

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 14, NUMBER 6
JUNE 2002 • \$7.00

www.golfcoursenews.com

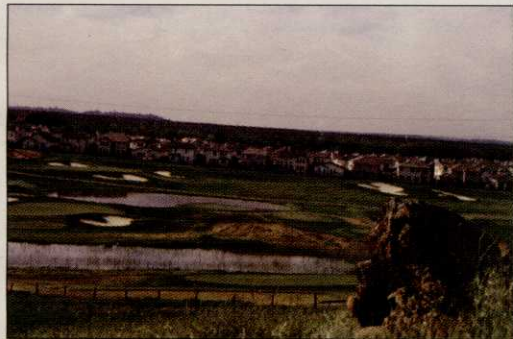
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EMPIRE RANCH'S LONG WAIT IS OVER

Seven years after its initial planning, Empire Ranch Golf Club in Folsom, Calif., is set to open. The project was delayed for a number of reasons, including problems with wetland mitigations and the rocky soil. Despite these obstacles, B and Z Property, working with architect Brad Bell and Wadsworth Construction, finally brought the ClubCorp-managed course to fruition. (see page 14)

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POINT

Damian Pascuzzo and Walter Uihlein square off over the impact of improving golf ball and club technology.

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COUNTERPOINT

Yamaha Golf Car to unveil \$31 million factory, '03 model

By A. OVERBECK

NEWNAN, Ga. — In a strong statement of its commitment to the golf market, Yamaha Golf Car (YGC) is set to open a brand new \$31 million manufacturing facility dedicated solely to golf cars, utility vehicles and off-fairway vehicles June 8. At the grand opening the company will also unveil its 2003 golf car model — reportedly the first of several new products slated to roll off the production line at the state-of-the-art, 220,000-square-foot factory.

"The first car to come down the line will be the '03

model," said Jon Bammann, division manager of new business development and off-fairway vehicles. "We will also be expanding our utility vehicle line. We feel we have a good medium-duty vehicle in the G21, but there is a spot in our lineup where we could have a heavy-duty and lighter-duty vehicle."

Yamaha officials also hinted at future products that will push golf's staid image.

"We have some fun stuff that we are going to leverage," said Stu Horlak, general manager for Yamaha Motor Co. "We have the



A sneak peek at the 2003 model Yamaha golf car

advantage of bigger markets and more diverse product lines [ATVs, motorcycles, watercraft]. The guys at YGC don't stop thinking with the traditional fleet golf car, [su-

perintendents] have needs from turf care to off-fairway vehicles."

HIGH-TECH FACTORY

To be certain, YGC's significant investment in a

Continued on page 27

PGA Village foes face referendum deadline

By DEREK RICE

SAN ANTONIO, Texas — Opponents of the proposed PGA Village here were disappointed by the City Council's 9-2 decision to approve a deal with Austin-based Lumbermen's Investment Corp. to build the re-



sort on land that drains into the Edwards Aquifer, the city's sole source of water.

Hours after the April 5 decision, a coalition of groups that oppose the plan began scrambling to obtain the 68,023 signa-

tures that would be necessary to put the issue to citywide referendum. Under the city's charter, the groups had 40 days, or until May 13 to obtain those signatures, although the interpretation of the charter is open to debate.

"There are a number of different interpretations about what that date

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Editorial Focus: Utility Vehicles

New players enter utility vehicle fray

By ANDREW OVERBECK

MINNEAPOLIS and CLEVELAND — Unfazed by a slowdown in golf course construction, Polaris and Cub Cadet have made a bold entry into an already crowded golf course utility vehicle market.

The two companies are entering unfamiliar territory — Polaris' primary business is in consumer products such as ATVs and snowmobiles and Cub Cadet is a division of outdoor power equipment maker MTD Products. While the new players are still focusing on consumer products, both see a large growth opportunity in the golf market.

Continued on page 10

Easement could spell large tax savings

By DEREK RICE

BRADENTON, Fla. — Despite the human nature to shy away from anything involving property tax valuations and the Internal Revenue Service, golf course management consultant Michael Kahn of Golfmak Inc. believes the financial benefit of conservation easements is



too good to pass up for golf course owners, operators and managers.

Under the program, if a golf course is situated on land that will be dedicated to the golf course forever and will never be subdivided or built

on, an owner can go to a recognized

Continued on page 24

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BASF

Pursell Technologies' FarmLinks taking shape

By ANDREW OVERBECK

FAYETTEVILLE, Ala. — FarmLinks, a groundbreaking golf course project, is taking shape here on the sprawling farmland surrounding Pursell Technologies Inc.'s (PTI) corporate campus.

The 18-hole, Hurdzan/Fry designed FarmLinks, the central focus of Pursell Farms, is two-thirds of the way complete and seeding at the course began in April. President and CEO David Pursell is pressing superintendent Tim Lacy and builder Landscapes Unlimited to have the rolling parkland layout ready for unofficial play in October in time for the bi-annual Pursell Cup charity golf tournament.

Pursell Farms, however, is much more than a golf course. The company built the facility as a testing site for its own controlled-release Polyon fertilizer and other insecticides utilizing its Precise technology. Pursell said there

will be numerous environmental test sites on the property in addition to areas such as the putting green that will be constructed in thirds using three different construction methods.

"One third of the green will be the standard USGA green, one third will be a California green, and the other third will have a sand/Profile soil amendment mix," said Pursell. "The green will also feature 12 different types of bentgrass."

While construction is ongoing, PTI has been bringing in superintendents from across the country to receive product training and indulge in Southern hospitality. Guests now stay in a well-appointed guest lodge that overlooks FarmLinks' 17th green.

The company, along with its formulators and distributors Simplot Partners and Harrell's, is on track to bring 850 end users to the facility this year.

Last year it brought in approximately 700 end users. Superintendents currently receive .45 continuing education units from the Golf Course Superintendents Association of America for participating in the training session and Pursell hopes to up the credits once FarmLinks opens.

In addition to the education and marketing programs, PTI has aligned itself with several top golf suppliers and in the process defrayed the total construction and operating cost of the facility. In return, key sponsors such as the Toro Co., Club Car and Flowtronex will have the ability to bring down end users and use the facility to test new products.

"So far Toro has been helping with the irrigation installation, Flowtronex has provided the pump station and Club Car has provided equipment," said Pursell. "It has been a great collaborative effort so far."

Continued on next page



Bulldozers shape the green on FarmLinks' fifth hole, a 200-plus-yard par three that drops 150 feet from the tee. Pursell will use the course, which is the centerpiece of Pursell Farms, as a testing ground for its products and technologies.

Photo: Andrew Overbeck

Harding Park renovation on track

By DOUG SAUNDERS

SAN FRANCISCO — After four years of debates, proposals, and false starts, the City of San Francisco has finally developed a plan to take on the renovation of city-owned Harding Park Golf Course located on the shore of Lake Merced, just across from the renowned Olympic Club.

In April the San Francisco Board of Supervisors approved a \$15 million renovation plan that will transform the 80-year-old course into a championship-quality venue that will host the 2006 PGA Tour Championship. The approval of city and state funds to finance the much-needed upgrade will allow work to begin in June on an optimistic plan that was first proposed by San Francisco resident and former United States Golf Association president Sandy Tatum in 1998 (GCN April 2000).

The plan to rebuild the neglected course has been a labor of love for Tatum. His first concept was to find a way to make the project economically feasible by securing the presence of the PGA Tour to use the course. The city signed a 35-year lease of the course with Arnold Palmer Golf Management in January 2000 with the intent to let Palmer Golf do the renovation work and allow them to recoup expenditures through a sliding greens fee schedule over the period of the lease.

MANAGEMENT COMPANIES RETREAT

Palmer Management backed out of the agreement in January 2001 when continuous wrangling with city officials, concerned golf groups and environmental activists caused project delays making it economically unfeasible. City officials attempted to attract other

management companies, including KemperSports Management of Chicago, to step into the deal but had no success.

In the past year, new members of the board of supervisors looked



The 18th hole and clubhouse at San Francisco's Harding Park, where renovations are finally underway after years of delays.

Photo: Freddy Bird

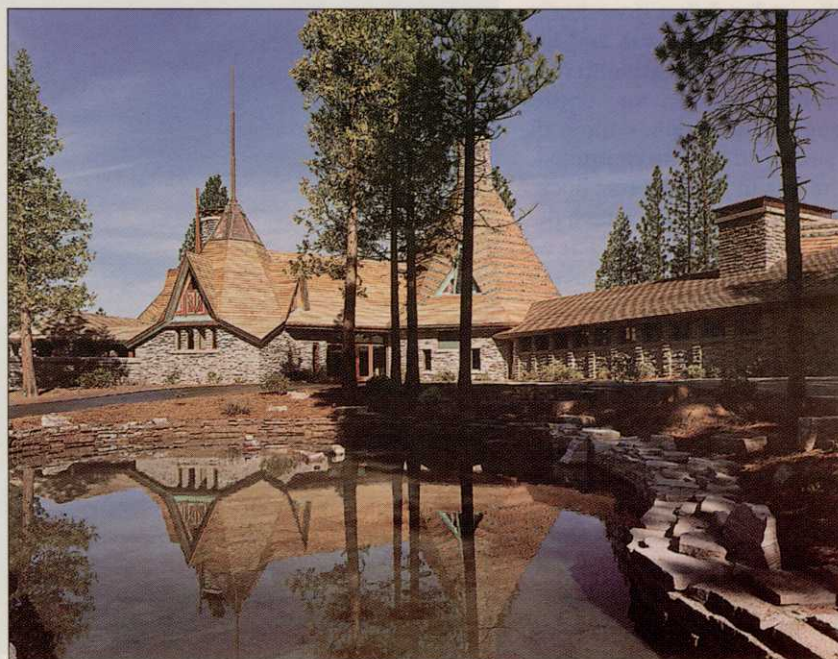
more favorably upon the idea. As a result, the project will be paid for with a combination of \$2 million of city funds and a \$13 million grant from California State Parks bond fund that will be paid back over time through greens fees. The Harding Park complex includes the 18-hole layout, the Fleming Nine executive course, and a driving range and generates close to 160,000 rounds annually.

Board member Tony Hall created the Golf Fund to finance the project and has made it clear that all revenues from greens fees will go back into Harding Park and toward the operations of the other city-owned courses.

"We are going to turn Harding Park into a world-class venue that all the residents of San Francisco can be proud of and we will maintain municipal control over the golf courses," Hall said.

This guarantee addresses a concern voiced by local golf groups who feared that an outside management firm would eventually shut out local players from a rebuilt course. Now a citizens advisory committee will recommend a new fee structure and the parks and recreation

Continued on page 5



A CLUBHOUSE 78 YEARS IN THE MAKING

In 1924, architect Frank Lloyd Wright was commissioned to design a clubhouse for the Nakoma Country Club in Madison, Wis. However, the building was never completed — until now. The building, known as Nakoma, was recently completed as the centerpiece of the Taliesin Architects-inspired Gold Mountain Community and the Dragon Golf Course, located 50 miles north of Lake Tahoe. Owners Dariel and Peggy Garner, worked in conjunction with Taliesin Architects, the architectural practice Wright established in 1893, to ensure that the 22,000-square-foot clubhouse, which pays homage to Native Americans, was faithful to the drawings Wright produced 78 years ago.

Photo: Wayne Source

Southeast Partners rolls out low-cost distribution model

By ANDREW OVERBECK

LAGRANGE, Ga. — In a move to improve distribution efficiency and service to golf courses in the Southeast, Butch Gill has teamed up with other industry professionals and suppliers to form Southeast Partners.

In Florida, where the company is established, the alliance brings together suppliers Simplot Partners and Turf Merchants and distributors Sunniland Fertilizers and Vopak. Gill has taken those core competencies and paired them with quality sales representatives and industry notables such as Billy Griffith and David Barnes.

The business arrangement allows for high quality products, represented by

knowledgeable salespeople, to be delivered to superintendents quickly and efficiently. Southeast Partners has been able to jump right into the business cheaply because its model does not require it to purchase any distribution facilities or trucks.

Gill has worked in the seed business for the last 25 years, most recently as a representative for Turf Merchants. He and Turf Merchants president Steve Tubbs came up with the idea for Southeast Partners as an alternative distribution and sales model.

"When AgriBioTech went bankrupt and our largest distributor Terra was bought by Land O'Lakes, we had to find another way

Continued on next page

Audubon International releases environmental stewardship guide

SELKIRK, N.Y. — Audubon International has released its 2002 edition of "A Guide to Environmental Stewardship on the Golf Course." The guidebook is designed to help superintendents and others interested in environmental

management to blend environmentally responsible practices into the day-to-day operations of golf course management.

The book incorporates knowledge gained through Audubon International's 10 years of

work to help golf courses serve as ecologically valuable green spaces throughout North America, while reducing potential environmental impacts associated with golf course operations. The 128-page guide covers a variety of topics, including environmental planning, wildlife and habitat management, chemical use reduction and safety, water

conservation and water quality management, and how to build support through outreach and education activities. Project plans, case examples, and reference materials are included to help golf courses achieve their environmental goals.

"The guide was written to serve as a resource for turf professionals, students, and

golf course members of the Audubon Cooperative Sanctuary Program," explained Jean Mackay, Audubon International's director of educational services and principal author and editor of the guide. "We hope it helps people take action to ensure that more and more golf courses are managed with sensitivity to the environment."

Distribution

Continued from previous page

to do it," said Gill. "In 2000 I broke away and we set up independent agents like Billy Griffith, and teamed with Nick Spardy with Simplot Partners which was looking to come into the Southeast. A lot of companies had products they wanted in the market, but didn't have ability to put salespeople in the market.

