

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

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## INSIDE

### Making the switch

Spring Creek Ranch CC is converting its roughs from a fescue blend to Palisades zoysiagrass.....6

### Renovation work

There are many choices when it comes to improving bunker drainage and converting turf.....11



#### MOVIN' ON UP

Ever since the century-old Monterey pine that stood near the 18th green at Pebble Beach Golf Links succumbed to lightning and disease last fall, the plan was to replace it. After searching far and wide for a suitable replacement, the course found one – a 67-foot cypress tree – right on the property. See story on page 3.

Photo: Freddy Bird

#### COURSE MAINTENANCE

CourseCo develops program for inner city kids.....6  
Tools of the Trade at TPC at Four Seasons.....7  
New MACH 2 label approved.....10

#### COURSE DEVELOPMENT & RENOVATION

Developer building conservation community.....11  
2003 U.S. Open site 11 years in the making.....11  
Architect calls for 'good sense' in debate.....20

#### COURSE MANAGEMENT

Freedom signs first management agreement.....15  
Lottery winner realizes million-dollar dream.....15  
Tips for improving super/golf pro relations.....15

#### SUPPLIER BUSINESS

SRO to keep on top of turfgrass market.....18  
FTC approves Bayer acquisition.....18  
Syngenta looks to continue growth.....18

#### PERIODICAL

## POINT

Ron E. Jackson of Meadowbrook Golf and golf industry consultant Michael A. Kahn assess the value of management companies.

Page 4

## COUNTERPOINT

#### Editorial Focus: Turf & Seed

### Turf Seed forging ahead with naturally Roundup resistant turf

By ANDREW OVERBECK

HUBBARD, Ore. — While it continues to work on transgenic Roundup ready turfgrass, Pure Seed Testing, Turf Seed's research corporation, is also pressing forward with its decade-long effort to develop naturally Roundup resistant turfgrass.

"Ten years ago I asked the marketing guys what they would like to see in the future and they said herbicide resistant grasses," said Pure Seed Testing president Crystal Rose-Fricker. "I decided to start work on Roundup because it was the most accepted herbicide and most usable to kill grassy weeds like Poa annua."

Rose-Fricker has already developed Aurora Gold hard fescue, and Pure Gold and Tomahawk RT tall fescues that tolerate higher than usual rates of Roundup. All three

Continued on page 8



Crystal Rose-Fricker in the field

### Textron continues refocusing efforts

By ANDREW OVERBECK

CHARLOTTE, N.C. — With its manufacturing and engineering facilities mostly consolidated to its Charlotte, N.C., and Ipswich, England, facilities, Textron Golf, Turf and Specialty Products is pushing forward with other initiatives to retool the company.

These ongoing efforts involve condensing product platforms, rolling out a new walk-behind greens mower line and opening a new testing facility that will include a par-3 golf hole. Over the long-term, the company also plans to convert to a build-to-order company instead of a build-to-stock company giving its dealers and distributors more control over inventory and costs.

"Charlotte is the center for turf engineering globally," said Michael Vickers, Textron's new vice president of engineering for turf products. "When we moved here from Racine [Wis.] we assembled a new team of engineers because there were very few people who wanted to transfer down here."

"We ended up with a team that is extremely diverse from both an experience and a industry point of view," he continued. "We have engineers from aircraft, automobile, agricultural and construction,



Michael Vickers

Continued on page 19

### AGC defamation suits proceed in Illinois

By DEREK RICE

GENEVA, Ill. — In late May, Santa Monica, Calif.-based American Golf Corp. (AGC) and disgruntled Eagle Brook Country Club member Tom Doyle finally had their day in court to address lawsuits filed by each side alleging defamation.

AGC alleges that Doyle's Web site that criticizes Eagle Brook is defamatory. Doyle

alleges that he and his wife were defamed when their names were posted at the club as deadbeats. He also claims breach of contract and fraud on the part of AGC-operated Eagle Brook.

At the May 23 hearing, Judge Patrick Dixon set a late-June court date for a preliminary hearing on the suits. At this hearing, both sides will be forced to play all their cards, which is essentially what Doyle said he has been seeking from the beginning.

At issue is the status of maintenance issues at the club, as well as Eagle Brook's insistence that members join a resigning members list and wait for a set number of members to join before existing

Continued on page 16

### Oneidas building on casino, golf successes

By DEREK RICE

ONEIDA, N.Y. — The Oneida Indian Nation has broken ground for construction of the first of two new golf courses to complement its Shenandoah Golf Club at Turning Stone Casino.

"What the nation is looking to do is to shift Turning Stone from a casino that has a golf course to a golf destination that happens to have a casino," said Mark Emery, a spokesman for the Oneida Nation.

The decision to build the two new courses was based on the increased demand for golf in the

area surrounding the casino, Emery said.



The Oneida Indian Nation in New York is building two new golf courses at Turning Point Casino to complement Shenandoah Golf Club, the 12th hole of which is pictured above.

"Golf is very popular here, and people have been thrilled with the

Continued on page 12

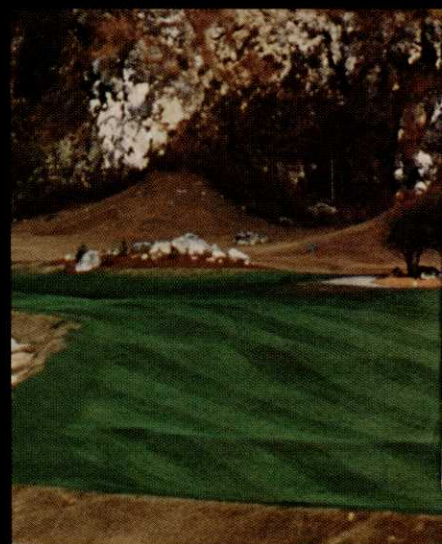




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# Protecting par: Pebble Beach returns 67-foot cypress tree to 18th hole

By DOUG SAUNDERS

MONTEREY, Calif. — It can only be described as the largest loose impediment imaginable. As players made their way up the 18th hole at Pebble Beach Golf Links in May, the sight of a 67-foot cypress tree suspended above the ground by massive red steel beams simply added to the awe-some view of the Pacific Ocean on this, one of the most famous finishing holes in all of golf.

As the winches began to lower the massive tree, with its 30-foot diameter and five-foot thick root ball into its new home, R.J. Harper, the director of golf at Pebble Beach, breathed a sigh of relief. It took a year of planning and coordination to find a way to replace the century-old Monterey pine that had stood near the 18th green until succumbing to lightning and disease last fall.

"Even before we had to take the tree down last fall we began to consider replacing it," said Harper. "Last year during the AT&T Pro-Am it was obvious that the tree played a crucial role in the strategy of the hole. Without the limbs hanging near the green a player could just approach the hole from the right side and not worry about the bunkers and ocean on the left. The hole played about a stroke easier."

After consulting with PGA Tour players Pebble Beach executives decided to replace the tree and Harper set out on his yearlong quest through the Del Monte Forest in search of the perfect replacement.

"We looked at old photos and had measurements of the old tree as we searched the forest, but getting a large tree to the course would have been difficult. We then turned our search to around the golf course and finally settled on this cypress that bordered the first hole," Harper explained.

But finding the right tree was only the beginning. To move and transplant the tree, Harper brought in Environmental Design, a large tree specialist based in Houston. Lead engineer Tom Cox helped develop the special techniques that allowed for the uprooting, transportation and placement of this huge tree.

The hope was to complete the work in three days and do it while play continued, as the \$350 rounds at Pebble Beach would be vital in funding the estimated \$300,000 transplanting cost.

"We began by determining the exact orientation for the new tree through compass settings, GPS positioning and careful surveying to pinpoint the exact location," said Cox. "The orientation

is important in order to load the tree on the trailer in the proper direction."

Four months before the move Environmental Design crews dug around the tree to prune the roots. Two months in advance a burlap

and wire mesh girdle was installed, and the final digging to ready the tree was completed a few days before movement.

The final step involved driving seven-inch drilling stock under the tree to create a steel bed to carry

it. After two days of preparation the tree was lifted by hydraulic jacks and loaded onto a 48-wheel Goldhofer trailer provided by Sheedy Crane and Rigging of San Francisco. But since the 465,000-pound tree's root ball

**Continued on page 13**



Photo: Freddy Bird

Support cables on the tree will remain in place for two years.

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

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## GCN initiatives keep pace with changing industry

When *Golf Course News* was launched in 1989, it broke new ground by providing business news to the golf industry. In the ensuing 14 years, GCN has become and continues to be the most trusted news source in the golf course industry.



Andrew Overbeck, editor

new industry issue each month and allows readers to weigh in with their opinions (see page 9).

- GCN's Data Bank section debuted in March and has become a one-stop source for the golf industry's vital statistics including course construction activity, rounds played information and industry stocks (see page 23).

• To better reflect the trend of increasing renovation projects in the industry, we unveiled a revamped Development & Renovation section in May. We will continue to cover new course development but have refocused our efforts to include more news about renovation projects, both large and small, that are proliferating across the country (see page 11).

• Also in May, GCN brought back the Point/Counterpoint forum, which presents monthly debates between industry heavyweights on issues affecting the golf industry. So far we have covered

ered organic golf, the impact of golf ball and club technology on golf course design, and this month we discuss the value management companies provide to course owners (see below).

- In order to help readers navigate through each issue we created the Quoted column in June that provides a quick look at the industry leaders who have been

ways to help our readers become more informed and more successful. Our next initiative will be the launch of the *Golf Course News* Online Forum that will allow readers to sound off on issues relevant to the golf industry. Stay tuned.

...

We are always eager to get feedback from our readers. If you have



interviewed each month (see page 20).

Are we done? Of course not. *Golf Course News* will continue to evolve as the industry evolves and we will continue to look for

a question that you would like to see in our News Poll or have an issue you would like to see debated in our Point/Counterpoint forum, let us know (see contact information at right).

### POINT

## The case for hiring a management company

By RON E. JACKSON



Ron E. Jackson

Golf Management companies are an increasingly needed resource for the success of many golf operations.

The golf industry has changed dramatically in the last five years and particularly the last two years. Many golf courses have been built without attention to a focused business model, supply exceeds demand in many markets, and courses have been opened as amenities to residential developments, office parks or as a personal investment for individuals who had success in other industries. Today, with intense competition for players' participation, cash flows are strained, expenses reduced and the golfer experience is eroded, resulting in a downward spiral of a failing business.

The future of golf will be driven 100 percent by factors such as first quality course conditions, marketing, packaging, innovative services and attention to hospitality.

Historically, many golf course management people grew in the industry from the golfing side, as a player or instructor with an absence of focused marketing and business system training. Business suicide is doing things the way you always did them and expecting different results. Future golf operational success is a very sophisticated business requiring disciplined well-developed management systems. A focus on yield management, technology driven marketing, human resource management and business systems training are critical and mandatory. The golf management company is the ideal solution for many golf courses, as they provide a resource base and complexity that is very difficult to create at a

Continued on next page

### COUNTERPOINT

## Management companies: a necessary expense?

By MICHAEL A. KAHN



Michael A. Kahn

I've been in golf for over 45 years and it has been my observation that golf course management companies are a recent phenomenon in the business. I used to joke that anyone who could break 80 was considered qualified to manage a golf course. Course owners were often people from other fields who had never broken 90, and to them, anyone who can shoot par must know all about golf.

Over the past ten years I have assisted golf course borrowers with their loan applications for a golf course mortgage broker in Tampa, Fla. I would review the subject and its competitive neighborhood for the material I needed to prepare cash flow forecasts and business plans. In preparing pro formas, we needed to show lenders a management contingency of five percent of gross receipts on the expense side of the spreadsheet. Lenders want this cushion in case the borrower defaults and they need to hire a management company to take over. In fact, some lenders insist on seeing a management contract in place before they approve the loan. To me that was just another loan expense, because I believe in many cases the need for a management company was entirely unnecessary. I based my thoughts on the numbers.

Personally, I don't believe a golf course with revenue under \$3 million can afford a management company. Remember there are two layers of management in most cases – the site manager and head office. If the management company takes say, five percent, or \$150,000 off the top, and they have a site manager

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## Jackson

Continued from previous page  
single golf course.

Every golf course is not a candidate for a management company. There are a number of well-run, financially successful courses that have developed effective management systems and leadership. The fact is an increasing number of owners feel that

they are ill equipped to effectively compete in the current aggressive, oversupplied golf marketplace. Recent changes in the golf industry drive golf course owners to seek outside management partners to help a course capitalize on strengths, while mitigating and eliminating weaknesses.

The cost for a management company solution is an ongoing fee structure tied to the econom-

ics of the course and the competitive market. However, a fee should include two components: a set fee and a performance driven incentive, both the management company and owner must be in the same canoe with shared risk. A good management company will base their fee on the course's performance while working with the owner to evaluate the objectives and design an

array of services that fit the business needs and owners' goals.

Management companies can bring strategic relationships for services, products and equipment that serve as a continuous competitive advantage. This includes co-op advertising and extended marketing opportunities that the single course owner is not able to develop.

The golf industry today has

become totally marketing-driven. With the oversupplied environment, overall rounds have stayed constant while individual course rounds have dropped 10 to 15 percent in the last two years. To offset this competitive environment a good management company will analyze each property and develop a marketing plan that addresses

Continued on page 17

## Kahn

Continued from previous page

at maybe \$65,000, total management costs for the course tops \$215,000. Not only is this expensive, but this layer can have a negative affect on the operation – especially if the site manager needs approval for every decision from the head office. Anyone in this business knows that many site decisions need to be made immediately – like \$3,000 to fix a broken compressor with tomorrow's 300-person wedding feast ready to spoil. It's Friday night and head office is closed.

