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New disease spreads east

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Added length = added costs

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VON HAGGE'S STAGE

Architect Robert von Hagge allowed his artistic sensibilities to dictate his design vision at Torreon Golf and Country Club here in Show Low, Ariz. The first hole is pictured above. See Q&A on page 17.

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PERIODICAL



GCSAA
SHOW ISSUE
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Compost tea slowly gaining golf converts

By ANDREW OVERBECK

With mounting environmental pressures and increasing chemical costs, some superintendents are turning toward sustainable agricultural techniques.

On the forefront of this trend is compost tea, a higher-tech version of a centuries' old technology that "brews" compost to create a concentrated liquid "tea" that delivers beneficial microbes and low levels of nutrients to turfgrass. The brewers, which have been commercially available since 1998, are used most heavily in agricultural settings. While there is no scientific evidence to directly support it, superintendents using compost tea report less disease pressure, less need for fertilization and irrigation and all-around healthier turf.



"Three years ago I was getting dollar spot that was unbelievable," said Charles Clarke, superintendent at Woodbury Country Club in Woodbury, N.J. "I was getting five days of control out of Bayleton and seven days out of Daconil. Two years ago I started spraying with compost tea every seven days and by the end of the summer I saw results. This year I was getting 15

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Golf's 'big three' weather slowdown

By ANDREW OVERBECK

It's no secret that 2001 was a tough year for the golf business. With the economy flagging, budgets tightened, new construction slipped and golf rounds were down. The events of Sept. 11 have simply exacerbated the situation.

While many companies are struggling to maintain the status quo, the big three turf equipment manufacturers definitely felt the contracting golf economy land on their bottom lines with a resounding thud.



Steve Keating



William Robson

Textron, which was still computing year-end numbers when *Golf Course News* went to press, posted a net loss of \$330 million in the third quarter alone. John Deere's net losses mounted to \$64 million on the year. Only Toro managed to post positive growth for 2001 with net income up 11.4 percent to \$50.4 million.

While these numbers represent entire corporations of which the golf and turf divisions make up a fraction of the total business, representatives from all

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Chenoff's Calusa Pines elevates golf in Naples

By A. OVERBECK

NAPLES, Fla. — In order to compete in the ever-expanding Naples golf market, developer Gary Chenoff knew that he had to create something radically different in order to elevate his new project above other area courses.

Chenoff, who was also involved in the development of the Rees Jones-designed Naples Grande Golf Club, has succeeded both literally and figuratively here with the No-

vember opening of Calusa Pines Golf Club.

Enlisting the services of Hurdzan, Fry Design, Course Doctors and superintendent Eric von Hofen, Chenoff transformed 550 acres of flat land into an undulating property that has 58 feet of elevation change and features the highest point of land in south Florida.



The eighth hole at Calusa Pines is framed by a 27-foot tall bunker.

In order to reach such heights, Course Doctors, working with local mass excavator LeeMar, blasted through tons of rock to dig 72 acres of 25-foot-deep lakes. Part of

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NGCOA, Club Car ink partnership deal

By ANDREW OVERBECK

CHARLESTON, S.C. — The National Golf Course Owners Association has signed an exclusive agreement with Club Car, Inc., to form a "premier partnership."

In addition to providing pricing incentives for NGCOA members, Club Car will sponsor golf car fleet management programs and educational semi-

nars and work with the association to grow its membership. The agreement will run for a term of five years and has replaced the NGCOA's previous deal with Yamaha Golf Car Co.

Moving beyond a pricing deal was a key part of the agreement, according to Club Car's vice president of marketing Chris Plummer.

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NGCOA teams up with Club Car

Continued from page 1

"We thought the previous 'Smart Buy' program was very limiting," he said. "We were not interested in serving up discounts to customers just because they were in the business of buying golf cars. We thought we could bring more value to the association by helping them edu-

cate their members and grow membership."

According to Plummer, there are a number of Club Car clients who are potential members. When a non-member rolls over their Club Car fleet, a membership with the association will be included.

"That is a big part of the deal,"

said NGCOA executive director Mike Hughes. "It will help people become more familiar with our association and our efforts to grow the game."

Additionally, Club Car will be involved in formulating education seminars for the association on subjects ranging from improving profit-



Chris Plummer

ability to fleet management to energy efficiency.

"Doing this gets us in front of potential customers," said Plummer. "But you are not going to see a seminar on Club Car's golf car. We are going to help the association by providing content and expert facilitators."

BRINGING PURCHASING PROGRAMS IN-HOUSE

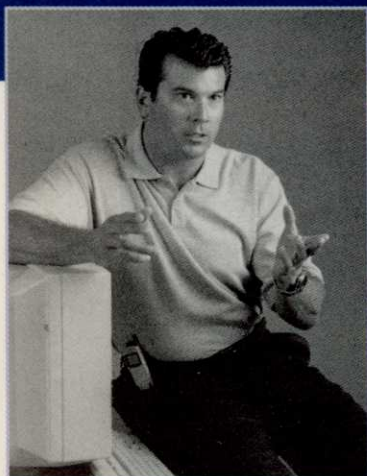
While the NGCOA's golf car alliance has always been an in-house deal, the association has moved away from running its purchasing programs through golfbusiness.com.

Golfbusiness.com, which had provided all aspects of the association's purchasing programs, has been split into two parts, with Florida-based distributor Golf Ventures handling the agronomic supplies and Jim Sartain's International Club Suppliers (ICS) handling the food and beverage component.

"We are looking at every category right now," said Hughes. "They [ICS] decided to narrow their focus, and because we need to have a broader range of products from equipment to chemicals to pro shop and food and beverage, we decided to bring it back in-house."

Hughes said they are in the process of negotiating a number of key agreements, including one with ICS for food and beverage operations. More purchasing programs will be announced in the next 30 to 60 days, he added. ■

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Del Webb, Troon

Continued from page 29

become increasingly competitive.

"With the growth in private clubs within communities in the last few years, competition has increased," he said. "When a private club opens it often hits a membership plateau, so now there is a need to find alternative sources of memberships to generate ongoing revenues."

Greenwell said Troon will use tools such as its Troon Advantage Program, which allows private club members access to daily-fee golf courses in its 110-course portfolio, to help drive membership sales.

Existing workers at each club will become Troon employees and the company is currently developing agronomic and marketing plans.

"The key golf positions at each club are strong," said Greenwell. "We are in the process of incorporating the Troon standards into the operations."

If all goes well with the two clubs, DeLozier said Del Webb will likely partner with Troon Golf on future Anthem projects. ■

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