"We realized that if we knew who the customer was and we had good representation to that customer, then we could outsource his supplies through the best vendors," he continued.

The key to the deal was hooking up with Sunniland, which delivers large bulk items such as seed, fertilizer and soil amendments to Lowe's and Home Depot, and Vopak, which delivers smaller items to the pest control industry and Ace Hardware stores.

"These companies already have trucks running and they drive past golf courses every day," said Gill. "They were looking to add more freight to make their delivery systems more economical. With these partners on board we can get products to golf courses at the right time and still be cost effective."

With Florida set up, Gill is now focusing on finding partners in other parts of the Southeast.

"If we can get this model up we will expand to Georgia, South Carolina and Alabama and the rest of the Southeast in the next 18 months to two years," he said. "We are already looking for partners in each area that will work with us." ■

PTI FarmLinks

Continued from previous page

Pursell said the marketing strategy of bringing superintendents and other end users to the facility for training has been worthwhile.

"The positive reaction presses us on to continue what we are doing," he said. "It is fun to be able to do something different. When we can do this we are not competing on the same page as a Lesco or some of the other larger companies."

FarmLinks, which will play from 7,544 yards, is scheduled to open in mid-April 2003. ■



The best time to stop so
it's still in the ea

Joe Jemsek, Chicago's Mr. Golf, dies at 89

CHICAGO, Ill. — Joe Jemsek, Chicago's Mr. Golf and public golf pioneer, died April 2 after a long battle with cancer. He was 89.

Jemsek got into the golf ownership business in the 1950s with the goal of making a private country club experience available to a public golf audience. His com-

pany, Jemsek Golf, owns and operates eight public golf courses in Chicago, including Cog Hill Country Club and St. Andrews Country Club. He bought Cog Hill in 1951, and brought the Western Open to Cog Hill's Dubsdread No. 4 Course in 1990.

Jemsek began his career in golf at age six as a caddie in in the

Chicago suburbs, and worked his way up to golf pro and eventually golf course owner.

Jemsek won numerous accolades over the years including the William D. Richardson Award from the Golf Writers Association of America and the National Golf Foundation's Herb Graffis Award. He was also cho-

sen as the Professional Golfer of the Year by the PGA of America and was inducted into the Chicago Sports Hall of Fame.



Joe Jemsek

— Staff reports

Harding Park renovation

Continued from page 3

commission will have the final say. But it is certain that a sliding fee schedule will be implemented that will keep greens fees lower for city residents and will see fees for out of town players increase substantially.

A COMPLETE REBUILD

The year-long project will implement a redesign that was drawn up by the Palmer group with input from Tatum and PGA Tour course consultant Chris Gray. After eliminating the current turf stands of broadleaf weeds, the layout will receive a new irrigation and drainage system, soil improvements, greens rebuilt to USGA specs, and new bunkers and tees. Some holes will be lengthened to accommodate the Tour Championship. In addition, the Fleming Nine will be completely rebuilt, a new driving range will be located near the new clubhouse, and a First Tee Program sponsored by the PGA of America will be added to the complex.

Shawn Sweeney, an area supervisor for the department of parks and recreation, will oversee the renovation project.

"We have several firms bidding on the renovation work at this time. Our city workers will be sent to other projects while the major construction work is done. Once we start planting the new courses, we will increase our staff at Harding from 12 to 17 workers. It is important the city finally took control of this much-needed project," Sweeney said.

PGA Tour officials have agreed to bring the Tour Championship to the new Harding Park every third year starting in 2006. Earlier plans called for the Tour to pay \$500,000 in fees for each visit, which will help to pay off the bond loans. It is estimated that each visit by the Tour will generate over \$20 million to the local economy.

No one will be happier when work begins than Tatum, whose vision has remained true to save a great public course for his hometown.

"I understand how much it matters to play a really great golf course in wonderful condition, what it does to the entire experience," Tatum said. "I also understand there's a concept about municipal golf that it's okay for municipal golfers to be given a third-rate experience. One of the things this project can do is demonstrate just how dead wrong that is." ■

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Should other courses follow Augusta National's lead?

As I was walking up to the 18th tee at Augusta National during the practice rounds at the Masters, I stumbled upon Tom Fazio explaining the changes he made to the hole to CBS announcers Jim Nantz and Ken Venturi. That's when it struck me: how many armchair greens committee architects watching this year's telecast would be left with the impression that they, too, needed to lengthen their course?

With increasing golf ball and club technology, many courses are already adding length and new courses are getting longer and longer. While the effects of the 285 yards that were added to Augusta National were impossible to gauge due to wet conditions, the changes made to golf's Mecca fanned the flames of the technology vs. tradition debate. Not only did Augusta National add length, using land from adjacent Augusta Country Club in the process, but Masters chairman Hootie Johnson also stopped just short of endorsing a limited-flight "tournament golf ball."

While many in the golf industry are tiring of this ongoing argument, the fact remains that



Andrew Overbeck, editor

increasing technology and other factors are altering the game to some degree. However, as this month's Point/Counterpoint feature and News Poll illustrate (see below and page 7), the industry is still firmly divided over what, if anything, should be done about the problem.

There is no doubt that professional golfers are hitting the ball longer, but tweaking layouts for professional events has been going on for years. The big question is how technology will impact the average golfer and the 16,000-plus average golf courses in the country. Unfortunately, there isn't much hard data on this. Most of the "evidence" that exists is purely anecdotal or based on unwieldy assumptions or estimates.

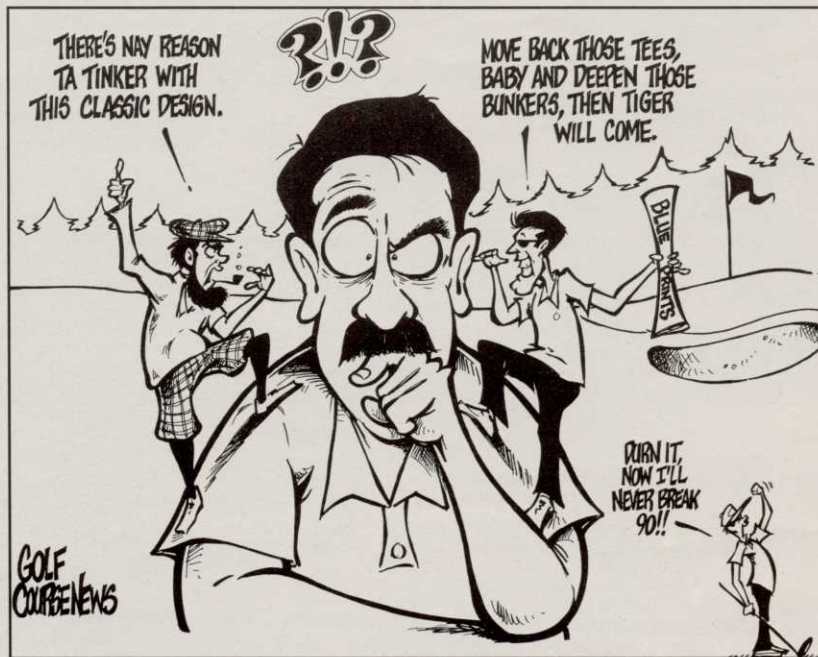
Are a majority of high-handicappers really slicing the ball 50 yards farther right and endangering homeowners relaxing on their patios? Or is the high-handicapper playing more golf because he can drive

the ball 50 yards farther right down the middle? The last thing the industry needs is another survey, but quantifying the problem would be better than making unnecessary changes (to both golf courses and equipment) to solve what could just be a misconception or misperception.

Speaking of using hard data to assess the severity of a problem, check out John Strawn's review of Bjørn Lomborg's "The Skeptical Environmentalist: Measuring the Real State of the World" (see page 18). According to

Lomborg's assessment of the data on environmental problems, it turns out that the environment on the whole is actually getting better, not worse. The golf industry has known this for some time, but finally there is a body of data that provides an alternative perspective to the usual gloomy environmental scenario.

Here at *Golf Course News*, we never stop counting. Turn back to page 28 for a listing of the 40 industry professionals quoted in this issue.



POINT

Drawing a line in the sand

By DAMIAN PASCUZZO



Damian Pascuzzo

As golf course architects we are trained to be problem solvers. Given a piece of land, along with a list of development constraints and the client's goals and budget, we set out to design the best course possible. That's our job and we'll continue to do it the best we can. But how about a little help from our friends making all of these new high-tech clubs and balls?

Has anyone seen how far people are hitting it today? No, I'm not talking about the tour pros. We all know how they pulverize the ball. I'm referring to the high school kids, the 20-somethings, and all those other flat-bellied golfers to whom a 280-yard drive is the rule, not the exception. No doubt about it, it's fun to watch even a recreational golfer catch one on the sweet spot and send it sailing off onto the fairway. But it's downright ugly when that same player hooks or slices. We're no longer concerned only about the houses that border the fairways. Now we have to worry about the houses that sit across the street from the houses that border the fairway.

Over the last 30 years, designers have gradually increased the width of corridors for a safe golf hole. Where will it end? Left unchecked, how far will players be hitting the ball in 10 years? How about in 20? It is not unusual for the planning and permitting process for a new golf course to take 10 years, not to mention at least two years for construction and grow-in. If today's focus on power golf continues, it is conceivable the acreage allotted for that golf course will be insufficient the day it opens.

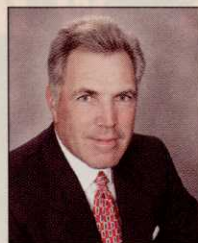
One of our ASGCA members prepared a detailed analysis on the effects of increased distance, and the results are disturbing. If the architect must provide more land (at least 10 percent) for

Continued on next page

COUNTERPOINT

How has the golf ball harmed golf?

By WALTER UIHLEIN



Walter Uihlein

For the past 70 years the United States Golf Association and the Royal & Ancient have had performance controls in place concerning the golf ball. These performance controls have included limitations on size and weight (adopted 1935), velocity (adopted 1942) and overall distance (adopted 1976). At the same time the performance controls on golf clubs did not occur until 1998.

To discuss and debate a "limited flight ball" is to conclude that the golf ball is the cause of some current problem. If there is a problem, the golf ball is not the cause.

PLAYERS ARE BIGGER, STRONGER AND LONGER

The cause is a combination of stronger competitors and better clubs. In 1992, the average height and weight of the 125 exempt players on the U.S. PGA Tour was six feet and 180 pounds. Today the average height and weight of 125 exempt players on the U.S. PGA Tour is six feet two inches and 195 pounds.

At the same time, club technology has improved. In 1992, the average size driver clubhead and driver length on the PGA Tour in 1992 was 180 cc and 44 inches. The average size driver clubhead and driver length in 2002 is 325cc and 45.25 inches.

In 1992 average clubhead speed on the U.S. PGA Tour was 108-mph. Average clubhead speed today is 112 mph. This increase in clubhead speed (and the ability to generate distance) involves the player and the club. The golf ball has not been hit yet.

The 1992 Masters Champion was Fred Couples, who stood 5 feet 11 inches tall, weighed 180 pounds and could barely bench press 175 pounds, while the 2002 Masters Champion Tiger

Continued on next page

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THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

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Subscription Information

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Organic management plan offers best results

To the Editor,

Here at Lahontan Golf Club, we strive to be 100 percent organic through sustainable agriculture, by feeding the soil, not the plant ("Organic golf activists score major victory" GCN April 2002 and "The time for organic golf has arrived" GCN May 2002).

Our results have provided exceptional turf conditions, however, we realize that the definition of organic vs. inorganic can be subjective and is open to discussion. Synthetic vs. organic is easy to understand, but if a golf course ever applies "organics" to the course, it could still result in leaching and runoff of phosphorous and nitrogen, requiring addi-

tional best management practices and mitigation to avoid contamination of waterways. Therefore, through all of this, management is pivotal to success, even if the course is organic.

I think Neal Lewis hits the point on the head by describing an "Organic Management Plan." That implies the use of non-synthetic fertilizers coupled with a management plan that understands the agriculture of turf grass wholly and holistically."

Take care,
Martyn Hoffmann
DMB/Highlands Group, LLC
Truckee, Calif.

Moss article covered bases

Editor's note: The following is contributor Kevin Ross' response to Neil Goldberg's letter in last month's issue that raised several questions about Ross' article "Moss hits Colorado hard, more research needed" (GCN April 2002).

To the Editor,

I would like to address a few issues from Neil Goldberg's response and offer additional information concerning the Colorado moss symposium.

As far as the Ultra Dawn issue, I stated

that Ultra Dawn gave the most consistent results, which is absolutely correct. The Oregon State study is the only study that had poor results using Ultra Dawn. However, their technique used Ultra Dawn as a broadcast application through a boom sprayer and not a drench application. It is widely believed that the broadcast application was the reason for the ineffectiveness. In Frank Dobie's Moss Network (cited in Goldberg's letter), Ultra Dawn was determined as the most effective control for moss. As far as the discoloration issue, the research shows that only slight discoloring happens with temperatures above 80 degrees. This is consistent with most all products, including Terracyte.

On the subject of research, I did mention Dr. Frank Rossi at Cornell University as a site where independently funded research was taking place. Rossi's conclusions to date showed Junction ranked first and Terracyte ranked second in his trials to control moss. Neither of these products are a one-time fix for moss and neither provided 100 percent control.

