

## SERVICES

### CONCRETE CART PATHS & CURBING

#### A Decision that Lasts!

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

5480 Ocean Ave., Bldg. A., Suite 5D  
West Palm Beach, FL 33404

800-891-5030

Est. 1946

### GRUND GUIDE

SINCE 1987

#### Complete Marker Systems

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

#### Laser Measurement Services

- We Measure • Laser Rental

#### Golf Print Services

"The Yardage Detectives"

(800) 971-7233 FAX (626) 969-3724

### POND & LAKE LINERS

PVC • HDPE • EPDM • RPP  
Hypalon • Turf Reinforcement  
Erosion Control

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

Colorado 800-524-8672

Texas 888-546-4641

California 877-578-5000

South Dakota 800-661-2201



Colorado Lining  
INTERNATIONAL

[www.coloradolining.com](http://www.coloradolining.com)

Online Classifieds  
[golfcoursenews.com](http://golfcoursenews.com)

## SERVICES

### Bird and Bat Houses



- Over 100 Items
- Free Catalog
- 800-326-2807
- [www.coveside.com](http://www.coveside.com)

Coveside Conservation Products

Seepage

Control, Inc.

**We'll Seal Your Lake Empty or Full!**

1-800-214-9640

ESS-13 Seals Existing Lakes,  
Also Ideal for New Construction  
Since 1958

[www.seepagecontrol.com](http://www.seepagecontrol.com)

### Cart Path Construction

Richard's Construction Co.  
specializing in

- New cart path construction
- Remove & replace existing asphalt or concrete cart paths
- Curbs

#### FREE ESTIMATES

California • Arizona • Nevada  
P.O. Box 1147, Somis, CA 93066  
P: (805) 386-5103 F: (805) 386-5102

**MARK ELIOT**  
**DESIGN**

LANDSCAPE

&

**GOLF COURSE DESIGN**

### CLUB LANDSCAPING

Design

New Construction

Renovation

&

### GOLF COURSE DESIGN

Master Planning

Renovation

Construction Management

**MARK E. SOSNOWITZ, ASLA**

**MARK ELIOT DESIGN**

PO BOX 11188

GREENWICH, CT 06831

203-972-9131 Fax: 203-972-9132

## Troon's secret

Continued from page 20

senior vice president for science and agronomy.

Spangler joined the company as a Troon North superintendent shortly after the course opened. Through scrupulous research for three years before Troon Golf acquired a second property, he and Garmany established the basic agronomic programs and procedures that would lend brand-level recognition to Troon-managed clubs.

Spangler relied on what he calls "intellectual agronomy," challenging the "old hat" methods he felt veered from good science. "There is little evidence to support the rigidity of many of the maintenance practices we see," Spangler said.

"The foundations of the Troon Golf program are soundly rooted in pure and natural agronomic fundamentals," Spangler added. "Our philosophy is really very simple. We try not to match wits with Mother Nature. We allow our practices to emulate the biological systems already at work in the soil."

### THE TURNBERRY CASE

Early on, it was easy to manage a few properties. But as Troon Golf began to boom, it had to find a way to create some consistency in its course conditioning program.

A case in point is the fabled Scottish golf complex at Turnberry Resort. The Ailsa layout there, on a rockbound coast, was designed after World War II by Mackenzie Ross. In 1997, when golf course manager George Brown heard that Troon Golf would be managing the facility, he was concerned that they would come over and dictate a maintenance standard totally foreign to the treasured Scottish facility.

Spangler assured Brown that Troon Golf would under no circumstance ever try to "Americanize" a golf property as storied as Turnberry. In fact, he regards Brown's agronomic plan as a textbook study that mirrors his own beliefs in sustainable agriculture.

The trademark maintenance program fell into place when Spangler gathered the superintendents from each facility to write the "Troon Golf Minimal Agronomic Stan-

dards," 12 basic concepts that every Troon Golf maintenance staff must implement.

According to Spangler, the plan is universal and applicable to each golf course with only minor tweaking. "At first, they resisted writing down everything that was being done at each property," he recalled. "They thought it would be much too complicated, because they were all coming from different places."