You might see where I'm going with this, because I believe many golf course owners who need third party management should bypass the management company and pay a top-notch manager \$90,000 instead. The math is easy. You're up \$125,000. Sure, you screen the manager to be sure he/she knows what a green is, how to assemble a corned beef sandwich, and can turn on a computer. The key is to give the manager a high level of authority to make decisions. Hey, you've got \$125,000 extra available in case the general manager screws up anyway.

I also point out that management fee contingencies are usually based on gross receipts, not earnings. I don't see much sense in that approach. Where's the incentive for the management company to perform? Here's the \$3 million revenue golf course, throwing off \$750,000 paying 25 percent of that to a management company that runs the place from a thousand miles away. Is that smart business?

I think we're seeing that realization taking place with one of the largest golf course management companies in the country. They appear to be disposing all of their golf properties that earn less than \$1 million a year (I was involved in one). Their accountants have figured that sub-million courses can't afford the

Continued on page 17

### CORRECTION

On page 21 of the June issue of GCN, Billy Casper Golf - managed McCullough's Emerald Golf Links was incorrectly identified as Emerald Golf Links.

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## BRIEFS

### ENVIRONMENTAL GOLF PROMOTES LINDSEY

CALABASAS, Calif. — Environmental Golf Industries Inc. has named Curt Lindsey superintendent at The Plantation of Leesburg in Leesburg, Fla. Lindsey, who has been with Environmental since 1995, was promoted from assistant superintendent at The Plantation.



Curt Lindsey

### PTI HIRES TIDWELL FOR FARMLINKS

FAYETTEVILLE, Ala. — Pursell Technologies Inc. (PTI) has hired John Tidwell as superintendent for FarmLinks, PTI's 18-hole research and demonstration course opening next spring. He will work with Tim Lacy, director of grounds and golf, to oversee the remainder of construction.



John Tidwell

## CourseCo develops turfgrass program for inner city kids

By ANDREW OVERBECK

OAKLAND, Calif. — As part of its redevelopment of Oakland's Metropolitan Golf Links, CourseCo has developed the Oakland Turfgrass Education Initiative.

CourseCo created the program in partnership with Castlemont High School, Merritt College and various organizations including Future Farmers of America (FFA), the United States Golf Association and the Golf Course Superintendents Association of America (GCSAA).

"We are hoping that five or six years down the road we will have some kids coming out of this program that we can hire in management positions," said CourseCo principal Ray Davies. "The real goal of the program is to open doors to the green industry for inner city kids in Oakland. They don't even look at the green industry as a career opportunity."

"We are trying to take advantage of the kids' interest in Tiger Woods and the fact that we are building a new golf course down the road and tie that all into the program," he continued.

Creating a community service program was part of Oakland's contract conditions for the Metropolitan Golf Links (MGL) project. "They wanted to have us give

internships as a social welfare thing," Davies said. "But I decided to go bigger because I knew about the initiatives that the FFA and GCSAA were taking to develop a national teaching golf and turf management program and I wanted to get



Students check out the putting green at Monarch Bay GC in San Leandro.

one started in the inner city."

As a result, Davies spent two years developing the program even though CourseCo had yet to win the bid for the 40-year lease for the MGL from the city. CourseCo is paying \$5 million up front for the construction of the Johnny Miller and Fred Bliss-designed course and will pay city \$30 million to \$40 million in rent over the course of the lease in exchange for all operating revenues. Work on the course started this spring and Davies projects an opening in spring 2003.

With the idea in hand, Davies approached Castlemont High School's Eric Edgerly,

Continued on page 8

### Editorial Focus: Turf & Seed

## Rough notes: Spring Creek converts

By ANDREW OVERBECK

COLLIERVILLE, Tenn. — Though the private Spring Creek Ranch Country Club here is just three years old, the facility is tearing up its disease-prone fescue roughs in favor of new Palisades zoysiagrass.

"We had a blend of Trailblazer and Lancer 2 fescue and we have fought



All lake banks, greens and bunker complexes were sodded with Palisades at Spring Creek Ranch. The sixth hole is pictured above.

Pythium and brown patch from the start," said superintendent Michael Dieckhoff. "Nine months out of the year it was great but the three months that we had most of our member play it was 60 percent at best. We gave it one more year and then came to the harsh realization that there is no amount of money that will make it acceptable for play in the summertime."

Dieckhoff estimated the cost of water, fertilizer, fungicides and labor to keep the fescues going ran about \$300,000 a year. Converting to Palisades zoysiagrass will cost the club \$400,000, but Dieckhoff expects to recoup that in cost savings

Continued on page 9

## Cleaning intakes helps reduce pump station repairs

By KEVIN ROSS

It is easier to see problems that occur on the surface, but because those that lurk underwater or underground are harder to predict, they deserve more attention. One such area that should be dealt with regularly is the pump house wet well and intake piping.

After years of use, intake screens can become clogged and the intake piping and wet well can become contaminated with silt. Most golf course managers will agree that the most important part of the golf course starts with the pump house. So, this is a great place to investigate what lurks below and address it on a preventive basis.

There are diving companies throughout the United States that will do this type of investigative work. One company, American Underwater Services (AUS), of Fort Worth, Texas, has made a niche for itself specializing in desiltation of wet wells and intakes.

"Thousands of dollars are spent annually on pump station repairs and replacements that could often be eliminated by removing accumulated sediment, rocks, and other debris

from wet wells or pump basins," said Anthony DiIulio, president of AUS.

DiIulio, who has a team of former offshore divers that also services power plants and big dams, got into the golf business five years ago when it was contacted by a course in Houston. "We had never really thought about the golf market, and now it is 70 percent of our business," DiIulio said.

Companies like AUS can prevent such disasters by a thorough inspection and cleaning of the intake screen, piping and wet well. AUS has built special equipment that allows them to move a tremendous amount of silt in a short period of time.

A 2,500-gpm hydraulic trash pump is the principle cleaning unit used. The unit rolls into the pond (like a mini ATV) and is positioned at the opening of the wet well intake. Once the diver has removed the intake screen, he then fishes a six-inch suction hose through the intake pipe



A diver from AUS entering a wet well

and removes all rocks, sediment, leaves, and other debris from within the line. When the hose reaches the wet well, the diver will exit the pond and climb into the wet well to vacuum out the debris and silt. When this is complete, the diver returns to the pond to

Continued on page 10

## Rutgers unveils new turf management degree program

NEW BRUNSWICK, N.J. — Rutgers University and the Cook College Office of Continuing Education along with the Center for Turfgrass Science has announced its 2002/2003 Rutgers Professional Golf Turf Management School.

The course is presented in two 10-week sessions over a two year period. During the program students will learn the technical skills required for all superintendents including turfgrass establishment, maintenance of greens and tees, botany and physiology of turfgrass and ornamentals, and weed identification. The course will also cover management and computer and communication skills. The program is recommended for superintendents, assistant superintendents, irrigation technicians and mechanics that have a minimum of two years working in golf turf management.

The fall session will be held Oct. 7 - Dec. 13 and the winter session will be held Jan. 6 - March 14, 2003. Applications are due by Aug. 1. For more information, contact: (732) 932-9271 or e-mail ocpe@aesop.rutgers.edu.



## TOOLS OF THE TRADE

### Miller shows off revamped TPC at Four Seasons

By ANDREW OVERBECK

IRVING, Texas — While superintendent Scott Miller has hosted nine Byron Nelson Classics during his tenure at the TPC at Four Seasons-Las Colinas here, this year's event was special because it marked the culmination of a two-year renovation program.

"The tournament went great and the improvements that we made over the last couple years really came together," said Miller. "The landscaping we added has matured and we narrowed the fairways and let the rough go a little longer. We got tons of appreciative and positive comments from the players."

Over the past two years the club has planted more than 1,500 trees and added two acres of ornamental beds around the tee boxes.

In addition to the aesthetic fine-tuning, Miller has also overseen major course redesign work that was drawn up by architect Jay Morrish.

"All of the bunkers have been renovated giving them more character and higher flashing sand," Miller said. Miller is also rebuilding all the bunkers at the facility's member course, Cottonwood Valley.

Five greens were also renovated.

"We rebuilt the green on the 15th hole when we raised the fairway and we have reshaped and returfed four other greens," Miller added.

The new greens are Cato, Crenshaw bentgrass and the others are Penncross and the fairways, tees and roughs are 419 bermudagrass. The final step in the renovation process at the TPC course will come this winter when they add a

lake to the 18th hole.

#### BYRON NELSON CLASSIC PREPARATION



Scott Miller

Even with renovation work wrapping up, Miller was able to keep to his usual tournament preparation program for the Byron Nelson Classic which was held in the first week of May.

"We started the preparation process in mid-March which is when the bleachers and corporate tents go up," he said. "But our programs all year long are geared toward the tournament. We start kicking it into gear and pick up the mowing frequency on fairways to every day. Two weeks out we start double cutting greens and use a Smithco tournament roller one week out to speed things up and smooth out the greens."

This year the weather threw Miller a curveball as cool, dark, rainy days slowing the bermuda's growth.

"The bermuda did nothing until mid-April and then it got hot and humid and it started to take off," he said. "Then around the tournament the temperatures dropped back into the 50s and 60s and the ryegrass kicked back in. But the course looked good."

Miller also had to deal with extensive downpours that washed out bunkers on Thursday night. "Forty people from our staff and some from other courses came in to pump water out of bunkers and throw sand on Friday morning," said Miller.

#### CLEANING UP

With another Byron Nelson Classic under his belt, Miller then turned his attention to post-tournament recovery efforts.

Miller's crew first concentrates on

## NICHOLSON'S TOOLS

**GREENS MOWERS:** 12 Jacobsen 422 and 522 walking greens mowers

**TEE MOWERS:** 4 Toro Greensmaster 3100

**FAIRWAY MOWERS:** 2 Jacobsen LF 128, 4 Toro 5400

**ROUGH MOWERS:** 3 Toro 455 D Rotary, 1 Bush Hog pull behind rotary, 2 Jacobsen reel-type pull behind, 1 Toro Groundsmaster 72" rotary

**RIDING BUNKER RAKE:** 2 Smithco bunker rakes

**TURF UTILITY VEHICLES:** 41 - variety of Toro, Jacobsen, John Deere and Club Car

**VERTI-CUT REELS:** National Verticutter, pull behind for fairways, groomers on greens mowers

**AERIFIERS:** 2 Toro, 2 Ryan Greensaire

**TOPDRESSERS:** 3 Turfco walk behind

**TOURNAMENT SPEED ROLLER:** 3 Smithco Tournament rollers

**REEL GRINDER:** Express Dual Spin Grinder

**BEDKNIFE GRINDER:** Anglemaster  
**IRRIGATION PUMP STATION:** TPC: Flowtronex, 4,000 gpm; CVC: 2,500 gpm

**IRRIGATION SYSTEM:** Toro OSMAC

**GOLF CAR FLEET:** Club Car electric

**FLAGSTICKS:** Par Aide

**COMPUTER & ACCESSORIES:** 4 computers, 2 irrigation computers

**PRIMARY HERBICIDE:** Roundup

**PRIMARY INSECTICIDE:** Scimitar

**PRIMARY FUNGICIDE:** Heritage

**SLOW RELEASE FERTILIZER:** SCU

**CANNOT LIVE WITHOUT:** My golf course manager and landscape manager



The 18th hole at Miller's TPC Four Seasons-Las Colinas

**OLDEST PIECE OF EQUIPMENT ON COURSE:** 1982 Toro Rac-o-Vac

**TOTAL SQUARE FOOTAGE OF MAINTENANCE BUILDING:** 7,500 sq. ft.

**ANNUAL ROUNDS OF GOLF:** TPC: 38,000; CVC: 28,000

**NORMAL GREEN SPEED:** 9'-10'

aerifying 20 to 25 acres of damaged turf areas, and pumping them back up with water and quick release and complete fertilizers.

"The heat we get this time of year also helps recovery," he said. "We get a lot of good growth going on."

In order to keep the two courses running and handle what amounts to almost four months of tournament-related activity, Miller directs a crew of seven manag-

ers and 70 employees. Between the two courses, Miller has 41 utility vehicles to keep the operation running efficiently.

"Organization and planning and having good people underneath you are the keys," said Miller. "It takes a lot of hard work and long hours. But there is a lot of gratification, especially this year when we had the chance to see the improvements we have made blossom. The hard work and dedication has paid off."

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## CourseCo

Continued from page 6

who heads up the environmental horticulture program. Working with administrators they created a curriculum that offers guest speakers from the industry and several field trips to area golf courses including Monarch Bay GC in San Leandro, Lake Chabot GC in Oakland and the reconstruction project at MGL.

tion project at MGL.

"The kids are very receptive," said Edgerly. "We have had 88 11th and 12th grade students in the program in its first year. People like Ray Davies and CourseCo had the vision to incorporate what they are doing in Oakland with the new golf course and involve children of color in programs to get them involved in turf management. It is an answer to my prayers."

ment. It is an answer to my prayers."

Davies also worked with Merritt College to design the program to fit with its landscape and horticulture degree. Ideally, the program will feed students into that and other community colleges and perhaps even state institutions like California Polytechnic State University San Luis Obispo.

Though the program is still in its infancy, Edgerly is confident that it is already making a difference.