Concerning Terracyte, the article did indicate that Terracyte was one of the

potential products that looked promising. I also stated, as did Dr. Koski, and Matt Nelson, USGA, at the symposium, that more research is certainly needed. As mentioned above, Terracyte has only been tested in university research by Dr. Rossi, with quantifiable results.

The climatic conditions in Colorado are certainly much different than that of Ithaca, N.Y. It appears there will be moss research conducted at Colorado State University, led by Dr. Koski, starting this season. This research will be sponsored by the Rocky Mountain Golf Course Superintendents Association.

The purpose of the article was to call attention to a problem that requires additional research to find a solution. I interviewed many superintendents at the symposium, and most all stated they went home more confused than when they arrived. This should tell everyone something concerning moss.

Let's hope that we do find a cure-all for moss, no matter what product it is, and no matter who makes it.

Best regards,
Kevin J. Ross, CGCS
The Country Club of the Rockies
Edwards, Colo.

GCN NEWS POLL:

What impact will advancements in golf ball and golf club technology have on the golf course industry?

❖ "Whenever one is able to improve the average golfer's performance, it will raise the level of excitement about our game. We do need to be certain that we make the marketplace aware of the fact that there are rules that govern our play, and as long as we remain in the context of the rules we will all benefit."

— Jeremy P. Leon, chief operating officer, Royce Brook Golf Club, Hillsborough, N.J.

❖ "Overall, I predict minimal impact. The USGA has limited initial velocity of the ball (for a set club head speed) for 20-something years. I doubt that dimple patterns (aerodynamics) can add much more.

The biggest increase in length has been and will be clubs, particularly in the hands of bigger, stronger, more dedicated, and therefore more talented, players. So what if a few professionals and talented young amateurs are able to hit the ball farther? If we don't make new courses significantly wider, that length will ultimately translate into less accuracy and curb itself. The vast majority of us baby boomers are going to lose distance and we will be just fine playing enjoyable and strategically stimulating courses that are of the same dimensions as today."

— Mike Dasher, member, American Society of Golf Course Architects, Dasher Golf Design, Orlando, Fla.

❖ "Improved technology, although a positive influence in most fields, is not necessarily the answer for golf. Technological advances tend to make the current state obsolete, thus

Continued on page 28

Uihlein: Golf ball not to blame

Continued from previous page

Woods stands 6 feet 2 inches tall, weighs 180 pounds and can bench press in excess of 270 pounds.

Today's chiseled professional athlete who plays on the U.S. PGA Tour is using longer, lighter drivers with oversize clubheads featuring faces that trampoline at impact. The golf ball does not act alone, conspiracy theories notwithstanding.

NEWER COURSES WOULD BE A BETTER TEST

The U.S. PGA Tour plays 44 events per year. Since 1960 the USGA Men's Open has been played at 20 different courses. If it is the professional game that we are concerned about and this involves, at best, only 60 to 70 courses annually, why is there a debate that 16,000 golf courses are at risk due to the advances in the golf equipment technology?

In 1960 there were 6,000 golf courses in the United States. Today, there are more than 16,000. Over the past 42 years, more than 10,000 golf courses have been constructed and opened. Since these golf courses have been built anticipating the evolution of technology, why have only two (Bellerive in 1964 and Hazeltine in 1970) been selected to host a USGA Men's Open? Doesn't it seem logical that a modern course would be the best test of the modern player and the modern power game?

Continuing with the assumption contemporary designs anticipated the arrival of today's power game, why have we not considered selecting contemporary sites to host a USGA Men's Open? For example why not consider staging an event at Pumpkin Ridge GC or Bandon Dunes GC in Oregon, Double Eagle GC in Ohio,

Bulle Rock GC in Maryland, or Whistling Straits in Wisconsin?

Why is it that courses designed by Pete Dye and used by the PGA Tour (TPC Sawgrass and PGA West) hold up so well as contemporary challenges for today's professional golfers, but not one of Mr. Dye's venues ever has been selected by the USGA to host one of its men's championships?

And why is it that we only hear from player/architects such as Jack Nicklaus, Arnold Palmer and Greg Norman concerning "limited flight" golf balls and a "one ball fits all" solution, but we do not hear from PGA Tour commissioner Finchem or players such as Tiger Woods, David Duval, Phil Mickelson or Davis Love on the subject?

After all, it is the equipment used by the contemporary PGA Tour players where the crusaders are demanding change.

Former USGA technical director

Frank Thomas states that we should not worry about major distance changes in the future because the laws of physics will continue to prevail. Why is his research and viewpoint (www.franklygolf.com) being ignored?

Each and every equipment rule in place has resulted from a working give and take relationship between the game's rulers (the USGA and the R&A) and those who are ruled (the golf equipment manufacturers). We have ideas about the direction of golf equipment-related issues. Unfortunately, with political white papers and a blatant media bias, the innocent golf ball has already been found guilty of crimes against the game. This situation makes any attempt at discussing where we go from here ineffective.

Walter Uihlein is the president and chief executive officer of the Acushnet Co.

Doesn't it seem logical that a modern course would be the best test of the modern player and the modern power game?

A line in the sand

Continued from previous page

safety reasons then construction, growth and maintenance costs increase up to 17 percent. How many developers will be discouraged from including a golf course in their future projects if acreage requirements continue to escalate?

Wally Uihlein's comment recently that the golf industry is flat and "mired in the same recession as the rest of the U.S." is true, but the primary problem is cost. It is a simple equation. The farther players can hit the ball, the more length and width we need for safe and enjoyable golf courses. This additional acreage means more development costs and greater maintenance budgets. These additional expenses are most likely going to be passed on to the golfer in the form of higher greens fees.

We are not attempting to roll back the clock on the game. We just want to keep it affordable so golfers of all ages can enjoy it. Making golf more expensive, time consuming, and more intimidating is not the way to grow participation rates.

Damian Pascuzzo is the president of the American Society of Golf Course Architects and is a partner in Graves & Pascuzzo, Ltd., a golf course design and development firm in El Dorado Hills, Calif.

We want to hear from you

Letters to the editor are an integral part of GCN, so let your voice be heard. Send all correspondence to:

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BRIEFS

LOCHMERE GC HIRES GENE CREWS

CARY, N.C. — Lochmere Golf Course has hired Gene Crews to oversee all course maintenance and upgrading activities at the club. He will be in charge of improving the sand traps, fairways and drainage systems at the semi-private layout owned and operated by ClubCorp Golf of North Carolina, a subsidiary of Club Corp USA. Crews has already implemented drainage work by installing new French drains and has made improvements to the bunkers.



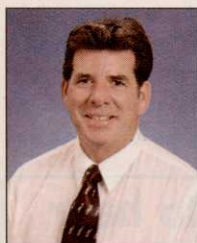
Gene Crews

SCOFFIELD JOINS REDTAIL LANDING

EDMONTON, Alberta, Canada — Allan Scoffield has joined RedTail Landing Golf Club as superintendent. Scoffield, a graduate from the Turfgrass Management program at Olds College, previously worked at Vancouver Golf Club. RedTail Landing, which was designed and is being built by Sid Puddicombe Associates, is currently under construction and is slated to open in spring 2003. In addition to the 18-hole, par 72 golf course, the project will feature a 19-acre learning facility and an 18-hole putting course.

TAYLOR JOINS WOODCREEK GC

CALABASAS, Calif. — Environmental Golf has appointed Glynne Taylor superintendent at Woodcreek Golf Course in Modesto. Taylor, an employee of Environmental Industries, Inc. since 1981, previously served as superintendent at The Links at River Lakes Ranch in Bakersfield where he was responsible for the grow-in and long-term maintenance. At Woodcreek, Taylor will manage the business unit dedicated to golf course maintenance and will begin the efforts to improve the overall golf course maintenance operations. Taylor is a graduate of Pierce College with a degree in agronomy and ornamental horticulture.



Glynne Taylor

SurfRax system simplifies wastewater cleanup

By ANDREW OVERBECK

STUART, Fla. — Robert Akre and his company Terra kinetics have developed a low-cost, low-maintenance system to deal with wastewater from golf course washdown areas. The system is completely gravity fed and has no mechanical parts or filters that need to be maintained.

To date the company's SurfRax water protection wash rack system has been installed at two Florida courses and Akre is eager to expand Terra kinetics' geographical reach.

The system, which Akre and his partners developed over the last two years, uses existing technology to clean equipment wash down wastewater.

"SurfRax is a gravity fed system that takes the waste stream from an elevated wash pad and sends it through a series of

collection baskets to filter out sand and grass clippings," said Akre. "Hydrocarbon absorption pads collect any oil or grease and the water eventually ends up in a dry phytoremediation retention area."

The 600-square-foot retention area absorbs the cleaned water, which is then filtered through an installed soil matrix and drains away. So far Akre and his team have installed paspalum turf to act as the final filter.

According to Akre, the system costs \$25,000 to install and requires minimal yearly maintenance. The bas-

kets need to be emptied daily and the hydrocarbon pads, which cost \$40 a piece, need to be changed every six months. In comparison, said Akre, a closed-loop water recycling system can cost between \$40,000

Continued on page 12



An installed SurfRax system at Miles Grant CC

Golf courses can coexist with diving raptors

By JAMES W. PARKER, Ph.D.

All good raptor parents will dive at perceived predators when they think their nests are threatened. Now that some species are adapting to urban environments, it is clear that golf courses and nearby areas can be preferred nesting habitat for species like red-tailed buzzard-hawks and, most of all, in Kansas, Oklahoma, Texas and New Mexico, the Mississippi kite.

Since the late 1970s, these sleek, gray and black, falcon-shaped raptors have gained fame and misfortune at the hands of humans because of their inclination to nest in large colonies on golf courses and, sometimes, to defend their nests aggressively. What is going on when



Roosting Mississippi kites

Continued on page 12

Drought persists in East, intensifies out West

By ANDREW OVERBECK

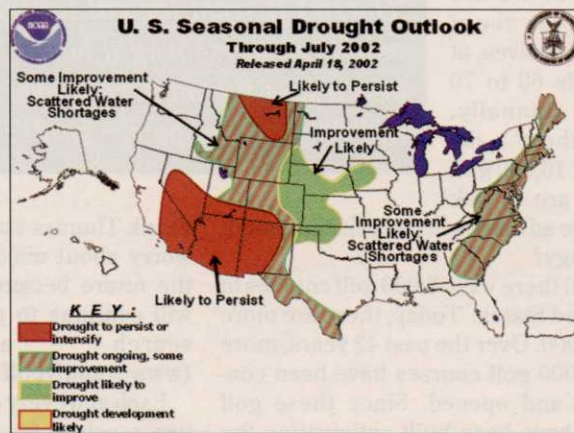
SACO, Maine — According to a report by the National Oceanic and Atmospheric Administration's (NOAA) Climate Prediction Center, drought conditions are likely to persist until mid-summer on the East Coast and well into August in certain areas of the Southwest.

NOAA officials said in mid-April that wetter weather had improved reservoir storage and well levels along the Eastern Seaboard, but that severe to extreme drought caused by rainfall deficits ranging from nine to 12 inches will cause water shortages to last through July.

Out West, a near-record dry winter season has caused drought to develop or intensify from southern California to western New Mexico and northward into parts of Nevada, Utah and Colorado. Cities in New Mexico and parts of Colorado are already considering water restrictions and the entire area could be extremely vulnerable to wildfires this summer.

WATER RESTRICTIONS MULTIPLY

The drought situation has imposed numerous watering restrictions (based on yearly or monthly water use averages) on golf courses along the East Coast. The following reduc-



Drought conditions are gripping large portions of the country.

tions have been mandated in each state: In 26 counties in Pennsylvania courses have been forced to cut water use by 30 percent, New Jersey by 50 percent, Connecticut by 20 percent, and central Maryland by 10 percent.

Speaking at a Maine Golf Course Superintendent's meeting April 23, Dave Oatis and Jim Skorulski, United States Golf Association agronomists for the Northeast region, said drought

Continued on page 13

Clopyralid use on courses protected in Calif. and Wash.

By ANDREW OVERBECK

INDIANAPOLIS — In response to the California Department of Pesticide Regulations' (CDPR) decision to cancel certain uses of clopyralid-containing herbicides, Dow AgroSciences and Riverdale Chemical Co. have notified the U.S. Environmental Protection Agency of changes to product labels that will prohibit clopyralid's future use on California residential lawns.

The Washington State Department of Agriculture (WSDA) enacted a similar ban on clopyralid earlier this year. Both bans were prompted by reports that trace levels of the long-lasting herbicide were found in compost. The issue is especially important in California where many communities promote the recycling of grass clippings. While Dow AgroSciences' clopyralid herbicides have label restrictions on composting grass clippings treated with the product, it decided to prohibit home lawn use in order to head off a full-scale ban.

According to Dow AgroSciences spokesman Gary Hamlin, clopyralid products (Lontrel and Confront) can still be applied by golf courses in both states.

"The CDPR was focused on the residential use of clopyralid because a vast majority of golf courses don't compost clippings off site," said Hamlin. "In Washington state, they have also decided to exempt golf courses from the ban. However there is still some legislation pending in California."

The California Golf Course Superintendents Association (CGCSA) is currently lobbying

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GOLF COURSE NEWS

TOOLS OF THE TRADE

Nicholson wrapping up work at Wilderness Ridge

By ANDREW OVERBECK

LINCOLN, Neb. — By the time superintendent Derek Nicholson is completely finished with the construction of the 27-hole Wilderness Ridge Golf Course here, he will have planted more than 5,000 trees, built 6,000 feet of man-made streams and waterfalls, and installed more than 5,000 irrigation heads.