Troon Golf superintendents now meet annually to address and fine-tune their cohesive agronomic program based on their experiences over the previous year. "Basically, we have compiled a data base of agronomic and maintenance information that everyone can utilize," said Spangler.

### IN ON THE GROUND FLOOR

The capability to oversee initial project planning and all phases of construction start to finish is a key component in the Troon Golf operation.

"We managed our first two facilities from the day the construction started, giving us total control over the quality," said Garmany. "Quite often, for the first

year or two of a contract, a client's association with Troon Golf is solely with the construction management team."

Troon Golf launched its construction management arm in 1994 with the second course at Troon North Golf Club, the Pinnacle, followed by Legend Trail Golf Club in Scottsdale.

More courses are calling on Troon for its agronomic and business expertise. In Tokyo, for example, Troon Golf is in place to help struggling golf facilities change their operations to weather economic hard times. Pressured by lenders to do something about declining rounds and falling green fees, course owners and developers are relying on the company's business and training models to turn a profit, without compromising quality.

Garmany is confident that Troon Golf will meet its goals for the next five years by staying focused on the specific needs of upscale golf properties. "If we continue to create extraordinary, manageable golf experiences through agronomy, service, and financial performance, our future is assured," he said. ■



## Information Center

RECEIVE INFORMATION DIRECTLY FROM ADVERTISERS IN THIS ISSUE!

- By Phone
- By Fax
- By Email

### BRIDGES

Advertiser	Page	Phone	Fax	Email/Website
Continental Bridge	28	800-328-2047	320-852-7067	www.continentalbridge.com / conbridg@continentalbridge.com
Enwood Structures	29	800-777-8648	919-469-2536	www.enwood.com / mikee@enwood.com
Excel Bridge Mfg.	28	562-944-0701	562-944-4025	www.excelbridge.com / excelbridge@gte.net
York Bridge Concepts	29	800-226-4178	813-932-6486	www.ybc.com / ybc@ybc.com

### COURSE ACCESSORIES

Advertiser	Page	Phone	Fax	Email/Website
From Tee to Green	29	800-932-5223	513-759-0721	twceiw@fuse.net
Kirby Markers	29	800-925-4729	760-931-1753	www.kirbymarkers.com / kirbymarkr@aol.com
Par Aide	12	888-893-2433	612-779-9854	www.paraide.com

### CHEMICALS, FERTILIZERS AND AMENDMENTS

Advertiser	Page	Phone	Fax	Email/Website
Aventis	9	800-334-9745	919-549-2563	www.rp-agro.com
Aventis	11	800-334-9745	919-549-2563	www.rp-agro.com
Dow AgroSciences *	21	800-255-3726	800-905-7326	www.dowagro.com/turf
Griffin LLC	18	800-237-1854	912-293-3956	www.griffinllc.com
Nutramax	25	800-925-5187	410-776-4055	www.nutramaxlabs.com
Rohmid LLC	26	888-764-6432	973-683-4017	www.mach-2.com
United Horticultural Supply	4	303-487-9000	303-487-9010	www.uhsonline.com

### IRRIGATION AND PUMP STATIONS

Advertiser	Page	Phone	Fax	Email/Website
Aqua SO2	28	530-271-0915	530-271-0591	www.aquaso2.com
AquaMaster	29	800-693-3144	248-592-4991	www.aquamasterfountains.com/aquamaster@nigrelli.com
BoardTronics	29	800-782-9938	800-326-5045	www.boardtronics.com
E.P.Aeration	16	800-556-9251	805-541-6149	www.epaeration.com / mike@epaeration.com
Eagle Golf & Landscape Products	28	800-21-EAGLE	714-524-6195	www.eaglegolflandscape.com / eagleglp@exo.com
Harrington/Harco Corporation	28	804-845-7094	804-845-7443	www.harcofittings.com / louann@harcofittings.com
Hunter Industries	13	800-248-6561	209-277-1383	huntergolf.com