"Perhaps only half will continue in this field, but the other half will use these experiences and apply them to other fields in the world of work," he said. "This program gives them confidence in themselves."

In addition to bringing future

college graduates from the program into the CourseCo fold, Davies hopes that the Oakland program will provide a model for other inner city initiatives.

"The FFA is already looking at us as a model," he said. "They see how we are bringing the FFA to the inner city. We would like to add five more schools to the program once this takes off." ■

# An organic based fertilizer specifically designed for fairways



### 20-2-8 Fairway Formula

Guaranteed analysis		Application Rate	
Total Nitrogen (N)	20.0%	Fairways, Athletic Fields, Lawns	7 lbs. N/1000 sq. ft. = 3.5 lbs per 1000
0.90% Ammoniacal N		3 bags per acre	
5.30% Urea N			
3.00% Water Soluble Organic N			
5.00% Slowly Available Water Soluble N*			
5.80% Water Insoluble N*			
Available Phosphate (P <sub>2</sub> O <sub>5</sub> )	2.0%	Typical Spreader Settings (Coarse Grade)	
Soluble Potash (K <sub>2</sub> O)	8.0%	1 lb N/1000	375
Calcium (Ca)	2.0%	5 lb N/1000	375
Total Magnesium (Mg)	1.0%	10 lb N/1000	375
0.50% Water Soluble Magnesium (Mg)		20 lb N/1000	375
Total Sulfur (S)	2.0%	30 lb N/1000	375
2.0% Combined Sulfur (S)		40 lb N/1000	375
Boron (B)	0.05%	50 lb N/1000	375
Copper (Cu)	0.02%	60 lb N/1000	375
Iron (Fe)	2.0%	70 lb N/1000	375
Total Manganese (Mn)	0.2%	80 lb N/1000	375
Molybdenum (Mo)	0.005%	90 lb N/1000	375
Zinc (Zn)	0.2%	100 lb N/1000	375

Derived from: Feather meal, meat and bone meal, urea, methylene urea, potassium sulfate, dicalcium phosphate (bone meal), monoammonium phosphate, kelp meal, iron oxide, iron oxide, ferrous sulfate in derivation, magnesium oxide, magnesium sulfate, manganese sulfate, zinc oxide, copper sulfate, calcium borate, molybdenic oxide.

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\*10.8% Slow or controlled release Nitrogen derived from feather meal & methylene urea.

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- Improved density & root mass
- Excellent color response
- Beneficial microbes

## Turf Seed

Continued from page 1

varieties are currently on the market, but cannot be labeled as Roundup resistant until trial work with Monsanto is completed. That could be wrapped up as early as the end of this summer.

"The tricky thing is that you can kill these with high rates of Roundup. So we cannot call them Roundup ready," said Rose-Fricke. "But we have been able to kill Poa out of them with four and eight ounce per acre rates and Rutgers University has done trials that show that Aurora Gold can take 16 ounces per acre."

Rose-Fricke is also working to make other species such as creeping bentgrass and ryegrass naturally Roundup resistant.

"We have screened some Penn bents and creeping bents," she said. "I have something that is close, but I have to do more turf testing to see how it performs in turf."

Another challenge facing the program are the more powerful Roundup formulations that have hit the market since it went off patent.

"It has become hotter and it is trickier to handle because the strength has changed," Rose-Fricke said. "We are doing studies now on different formulations from Monsanto."

### LESS CONTAMINATION RISK

While Rose-Fricke said genetically altered turfgrass can tolerate any level of Roundup, the natural option reduces the risk of cross contamination.

"We have done out crossing studies but because of the genetics involved, it is not a single dominant gene like you have with transgenic varieties. It can't just outcross with another variety and make it resistant," she said.

According to Rose-Fricke, naturally resistant bentgrass and ryegrass could make it to production in two years. On the transgenic side, Turf Seed's HybriGene division is still testing transgenic Roundup ready bentgrass. However, in order to beat the contamination odds, it is working with male-sterile lines.

"That is more difficult," said Rose-Fricke, "but we think it is the only way to go with gene stewardship issues. We have plants right now that we are waiting to verify with genetic tests. We could know something this summer." ■



Editorial Focus: Turf & Seed

## Lawrence learning to manage TifSport at TPC at Wakefield

By ANDREW OVERBECK

RALIEGH, N.C. — When the PGA Tour was trying to decide which fairway turf to use at the TPC at Wakefield Plantation here, they wanted a turf that would provide the best tournament conditions for the Carolina Classic, a Buy.com Tour event that is held at the course each year in mid-May.

Superintendent Todd Lawrence and

PGA Tour officials decided to go with TifSport after examining zoysiagrass and other bermudagrass varieties because they heard it had improved cold tolerance.

TifSport, which was developed by Wayne Hanna at the University of Georgia's Coastal Plains Experiment Station and released



Todd Lawrence

for commercial use in 1997, was bred specifically to push the northern bermudagrass limits for golf courses.

"Bermudagenerally does well in the Raleigh area but about every four or five years, there can be a problem with winter kill, so we thought we should go with a grass that has more cold

tolerance," said Lawrence.

TifSport has performed well for Lawrence and has greened up well for the tournament.

"We have had no problems over the past three years with winter kill and it seems to green up a little earlier than 419 bermudagrass does," he said. "The green up starts at the same time as 419 in about

Continued on next page

## Spring Creek Ranch

Continued from page 6

after two or three years.

The owners, Dr. David Meyer and his son Rob, decided on Palisades after much deliberation. Dr. Meyer wanted the contrast of green roughs while the Meyer zoysiagrass fairways were dormant in the wintertime and Rob wanted a more playable warm season turf. The two compromised, keeping 20 acres of the fescue mix, which would be allowed to go native, and just replacing 65 acres of rough with Palisades.

### AN 'AWESOME ROUGH'

According to Dieckhoff, Palisades, which was developed by Dr. Milt Engelke at Texas A&M, made the cut because of its aggressive growing habits and softer texture.

"It is very fast growing," said Dieckhoff. "We have had sod down on one greens complex for six days now and already the seams are disappearing. It also does really well in the shade."

Winstead Turf Farms, which owns the rights to Palisades in Tennessee, Mississippi and Arkansas, is supplying the turf for Spring Creek.

"This is the first big job that we have done since planting our first crop of Palisades in 1999," said Winstead Turf Farms owner Bobby Winstead. "It will be an awesome rough for those guys. It has better shade tolerance, is not as prone to thatch and is less susceptible to patch diseases."

Work on the front nine at Spring Creek started at the end of March and Dieckhoff was scheduled to wrap up work at the end of June when he will start on the back nine.

Greens and bunker surrounds and lake banks are being sodded and the rest will be plugged with two-inch-by-two-inch plugs.

### THE CONVERSION PROCESS

The first phase of the conversion process involved killing off the old fescue stands. A week after the initial application of Roundup, the crew came in and scalped the turf down to an inch and then applied Roundup again to clean up any turf that was missed the first time. Then Dieckhoff brought in a flail mower to get it down to dirt and expose the sandcap. A three-quarter-inch hollow tine aerifier run in tight circles prepared the seedbed and an application of Ronstar pre-emergent herbicide finished the job.

Dieckhoff brought in Morrison, Tenn.-based the Turf Co. to handle stripping work around the bunkers and other sensitive areas.

With the sodding done on the front nine,



Six days after hitting the ground, root growth exceeded one and a half inches.

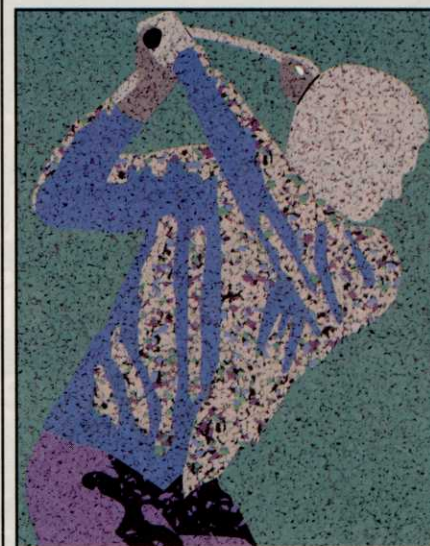
Dieckhoff's attention turned to the plugging process. The club went with plugs because sprigs would have had a harder time establishing since the sandcap would

have diminished water retention.

"Establishment is the big thing here, we will keep them wet, but we are already cutting back on the amount of fertilization we thought we would have to

give them," said Dieckhoff. "Instead of half a pound of nitrogen a week, we are going with half a pound every three weeks. It also doesn't take as much water as we thought. Initially we will give the plugs three minutes of water every hour, but after two to three weeks we will back off."

The conversion process will be completed this summer and Dieckhoff expects to have 80 to 90 percent coverage by the end of September and full coverage by the end of the year. ■



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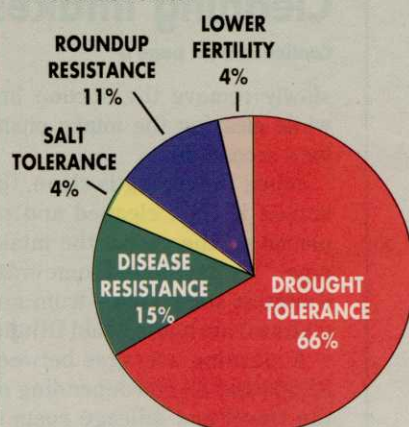
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## New MACH 2 rates approved

INDIANAPOLIS, Ind. — Dow AgroSciences has gained a newly approved federal label for MACH 2 that states that all white grub larvae can be treated at two pounds of active ingredient (halofenozide) per acre. The previous label specified a range of one and a half to two pounds of active ingredient per acre de-

pending on the grub.

"Often it's a challenge to tell the difference between grub species. With the new label, all labeled grubs can now be treated at the 2-pound rate," said product marketing manager Chris Wooley. The new rate is based upon efficacy performance from field trials conducted within the last year.

## TifSport

Continued from previous page

mid-March, but once you hit it with fertilizer, it responds faster and you end up with a better playing surface a couple of weeks earlier.

"We had no problems getting the course greened up for the tournament this year," Lawrence continued. "Although the roughs

are a bit inconsistent because it is still a bit early in the growing season."

### MANAGING AN AGGRESSIVE TURF

According to Lawrence, TifSport is an extremely aggressive turf.

"It is a tighter growing turf with a more upright growth habit and a



The 18th hole at TPC at Wakefield Plantation.

## Balanced Chain Methylene Urea is a top fertilizer performer

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finer leaf texture," he said. "It gives you a better playing surface and darker green color. However, as it matures I see us having to keep this growth habit in check to keep it from getting thatchy."

Since Lawrence was still treating the course as a grow-in last year, this is the first season

*"I will be a little more aggressive on tees because they are sand-based"*  
— Todd Lawrence

where he will get into a regular program of core aerifying, verticutting, applying Primo plant growth regulator and reducing fertility.

"I am still finalizing my program for TifSport but I will do at least a couple verticuts and core aerifications this year on fairways and roughs," Lawrence said. "I will be a little more aggressive on tees because they are sand-based and our fairways are on clay. I want to keep the tee surface really firm."

When it comes to controlling growth Lawrence turns to Primo plant growth regulator which he applies three times a summer. He will also switch to a slow-release fertilizer and reduce levels from six pounds of nitrogen to four.

"So far the difference between TifSport and 419 in terms of fertility has been hard to tell because we were in grow-in and trying to create a good playing surface last year," said Lawrence. "Now that we have been open for two years, we can fertilize the TifSport a little less because it holds its color very well and responds to lower levels of fertility." ■

## Cleaning intakes

Continued from page 6

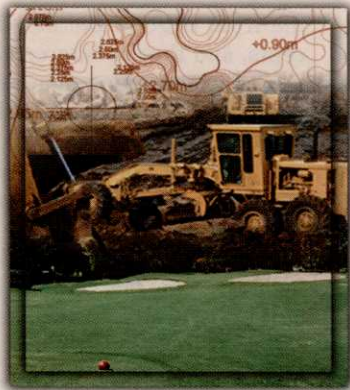
slowly remove the suction line while cleaning the intake piping for a second time.

When the piping is clean, the screen is then cleaned and replaced on the end of the intake pipe. "We have found some crazy things at some jobs – from golf clubs to rain boots," said DiIulio.

A cleaning averages between \$2,500 and \$3,500 depending on the travel and mileage costs to get to the job, said DiIulio. ■

GOLF COURSE NEWS





## BRIEFS

### COLLAPSE DOESN'T SLOW RENOVATION

ST. LOUIS — A \$12.5 million restoration of the Forest Park Municipal Golf Course, which finally got underway last year after several years of stalls, is scheduled to open in October 2003. However, the opening of the clubhouse, which was supposed to take place this fall, has been delayed after high winds caused the roof to collapse in May. When the Hale Irwin Golf Services Inc. renovation is completed, the American Golf Corp.-managed course will be known as the Norman K. Probst Community Golf Courses and Youth Learning Center.

### ASL BUILDS FOR WILLOWBEND

BURLINGTON, Vt. — ASL Golf Course Construction has broken ground on a nine-hole addition for Willowbend Golf Development in Mashpee, Mass. After a long wait, Willowbend will become a 27-hole golf club with the addition to the private club on Cape Cod.