Nicholson, who has been working on golf courses for 17 years, started at Wilderness Ridge a full 18 months before seed hit the ground. Because the owners, Home Realty, the Ridge Development Co., and landowner Richard Large, wanted to build a totally unique golf course development, Nicholson spent a year creating the stream beds and waterfalls that run throughout the property.

"They wanted to make the course unique," said Nicholson. "The owners brought in more than 300 train car loads of granite from Minnesota. For the first year all we did was handle rock. I had a staff that did nothing but throw rock in streams for a whole summer."

The layout, which was designed by local golf pro Jim White and golf course architect Grant Wencel and opened for play last year, reaches its crescendo at the signature 14th hole that features an elevated island green that is backed by a 50-foot high rock wall on one side and a 40-foot waterfall on the other side.

MANAGING RUNOFF

The water features, however, have a purpose beyond visual effect. The course

is located adjacent to a local nature preserve, so the layout was designed so that all course run off would be collected by the 21 lakes and ponds on the site.

"No water leaves here," said Nicholson. "It all drains into the lake system."

During construction, Nicholson did a study on how much nitrogen and phosphorous leached through the greens. The results helped him design his fertility program. "It taught me how much fertility is lost during irrigation and rain events," he said.

According to Nicholson, a good fertility program is crucial to the health of a course. "I try to spray as little as possible," he said. "I believe that if you have a good fertility program and if you water properly, it will do wonders for your spraying program."

The runoff and water collection also provides a steady water supply for the course and its extensive water features. Nicholson is not only responsible for the irrigation of the golf course, but also for running lines and heads to the property lines of the 350-house development.

"The golf course runs pretty much wall to wall," said Nicholson. "I have bluegrass roughs that I have to maintain up to the backyards of houses."

During the peak season, the course will use 1.5 million gallons of water a night and the water features and some ponds are fed by three wells. Nicholson estimates that after he is done extending the irrigation system to the property lines, the course will have more than 5,000 irri-



Derek Nicholson

NICHOLSON'S TOOLS

GREENS MOWERS: 4 Toro Flex 21 walking greens mowers, 1 Toro GM3000

TEE MOWERS: 3 Toro GM1600 walking tee/collar mowers, 1 Toro GM3000

FAIRWAY MOWERS: 3 Toro 5200-D

ROUGH MOWERS: 1 Toro 580-D, 1 Toro 4000D, 2 Toro 325-D

RIDING BUNKER

RAKE: 1 Toro 5020 Trap Rake, 1 Toro 3010 Trap Rake

TURF UTILITY VEHICLES: 3 Toro Workman 3200, 3 Toro Workman 2100

VERTI-CUT REELS: 1 set Toro

AERIFIERS: 1 Toro greens aerifier, 1 Toro Procure 660, 1 Toro 686

TOPDRESSERS: 1 Terra-Hopper, 1 Toro 2500, 1 Tycrop MH400

REEL GRINDER: Express Dual Spin Grinder

BEDKNIFE GRINDER: Anglemaster

IRRIGATION PUMP STATION: Flowtronex, 2,400 gpm

IRRIGATION SYSTEM: Hunter Golf

GOLF CAR FLEET: 75 Club Car electric

FLAGSTICKS: Par Aide

COMPUTER & ACCESSORIES: Dell Pentium III

PRIMARY HERBICIDE: Battleship

PRIMARY INSECTICIDE: Merit

PRIMARY FUNGICIDE: Subdue/Daconil

PRIMARY SLOW-RELEASE FERTILIZER: SCU

CANNOT LIVE WITHOUT: My assis-



The 14th green is backed by a 40-foot waterfall.

tant superintendent
OLDEST PIECE OF EQUIPMENT ON COURSE: 1970 Vermeer V434 trencher

TOTAL SQUARE FOOTAGE OF MAINTENANCE BUILDING: 10,000 sq. ft.

ANNUAL ROUNDS OF GOLF: 35,000

NORMAL GREEN SPEED: 9'-10'

gation heads and a pump station that can handle 3,200 gallons per minute.

LOOKING TO THE FUTURE

With construction still going on, how does Nicholson keep the bentgrass turf at the high-end public course in good shape?

"I have a good assistant in Chad Hansen," said the busy superintendent. "He is the hardest-working human being that I have been associated with." Hansen

handles day-to-day duties allowing Nicholson to handle the overall picture.

For Nicholson, the overall picture, once all the final projects are wrapped up, includes gaining Audubon certification, becoming a certified golf course superintendent and more.

"The course turned out great," he said. "I envision big things here, like a Nebraska Open or a Buy.com Tour event."

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Editorial Focus: Utility Vehicles

Green Touch Industries rolls out custom bed rail rack system

By ANDREW OVERBECK

WEST PALM BEACH, Fla. — Green Touch Industries is attacking the utility vehicle market with the full-scale roll out of its new bed rail rack organizing system that can be adapted to most utility vehicles on the market.

The company, which has been in business for 12 years, got its start in the golf industry as an allied partner with John Deere distributors. Last year Green Touch unveiled its bed rail rack system that allowed it to more easily expand beyond the John Deere partnership. They now offer packages for Club Car, Toro, E-Z-GO and Cub Cadet. For the most part, the rail systems are installed by superintendents as an after-market accessory.

"Before we had a complicated inventory with a different rack for each brand," said Green Touch's David Sargent. "Now we offer a bolt-on system that requires little drilling. We have a bolt-on rail on each side and they are connected in the front of the bed with a torsion bar, which eliminates any chance of damaging the bed by bending or twisting.

"With the more heavy duty models, the rails are set into the stake pockets. That allows superintendents to slide the rack in and out as necessary," he added.

According to Sargent, the benefits of



Green Touch Industries' rack system organizes equipment

organizing racks are numerous.

"Crews can go out to the job site with backpack blowers, line trimmers and hedge trimmers thrown in the back and still have room to pick up debris and throw it in the back," he said. "They also don't have to take all the equipment out just to get to one thing,

Continued on next page

New utility vehicle players make a move

Continued from page 1

POLARIS PROFESSIONAL SERIES

"There are not a whole lot of barriers to entry in this market," said Erik Memmo, dealer development manager for Polaris who also worked for E-Z-GO Textron for five years. "We have made products for recreational use that have doubled as vehicles on golf courses and we are now going to apply those directly in the golf market."

Polaris has set up a separate division, Polaris Professional Series, dedicated to the expansion effort and is in the process of forming an entirely different dealer network to handle the products.

"We have our own sales force and marketing department and we are in the process of building a dealer network to make sure that we are delivering the right product," said Memmo. "We currently have 100 dealers and we aim to have 350 in place by the end of the year."

Polaris has unveiled a complete line of products that include both two- and four-wheel drive UTVs, the ATV Pro four-by-four and the Light Utility Hauler (LUH) six-by-six. The UTVs feature 24- and 30-hp liquid-cooled engines, four-wheel hydraulic disc brakes, front independent suspension, three person seating capacity, and a payload of 1,500 pounds. The

four-by-four model can go through water 27 inches deep.

The ATV line features liquid-cooled 499 cc engines, and the four-by-four model comes with front and back racks, and the LUH has a rear cargo flatbed with a payload capacity of 800 pounds. All models are available with turf tires. Prices range from \$6,500 for the ATV

models to \$9,900 for the UTVs.

The bottom line for both vehicles, said Memmo, was that Polaris has used high performance components from its existing vehicle line and "pushed them down to meet the requirements of the golf industry."

IN A BIG COUNTRY

Cub Cadet is also gunning for the top competitors with its Big Country utility vehicle.

"We are definitely challenging them," said Craig Kemmerling, national accounts manager for commercial business for MTD products. "The utility vehicle market is a fast growing market that we want to participate in. We have added an industry-first full independent suspension and a 20-hp Honda engine.

"The independent suspension ensures that all four points stay on the ground at all times," he continued. "This makes the unit safer, more stable, and it allowed us



The Polaris UTV in action

Editorial Focus: Utility Vehicles

New, upgraded vehicles hit market

By ANDREW OVERBECK

Not to be outdone by new entrants into the utility vehicle marketplace, several existing manufacturers have introduced new or tweaked models this year.

Club Car has rolled out its Transporter 472 utility vehicle that offers seating for four or an extra-long cargo bed. Broyhill has unveiled the TerraSport that offers a segmented cargo area. Toro has upgraded its Workman 3000 and 4000 series utility vehicles by adding new engines. The company has also added front hydraulic disc brakes to its Workman 2110.

ROOM FOR FOUR

Club Car's new 472 utility vehicle is a four-passenger version of its existing 272 utility vehicle. The 472, however, has a bigger 13-hp engine, a heavy-duty transaxle and bigger gears. The new features also carry over into the 272 model, but the 13-hp engine is optional.

The four passenger seating is also optional on the 472. Instead of the



Club Car's new 472 utility vehicle

extra seating, superintendents can opt for a larger six-foot bed, although the total cargo capacity remains 1,200 pounds. The 472 will cost around \$8,995.

"This provides the superintendent with a crew vehicle or a mobile work station," said Mike Packer, vice president of utility vehicles for Club Car. "It

also gives us a niche. No one else has anything like it."

Packer added that Club Car is working on adapting its electric motor and IQ platform to utility vehicles. "We believe there is an opportunity with electric motors and IQ to do something similar on the utility vehicle side. But it will obviously have to be more heavy-duty."

THE ONE-THIRD, TWO-THIRDS BED

Broyhill, an admitted niche manufacturer, has taken its marketing con-



TerraSport has a unique segmented cargo area

cept one step further with its TerraSport, a new version of its existing TerraForce unit.

The TerraSport, however, has a unique segmented cargo bed that allows a tool box, sprayer tank or paint tank to sit between the seats and the separate 1,000 pound capacity cargo bed. The unit has a total cargo capacity of 1,500 pounds and features upgraded four-wheel hydraulic brakes, full suspension and a 16-hp Briggs and Stratton gas engine. Pricing for the vehicle starts at \$8,850.

"The bed configuration allows for a more versatile vehicle that can handle a sprayer or a cooler without interrupting the usage of the cargo box," said Broyhill's sales manager Myron

Continued on page 12

to increase the payload capacity to 1,400 pounds."

Kemmerling also said Cub Cadet made it a point to include more standard features such as manual dump bed, a class-one hitch,



Cub Cadet's Big Country utility vehicle

a front bumper, built in storage areas and a 12-volt power point. The unit will cost around \$8,500 and be available from the company's network of 1,700 dealers.

FACING THE COMPETITION

The top manufacturers, however, said the two new entrants to the market have their work cut out for them.

"They say it is a growing market for them because they have never been in it," said Neil Borenstein, Toro's marketing manager for vehicles. "We have set ourselves apart because we concentrate on

the golf and turf market. We don't build a derivative of an ATV or a golf car or an agricultural machine."

At the same time, Toro and other manufacturers including Club Car and E-Z-GO are looking to expand into the consumer side of the business where they see growth — and also competition from Polaris and Cub Cadet.

"I look at Polaris and Cub Cadet and see good companies, but they don't have the relationships with golf courses and it is questionable that they understand the needs of the superintendent," said Mike Packer, vice president of utility vehicles for Club Car. "Now in the consumer markets like hunting and recreation, they will be a force to contend with."

Both Polaris and Cub Cadet remain undaunted, however. Cub Cadet is planning to introduce another utility vehicle this fall and Polaris' Memmo wouldn't rule out further expansion into the golf course industry.

"We are going to look at any opportunity out there that might grow our division," said Memmo. "We want to make our name as synonymous with work as it is with recreation." ■

Make presentations more effective with Photoshop

By KEVIN J. ROSS, CGCS

Even the best superintendents can have a hard time expressing ideas to their board of directors and greens committees. While we may think our point is clear, there is a good possibility that those on the other side of the table may be envisioning something totally different.

To increase the effectiveness of presentation, it is helpful to use picture-editing software, such as Photoshop, to manipulate a photo to illustrate an idea. The full version of Photoshop is an extremely powerful and complex software program that is not truly needed by the non-professional. Photoshop LE (limited edition) is a popular version that is included in most scanner software bundles, and also can be purchased through computer stores and catalogs.

One of the most useful Photoshop tools offers the option to delete and add certain features in a photo. By using this option, golf course presentations can be enhanced tremendously. For example, if an architect is proposing the removal of a tree from an area on the golf course, you can easily show the before and after (see example above). Since removing a tree is a highly debated subject among the greens committee and/or board of directors, this can allow for a more educated decision before embarking on any changes/renovations to the golf course.

Many other golf course features can also be added to or deleted from photos to aid presentations and decision-making. Besides trees, some other popular features could be bunkers, cart paths and mounding, just to name a few.

The powerful ability to view before and after photos for presentations can be a great help in

today's golf course management world. Learning the basics of Photoshop is easy and can allow for more effective management and decision-making.



'Tree? What tree? There was never any tree on that hole...' Photoshop can help superintendents get approval for tree removal.

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"Two hazards we avoid at the Atlanta Athletic Club are motor pump failure and lightning damage"

Todd Daniel - GCS, Atlanta Athletic Club - Highlands Course
Host Site of the 2001 PGA Championship

Green Touch

Continued from previous page

so productivity is greatly increased."

Sargent also added that having everything secured to the rack system reduces equipment damage and improves worker safety.

Since the introduction of the new bed rail line and exhibiting at the Golf Course Superintendents of America Show in Orlando, Green Touch has experienced strong growth.