### MOWERS, TURF GROOMING EQUIPMENT AND ACCESSORIES

Advertiser	Page	Phone	Fax	Email/Website
Jesco Products/Pinhigh	28	800-422-4748	405-943-0783	www.pinhighdirect.com / jesco@jescoproducts.com
John Deere	8	919-850-0123	919-954-6343	www.deere.com
Precision Small Engine	28	800-345-1960	954-973-8032	www.precisionusa.com / andym@precisionusa.com
Terracare Products	27	608-429-3402	608-429-2889	www.terracareproducts.com / terracare@centurytel.net
Textron TCASP	32	888-922-TURF	414-635-1175	www.ttcsp.textron.com
Turbo Technologies	29	800-822-3437	724-846-3470	www.turboturf.com / sales@turboturf.com

### SEED AND SOD

Advertiser	Page	Phone	Fax	Email/Website
Georgia Seed Development	5	888-584-6598	706-227-7159	www.seaisle1.com / eelsner@qwins.campuscwix.net
Quail Valley Farms	29	800-666-0007	501-975-6286	www.quailvalley.com
Tee-2-Green	2	503-651-2130	503-651-2351	tee-2-green.com

### MISCELLANEOUS

Advertiser	Page	Phone	Fax	Email/Website
Bufftech	28	800-333-0569	716-685-1172	www.bufftech.com
Chestnut Identity Apparel	17	831-336-8977	831-336-8977	
Covermaster	17	416-745-1811	416-416-6837	www.covermaster.com / info@covermaster.com
DTN Weather Services	15	866-864-0874	952-882-4500	www.dtnweather.com
Formost Construction Co.	28	909-698-7270	909-698-6170	formost@inland.net
Heritage Building System	29	800-643-5555	501-945-2014	www.heritagebuildings.com / ron@heritagebuildings.com
Horizon GPS/Golf LLC	19	402-758-0483	402-758-0483	www.horizongps.com
IMG	28	415-296-7111	415-296-8525	www.imgworld.com / mrielly@imgworld.com

\*Appears in regional editions.

When requesting information, please reference GCN 6/01.

*It's very dependable.*

— Jim Holec,  
Prairie Ridge Golf Course,  
Owner of 1978 model.

*Keeps on  
going for us.*

— Phillip Pensinger,  
Ed Oliver Golf Course,  
Owner of 1971 model.

*Still runs great!*

— David Bergstrom, El Dorado Hills Golf Course,  
Owner of 1980 model.

*Works good —  
very heavy duty.*

— Louis Brockshire, Hillcrest Country Club,  
Owner of 1964 model.

*I BOUGHT IT BASED  
ON ITS DURABILITY AND  
RELIABILITY.*

— Tom Huesghan, Pebble Beach Golf Course,  
Owner of 2000 model.

*Still our primary  
utility vehicle.*

— Bob Taylor, Tioga Country Club,  
Owner of 1980 model.

*STILL THE BEST  
VEHICLE WE HAVE*

— Fred Hanson, Fox Den Fairways,  
Owner of 1968 model.



## THE ONE RELATIONSHIP THAT'S BUILT TO LAST.

If you want a truck that'll last, the Turf-Truckster® is the only choice. It's the most powerful vehicle in its class, featuring a 32 hp, liquid-cooled EFI engine and the highest-rated payload capacity of any turf truck. The standard ground-speed governor provides the ability to maintain accurate speeds to accommodate the



widest range of accessories and attachments available. Once behind the wheel, you'll be impressed with its maneuverability. The Turf-Truckster sports an ultra-tight turning radius (20' 2" outside turning circle) and offers the industry's only (optional) automatic transmission. Plus, we've conveniently located the engine under the seat for easy access, as

well as provided a walk-through cab that makes getting in and out of either side a cinch. It's as simple as it gets to operate. And it's as reliable as it gets to own. To learn more or for a dealer near you, call 1-888-922-TURF or visit [www.textronturf.com](http://www.textronturf.com).

**CUSHMAN**  
BUILT TO LAST **TEXTRON**