### MUSKOSA SANDS' TABOO TO OPEN

GRAVENHURST, Ontario, Canada — At press time, TABOO at Muskosa Sands was scheduled to open to the public on June 28. The 7,123-yard Ron Garl design is the latest component of the resort's \$500 million, seven-year development program. Canadian pro golfer Mike Weir has chosen TABOO as the home of the first Annual Globe and Mail Charity Classic to be played Aug. 7 to benefit local children's charities.

### INNOVATIVE ARCHITECT MUIRHEAD DEAD AT 79

NEWPORT BEACH, Calif. — Golf course architect Desmond Muirhead died May 2 at age 79. The innovative and often controversial designer worked in partnership with such greats as Gene Sarazen, Jack Nicklaus and Arnold Palmer and pushed the limits of golf course architecture with his own designs. Muirhead started in golf course design doing master plans for golf communities and published a book on the subject for the Urban Land Institute in Washington, D.C. Some of his most notable layouts include Muirfield Village GC in Ohio, Mission Hills G&CC and Desert Island CC in California and Aberdeen G&CC in Florida.

## Editorial Focus: Renovations

# Superintendents have many options for turf removal projects

By DEREK RICE

When it comes to renovation of greens, tees, fairways and roughs, there are a number of viable turf removal options out there. Which one courses decide to use depends on a number of factors, including what type of grass needs to be removed, whether disease is an issue and the size and scope of the renovation.

What follows are some examples of applications of the three most common turf-removal products: Roundup, Basamid and methyl bromide.

### EASE OF USE

Perhaps the best known and most widely used product in the turf removal game is Monsanto Inc.'s Roundup. In recent renovations, superintendents Jeff Benedict of the University Club of Kentucky in Lexington and Michael Dieckhoff of Spring Creek Ranch in Collierville, Tenn., used Roundup to prepare for a turf

conversion.

In Benedict's case, he was looking to re-grass fairways as part of an overall renovation. Because of the scope of the project — spread over 26 acres — as well as a recommendation from the consultant on the project, he chose the Roundup solution.

"We were re-grassing all the fairways so we sprayed Roundup to kill it off so it would be easier

to till back under and strip," he said. "It was pretty easy, and it killed all the Poa annua and things, but we had enough Poa annua seeds in the ground that we've got Poa annua again now."

Dieckhoff said he looked at the other alternatives, but decided that the cons outweighed the pros in those cases.

"To get grass growing and take up Roundup and translocate it through the plant, we felt it would give us a total kill,"

Continued on page 14



A grounds worker applies Basamid with a drop spreader for turf fumigation.

# LandBank focuses on natural space

By DEREK RICE

ATLANTA — LandBank Development Corp. is hoping to make Deep Creek Golf Club and the accompanying housing development its first "conservation community" when the project breaks ground in early June, said Bob Johnson, LandBank vice president. The project is under consideration for recognition by the Nature Conservancy.

At the center of building a conservation community, Johnson said, is allowing the land to dictate the placement of roads and houses, rather than the inverse.

"It's more of the concept of a golf course, where you're cutting through trees and doing a sight line, then siting the greens," he said. "We're carrying over the concept from developing golf courses and trying to imitate that aesthetic value of golf and create that aesthetic value in home placement."

Working in conjunction with golf course architect Steve Smyers, LandBank hopes this is the first of many conservation communities co-developed with golf courses as their centerpieces. Johnson said the time is right for marrying these two concepts.

"The time has come to put the two pieces together," he said. "We've done it

Continued on next page

## Editorial Focus: Renovations

# Bunker lining, drainage companies look to renovation

By DEREK RICE

Renovation and remodeling work at golf courses is on the rise for a number of reasons. Land is hard to come by in some areas, nine-hole courses want to add another nine and older courses need updating to remain competitive. In nearly every case, bunkers are among the components slated for renovation.

Because of these factors, many of the bunker lining and drainage companies are increasingly targeting the renovation market for their products.

### THE 'CURE' FOR WASHOUTS

Both Bunker Woll, which is manufactured by F.P. Woll and Co. and distributed by Gladstone, N.J.-based Bunker Net Inc., and Sandtrapper from Johnson City, N.Y.-based IVI-Golf, are primarily used on bunker faces to reduce silt contamination and washouts, but can also be used to aid in erosion control on other areas, such as steep banks, cart paths, creek banks and washed-out areas.

"Essentially, we recommend Bunker Woll wherever there is a problem with washouts, contamination or erosion," said Nadine Christ, Bunker Net president.

Because steeper faces require a more aggressive material, IVI has introduced Sandtrapper in two styles, one for gentler situations and the other for steeper and more severe slopes, according to Wayne Rozen, IVI president.

"Washouts and contamination have been problems for as long as there has been golf and rain," he said.

Renovation projects are becoming a larger part of the demand for Sandtrapper, Rozen said.

"We have equal call for Sandtrapper in both the renovation market, where it is used to 'cure' chronic bunker washout problems, and in new construction, where experience has told the architect, builder and superintendent that bunker washouts and sand contamination are continuing to cost golf clubs and courses big dollars in repairs," Rozen said.

Currently, Christ said, about 500 courses use Bunker Woll or Bunker Aid, a synthetic product Bunker Net introduced in response to the popularity of Bunker Woll.

"With the success of Bunker Woll, we felt it was important to offer a more durable product that is thicker than the other synthetics on the market and has the netting on the back to help keep the material intact," Christ said.

Of course, Christ said, Bunker Woll isn't a miracle product that can do it all on its own.

"For any product on the market to be most effective, you need to have the proper sand selection and

Continued on page 13

# The 11-year prep for 2003 Open

OLYMPIA FIELDS, Ill. — If not for a couple of "major" distractions, Mark Mungeam's renovation of Olympia Fields Country Club (OFCC) would have been completed earlier.

Course architects Cornish, Silva and Mungeam started work at the 36-hole facility in 1991, with the goal of refurbishing the club's North Course, a 1923 Willie Park Jr. design, before moving on to the South Course.

Eleven years, two remodels and one Senior Open later, the South Course is still awaiting its renovation. But there is good reason for that — the North Course is scheduled to host the U.S. Open next summer.

In 1994, three years into work at Olympia Fields, the USGA awarded the club the 1997 Senior Open. So Mungeam spent the next three years working with the USGA to fine-tune the North Course in anticipation of the senior golf event.

Because Mungeam's work was so well received during the championship, the USGA awarded Olympia Fields the 2003 U.S. Open, which will be the first Open the club has hosted in 75 years.

As a result, Mungeam was retained to complete another redesign of the course for the championship. What had been a

Continued on page 14





## Oneida Nation

Continued from page 1

Shenandoah course," he said. "This will give the resort a new look and a lot more to offer."

The Oneida Nation has spared no expense in designing the two courses by hiring two of the biggest names in golf course design. Robert Trent Jones Jr. and Tom Fazio have designed the two new 18-hole courses and will oversee the projects. The Jones course is under construction with a June 2003 opening scheduled, and the Fazio course is slated to open in June 2004.

Joe Baidy, director of golf courses and grounds will work with Landscapes Unlimited, which also developed the Shenandoah course, on the construction of the two new courses. Baidy said getting the Jones course opened by next June is going to take a lot of hard work.

"It is going to be intensive and it's on the fast track," he said. "All parties concerned are working together real well and things are moving."

The Jones course will begin and end near the existing practice facility at Shenandoah. For Jones, the opportunity to work on a course in the upstate New York area is special.

"My father and mother attended college in the Finger Lakes region, and the Robert Trent Jones course at Cornell University, designed by and named for my father, established a legacy that I will endeavor to follow in this new project," Jones said.

The Fazio course will be located about two miles from Shenandoah. Fazio said he sees that course as being an incredible place when it is completed.

"Since the golf course site is very special in character and beauty, I envision the finished course to be a 'must see' golf course for golf enthusiasts," he said.

In addition to the two 7,300-plus-yard courses, the resort is working on a 70,000-square-foot expansion of the casino, and recently completed a new 24,000-square-foot clubhouse at Shenandoah. Emery said these are not the only projects planned at the resort.

"The casino expansion is underway, and there will probably be additional developments down the road," he said.

Baidy said all of the current and future projects are part of the nation's overall plan to create the best destination resort the possible.

"We constantly strive to reach the next plateau, and this will carry up through the other two courses," he said. "These projects have been discussed for some time, and I think this was the opportune time to do them." ■

## LandBank

Continued from previous page

where it was just the conservation community, but we wanted to do it where it's part of the golf course, and we can integrate them together."

The land on which the course will be built is well-suited for golf, Smyers said.

"We will be able to use the

natural slopes to settle the strategy and have a minimal number of bunkers," Smyers said.

Johnson said the testament to the land's suitability for golf is the relatively small amount of earth that will need to be moved for the project.

"We're only moving 150,000 cubic yards of dirt. That's basically your tees, bunkers and green settings, and not much

more," he said. "We're also doing a little sloping around the brooks to protect them and that's all."

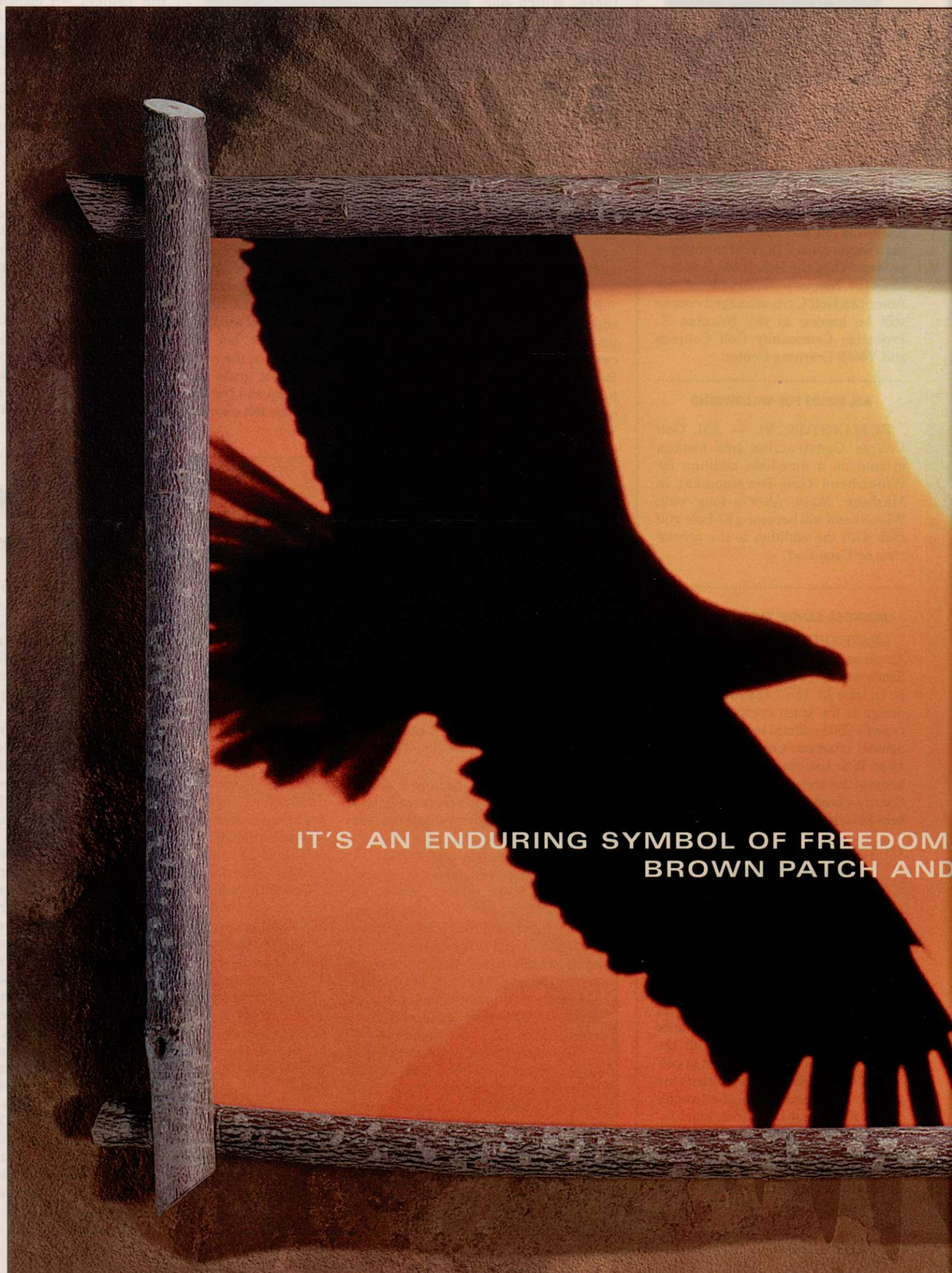
Grooming and shaping is being handled by Jim Croom Sr. and Jim Croom Jr. of Hi-Tech Golf, based in Tampa, Fla. Working with builders who understand the concept LandBank and Smyers are trying to achieve was key, Johnson said.

"You've got to work with like-minded people, and they're on

the front edge of the new concepts, and they're interested in seeing construction done properly," he said. "It's good for their name as well."

While that may be the case, Johnson said, it doesn't make their job any easier.

"It's definitely more difficult for them," he said. "But this is our opportunity to do what's right." ■



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BROWN PATCH AND



## Bunkers

Continued from page 11

drainage," she said.

Since its introduction at the GCSAA show last year, Sandtrapper has been installed in more than 100 courses.

Because the product is synthetic and rugged in nature, it will not degrade and will be around for the long haul, Rozen

said, eliminating the need for replacement in just a few years.