"We have gone from never setting up entire courses, to doing six in the last three months," he said. "It is a big market [opportunity] and we are making a push to make sure that we provide the organization solution. We see nothing but room for growth." ■

GOLF COURSE NEWS

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Pumping System Solutions

Dealing with diving raptors

Continued from page 8

raptors (hawks, owls, and their talon-footed relatives) dive at golfers, and what can and should be done, and by whom?

Misunderstanding, fear, irritation and rarely minor injury, such as scratched scalps, have occurred in hundreds of incidents. Consequently, a lot of kites, nests and their contents have been "removed," sometimes fatally, illegally and unnecessarily. This human/kite conflict is not going to go away, and could expand to other states. Plus, diving by other raptors is similar to that of kites in most respects, except other species are not colonial or as numerous as kites, nor are they as likely to nest on or near golf courses.

Since I began my kite studies in 1968, I've found towns with more than 40 pairs of nesting kites, town roosts of more than 50 kites, and several golf courses with about 10 pairs. One, the Altus, Okla., Air Force base golf course, hosted 27 nesting pairs in summer 2000. In the late 1980s the management there established a positive, tolerant approach to the diving behavior. More recently, the approach has been more adversarial, resulting in the removal of dozens of nests and the killing of dozens of eggs.

RAPTOR FACTS

Diving occurs only when nestlings are present or when eggs are near hatching from mid/late June through July. A majority of nesting kites do not dive, a kite often prefers to attack certain people (color of clothing, smaller

size, etc.) or golf cars, and only rarely will more than one kite at a particular nest dive. Most dives are into the wind, and from behind a person. Only in a minority of cases will a person be hit on the head or shoulders. Kites have small toes and feet and weigh only 225-350 grams (about a half-pound), so they usually do no more than punch a person, knock off a hat, or disrupt a putt. Larger raptors could potentially inflict larger lacerations or punctures.

In most states Mississippi kites are not considered an endangered species, but are protected by both state and federal laws. Management should only be attempted by those with both knowledge of kite biology and the proper state and federal permits. For help with diving problems, one should contact local, state, federal or other wildlife biologists or game agents/wardens.

PEOPLE MANAGEMENT

Education efforts should be strong, with much of the above kite biology being explained to citizens and organizations. Kites have the admirable quality of being able to adapt to how humans have changed habitat, and common sense, tolerance and simple solutions should be used. Often, reasonable people simply need to know enough about the kites to realize that adapting one's behavior eliminates virtually all real danger.

For changes in behavior advise people to: become aware of the location of the nest and the usual flight paths of the kites; wear sturdy hats; carry, but do

not wave an object, such as a golf club near and above the head; watch the kite as it dives and wave arms vigorously when the kite gets close; and most importantly, reroute one's walking as much as possible to avoid the nest tree.

Don't bother with nets, noise-makers, or other "repellents," including models of large owls or nesting kites placed in trees; these require too much time and trouble, and are usually ineffective.

KITE MANAGEMENT

Rarely, active management is required only if it appears that diving is unusually problematic or that illegal citizen action to stop diving is likely to result. If all else fails, nestling(s), preferably at least one-week old, can be removed from a nest by legally authorized professionals, and the nest destroyed. Nestlings should be transferred to a nest of another kite pair in a location where diving will not be an issue, or to a suitable wildlife rehabilitator. Kites will accept foster nestlings and, with proper regard for nest and nestling sizes, will usually be able to raise three nestlings, sometimes four. It is best not to remove eggs because kites at such nests will likely re-nest very quickly, sometimes nearby. ■

James W. Parker, Ph.D. is a raptor ecologist and ecological educator who has studied Mississippi kites since 1968. He operates Aerie East Environmental Education Programs and Foundation in Maine, and has published both popular and scientific manuscripts and book chapters on the kite, other raptors and diving by raptors. He can be contacted at 207-778-9437 or aerieeast@somtel.com.

New utility vehicle offerings

Continued from page 10

Sargisson. "The TerraSport will be a good fit for the golf and sports turf market."

UPGRADED POWER AND BRAKES

While Toro does not have any brand new products this year, the company has made significant improvements to two of its existing models.

Toro is now offering the Heavy-Duty Workman 3200 and 4200 models with 31-hp gas Briggs and Stratton Daihatsu engines and the 3300 and 4300 models with 26.5-hp diesel engines. The 3100 now comes with a 23-hp Kohler engine.

"The new engines increase its ability to tow and pull loads," said Neil Borenstein, Toro's

marketing manager for vehicles. "The total payload is now up over 2,700 pounds."

The Workman 2110 also features extra cargo capacity thanks to new hydraulic front brakes



Toro added hydraulic front brakes to the 2110

and a more powerful 16-hp Briggs and Stratton Vanguard engine. "The unit can carry 1,200 pounds, where in the past it could just take 800 pounds," said Borenstein. ■

SurfRax

Continued from page 8

and \$80,000 to install and are more costly to maintain.

Harry Hansen, superintendent at Miles Grant Country Club in Stuart, installed the SurfRax system last fall after hearing about the one Terra kinetics put in at Fort. Lauderdale (Fla.) Country Club.

"I had a finite amount of money and was upgrading my chemical mixing and loading and wash rack area. We decided to go with SurfRax because I could get a lot more for the money than I could with a

recycled system," said Hansen.

According to Hansen, the simplicity was a driving factor in the decision, but more importantly, he was attracted because the system meets all of Florida Department of Environmental Protection's (DEP) guidelines. Akre is working with the DEP to gain compliance certificates for each system that Terra kinetics installs.

"Before we had no system other than to just go outside and wash it off. No one is forcing us to do this, but if you have a complaint then you have problem," Hansen said. "I wanted to stay ahead of the game." ■

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Cahoon Plantation achieves Audubon certification

CHESAPEAKE, Va.—The Isles Golf Club at Cahoon Plantation, maintained by International Golf Maintenance, has achieved designation as a Certified Audubon Cooperative Sanctuary by the Audubon Cooperative Sanctuary System.



Tyler Minamyer

“For integrated pest management, our focus was to improve soil and turf health, which produces a plant that is better able to withstand stress,” said Tyler Minamyer, superintendent. “To do this, we instituted the use of slow-release fertilizers and created no-spray zones.”

To meet the other Audubon requirements, Minamyer reduced irrigated turf area by installing part-circle heads and using wetting agents; reduced run-off by installing vegetative buffers; increased wildlife habitat by naturalizing a 10-acre area; and started an education program with Tidewater Commu-

nity College.

Cahoon Plantation, a public course designed Ault, Clark and Associates, Ltd. of Kensington, Md., is the eighth course in Virginia and the 376th course in the world to receive certification.

Clopyralid use protected

Continued from page 8

the state assembly to protect golf course use. According to Jim Hustling, the association’s government relations chairman and superintendent at Woodbridge (Calif.) Golf and Country Club, bill AB 2356 has been significantly watered down since its introduction and will probably

not threaten golf courses.

“We took our lead from Washington state [on the clopyralid ban]. They rallied first and gave us a bookmark on where to start,” Hustling said. “The language of the bill has been amended and many of the clopyralid references have been removed. We have made the case that golf

courses do not compost grass clippings, so it looks like we will still be able to use the product.”

While clopyralid use in California and Washington appears secure for now, Hamlin said superintendents should heed the label. “If superintendents are using clopyralid and sending clippings off site or are composting clippings on site, they need to be aware of the label restrictions,” he said. ■

Drought

Continued from page 8

will be the number one issue for golf courses this summer.

“Last year the Northeast had the worst winter damage ever, and this year we are having the earliest spring ever,” said Skorulski. “But we are also setting records for some of the driest weather ever. Although we have had some good precipitation recently, many places are still far behind.”

Oatis said regulators are already checking up on golf courses and that superintendents need to follow the law or risk damaging the industry’s image. “The legislation during the last drought in 1999 was poorly written but this year many states understand golf course needs,” he said. “Regulators have already gone out and seen major violations, which is embarrassing. It is imperative that we follow these restrictions.”

In light of this, Skorulski urged courses to take water conservation steps such as raising the height of cut and refraining from planting any new trees or annuals.

Of the superintendents in attendance at the Maine meeting, none admitted to having severe water problems, but many said they had already put water conservation plans in place in preparation for a tough summer. ■

GOLF COURSE NEWS

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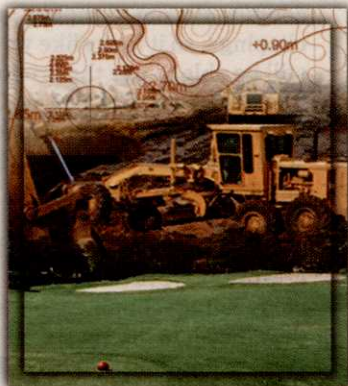
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BRIEFS

THIRD-GENERATION AULT PROMOTED TO PARTNER

KENSINGTON, Md. — Ault, Clark and Associates Ltd. has promoted Eric Ault to partner. Ault follows his father, Brian Ault, who is currently president of the firm, and grandfather, Edmund Ault, who founded the firm in 1958. Eric Ault joined the firm a little more than 10 years ago, and has participated in the design of many projects, including Worthington Manor Golf Club in Urbana, Md., and two courses for the State of Kentucky Parks Department. He is currently working on projects in China, Costa Rica and Honduras.

STONERIDGE RE-OPENS REVAMPED NINE

BLANCHARD, Idaho — In early May, semi-private Stoneridge Country Club reopened nine of the 18 holes it had under renovation as part of a \$3 million project. The course had been closed for 13 months, after the new owners decided the course needed major renovation of its tees, greens, bunkers and irrigation systems. Three new holes have been constructed and the course has been lengthened slightly. At press time, the club expected the remaining nine holes to re-open by Memorial Day.

CROWN TO RENOVATE NORTHDALE

TAMPA, Fla. — The Northdale Golf Club closed in early May for renovation, which includes the rebuilding of all 18 greens, numerous bunkers and the repaving of cart paths. Weather permitting, Crown Golf Properties, which manages the club, hopes to re-open the course by Oct. 1. The total cost of the improvements should be in the neighborhood of \$750,000. While the course is shut down, members will be able to play for a discount at one of two local clubs, and Crown has suspended monthly dues and extended prepaid memberships.

DYE BREAKS GROUND ON PRESERVE

JUPITER, Fla. — In early May, architect Pete Dye broke ground on The Dye Preserve, which he called the "chance of a lifetime." In less than seven months, the Cypress Links course, which Dye designed in 1988, will be transformed within its existing routing plan. The 175-acre Dye Preserve will reside in a park-like setting 30 minutes from Palm Beach.

Lehman renovation close to home

By DEREK RICE

SCOTTSDALE, Ariz. — PGATour golfer Tom Lehman's latest project as an architect hits close to home. Lehman's firm, John Fought-Tom Lehman Golf Course Architecture, is renovating DC Ranch, where Lehman lives off the 10th green.

While Lehman admitted that the firm's hiring probably had much to do with marketing, his familiarity with the course played a big part in the decision.

"I've played the course so many times, I have a really good idea of what its strengths and weaknesses are," Lehman said. "The owner would like the course to be a little stronger, and it's really fun for me to be a part of making it that way."

The renovation at the course, which opened in 1997, is being performed by



John Fought and Tom Lehman at DC Ranch.

Landscapes Unlimited. It centers on the course's greens and bunkers. Lehman said the greens "really were not functioning well" and were in poor condition most of the time. The bunkers, he said, were nearly invisible because the tall, wispy prairie grass that had been planted to mark them had to be removed.

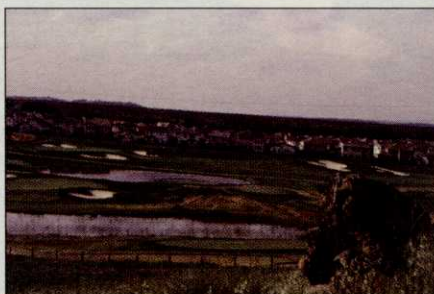
"It's both good and bad," Lehman said. "It's bad in the fact that the course is so new and it's a shame to have to redo them so quickly, but it's good in the fact that there were some things that weren't working and will be better in the future. "It had nothing to do with previous architecture," Lehman added. "It was strictly a function of the greens failing for whatever reason."

Continued on page 19

Long-delayed course set to open

By DOUG SAUNDERS

FOLSOM, Calif. — Empire Ranch Golf Club, the most recent entry into the public golf market in California opened in May after seven years of fits and starts to bring a public venue to one of the last underserved regions of the state. Not surprisingly, the course will be very different from its



Folsom, Calif.-based Empire Ranch opened in May, seven years after its original planning.

original plans.

Those plans for the 1,800-acre Empire Ranch called for an upscale master-planned community with two golf courses surrounded by 3,500 home sites. The original developers commissioned Ron Fream of Golf Plan to design and build the courses. But as the plan went through

Continued on page 17

Stoneleigh completes improvements

By DEREK RICE

LOUDON COUNTY, Va. — Stoneleigh Golf Club has completed most of the \$1 million capital-enhancement program it began last fall. All that remains, according to Joe Cieri, the club's general manager, is the retagging of sprinkler heads and some bridge and cart path work.

Among the enhancements were adding 13 new sand bunkers, constructing new tee boxes, adding a four million-gallon pond that stores water for irrigation and expanding the irrigation system to the practice facility landing area and several areas in the rough on the course.

Stoneleigh sought the improvements after polling its members on their desires for the club, said Joe Goodrich, vice president of Viena, Va.-based Billy Casper Golf Management, which has managed the facility since it opened 11 years ago.

"We surveyed the members, and these were the things they said would enhance

Continued on next page

ACE brings corporate golf to Philly

Gary Player-designed course to serve as marketing tool

By DEREK RICE

LAFAYETTE HILL, Pa. — As more and more corporations look for ways to set themselves apart from their competitors and market themselves uniquely, many are turning to corporate-oriented golf courses as a means to accomplish those goals.

One of those corporations is ACE INA Holdings Inc., a Philadelphia-based insurer, which is currently developing The ACE Club, a Gary Player-designed course 25 minutes from downtown Philadelphia. Slated for a mid-2003 opening, the club will serve a valuable purpose in the company's marketing initiatives, said Dominic Frederico, chairman and CEO of ACE INA.

"Golf has proven to be a critical and effective component of our company's marketing initiatives," Frederico said. "In the

Pellucid hopes to challenge rounds numbers

By DEREK RICE

BUFFALO GROVE, Ill. — The traditional way of looking at golf rounds numbers, which are put out by the National Golf Foundation, Golf Datatech and others, doesn't tell the real story, according to Jim Koppenhaver of Pellucid Corp., because grouping metropolitan areas by geography ignores many important factors. The result, he said, is that no one knows for certain how many rounds of golf are played in the United States.

"It fascinates me that we work in a golf industry where no one can tell you how many rounds were played last year. That's bizarre, and we're going to try to fix that," Koppenhaver said.

Koppenhaver said the major fallacy is to group metropolitan areas like San Antonio, Texas, the proposed home of a PGA Village that has caused controversy in that city (see page 1), by geography, rather than economic factors.

"If you use the Texas numbers for San Antonio, you get this humongous rounds potential number," he said. "But what we know about San Antonio doesn't seem to suggest that it should be a raging market for golf courses."

Another issue Koppenhaver has with the NGF's numbers is that they are based on consumer survey responses, which he said he has shown to be traditionally 15 percent to 20 percent too high.

What Pellucid does is group cities into metropolitan statistical areas (MSAs), which are based not on geography but on rounds per household.

"What we found is that there are MSAs

Continued on page 20



Warren Henderson and Gary Player on-site at the ACE Club.

insurance business, like most others, customer relationships are key factors in business success. We believe the ACE Club

will serve as a tool for members to use in strengthening those relationships."

While this will be the company's first golf course ownership venture, it is not ACE's first foray into the golf business. For the last five years, the company has

sponsored the ACE Group Classic, a Senior PGA Tour event held in Naples, Fla.

Player, who collaborated on the work with senior design associate Warren Henderson, said because of the course's setting, the ACE Club will be a "testament to strategic design" that will "consistently capture every golfer's interest."

Playing surfaces will include bentgrass tees, fairways and greens, with bluegrass

Continued on page 17

Hopkinton CC gets facelift

FRAMINGHAM, Mass. — Triad Development and Management LLC has undertaken a “dramatic transformation” of the former Saddle Hill Country Club here into a new private club.

Architect Ian Scott-Taylor is overseeing the project for Triad, which was determined to turn the property into a more traditional golf course. Tim Gordon, general manager at Hopkinton, said Scott-Taylor should transform the 18-hole track into “something special.”

Construction is underway, and Gordon said he expects the renovated course to open for play in July or August.



Architect Ian Scott-Taylor is transforming the former Saddle Hill Country Club in Framingham, Mass., into a more traditional layout for Triad Development and Management. The course should re-open later this summer.

In drawing up plans for renovation, Scott-Taylor said he looked to turn a 40-year-old functional course situated squarely in the Boston market into a modern classic in the vein of those designed by Donald Ross, Alister Mackenzie and A.W. Tillinghast.

“It’s a big thrill for me to have a club ask me to do what comes naturally,” Scott-Taylor said.

Eighty-five bunkers, as well as contouring and all-new tee complexes, will be added to the course. Those bunkers, Scott-Taylor said, are designed in the early style of the great architects.

“It’s what I’ve always wanted to do in the States — get a golf course and turn it back to that era,” he said.

Scott-Taylor is also reversing the course’s existing routing, similar to how Augusta National changed its original fourth and fifth holes to what are now the famous 12th and 13th “Amen Corner” holes, he said.

The new Hopkinton CC will present unique challenges that the existing course doesn’t offer, and it will take a few rounds to adjust to those changes, Scott-Taylor said.

“Most of the members who come out and play will call me Lucifer the first couple of rounds,” Scott-Taylor said. “But once they start discovering how to play the course and learn its

intricacies, they will start to play better.”

Gordon said that regrassing the primary and secondary roughs with various kinds of fescues will help create the old-style look the club is seeking.

“The idea is that it looks, feels and smells like it has been

here and is established,” Gordon said. “The Boston area has seen a lot of new courses open in the last five years, but we didn’t want to be a ‘me too.’ The tradition is what it’s all about. It’s what everyone loves.”

Planned construction also includes added amenities like a swimming pool, tennis courts and a full-service clubhouse.

Stoneleigh

Continued from previous page

their enjoyment of the club,” Goodrich said.

Cieri said despite the attraction of the course, the improvements were needed for Stoneleigh to remain competitive in the Washington, D.C. area.

“I think we needed to do something to enhance the golf course,

rather than resting on just a great layout that’s very picturesque,” he said. “You’ve got to keep up with the Joneses to a certain extent.”

Kensington, Md.-based architecture firm Ault, Clark and Associates designed the layout changes for Stoneleigh, while T.A. Construction Services Inc. of Gaithersburg, Md., took on the construction. ■

Photo taken at Tobacco Road G.C., Sanford, NC



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Establishing priorities key to long-range plan

Editor's note: This is the second in a series of articles outlining the renovation process at Willoughby Golf Club in Stuart, Fla.

By KEVIN DOWNING

STUART, Fla. — Every golf course needs a facelift every once in a while to keep pace with new turf trends or to stay in touch with member or golfer needs. No matter what changes are discussed the thought process needs to be comprehensive enough to take into consideration all levels of golfers and the eventual cost of the reconstruction programs. Assembling a document that clearly defines these goals and objectives is in effect the long-range plan for a golf club.

Most long-range plans can be coordinated to structure a program that can be implemented in a three- to five-year time frame. At Willoughby Golf Club, we chose to create a plan that could condense major projects and expenditures into a two-year window to minimize interference for the membership. Once again, since the club has experienced a great deal of consistency with the members and management, this process of planning and prioritizing truly became an enrichment program for the course. The first two green committees generated the direct feedback and this included my ongoing comments and reports suggesting potential course enhancements. We established two important areas in which to identify course adjustments:

- **Course improvements:** Any work performed on the course had to be recommended by the greens committee, approved by the board of directors and supported by the operating budget. This included tee regrassing, drainage, path repairs or rerouting, landscape changes or bunker refurbishment.

- **Course Modifications:** These changes had to be recommended to the greens chairman by either the golf course manager or the committee and approved by the board of directors. The funds for these projects came from capital budgets and included as greens modification, additional bunkering and/or substantial redesign work.

Once we developed these categories, we were able to establish priorities and focus on the goals and objectives for future projects. At this phase of the planning process we

16 JUNE 2002

approached the Arthur Hills design firm and had them begin the process of analyzing the course and evaluating our priority list.

Most courses should utilize a golf course architecture firm to assist in this process since the planning can be related

to updated standards in the design and construction industry. Establishing needs for architectural drawings or budget parameters can legitimize the entire project and should help the eventual approval procedures. The American Society of Golf

Course Architects provides a wonderful booklet (*Remodeling Your Golf Course*), that helps determine the usefulness of retaining a golf architect.

SELLING TO THE MEMBERSHIP

For us, cost analysis quickly became an issue in establishing

Continued on page 19



Arthur Hills on-site with Willoughby GC's greens committee.



BUNKER RENOVATION: CASE STUDY #27

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Empire Ranch

Continued from page 14

the approval process, wetland mitigations and environmental challenges forced the developers to reconsider and work out a land transfer to the city of Folsom, effectively giving the city a 185-acre site for a public course while the developer retained the housing sites.

The city searched for someone to take on the construction of a public course, but suitors were few because of the challenges to building and the lease structure proposed. After two years of trying to build the course itself, the city decided it didn't want to be in the golf course building business. By this time, the property had seen four different owners. The city

returned the land to the developers with the stipulation that a public course be built.

"We first looked at the site five years ago when one of the new developers, BGP Group of Texas, brought it to our attention. The concept of doing a golf project within a housing development was very different from the course developments we have done so we were apprehensive. We also like to

have control of the courses that we build and then lease out their operation," said Jim Zurbuchin, a partner at B and Z Property, which developed the site. "We were contacted again and given the opportunity to purchase the site, which would give us more control. We took over ownership and built the course in less than two years."

The infrastructure for the 3,000 home sites was already in place,

leaving only the original course routing as an option for the course. Architect Brad Bell had to deal with building the course on a site where so much housing was already finished, which added to the difficulty of installing infrastructure such as irrigation lines and working out cart paths in certain areas. The poor soil and rocky outcrops in some sections dictated the need to plate the fairways. Fortunately, there was a stockpile of soil left from the home-site development from which the Wadsworth Construction crew could screen out soil for fairway fill.

The course is a par-71 layout that plays to 6,668 yards from the back tees and has the challenge of several forced carries off of the tees over wetland areas. The site has 135 acres of maintained fairways using Dominant Blend bent for the greens, GQ ryegrass for the fairways, and fescues and natural grasses in the rough areas.

"We changed our approach here at Empire with an eye to having to service a large community. We have constructed a very large clubhouse that can double as a meeting place for community activities as well as service the golf operations. Now that the course is ready to open I am very happy with how it has turned out after all of this time," Zurbuchin said.

The course will be the fourth B and Z course to be managed by ClubCorp. General Manager Kevin Williams said he plans to do 60,000 rounds a year once the facility is in full operation. ■

ACE Club

Continued from page 14

roughs and fescues in out-of-play areas.

Members of the club will be able to walk the course with a caddie or take a golf car equipped with a global positioning system.

The 35,000-square-foot clubhouse, designed by Hillier with interiors by Dick Diedrich, will house a corporate boardroom with a view of the 18th green, as well as a private dining room that can double as a second, smaller meeting space. An additional 18,000 square feet of meeting space and 120 overnight accommodations will be available on-site at ACE Center, a conference facility for business meetings, executive retreats, training and management development programs.

Frederico said the facility will serve a growing need in the Philadelphia area.

"We see an unmet demand for a corporate-oriented facility in this marketplace," he said. "Many of the private-equity clubs in greater Philadelphia are traditionally family-focused, and the most prestigious have waiting lists for membership." ■



SERIOUS SOLUTIONS

'The Skeptical Environmentalist' documents world's improving state

Golf industry could learn from alternative perspective

By JOHN STRAWN

Inspired in part by a plan to refute the optimistic environmental views of the late American economist Julian Simon, a young Danish political scientist named Bjørn Lomborg set out in 1997 to assess the scientific basis for the more familiar gloomy scenario. He expected to prove that the environmentalists' "litany" predicting a future dominated by overpopulation, resource depletion, accelerating rates of species extinction, deforestation, air pollution and mass starvation—catastrophes that, taken together, had inspired an overwhelming popular sense of impending cataclysm—was based on scientifically reliable data.

What Lomborg discovered instead, he reports at length in "The Skeptical Environmentalist," is a world which sustains more and more people in longer, healthier, better lives, especially those of us living in the developed world. In Lomborg's view, we're not rushing pell-mell toward the apocalypse, but instead are learning to deal with the effects of the pressures we've placed on the environment, in part by public policy, in part by the use of new technologies. The green revolution in agriculture—which has had major



Bjørn Lomborg

transfer effects in the turfgrass industry—has produced enormous increases in crop yields. Despite its growing population, for example, India is now a net exporter of grain. Better crop breeding combined with inexpensive fertilizers has dramatically increased yields, which in turn reduces pressure on marginal land.

Most episodes of mass starvation in the modern world are the result of political crises, not shortages of food.

Lomborg's data, gleaned mainly from official documents of national governments and United Nations agencies, show that the total calories available per capita have grown rather than diminished even as the total world population has increased.

In short, the "litany," while pointing toward real problems, does not fairly or accurately summarize the state of the world. Chapter by chapter, subject by subject—energy depletion, food production, global warming, toxic pollution, water use—Lomborg presents a summary of the state of the environment that is far less pessimistic than the standard view. And this is from someone who describes himself as an "old leftwing Greenpeace member"—not an ideologue from

a conservative think tank.

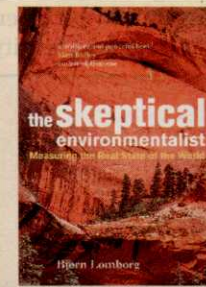
Lomborg's analysis is not easy to summarize, especially given how thoroughly most people believe the premise of the litany. He is not claiming that there are no environmental problems, but rather that the way we perceive short-term trends effects our political judgements and the solutions we will seek. Anyone working on land development in the United States knows that public policy based on the litany can stop even the most environmentally appropriate project in its tracks. In the phrase of a previous writer on these topics, Greg Easterbrook, it is as if the only solution to continued deterioration of the global environment is to stop the world at "a moment in time," despite the fact that the natural world is in a constant state of flux.

Lomborg's views have been ferociously attacked by both the environmental movement and scientists who specialize in problems such as global warming and biodiversity, whose work Lomborg had the audacity to evaluate and question. *Scientific American* magazine, for example, recruited four specialists to refute Lomborg. Stephen Schneider, a Stanford University professor whose expertise is global warming, expressed his fear that "laypeople and policymakers ... could well be tricked" by Lomborg's scholarly apparatus into thinking that he's right and the specialists are wrong. But Schneider also acknowledges that "we could be lucky and see a mild effect or unlucky and get the catastrophic outcomes" of global warming, so his crystal ball isn't quite so clear either, and arguing from authority—"I know more than you...."—isn't the same as refuting the facts. Schneider's argument instead smacks of self-serving elitism.