### DRAINAGE

In the drainage game, EzFlow, offered by Ring Industrial Group in St. Augustine, Fla., has taken the lead. Made from a polystyrene aggregate, Ezflow drainage products are designed to be used in a variety of applications, including sand traps, fairways, greens, wet areas, French

drains and landscaping drainage.

Ben Berteau, regulatory engineer for Ring Industrial, said the use of Ezflow is designed to eliminate the potential of damaging mowers on fairways and greens by surfacing gravel. He said the company has also experienced a surge in the renovation area, but that it isn't specifically targeting that area.

"We're not stopping there,"

Berteau said. "Certainly there is a market for our product in renovation and remodeling of golf courses, but the market is much broader than that. Golf courses are being built every day and we want to be available with our product, as well as offering support in drainage designs."

Ezflow is currently in use by more than 25 golf courses, Berteau said. ■

## Pebble Beach

Continued from page 3

was larger than anticipated, an 80-wheel self-leveling trailer had to be used.

Once the tree was loaded the next challenge was to drive it to the new location more than a mile away. The trailer was hauled and pushed by massive tractors across a plywood roadway that was created by Pebble Beach employees who continually shuffled sheets ahead of the tree. It took more than five hours to make the journey.

"I have moved bigger things but I have never done a job in such a pristine setting. I was really worried that we would tear up the grass, but the waiters, caddies, and course workers who pitched in made all the difference," said Guy Tunnell of Sheedy Crane and Rigging.

With the tree in the new location, getting it into the hole took some effort. Crews had created a 10 percent grade roadway in order to drive the trailer down into the ground so that the tree would sit at the proper elevation. The sandy soil was softer than anticipated and combination of trucks and tractors had to drag the trailer into place.

Throughout the commotion play continued. A foursome of players from Australia, who had made arrangements to play on this day a year ago, were enthralled by the activity.

"I never thought I would have to drive around a crane on one and putt out on 18 next to tractor trailer truck, but it didn't bother us in the slightest. To be honest we found this all very exciting" one player said.

After positioning the tree, the job of returning the golf course to optimum playing conditions fell into the hands of the Pebble Beach crew under the supervision of superintendent Tom Huesgen. Crews had stockpiled soil removed from the first hole location in order to backfill the tree with compatible soil. Crews had to repair surface damage on the first and 18th fairways and then compact and grade the areas around the tree to prep for resodding. The bunker between the tree and the 18th green will also be rebuilt. Support cables will be on the tree for the next two years to allow the roots to take hold. Huesgen figured to have the areas open to play within a week.

"To be honest, I expected more damage to the fairways from the moving of the tree. There were a few glitches along the way, but that always happens in construction projects. This was one of the most overwhelming projects we have done here at Pebble, and one of the most satisfying," Huesgen said. ■

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## Turf removal

Continued from page 11

Dieckhoff said. "Methyl bromide and Basamid sterilize everything and you get a good kill out of it but it is really cost- and time-prohibitive, in my opinion."

In the end, the cost as well as Roundup's ease of use led Dieckhoff to go with Roundup.

"You can just go out and spray it, and what dies dies, and if it doesn't, you go out and hit it

again and then you have everything," he said.

Because construction fell behind schedule, Benedict said, he ended up having to re-spray in some areas.

"We did have to re-spray a few times because we did our renovation during the summer months and you always have new weeds coming in," he said. "I tried to spray a week to 10 days out before they were seeding to keep it cleaned up."

## GRANULAR FUMIGATION

Don Brown, superintendent of White Manor Country Club in Malvern, Pa., decided to go with Basamid, a granular fumigant from BASF, for his turf fumigation later this summer. Beginning in August, Brown will be fumigating all the fairways, fairway surrounds and green surrounds as part of an overall renovation that began earlier this year.

"We're going to use Basamid in order to end up with the purest stand of bentgrass and kill all the weeds from the Poa annua," he said. "Except for the routing, this isn't going to be the same golf course anymore. It's a complete blow-up and redo."

Brown said his decision to use Basamid was based on many factors, including input from other superintendents in the area.

"From the results that I've seen at local clubs, along with the university research, I really didn't see any other product out there that was even comparable," he said.

One of those local clubs is Philadelphia Country Club in Gladwyne, Pa. Superintendent Mike McNulty used Basamid to kill his perennial ryegrass fairways, which had become susceptible to grey leaf spot disease. The results, he said, "were beyond our expectations."

Brown hopes to see similar results with his Basamid appli-

cation, which he said should take about two weeks between application and seeding.

"I'm anticipating making the application, irrigating for about a week, and then within another



Don Brown's Basamid application, scheduled for later this summer, is part of an overall renovation project at White Manor GC in Malvern, Pa.

week, we should be seeding," he said. "It should be 10 to 14 days between application and seeding."

To be effective, Basamid requires constant watering for about a week. The water acts as a sealant and keeps the gas in the soil.

## UNDER-COVER FUMIGATION

At Aronimink Golf Club in Newton, Pa., superintendent Rick Holanda considered using Basamid for his turf fumigation, but decided against it because of the need for water.

"The one problem you have with Basamid is that you have to have available water because you have to keep the surface wet for seven days consistently," he said. "You cannot let the soil dry out or it will not be effective."

Instead, Holanda went with methyl bromide for his greens and about 20 yards of fairway on the approach to the greens. For

the rest, he used Roundup.

"We had a lot of Poa on our greens, and we also had a lot of problems with a disease called bacteria wilt," he said. "So we decided instead of just killing the plant, we wanted to completely sterilize the soil to get rid of all the nematodes and weeds. We wanted to start from completely fresh, sterilized soil."

Holanda said the application involved stripping the area to be fumigated and covering it with a large, clear plastic tarp with piping spread throughout it. From there, the gas was injected into the soil for two to three days. After that, he had to allow two to three more days for aerification before the area was ready for re-seeding.

"You're looking at about six days from the beginning until you're ready to seed," he said. "And you get a much better result with the area covered because you retain all the gases."

One drawback to methyl bromide use is its danger to the Earth's ozone layer, which has been documented by the United States Department of Agriculture (USDA). Because of a number of factors, however, the USDA continues to allow for its use.

According to the USDA's Web site, "There is no known single alternative fumigant, chemical or other technology that can readily substitute for methyl bromide in efficacy, low cost, ease of use, wide availability, worker safety and environmental safety below the ozone layer." The USDA is currently conducting and encouraging research to develop an alternative to methyl bromide. ■

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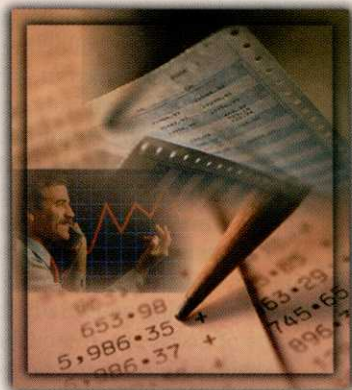
Continued from page 11

6,700-yard layout in 1991 played at 6,922 yards (par 70) during the 1997 Senior Open. For next year's U.S. Open, it will play more than 7,150 yards because Mungeam and the USGA lengthened 12 of 18 holes.

"The USGA, of course, has very specific desires when it comes to prepping a U.S. Open layout: creating enough pin placements, orienting fairway bunkers to place a premium on accuracy and things of that nature," Mungeam said. "My job has been to marry those desires with the goals of our original restoration effort. Having done that, maybe now we can finally get to work on the South Course."

Plans are currently being developed to rework the entire third hole and the tees at the fourth and 11th on the South Course. A serious remodeling of the 1916 Tom Bendelow design will not begin in earnest until after next year's U.S. Open. ■





## BRIEFS

### PALMER GOLF NAMES WISHART GM AT STONE RIDGE

ORLANDO, Fla. — Arnold Palmer Golf Management has promoted Peter Wishart to general manager at Stone Ridge Golf Club, located in Bowling Green, Ohio. Prior to his promotion, Wishart served as food and beverage manager at the Capstone Club in Alabama.

### PEBBLE BEACH CO. NAMES PLOTT PRESIDENT, COO

PEBBLE BEACH, Calif. — Pebble Beach Co. has appointed Robert "Cody" Plott as the company's president and chief operating officer. Plott will oversee operations of The Inn at Spanish Bay, The Lodge at Pebble Beach, Casa Palmero and The Spa at Pebble Beach, as well as the Beach and Tennis and Spanish Bay Clubs. Plott fills the position recently vacated by the death of John Chadwell. Prior to joining Pebble Beach, Plott was president of Collier Selley, a Los Angeles-based real estate brokerage firm.

### HERNANDEZ TO HEAD MARKETING EFFORTS FOR BRANTON WOODS

HOPEWELL JUNCTION, N.Y. — Phil Hernandez has been named director of marketing for Branton Woods Golf Club, the public course that opened here last fall. Hernandez spent the last four years as regional director of marketing for Back Creek LLC and KL Golf Inc., where he directed marketing efforts for Back Creek Golf Course and Frog Hollow Golf Course, both located in Middletown, Del.

### KEMPERSPORTS TO MANAGE CC OF WISCONSIN

NORTHBROOK, Ill. — Kemper Sports Management has been signed to manage the Country Club of Wisconsin, a semi-private facility located just north of Milwaukee. Kemper Golf president Steve Skinner said Wisconsin's growth as a golf destination was behind the company's desire to manage the facility. The CC of Wisconsin, which opened in 1994, features more than 200 acres of rolling hillside, and has been certified as an Audubon Cooperative Golf Course.

## Living a million-dollar dream

By JERRY POLING

ST. JAMES, Minn. — In 1992 at age 55, Bob Lewis Jr. had planned to retire early on disability from his job as corporate meeting planner with Minnesota Mutual Life Insurance in St. Paul.

He had a bad back, and after flying up to 150,000 miles a year around the world, he was looking forward to relaxing at his Apple Valley, Minn., home with his wife.

Then came that lunch break at work in April 1992

when he remembered to check his lottery ticket. One by one, all his Powerball numbers matched. He had won \$12.5 million, payable in 20 annual installments of \$625,000 (\$455,000 after taxes). Suddenly he was a millionaire on paper and could laugh at the world: "I tell people I'm on a fixed income: I only get one check a year," Lewis said.

Contrary to what many people might have done, Lewis didn't act like a kid who had just found a \$100 bill at an amusement park. He kept working for another year, as planned. Three years later in 1996, after pondering his options he made an informed decision on how to use some of his windfall: He decided to buy a golf course.

Lewis previously did not have visions of owning a course, unlike many golfers. He

loved the game and was an average player by his own admission, but had quit years earlier because of his back. Except for organizing corporate golf events, the game had slipped out of his life.



Bob Lewis Jr. and Mike Luckcraft, head golf pro at St. James CC.

So why did he choose a highly competitive and sometimes frustrating business? Lewis said he made a sound business decision and a good investment — and for the second time — had a little "Luck" on his side.

A close family friend, Mike Luckcraft, had become a golf pro in the Minneapolis-St. Paul area and suggested that Lewis look into buying a course. Lewis had been hoping to find a seasonal business that would allow him to work part time.

With Luckcraft as an adviser, Lewis looked at several courses before hearing about a struggling 9-hole course in St. James, Minn. (pop. 5,000) about 75 miles south of the Twin Cities.

They saw many possibilities. The low-budget Watonwan Country Club in St. James wasn't much to look at, but that didn't bother Lewis. First, he saw a nice piece of land. The Watonwan River ran through the course, which had lovely

Continued on next page

## Teamwork, communication key

By TED HORTON, CGCS

In my busy life as a golf course superintendent, I could seldom find enough time to accomplish half of the many tasks penciled into my daily, weekly, monthly and yearly to-do lists. How then could I be expected to take time to engineer effective relations with members of my golf course's management staff? I found myself asking, "Why should I take time from my busy schedule for this effort?"

The answer is simple: teamwork and harmonious relationships amongst leaders is an expectation of management. No single employee is more important than another at a golf course.

The golf course management team consists of individual professionals who have what Bruce Williams, superintendent at Los Angeles Country Club, refers to as "different roles for similar goals." Communication and respect for one another are their tools for accomplishing the desires of the golfers and the goals of the golf course.

While speaking to students of a class I teach at the Professional Golfers Career College in Temecula, Calif., Williams talked about relationships between the superintendent and the golf professional.



Ted Horton, CGCS

"It's all about relationships — and too often these relationships are adversarial," he said. "A relationship in harmony means putting issues aside for the common good of the organization."

Williams encouraged students to build harmonious relationships with golf course superintendents and offered the following suggestions:

- Hold regular meetings. Lunch or coffee together doesn't deal with the issues. Formalize the meetings. Rotate the site and allow both parties to develop trust and seek solutions for common problems.
- Maintain an open-door/open-mind policy. Listen to each other's perspectives.
- Coordinate a master calendar. Try to

Continued on page 22

## FGS building on first contract

By DEREK RICE

HERSHEY, Pa. — Freedom Golf Services (FGS), which was founded by former Gotham Golf Group vice president Allen Dupuy in January, has signed its first management contract. FGS will take over day-to-day operations of Crockett's Ridge Golf Club in Kingsport, Tenn. This includes a scheduled closure begun in May to allow for an extensive course renovation to improve playability and turf conditions.



The deal, Dupuy said, is the first of what could be many that FGS closes this year.

"We have an additional three to five properties with whom we are having discussions," Dupuy said. "Our goal over the next 12 months is to acquire three or four properties of any combination of management, lease or purchase."

Dupuy said the service FGS is seeing the most demand for is its golf course consulting or full-service management, which he said is understandable.