In the golf industry, despite the

efforts of groups such as the Golf Course Superintendents Association of America and Audubon International, we face both the bureaucratic version of the litany during permitting processes, and the popular version in general. A

have not come to pass, yet somehow retains his credibility. In 1974, for example, Ehrlich predicted widespread scarcities due to excess consumption by 1985. Instead, every raw material Ehrlich predicted would be in



Bjørn Lomborg, "The Skeptical Environmentalist: Measuring the Real State of the World." ISBN 0 521 01068 3. 515 pages. Originally published in Danish in 1998. Revised English edition published by Cambridge University Press, 2001.

recent *Sports Illustrated* article on golf development in the Carolina low country quotes an opponent of development who says that the coastline is heavily polluted and that "golf courses and their chemicals are the biggest culprits," without attempting to assess the truth of that claim. Everyone "knows" that golf courses pollute. The anti-golf version of the litany says that golf courses make excessive use of pesticides and herbicides, that they pollute groundwater and stream runoff, that they use too much water, and so on. The facts don't sustain this view, either, but when, as representatives of the golf industry, we make these claims, we're regarded too often as self-serving.

Lomborg has, I believe, supplied a plausible alternative point of view to the litany. He does not deny that serious problems exist, but rather asserts that we are better equipped to cope with them than the environmental movement will acknowledge. What's most compelling about Lomborg's analysis is its caution and its refutation of some famous predictions of impending doom. Paul Ehrlich, author of "The Population Bomb," has consistently prophesized disasters that

short supply is readily available and cheaper than it was in 1974.

Lomborg, on the other hand, by suggesting that the world is actually improving in many respects, such as air quality and the efficient use of resources, is denounced as a shameless partisan. This is unfortunate, since my reading of Lomborg convinces me that he is neither partisan nor attempting to speak for a special interest or a political constituency. I believe that he was convinced against his own instincts by what his analysis revealed. I also think Lomborg's hopeful views can help guide us toward a realistic future, which in turn can accommodate development that is sustainable, responsible and environmentally appropriate—that his views can help us shape a future that most people in the golf business clearly desire, as they have shown by their willingness to adopt best practices in resource use and preservation. We just need to learn from him how best to frame a story that is hopeful rather than a prelude to global disaster.

John Strawn is the author of "Driving the Green" and a member of the golf course design firm Robert Trent Jones II in Palo Alto, Calif.

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PGA Village

Continued from page 1

means," said Enrique Valdivia, a spokesman for the Smart Growth Coalition. "We've been assuming we need to have that threshold number at that time."

However, the groups could have as much as 65 days, or until June 7, to come up with the total number, provided some signatures are submitted by May 13. At press time, Valdivia said he was optimistic that the issue would be put to referendum.

"It's going to be tough, but I think it can be done," he said. "It's not impossible."

The groups' opposition is two-fold. Because the proposed site sits atop the aquifer recharge zone, which is where additional water from sources like rain and runoff

re-enters the aquifer, there is concern that chemicals from the golf course could find their way into the city's drinking water.

However, that hasn't been the main sticking point, Valdivia said. What has rankled a lot of people is the city's creation of a special tax district for the property. According to Valdivia, that makes public funds available to Lumbermen's for the project, to the tune of more than \$50 million.

"That area of San Antonio is booming and has seen a lot of development over the last 20 years," Valdivia said. "The notion that you need to offer someone an incentive to build there is pretty counter-intuitive."

On the tax issue, the city's hands may be tied. Under state law, the city had to approve the special tax district that will allow

Lumbermen's to recoup money for roads, water, sewer and other improvements to the land.

While some have argued that San Antonio doesn't have the demand to support another golf course (see story on page 14), Valdivia said his group doesn't think that argument is relevant.

"The PGA would be the crème de la crème of golf courses nationally," he said. "Before we reached this point, a number of us felt that we don't want to be put in a position to say we don't want the PGA. It's really a concern that we don't want the PGA over our recharge zone."

The planned resort will include three golf courses, two luxury hotels and more than 3,000 residential sites. A spokesperson for Lumbermen's was not available for comment. ■

Fought-Lehman

Continued from page 14

DMB Golf, which developed and owns the club and surrounding community, recently opened a second course not too far from DC Ranch. Lehman said one of the motivations to improve DC Ranch was to prevent DMB's two properties from competing with one another. The company realized that in its current state, the course would run a distant second to the new property, Lehman said.

"If you want to be able to compete with the other clubs in the area, you have to have greens that are going to be as good, as firm and as fast as possible," he said.

Because of his touring schedule, Lehman said this project, as well as the firm's other projects — three in Arizona, one in California and two in Minnesota — are convenient for him.

"Having these projects at home is extremely convenient because I can spend three or four hours a day making sure the bunkers are being done right and I can spend the afternoon practicing," Lehman said. "The other projects work out well because I usually visit them either when I'm leaving to go to a tournament or I'm coming from a tournament. So I'm visiting those places either once a week or once every two weeks."

Lehman said he prides himself on being very involved in each project the firm takes on, which is one reason he and Fought have limited the number of their projects.

"This isn't a hobby or something I do in my spare time, this is my second career. I've been extremely involved in every project that we have done," Lehman said. "We don't do many, only enough where I feel I can continue to work on my game the way I want to."

Lehman said he got into architecture because it was something that interested him, and that the thrill he gets from watching his conceptualizations become reality matches that of sinking a long putt.

"I just love watching a guy get in a 'dozer and shape a bunker," he said. "I could sit there all day long watching them build a big bunker."

Lehman said his firm brings a unique perspective because both have been professional golfers and architects, with Fought bringing a deep knowledge of architecture as well.

"He's very skilled and proficient not only in playing but in design," Lehman said. "We have somebody in our office who understands completely all the phases of design and all the nuts and bolts, yet is a great player. That's such a nice blend, and I think that's the strength our office offers." ■

GOLF COURSE NEWS

Establishing long-range priorities

Continued from page 16

funding requirements. This tricky phase can sometimes sink a project, so be cautious to use conservative numbers that can be justified with realistic quotations. Setting up bid specifications that will provide the best turf in a short time-frame is essential to a renova-

tion project. With all the basics in place, the task of selling the membership on protecting their "investment" became the main focus of the golf course management team and the greens committee.

We chose to initiate small focus group gatherings and added another series of small

general membership meetings to explain the entire process, because technical questions about turfgrasses and soil mixes cannot be absorbed by most golfers in a quick newsletter or memorandum. The ultimate communication phase of the program began with the smaller meetings which allowed members to ask intelligent questions in

an informal setting. We were able to personally address the questions and concerns of approximately 20 percent of the membership during this year-long "marketing" phase.

In the next issue of *Golf Course News*, we will focus on some of the bumps in the road we encountered and how the bidding process became the final sales tool. ■

Landscape architecture by Toscanini.
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NGF revamps project report

JUPITER, Fla. — The National Golf Foundation has replaced its Course Construction Activity Report, which was issued monthly, with its Web-based Golf Project Report. The redesign now includes search functions on golf course-related construction projects in the United

States and is updated daily, rather than monthly.

Additionally, the categories have been expanded and the report redesigned to show proposed projects, projects in final planning, projects under construction and completed projects. *Golf Course News* will include the

new numbers in its Databank section each month (see page 31).

Lane Henderson, member services manager, said the NGF changed its reporting procedures to give its members access to more timely and accurate data, which she said is critical in any business. She added that the searchability of the data will add to the value of the service. ■

Pellucid

Continued from page 14

that are very similar to each other but they don't share any geographic correlation," Koppenhaver said. "San Antonio behaves more like Birmingham, Ala., but nobody in their right mind would think of sticking San Antonio and Birmingham together."

Some MSAs share similar geographies, while others contain metropolitan areas across several states. For example, in the cluster with the highest rounds per household, 12 of the 21 markets are in Florida. In San Antonio's cluster, there are 21 markets in 17 states.

Pellucid has been working on its numbers and methodology for about a year now, and only went public with its bi-weekly newsletter in late April. The first issue addressed breaking down geographical barriers in looking at rounds played.

At press time, a future issue was slated to take on the difference in Pellucid's and the NGF's rounds played numbers for 2001.

"When we run the rounds data from last year, the number comes out to 508 million. The NGF's number, and my own number when we do it from consumer surveys, is between 602 million and 603 million," Koppenhaver said.

Jim O'Hara, vice president of research at the NGF, said the organization refutes Koppenhaver's claim. He said the NGF does report consumer-based numbers on a macro level, but that its consulting division relies on facility-based numbers for its research.

"We don't rely on the volume of consumer based rounds to do our consulting work," O'Hara said. "The NGF golf demand index is a model that was built on 93,000 households throughout the United States, validated on an independent sample of over 70,000 households. We coupled that with our facility-based rounds played information to do our consulting work."

O'Hara also said that Koppenhaver himself relies on consumer-based numbers for some of his research.

"We would put our demand model up against his demand model any day of the week," he said.

Koppenhaver also plans to tackle the way the NGF and others segment golfers, which has traditionally been by rounds played. He said he will advocate using economic values instead.

"What I'm going to show is that just because somebody plays frequently, that doesn't necessarily mean they're of high value to us," he said. "At the end of the day, a guy playing 300 rounds and buying a \$1,000 membership is not as valuable to us as somebody who's playing 10 rounds and paying \$300 a round."

No matter what happens, Koppenhaver said he hopes to turn the industry on its ear and make people take notice that the traditional way isn't the only way to look at the industry.

"If you can't gather by now, we're going to try to write the whole book here," he said. ■

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

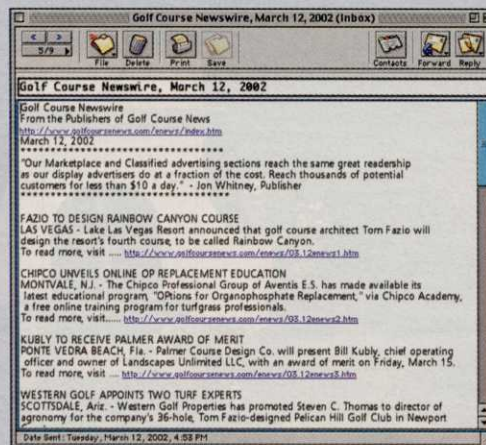
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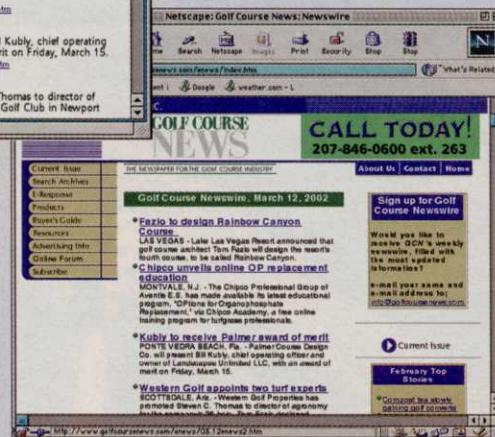
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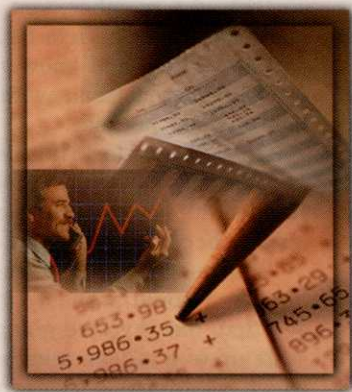
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GOLF COURSE NEWS
NewsWire



BRIEFS

EMERALD GOLF LINKS NAMES NEW GM

EGG HARBOR TOWNSHIP, N.J. — Golf course owner and operator Billy Casper Golf has named Christopher Martin general manager at the Casper-managed Emerald Golf Links, a new 18-hole public course near Atlantic City. Martin is currently managing final preparations for the Stephen Kay-designed course, which is scheduled to open in July. Prior to joining Emerald Links, Martin was general manager at The Bridges Golf Club and Guest Quarters in Abbottstown, Pa., and general manager at the Links at Challedon in Mt. Airy, Md.



Chris Martin

UPLINK SIGNS WITH THREE COURSES

AUSTIN, Texas — UpLink Corp., which provides global positioning system (GPS) technology to golf courses, has signed three more golf courses to use its GPS-based distance measurement, communication and golf course management system. The courses are White Hawk in Crown Point, Ind.; Ogle Bay in Wheeling, W. Va.; and Oakmarsh in Oakdale, Minn. The additions bring to nearly 50 the number of courses currently using the UpLink system. According to Jeff Connally, UpLink's founder and vice president, at the end of June, the company will have signed up more courses in a six-month period than at any other time in its history.



The UpLink system installed in a Club Car golf car.

CRESTLINE TO MANAGE ROCKY GAP LODGE AND GOLF RESORT

MCLEAN, Va. — Crestline Capital Corp. has signed an agreement with the Maryland Economic Development Corp. for Crestline Hotels and Resorts to manage the 218-room Rocky Gap Lodge and Golf Resort in Flintstone, Md. Built in 1998, the property features a resort and a Jack Nicklaus-designed course located in the foothills of the Appalachian Mountains.