"We feel [this demand] can be directly attributed to the fluctuations in the nation's economy," Dupuy said.

That's not to say there aren't lease or purchase options out there for FGS, Dupuy said.

"We've received as well, albeit to a lesser degree, inquiries from parties seeking to lease or sell their respective courses," he said.

The economy, Dupuy said, was one of the main factors that led him to found FGS. He said he saw an opportunity to get involved with some good properties at good prices.

At Crockett's Ridge, FGS hired Chris Waller as general manager and Raymond Perez superintendent, both of whom have a long relationship with Dupuy and Dan Stonionis, FGS' executive vice president and also a former Gotham vice president.

Going forward, Dupuy said FGS has some clear objectives in mind as it grows.

"The vision for FGS is not to become the largest management firm or course operator in the nation," he said. "We simply try to operate each of our golf properties as if they were our own private venture, and therefore we never lose sight of the primary objective — driving bottom-line net cash flow while being cognizant not to injure customer service."

## Troon unveils management system

SCOTTSDALE, Ariz. — Troon Golf has developed and introduced a revenue management system that allows each Troon facility to manage tee time inventory and maximize revenues.

The Troon Golf Revenue Management Program incorporates a proprietary demand-pricing process for each available tee time. The company says it expects investment in this system to translate to greater value and more opportunities for golfers at all of its facilities.

The system was developed in consul-

tation with Sherri Kimes, professor at the Cornell University School of Hotel Management. Kimes' research suggests golf facilities adopt yield-management philosophies similar to the hospitality industry. A pilot at one of Troon's daily fee facilities showed what the company called a significant increase in revenue.

Guy Sugden will serve as Troon's revenue manager and will work directly with reservation agents and operations officers at each of the company's facilities to implement the system.



## Lottery winner

Continued from previous page

rolling terrain and a mix of open and wooded tracts.

Second, he analyzed the market. There were 19 nine-hole courses within 30 miles but no other 18-hole facilities. Third, he made sure more land was available because he wanted – and knew that golfers wanted – an 18-hole

course. He found out he could buy 76 adjoining acres from farmers.

In October 1996, Lewis plunked down about half of one annual lottery check – \$212,000 – to buy the course. In 1998, \$1 million later, he opened the vastly improved St. James Country Club. Architect Joel Goldstrand built 11 new holes, 13 new greens and revamped the remaining old holes. A tee-to-green irrigation

system was installed, most of the 62 bunkers, cement cart paths and a driving range.

At 6,832 yards from the back tees and with a slope rating of 136, St. James now is considered one of the best courses in southern Minnesota.

With luck and hard work, Lewis had achieved his first goal: building a quality golf course for south central Minnesota.

He's still working on his second goal, making a profit, but he said he's getting closer and has the financial staying power to succeed.

Lewis hired Luckcraft as his PGA pro and general manager. They have marketed the course to cities within a 40-mile radius and are beginning to see results. "I can see light at the end of the tunnel, and I'm pretty sure it's not a freight train coming the

other way," Lewis said in late May, a few days before collecting his annual Powerball payout, which he refers to as "high holy day."

Life as a millionaire golf course owner hasn't been utopia. In 2001, the Watonwan River flooded his course three times. St. James didn't open until May 9, more than a month behind schedule and after losing potentially thousands of dollars in greens fees.

Lewis, who is on the board of the Midwest Golf Course Owners Association, has no plans to buy another course and tries to keep his avocation as simple as possible. The course and 10,000-square-foot clubhouse close every year Nov. 1. Lewis then heads to Arizona for the winter.

He has four full-time employees, including course superintendent Bruce Leivermann. "I have two dynamite guys. Hopefully I stay out of their way," Lewis said.

Yet Lewis, now 65, still is the boss, driving the 100 miles from his home to St. James at least once a week. He's enjoying his newfound power, unlike the old days when he was a rung on the corporate ladder. Now he chairs his own company meetings, often at a local coffee shop.

Lewis even got his way when the course was redesigned: He ordered Goldstrand to build a square green as a marketing tool. The 185-yard seventh hole has one big postage-stamp green — 70 feet wide, 70 feet deep. "I make sure they mow it square," he said. It's the only square green in Minnesota and maybe in the country, he said.

With luck, vision and hard work, Bob Lewis Jr. has put his stamp on golf in southern Minnesota. ■



## BUNKER RENOVATION: CASE STUDY #27

Jack used to struggle with his maintenance budget.

He always looked for ways to control costs yet deliver results.

Over the years, he implemented many new methods and routines.

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After most storms, he would spend \$1,800 to \$2,500 on labor,

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## AGC case

Continued from page 1

members are allowed to leave.

Doyle also asked the judge to place his \$24,000 membership deposit in escrow because, as he said, if AGC declares bankruptcy, that money – and the money from members of AGC-operated courses across the country – will be lost. Dixon said he was not permitted by law to do that, but, according to the *Daily Herald* (Arlington Heights, Ill.), he did order a hearing to consider extenuating circumstances and determine if AGC is likely to lose its lawsuit and then reconsider freezing the deposit.

AGC is in the midst of a merger with National Golf Properties (NGP), which owns many of the courses AGC manages. The *Los Angeles Times* has indicated that NGP has hinted at bankruptcy in quarterly reports.

Doyle declined to discuss the specifics of the suits at press time, saying that a deal may be in the works. Representatives of AGC did not return calls seeking comment for this story. ■



## Jackson

Continued from page 5

these issues that will be executed and tracked daily.

In addition to marketing and communication support come a number of services that assist with day-to-day operations. Management companies take on the responsibility of marketing, accounting, human resources, agronomics and management through talented, trained people that a single course could not justify from an expense standpoint. Management companies equip owners with the tools needed to make sound business decisions and ensure that the right person is in place to execute the most efficient business plan. A detailed course analysis facilitates this plan that provides:

- Sound reporting and financial practices including budget/forecast models.
- Ensured quality control at each course resulting in the best greens, tees and landscaping throughout the golfing season.
- Sophisticated technology, marketing and public relations plans to increase property awareness—neighborhood marketing.
- Timely monthly and quarterly business reviews of course operations.
- Profitability reports, trend analysis, competitive set review.

A management company will offer consistent and personal on-site visitation and consultation in order to be effective.

At Meadowbrook Golf, for example, any course, whether it be owned, managed, leased or maintained, receives monthly visits from marketing and operations executives and weekly visits from regional managers. In addition, the company works closely with the owner to assure that the course is staffed with professional and knowledgeable local individuals that understand the market.

Hiring a management company should be about partnership, not about relinquishing control. In the end, a good management partner will be a valuable tool that is part consultant and part onsite manager that shares proven ideas while helping to achieve common goals. Whether it is current food and beverage developments, the latest technological advances or the most current agronomic practices, the course will be on the cutting edge and receive the benefits of the latest available practices in all areas of operation. Management companies will play an increasingly stronger role in the successful recovery future of golf operations. ■

Ron E. Jackson is president and CEO of Champions Gate, Fla.-based Meadowbrook Golf Inc., a full-service golf management and development company that owns, leases, manages and maintains 106 golf courses nationwide.

GOLF COURSE NEWS

## Kahn

Continued from page 5

additional layer of management. With all the little earners gone, the statements will be far more impressive.

I'm not knocking management companies in general. I truly believe they are needed in cases where owners have no experience in operating a golf course.

However, that layer of expense needs to be justified by earnings performance and not simply a percentage of revenue. In my opinion, that's the only way a sub-\$3 million golf course can afford a management company.

For what it's worth, I have a bit of advice for golf course owners who hire management companies. You need to physically

review your golf course properties often. I've been privy to incidents where owners came back to find their golf courses in ruins after being entrusted to a management company. You also need to have a simple, one-page daily summary sent to you at the end of every day. It should indicate the day's weather, rounds, receipts, how the cash balanced, and the same information for the

corresponding days of the previous two years. It should include a brief note about incidents of the day and a signature. Then keep these reports in a safe place for a long time. ■

Michael A. Kahn is a golf business consultant who operates Bradenton, Fla.-based GolfMAK Inc. and has been in the industry for more than 40 years.

## GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

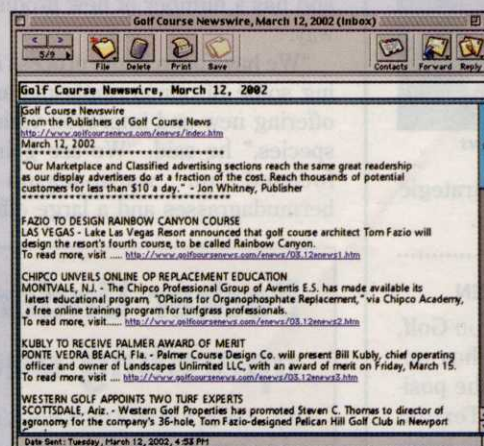
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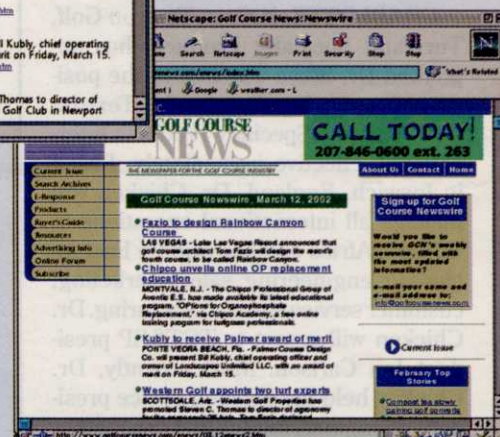
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## BRIEFS

### MCMANUS NAMED TO BECKER UNDERWOOD BOARD

AMES, Iowa — Becker Underwood has named Ian McManus to the its board of directors, which oversees the company's global operations. McManus, who was formerly a member of the executive committee of Aventis CropScience, will be integral in the company's strategic planning and market expansion.



Ian McManus

### TEXTRON PROMOTES CHICKEN

CHARLOTTE, N.C. — Textron Golf, Turf and Specialty Products has appointed Dr. Steve Chicken to the position of managing director for Textron Golf, Turf and Specialty Products International, effective immediately. Based in Ipswich, England, Dr. Chicken will manage all international operations in Europe, Africa and the Middle East including: engineering, sales, marketing, customer service and manufacturing. Dr. Chicken will report to TGT&SP president Jon Carlson. Most recently, Dr. Chicken held the position of vice president of engineering for turf products.

### OBERLE JOINS BASF

RESEARCH TRIANGLE PARK, N.C. — David J. Oberle has joined BASF professional turf as a senior sales specialist. Oberle will be responsible for sales of BASF professional turf products including Pendulum, Drive, and Image herbicides, in addition to Basamid granular soil fumigant. His territory will cover Minnesota, Wisconsin and Illinois. A former superintendent, Oberle worked for 12 years at the Scotts Co. as a technical representative and national account manager.



David J. Oberle

### EAST PENN NETS ISO CERTIFICATION

LYON STATION, Pa. — Lead-acid battery maker East Penn Manufacturing Co. has achieved ISO 9001:2000 and QS 9000:1998 certification for its 480-acre complex. The company has also received ISO 14001 Environmental Management System certification.

## Dunn: SRO will 'stay vigilant'

By ANDREW OVERBECK

CORVALLIS, Ore. — When longtime president Mike Robinson stepped down to handle international sales and new product development for Seed Research of Oregon (SRO), general manager Bill Dunn stepped up to run day-to-day operations.

"Mike started the company in 1983 and has managed SRO through its growth," said Dunn, a longtime veteran of the seed



Bill Dunn

industry who worked for Lofts Seed, Zajac Performance Seeds and AgriBioTech, before joining the company in 2000. "He will focus on the international markets but also play a role in new product development."

According to Dunn, SRO will continue to focus on the professional turfgrass market and has a number of new products on the way.

"We have been in the process of converting some of our germplasms and will be offering new and improved varieties in all species," he said. "We are going to stay focused on warm-season seeded bermudagrasses and a large effort will be

placed on the cool-season market."

In addition to two new seeded bermudagrass varieties SR 9500 and SR 9554 that SRO is about to launch, the company is also ready to release three new ryegrasses and one new Kentucky bluegrass variety.

"We have three new ryegrasses that will have limited commercial availability this season," Dunn said. "SR 4420, SR 4220 and Hawkeye feature improved disease resistance, darker colors and denser playing surfaces. We also have two new elite Kentucky bluegrass varieties one of which, SR 2284, will be available on a limited basis this harvest," he continued.

### A CHALLENGING MARKET

As Dunn steps into managing SRO, he is undaunted by an industry that has been challenged recently by both volatile overseeding prices and slowing golf course construction.

"The overseeding market is a competitive market," he said. "The industry is starting to get back into line with supply and demand. We have seen the worst of the ABT oversupply at least in perennial ryegrass. There will be some price increases and price stability will return to

Continued on next page

## Bayer gains FTC approval for Aventis CropScience buyout

WASHINGTON — The Federal Trade Commission granted conditional approval for Bayer's purchase of Aventis CropScience May 30. The FTC approval was the final step in the \$6.4 billion deal that was approved April 17 by the European Commission.

As part of the buyout, regulators are forcing the companies to divest their acetamiprid and fipronil crop insecticides and flucarbazone crop herbicide. Buyers for each product must be found within six months.

The deal marks the end of the road for Aventis CropScience, which was put on the market by its parent company Aventis SA in November 2000. The Bayer buyout was announced in October 2001 following a summer of exclusive talks between the two companies. The combined company will be the number two player in the agrochemical marketplace behind market leader Syngenta AG.



## Becker Underwood aligns MicroBio operating and marketing functions

By ANDREW OVERBECK

AMES, Iowa — In a move to capitalize on its expanding global presence, Becker Underwood has aligned the marketing and operations activities of the Canada and U.K.-based MicroBio Group it acquired in 2000.

"There is a lot of brand equity in MicroBio," said Roger Underwood, CEO. "They are the largest beneficial Nematode producer in the world and it has a strong biopesticide business. But Becker Underwood didn't get any of

that brand equity because many of our customers did not recognize that we owned MicroBio."

By consolidating MicroBio under the Becker Underwood name, Underwood hopes to achieve greater efficiency and effectiveness.

"We have torn the wall down, it is no longer us and them," he said. "We will have more global staff meetings and development teams are being put together."

Continued on next page



Roger Underwood

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## Syngenta primed for continued growth

By ANDREW OVERBECK

GREENSBORO, N.C. — Syngenta Professional Products has adjusted its management structure internally to improve operational efficiency and drive growth.

"There is no change in the original structure that was put in place when Syngenta was formed but we have refined the structure to create an organization that had business units aligned around similar end user groupings," said Keelan Pulliam, group head of professional products. "Last year we had three groups and this year we have four. We wanted to get groups that have more similar activities and projects to align marketing efforts."

While business has been dismal on the agriculture side, the professional products division is primed for future growth according to Pulliam.

"On the professional side the markets have grown over the past four years and we are restructuring professional products as a net gainer of people and resources," he said. "To maintain our top position we have to find some new projects, make formulation and packaging improvements and build better information systems."

In order to do this, Syngenta has beefed up its strategic marketing and customer management staffs.

"We are also getting closer with our new soil insecticide thiamethoxam," said Pulliam. "We expect registration from the Environmental Protection Agency in time for the 2003 season."

While Syngenta continues its wait on thiamethoxam, its Touchdown Pro glyphosate product gained EPA approval for forestry and aquatic uses

Continued on next page  
GOLF COURSE NEWS



## Advanced Turf Solutions merges with Turf Professionals Choice

FISHERS, Ind. — Advanced Turf Solutions and Turf Professionals Choice, two Indianapolis-area distributors, have merged operations under the Advanced Turf Solutions name. The combined company, which focuses on post-patent chemistry, now serves all of Indiana and Kentucky as well as Southern Ohio.

Alex Cannon is the president of the new company and Dan Dunham is vice president of operations. Vic Garcia, the founder of

Turf Professionals Choice, has ownership in the company and serves on the board of directors. Garcia will continue to service his customers in the field and play other key roles in management.

The company distributes a full line of professional turf maintenance products and golf course accessories. Advanced Turf Solutions is headquartered in Fishers where it has a 28,000-square-foot facility. The company also has a smaller facility in Lexington, Kent.

## Textron focus

Continued from page 1

and turf backgrounds. We are taking a fresh look at all of this equipment."

Among the areas being looked at said Vickers are next generation cutting units, alternative power sources, and technology from Textron's other divisions such as Omniquip and Bell Helicopter.

Vickers' first task will be to streamline Textron's product platforms.

"We will whittle down the number of configurations and go to a minimum number of platforms," he said. "For example, we have duplicate platforms in the triplex mowers but we have to target that while retaining functionality for all the markets."

At the same time, Vickers is also working on new products.

"We have the new LF 1880 fairway mower out there right

now and we will be looking at how we can add a greens mower and a trim mower to that new platform," Vickers said. "We will also be concentrating heavily on walk-behind greens mowers because our competition already has an advantage there. The first phase of a new line of walk-behind greens mowers will be announced later this year."

Textron is also ramping up its testing facility at its 270,000 square-foot factory in Charlotte.

"We will have a 24-hour-a-day track for outdoor durability testing and we are also putting in a par-3 hole that will give us all of the elements of the golf course right there at the factory," said Vickers.

The 125-yard hole will have a 6,000 square-foot green, three different tee boxes and will have sand traps and waste bunkers.

"It will give us the capability to look at different aspects of a development program without having

## Syngenta

Continued from previous page

earlier than scheduled.

"You can now use it as a trim and edge product around ponds and lakes and other bodies of water," Pulliam said.

With Bayer's buyout of Aventis approved, Pulliam re-

*"To maintain our top position we have to find new projects and make formulation improvements."*

— Keelan Pulliam

mains confident that Syngenta will remain on top in the turf and ornamental market.

"Acquisitions and consolidations and mergers have been a big part of this industry in the last five to seven years and as a supplier you learn to deal with it," he said. "We will continue to be number one in turf and ornamentals after the acquisition."

As part of the Aventis acquisition, European Union officials and the U.S. Federal Trade Commission have forced Bayer to shed several insecticide products (see story on previous page). Pulliam said Syngenta might be looking to pick up the pieces.

"We are always interested in opportunities if they present themselves," said Pulliam. ■

to go to a golf course," Vickers said. "It will also allow customers to try out our new products at the factory." ■

## SRO to remain 'vigilant'

Continued from previous page

the market this year as opposed to the incredibly low prices that we saw last year."

Dunn said that he recognizes that many courses have had budgets cut this year, but believes overseeding usage will be about the same as it was last year.

"Some courses may reduce overseeding acreage this year, but I don't think many will forgo overseeding altogether because it is just too risky," he said. "I am not saying that budgets have not come under pressure, but with fewer golfers out there the competition for them will be keener. Courses will find a way [to overseed]."

The construction slowdown doesn't worry Dunn either. "With more renovation work going on we are working on our approach

to smaller projects. Instead of selling 50,000 pounds of seed to one project, it now takes three projects," Dunn said. "So we are stepping up our communication between our tech support agronomists, architects, builders and distributors to try and improve our service on that side."

With Mike Robinson working internationally and on new product development, Dunn is looking forward to continuing SRO's advancement.

"SRO has a good reputation in the business and that is not something you create overnight," said Dunn. "My challenge is to work in a market that is much tougher and to stay vigilant and look for opportunities while working to support the customer and keep them satisfied." ■

## Becker Underwood aligns ops

Continued from previous page

The company now has 27 global sales representatives on three continents.

"The market in the United States is continuing to grow as the market trends toward using integrated pest management practices," Underwood said. "The market in Europe is even stronger because the portfolio of traditional pesticides is really small."


Aware that many superintendents are wary of biological solutions, Underwood is putting emphasis on developing real world product tests.

"We put our superintendents hats on when we do this work," he

said. "Often in when there is research going on in a lab there is more 'r' going on than 'd.' Many things work under perfect conditions. But there aren't perfect conditions in the real world. We are working on provable solutions that give the superintendent value."

Going forward, the company has new products in the both the traditional and biopesticide areas that are getting closer to market.


"One is a biopesticide that will provide superintendents another biological option besides traditional insecticides," Underwood said. "But we are still in development and we are summarizing the data." ■



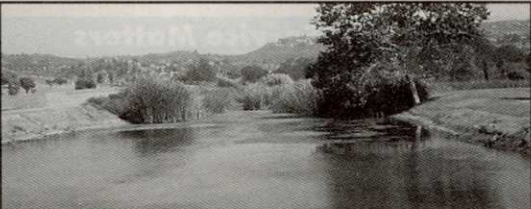
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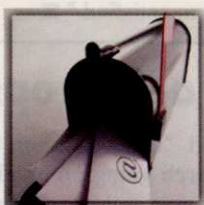
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## QUOTED

Baidy, Don	Oneida Indian Nation	12
Benedict, Jeff	Univ. Club of Kentucky	11
Berteau, Ben	Ring Industrial	13
Brown, Don	White Manor CC	14
Christ, Nadine	BunkerNet	11
Cox, Tom	Enviro Design	3
Davies, Ray	CourseCo	6
Dieckoff, Michael	Spring Creek Ranch	6
DiIulio, Anthony	American Underwater	6
Doyle, Tom	Environmental Discovery	1
Dunn, Bill	Seed Research of Ore.	18
DuPuy, Allen	Freedom Golf Services	15
Emery, Mark	Oneida Indian Nation	1
Harper, R.J.	Pebble Beach Golf Links	3
Holanda, Rick	Aronamink GC	14
Huesgen, Tom	Pebble Beach Golf Links	13
Johnson, Bob	LandBank Development	11
Lawrence, Todd	TPC at Wakefield	8
Lewis, Bob Jr.	St. James CC	15
Miller, Scott	TPC at Four Seasons	7
Pulliam, Keelan	Syngenta	18
Rose-Pricker, Crystal	Pure Seed Testing	1
Rozen, William	IVI-Golf	11
Tunnell, Guy	Sheedy Crane & Rigging	13
Underwood, Roger	Becker Underwood	18
Vickers, Michael	Textron	1
Williams, Bruce	Los Angeles CC	15



## Architects must cater to 'real golfers'

To the editor:

The commentary and Point/Counterpoint items in your last issue (GCN June 2002 "Drawing a line in the sand" and "How has the golf ball harmed golf?") are worth comment.

The first thing that we must be realistic about is that there are two entirely distinct golf worlds: professional golf and real golf. The former is played by less than one percent of active golfers, and the 25 million strong latter is what makes the golf industry's wheels go round. Conceivably, real golf could exist by itself, and it is only logical that we golf course designers should concern ourselves with that sector.

Mr. Pascuzzo dubs us "problem solvers," a sterile designation, as that is only part of our responsibilities. The major thrust of our job should be "entertainment creators" and as such we must cater to the vast majority. If our work is to be ruled by the feats of the tiny minority, and the occasional horror story, then the sad scenario that he paints may well happen.

The distance traveled by golf balls has increased very slowly over the years and we are not in a sudden dilemma. I was surprised that Mr. Uihlein did not point out that golf balls are going straighter than before, much to the chagrin of those capable of working the ball. Mr. Frank Thomas should know what he is talking about – the limits are at hand, especially as the governing bodies of golf (the USGA and the R&A) have come to their respective senses, and agreed to agree.

So let us concern ourselves with real golf, and encourage real golfers to increase their enjoyment to the game. Let the "championship courses" go to 8,000 yards and far beyond, and let real golfers enjoy seeing the 340-yard drives and the 180-yard nine irons on the telly. They know that such feats have little to do with

Continued on next page

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### AUGUST

- 13 2002 Michigan Turfgrass Field Day in Lansing, Mich. Contact: 517-321-1660.

## Letter

Continued from previous page

the game they play. Real golfers really enjoy the advances made in clubs and balls and it helps to keep them coming back and playing more. So it ain't broke and it don't require fixin' as Mike Dasher (GCN June 2002 News Poll) pointed out so well.

Good sense will prevail.  
Yours in golf,  
Roy Case  
Case Golf Co.,  
Lake Worth, Fla.

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## Teamwork

Continued from page 15

fit golf outings around the major agronomic events. Communicate to avoid surprises.

- Tour the course together. Playing the course together while discussing course preparations is usually not enjoyable for many superintendents. Seek other opportunities to meet and discover superintendents' issues. Bring solutions to the discussions – not problems.
- Handle complaints together. Prepare

correct answers together for predictable questions. Develop responses to questions about frost delays, aerification, rain closures, marking of the course and other expected problems.

- Be honest with one another. Nothing destroys trust more readily than dishonesty.

- Be supportive. There is room for more than one player on center stage. Be a team player and share your successes

with one another.

- Educate yourselves about the other's profession. Embrace opportunities to attend professional education sessions and conferences together. Be seen as a team.

- Play golf together. Embrace the two things you have in common – golf and business.

- Enjoy time away from the course together. Reinforce the relationship by

going fishing, bowling or to another sports event together. Get away from the business for a while.

Sure, we've heard all this before. But the exciting thing about this lecture is that we were talking to men and women who will soon be employed as golf professionals. We weren't preaching to the choir. We were telling our side of the story where it will do the most good. When any superintendent gets a chance to tell their story, the entire profession benefits. ■

*There is room for more than one player on center stage.*

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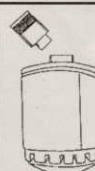
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**RATES:** \$90 per column inch (25-35 words, including a bold headline). Each additional 1/4 inch is \$30. If ordering a logo, please indicate and include an extra \$45; for a blind box, please indicate and include an extra \$20. All line ads must be prepaid. All rates are per insertion. For more information, call Anne Washburn at 207-846-0600, ext. 230. To place your classified ad, mail this form with enclosed payment to:

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## NATIONAL GOLF ROUNDS PLAYED\*

REGION	APRIL	Y.T.D.
NEW ENGLAND (ME, NH, VT, MA, RI, CT)	-0.02%	8.6%
MIDDLE ATLANTIC (NY, NJ, PA)	-4.7%	9.8%
EAST NORTH CENTRAL (MI, OH, IN, IL, WI)	-23.2%	-21.6%
WEST NORTH CENTRAL (MN, IA, MO, KS, NE, SD, ND)	-17.0%	-15.1%
SOUTH ATLANTIC (DE, WV, VA, MD, NC, SC, GA, FL)	0.3%	1.7%
EAST SOUTH CENTRAL (KY, TN, AL, MS)	2.5%	-4.8%
WEST SOUTH CENTRAL (AR, LA, OK, TX)	-6.7%	-0.02%
MOUNTAIN (MT, ID, WY, CO, NM, AZ, UT, NV)	-3.0%	-1.2%
PACIFIC (WA, OR, CA, AK, HI)	0.5%	1.6%

\* The percentages above represent the difference in number of rounds played in the month of April 2002 to the number of rounds played in April 2001.

Source: Golf DataTech

## Golf Course News Stock Report (6/4)

Company(Symbol)	Price	Change(%) 5/2/02	52-wk range
Aventis (AVE)	65.95	-6.3	64.05 - 80.45
Bayer AG (BAY)	31.73	-3.1	28.90 - 36.00
BASF (BF)	43.91	3.6	27.15 - 46.52
Century Garden and Pet (CENT)	14.48	20.7	5.94 - 15.56
Deere & Co. (DE)	45.70	3.4	33.50 - 49.98
Dow Chemical Co.(DOW)	32.50	4.7	23.66 - 38.67
Golf Trust of America (GTA)	3.49	-34.8	3.25 - 8.80
Ingersoll-Rand (IR)	49.16	-1.6	30.40 - 54.40
Lesco Inc. (LSCO)	11.31	2.8	6.10 - 12.62
Monsanto Co. (MON)	26.31	-15.8	25.76 - 38.80
National Golf Properties (TEE)	8.50	11.3	4.30 - 27.25
Syngenta AG (SYT)	12.52	-0.4	8.50 - 13.20
Toro Co. (TTC)	55.63	-4.1	39.00 - 62.75
Textron Inc. (TXT)	46.47	-6.0	31.29 - 60.47

## YEAR-TO-DATE GOLF PROJECT ACTIVITY

	NEW	ADDITIONS	TOTAL
PROPOSED	378	65	443
IN PLANNING	429	79	508
UNDER CONSTRUCTION	328	29	357
COMPLETED	68	46	114

Source: National Golf Foundation

## NGF renovation numbers

The NGF's monthly Golf Project Report numbers do not include courses classified as reconstructions or renovations. This year to date, there are 41 reconstructed courses under construction and six reconstructed courses have opened.



## Information Center

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- By Phone
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Advertiser	Page	Phone	Fax	Email/Website
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Excel Bridge Mfg.	20	562-944-0701	562-944-4025	www.excelbridge.com / excelbridg@gte.net
York Bridge Concepts	21	800-226-4178	813-932-6486	www.ybc.com / ybc@ybc.com

### COURSE ACCESSORIES

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Markers, Inc.	20	800-969-5920	440-933-7839	www.markersinc.com
Markers, Inc.	21	800-969-5920	440-933-7839	www.markersinc.com
Salvarani	21	888-327-3031	888-326-5225	joseph@salvarani.com

### CHEMICALS, FERTILIZERS AND AMENDMENTS

Advertiser	Page	Phone	Fax	Email/Website
Aqua-Aid, Inc.	9	800-394-1551	301-654-2025	www.aqua-aid.com
Dow AgroSciences	3	800-255-3726	800-905-7326	www.dowagro.com/turf
Dow AgroSciences	12-13	800-255-3726	800-905-7326	www.dowagro.com/turf
Harrell's *	17	800-282-8007	—	www.harrell's.com
Magnum Research Corp.	14	800-729-0561	516-437-2665	www.magnumresearchcorp.com / magnumr@magnumresearch.com
Milorganite	2	800-304-6204	414-221-6818	www.milorganite.com
Milorganite	20	800-304-6204	414-221-6818	www.milorganite.com
Roots, Inc.	8	800-342-6173	816-254-1408	www.rootsinc.com
United Horticultural Supply	10	303-487-9000	303-487-9010	www.uhsonline.com

### IRRIGATION AND PUMP STATIONS

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E.P.Aeration	19	800-556-9251	805-541-6149	www.epaeration.com / mike@epaeration.com
Ewing Irrigation	19	800-343-9464	602-437-0446	www.ewingl.com / rotorworld@msn.com
Flowtronex PSI	14	214-357-1320	214-357-5861	www.flowtronex.com
Harrington/Harco Corporation	21	434-845-7094	434-845-7443	www.harcofittings.com / sales@harcofittings.com
ISM Golf	21	800-491-9344	207-846-6736	www.irrigationsystem.com
Soltis Golf	20	909-949-6210	909-949-0281	www.soltisgolf.com / chris@soltisgolf.com

### MOWERS, TURF GROOMING EQUIPMENT AND ACCESSORIES

Advertiser	Page	Phone	Fax	Email/Website
LasTec, Inc.	20	317-808-0707	317-808-0706	www.lastec.com
Precision Small Engine	21	800-345-1960	954-973-8032	www.precisionusa.com / andym@precisionusa.com
Trion Lifts	14	800-426-3634	970-339-5369	www.trionlifts.com / mail@trionlifts.com

### MISCELLANEOUS

Advertiser	Page	Phone	Fax	Email/Website
Bird-X	21	312-226-2473	312-226-2480	www.bird-x.com
Chestnut Identity Apparel	19	831-336-8977	831-336-8977	—
Dodge-Regupol, Inc.	9	866-883-7780	—	www.regupol.com / sales@regupol.com
GE Capital Real Estate	5	888-GEFIRST	—	www.gecapitalrealestate.com
Hinspergers Poly Ind./Evergreen Turf Covers	20	905-272-0144	905-272-3769	www.hinspergers.com
Mark Eliot Design	21	203-972-9131	203-972-9132	—
Putterville	20	207-839-5300	207-767-6366	www.pvusa.com
Sandtrapper by IVI-GOLF	16	888-970-5111	607-729-5158	www.sandtrapper.com / info@sandtrapper.com
Spectrum Technologies, Inc.	21	800-436-4440	815-436-4460	www.specmeters.com
Tee-2-Green	24	503-651-2130	503-651-2351	tee-2-green.com

\* Appears in regional editions.

When requesting information, please mention Golf Course News 7/02.



# "Playing Barefoot's More Fun Because Of Penn A-1"

"The thinking behind our three great resort courses, each with its distinguished designer and unique features, is to have them putt equally for our 30,000 to 40,000 rounds per year per course. True and consistent Penn A-1 has done this beautifully through heat and wear stresses, and it's no more trouble to maintain than other creeping bentgrasses I've managed. I wouldn't hesitate to use Penn A-1 again."

## W. Patrick Donelan

Golf Course Superintendent  
Love and Norman Courses  
Barefoot Resort and Golf

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## David E. (D.Z.) Zeidler

Golf Course Superintendent  
Fazio and Dye Courses  
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## Jeffrey Brown

Asst. Superintendent  
Tom Fazio Course  
Barefoot Resort and Golf  
North Myrtle Beach, SC

"Penn A-1 creeping bentgrass was selected for all three of our resort courses. Guests are pleased with the consistent putting from course-to-course, and often tell us they're the best greens they've ever played on."

## Matthew Huggins

Asst. Superintendent  
Greg Norman Course  
Barefoot Resort and Golf  
North Myrtle Beach, SC

"We love Penn A-1 here because it is heat tolerant and holds up well to traffic with no extra maintenance. Resort people love Penn A-1 because of its fair and true playing surface."

## Chris Varrell

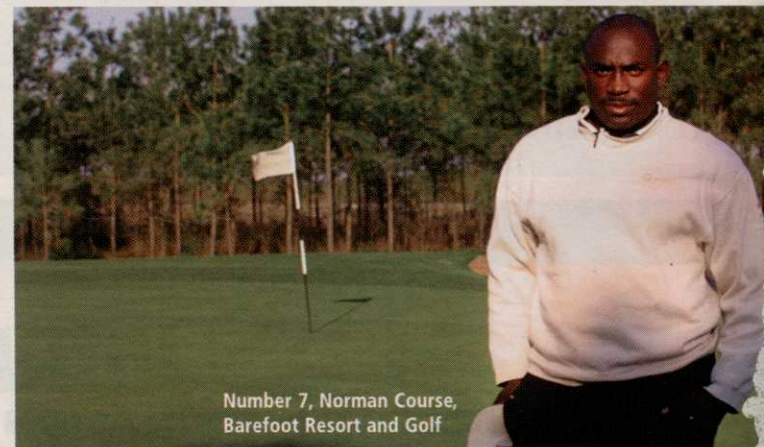
Asst. Superintendent  
Davis Love III Course  
Barefoot Resort and Golf  
North Myrtle Beach, SC

"Some of the best attributes of Penn A-1 here in the southern regions of the transition belt are its heat tolerance and recovery from any heat stresses it may suffer.

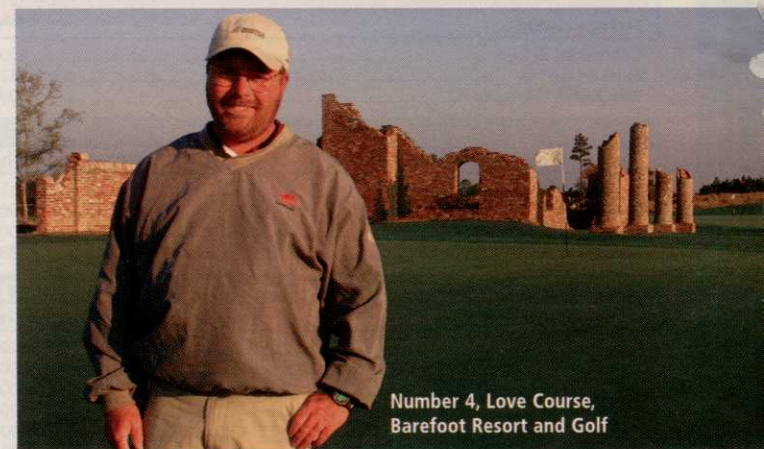
Resort guests comment on A-1's upright growth and true putting."



Number 14, Fazio Course,  
Barefoot Resort and Golf



Number 7, Norman Course,  
Barefoot Resort and Golf



Number 4, Love Course,  
Barefoot Resort and Golf

## Penn A-1 is a top performer in the USGA/GCSAA/NTEP 1997 On-Site Bentgrass Trials!

Mean Turfgrass Quality Ratings of Bentgrass Cultivars in the 1997 USGA/GCSAA/NTEP On-site Bentgrass Test at 13 Locations in the U.S. 2000 Data. Turfgrass Quality Ratings 1-9; 9=Ideal Turf.

Variety Name	AL3	AZ2	CA4	CA5	CO2	IL3	IN1	KY2	MO4	NY2	TX1	VA7	WA5	MEAN
PENN A-4	7.3	7.3	7.9	7.4	8.1	7.0	7.2	8.1	7.4	8.7	6.9	6.9	6.8	7.5
PENN A-1	7.3	6.3	7.6	7.2	8.3	7.8	7.0	7.3	7.4	8.0	6.8	6.8	6.5	7.3
PENN G-1	6.9	6.0	7.6	7.1	7.6	7.2	7.3	7.7	7.5	8.4	6.7	6.4	6.6	7.1
PENN G-6	6.6	5.7	7.3	7.4	7.7	7.6	6.8	7.4	7.1	7.9	6.6	6.7	6.6	7.0
Century	6.9	6.2	7.4	7.1	8.1	6.0	6.7	7.2	7.3	8.0	6.4	6.6	6.7	7.0
L-93	6.4	6.2	7.2	7.6	8.0	7.0	6.7	6.7	6.9	7.1	6.7	6.6	6.6	6.9
Grand Prix (LCB-103)	6.8	6.2	7.3	7.0	7.3	6.6	6.7	6.8	7.0	8.0	6.5	6.6	6.5	6.9
Imperial	6.7	5.9	7.1	7.2	7.8	6.4	6.9	7.0	7.3	7.0	6.8	6.3	6.3	6.8
Backspin	6.8	6.6	7.3	7.1	7.4	6.7	6.3	6.8	7.2	7.1	6.4	6.3	6.2	6.8
SR 1119	6.5	6.3	7.0	7.2	7.4	6.6	6.5	7.3	6.7	7.2	6.7	6.2	6.1	6.7
SR 1020	6.7	6.2	7.0	6.8	7.0	6.4	6.5	6.6	6.7	6.6	6.5	6.4	6.2	6.6
Crenshaw	6.6	5.8	7.2	7.4	7.4	6.0	6.2	7.2	6.6	6.4	6.2	6.5	5.5	6.5
Providence	6.5	6.1	7.1	7.0	7.3	6.7	6.4	6.6	6.6	6.0	5.9	6.3	6.0	6.5
Cato	6.1	5.6	7.1	6.4	7.4	6.1	6.5	7.0	6.6	5.8	6.2	6.5	5.8	6.4
Viper	6.1	5.8	7.0	6.7	7.1	6.3	6.1	6.1	6.4	4.6	5.9	6.0	5.8	6.2
Trueline	6.2	5.9	7.1	6.4	6.6	6.7	5.8	6.2	6.3	4.7	6.1	5.8	5.8	6.1
Putter	6.2	5.6	7.1	6.4	5.1	6.5	5.6	6.3	6.4	3.7	6.2	6.0	5.3	5.9
Penncross	5.3	5.3	6.5	5.8	4.9	5.8	5.3	5.4	5.5	3.3	5.7	5.1	4.8	5.3
LSD Value	0.4	1.2	0.2	0.8	0.3	0.6	0.6	0.6	0.3	0.5	0.6	0.5	0.3	0.2
C.V. (%)	3.6	12.0	1.8	7.0	2.3	5.4	5.6	5.2	3.1	4.8	5.8	4.5	3.4	5.4

1/ To determine statistical differences among entries, subtract one entry's mean from another entry's mean. Statistical differences occur when this value is larger than the corresponding LSD value (LSD 0.05).

2/ C.V. (Coefficient of Variation) indicates the percent variation of the mean in each column.

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