Troon looks to continue strong growth in 2002

By DEREK RICE

SCOTTSDALE, Ariz. — Troon Golf hopes the momentum it gained during a strong first quarter in which it added 10 new management contracts will carry over into the remainder of 2002, said Dana Garmany Troon's chairman and CEO.

"We're a little bit ahead of where we should be, and we hope we can continue," he said. "We think we'll pretty much do what we've projected in our budget, which is similar to what we did last year and the year before."

The only thing that will stand in the way, Garmany said, is if Troon decides it doesn't have the personnel to take on the project.

"Growing for us is really a matter of growing where we think we have the people to support those jobs," he said. "If we stop growing it will be because we can't staff the jobs or don't have



Dana Garmany

the people to do it."

Garmany said a large part of his company's growth can be attributed to the slow economy.

"For now, things are moving in a good direction and we've seen that the economy moving slower has, if any-

thing, only speeded up the number of requests we've gotten to take a look at deals," he said.

With its management contract at Newport National in Newport, R.I., along with contracts in the Boston and New York areas, Troon is moving into the Northeast, a region where it hasn't had a strong presence. However, Garmany said, the

Continued on page 23



CLUBCORP UNVEILS MACQUARIE LINKS

DALLAS — Golf course management company ClubCorp, which has had its share of financial troubles of late, has opened its newest international property, Macquarie Links International Club in Sydney, Australia. The Robin Nelson-designed course is a blend of links-style golf with heathland, or bush, character. The result is a combination of traditional Scottish Courses and Australian sand belt courses, complete with an Outback-themed clubhouse.

Redstone retains Houston flavor

By DEREK RICE

HOUSTON — Two years ago, if you asked Evan Johansen, the new CEO of Redstone Golf Management, where his company would be today, he probably would have told you Redstone would be a national golf course management company. Today, however, that goal is much different, with the company hoping to keep its management contracts close to its Houston home base.

Aside from the five-course Bear Trace, a track of Jack Nicklaus-designed courses in Tennessee, all of the 13 courses the company owns or manages are within a few miles of headquarters, Johansen said.

"We just decided we don't want to be absentee managers and owners," Johansen said. "We're 20 minutes from all our projects — with the exception of the Tennessee properties — so if something comes up and we need to go out and take

a look at a green, our guys can be there in a short period of time. We just feel at this time this is our best strategy."

That strategy appears to be paying off for Redstone, which recently signed a 10-year agreement to host a PGA event, the Shell Houston Open. That opportunity came almost by accident, Johansen said. The PGA and the Houston Golf Association wanted to move the event out of The Woodlands and into the city itself, and had targeted the city-owned Memorial Park. That didn't sit too well with some in the community, who were unwilling to give up their park for the few weeks the tournament would have required.

"As that deal fell through, it became an option for us to host that tournament on one of our courses," Johansen said. "Redstone Golf Club (formerly El Dorado) is where we will host the tournament in

Continued on page 23

Acordia expands golf division

By DEREK RICE

SACRAMENTO, Calif. — Based on its success in the Northern California market, Acordia Insurance Services has expanded its division dedicated to serving the golf course industry on a nationwide basis.

Because there are so many opportunities for liability at golf courses, owners should be sure they are insured correctly, said Bill Connor, a commercial property and casualty account executive with Acordia.

"Coverage is very complex on a golf course, including pollution liability," Connor said. "Liability lawsuits are tearing people down if they're not covered correctly."

For the last 15 years, Acordia has offered its packages tailored specifically to golf course owners and operators. The company offers flat liability rates with no yearly audit or additional payments.

However, he added, Acordia will not insure everyone.

"Some people aren't going to fit our program based on their claims, kind of like someone's driving record," he said. "We've priced this very competitively, but

Continued on next page

VGM teams with First Tee

By DEREK RICE

WATERLOO, Iowa — VGM Club, a golf buying alliance, has extended complimentary membership and buying power to The First Tee chapters as part of its initiatives to grow the game of golf.

The relationship is beneficial for both parties, said D. Jay Ellis, president of VGM Club.

"They saw an opportunity for their facilities to be able to save money, and we saw an opportunity to be able to contribute to golf for a good cause," he said. "It's a win-win opportunity."

The First Tee is a five-year-old World Golf Foundation initiative dedicated to providing affordable golf access to everyone, especially children, who otherwise might not have an opportunity to play. Each of The First Tee's 85 golf learning facilities will be able to take advantage of VGM Club's relationships with 150 merchants and manufacturers to save money on everything from paper supplies to maintenance contracts, Ellis said.

"Our alliance can save member clubs an average of five to 10 percent on their bottom line if they use us just a little bit," he said. "They can save a lot more if they pay attention to the manufacturers we have relationships with."

Ellis said VGM Club sees growing the game of golf as part of its mission, and the relationship with The First Tee will allow

Continued on next page

InVICTA alliance provides marketing tool for owners

By DEREK RICE

SAN CLEMENTE, Calif. — The InVICTA Club World Alliance, an alliance of owners of golf, business, yacht, athletic and spa facilities, has signed a partnership agreement with Strachan Management Ltd. Under the agreement, Strachan will be allowed to market and expand the

InVICTA Club program in Canada and the northeastern United States.

Under the InVICTA alliance, 10 to 20 golf course owners are teamed in a local alliance and tied into the worldwide alliance. InVICTA Club members receive reciprocal playing privileges at private clubs as well as preferred

pricing and advanced booking privileges at daily-fee clubs.

"The alliance was designed for owners to drive members to their facilities," said Jim Hoppenrath, president of InVICTA Club Inc. "So now you've got a competitive advantage over those guys who aren't a member of this alliance."

The alliance currently comprises 50 member clubs, with 50 more agreements in various stages of negotiation, Hoppenrath said. The goal is to have 1,000 clubs in the alliance, which he said will not add any administrative costs, based on the Web-based nature of the InVICTA program.

"The key to this is creating a Web-based database to tap into

so that as a member, you can show up at any InVICTA facility and be verified and know your privileges at that facility within a half-second," he said.

If InVICTA tried to do this using a traditional call-center model, Hoppenrath said, the costs would quickly become prohibitive.

"With as many as 1,000 members, you could probably manage that, but if you're going to scale up to a million members, which is our goal, it's an administrative nightmare," he said. "You can't hire people fast enough and the cost is going to go through the roof."

A key feature to the InVICTA plan that should be attractive to club owners, Hoppenrath said, is that they don't have to give up any control at their clubs, and they can continue with business as usual.

"We're not just a third party trying to line our pockets," he said. "We're trying to help these guys gain a competitive advantage in the marketplace today. This is just another tool in their belt to be able to sell."

The major challenge Hoppenrath faces in trying to sell the idea of this alliance is the traditional nature of golf and golf course owners.

"These guys are fiercely independent," he said. "It does take a while to get them to realize they're part of a bigger group. You can break a single pencil, but if you put 50 of them together, you can't break them. They're much stronger together than they are by themselves."

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Tina Woolverton
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"I 'borrow' our superintendent's copy of *Golf Course News* when it arrives so that I can read it before he does. **It really keeps me up to date** on what's happening in the industry."

Roger Densmore III, Head Golf Professional
Nonesuch River Golf Course

"As soon as I read the article in this month's *Golf Course News* about the IRS allowing the depreciation of greens, **a light went on**. I immediately sent the information out to my potential renovation and new construction clients to make them aware of the new tax advantages."

Andrew Crouch, head of business development,
ASL Golf Course Construction

"*Golf Course News* is my **best source for news** about the golf course industry. I go through it cover to cover as soon as I pull it out of my mailbox. Keep up the good work keeping us informed!"

Eric von Hofen, Director of Agronomy
Calusa Pines Golf Club

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Thanks for keeping us in the loop on what's happening in the industry."

Ken Oehlers, Corporate Communications Manager
Arnold Palmer Golf Management

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Golf insurance

Continued from previous page

you have to fit our program."

Because Acordia was acquired by Wells Fargo Inc. last year, Connor said, it is able to offer its customers more than just insurance.

"We are currently developing relationships with our bankers at Wells Fargo so we can say to the golf course owner, 'You know all that maintenance equipment you lease? I know a few bankers within Wells Fargo you might want to talk with,'" he said. "We won't be too aggressive about it, but if you don't want to shop all over, we have it all." ■

VGM/First Tee

Continued from previous page

the company to pursue that.

"We feel The First Tee program is an excellent program. We felt that their goals and accomplishments met our requirements for a partnership or relationship, namely is it good for the game of golf?" he said. "We believe they are in it for the right reasons." ■

Redstone's Houston flavor

Continued from page 21

2003 and 2004."

For the remainder of the 10-year agreement, Johansen said, the tournament will be held on a new Rees Jones-designed course that will begin construction in early 2003.



Rees Jones, who designed Redstone's Shadow Hawk Golf Club and Houstonian Golf Club, is designing the future site of the PGA's Shell Houston Open for the company. The course is scheduled to break ground next spring and open in 2005.

"We've got some mitigation issues to sort out between now and then," Johansen said. "There are a few nice wetlands on the property that we need to make sure we're taking care of."

When completed, the facility

will also include a par-three course for junior golf, also designed by Jones.

Johansen said he sees one reason Redstone can afford to remain local is that the Houston golf marketplace presents many opportunities, mainly because of heavy development in recent years.

"There's been an awful lot of golf developed in Houston over the last four or five years," Johansen said. "It was clearly underdeveloped five years ago, when we started our courses, and it's probably been a little bit overdeveloped."

With the exception of the Jones-designed course, Johansen said, Redstone will probably not be doing any development in the near term, although that is something the company may look to in the future.

"Certainly if there's some distressed properties or some third-party management contracts that become available, that's where we see our growth coming from in the next couple of years," he said. "We would love to get back into the development at some point because we enjoy that part of it and we enjoy the relationships we have with some of the architects."

Johansen said, ideally, Redstone will add six to eight courses to its portfolio in the next four or five years. Whether Redstone will take on these courses in an ownership capacity or as a third-party maintenance company remains to be seen, although the company is equally equipped for both, he added. ■

GOLF COURSE NEWS

Troon's growth

Continued from page 21

company's slow movement into the region has more to do with the red tape that accompanies any development than anything else.

"If anything it's primarily because the stuff we've been looking at in that region has been development-related," he said.

"We're very happy with what we have and we certainly want to focus on the Northeast as well as the Northwest."

Signs point to a recovery in Troon's group division, Garmany said. Because the division handles corporate bookings, it has been most impacted by the slowing economy.

"My people are telling me that in the third and fourth quar-

ters of this year, our group business is going to be coming back in a big way, so that's a positive sign," he said. "The corporations that we booked a lot of golf with just cut back on what they were doing, which is understandable."

Garmany said the golf course management industry could use some good news on the economic front, particularly be-

cause the news from competitors like American Golf Corp. and ClubCorp has hurt the management industry as a whole.

"It's a shame for us to see the bad news that is out there because it spoils the environment," he said. "You get bankers and financing sources down on golf, so it's very difficult to do different things." ■

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5.80%	Water Insoluble N*		
Available Phosphate (P ₂ O ₅)	2.0%	Typical Spreader Settings (Coarse Grade)	
Soluble Potash (K ₂ O)	8.0%	16" N/1000	1/2" 3/4" 1"
Calcium (Ca)	2.0%	20" N/1000	1 1/2" 2" 2 1/2"
Total Magnesium (Mg)	1.0%	24" N/1000	2" 2 1/2" 3"
0.50%	Water Soluble Magnesium (Mg)	28" N/1000	2 1/2" 3" 3 1/2"
Total Sulfur (S)	2.0%	32" N/1000	3" 3 1/2" 4"
0.20%	Combined Sulfur (S)	36" N/1000	3 1/2" 4" 4 1/2"
Boron (B)	0.05%	40" N/1000	4" 4 1/2" 5"
Copper (Cu)	0.02%	44" N/1000	4 1/2" 5" 5 1/2"
Iron (Fe)	2.0%	48" N/1000	5" 5 1/2" 6"
Total Manganese (Mn)	0.2%	52" N/1000	5 1/2" 6" 6 1/2"
Molybdenum (Mo)	0.05%	56" N/1000	6" 6 1/2" 7"
Zinc (Zn)	0.2%	60" N/1000	6 1/2" 7" 7 1/2"

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

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Owner settles ADA complaint

WASHINGTON—The Department of Justice has reached an agreement with Sun City Summerlin Community Association Inc., a Las Vegas-based owner and operator of three golf courses, to make its courses accessible to golfers with disabilities.

Under the agreement, the association will adopt a new policy

to prohibit discrimination on the basis of disability and to allow power carts on paths, walkways and greens whenever one is necessary to allow someone with a disability to play on the course.

The settlement resolved a complaint filed by a golfer who requested a modification of the rules that restricted golf car use

in areas of the courses where carts of any kind are prohibited, including greens. The complaint filed with the Department of Justice sought a modification of the policy, which resulted in limiting access to people who could walk some distance.

The golfer alleged that prior to the department's investigation, Sun City had refused the request for modification of the policy.

Sun City has established and will maintain a written policy that modifies certain golf car and cart restrictions to allow access for golfers with disabilities. The policy covers all three Sun City Summerlin golf courses, including Eagle Crest, Highland Falls and Palm Valley. The policy also retains golf car restrictions to areas only upon showing that safety is a concern or that the physical

integrity of the golf course is threatened.

Recent advancements in golf car technology and horticulture have made it possible to provide access to most areas of golf courses without fear of damage.



Conservation easement

Continued from page 1

conservation authority, such as Ducks Unlimited, and grant them a conservation easement across the property.

"That easement basically says that's what the property can be used for, as a golf course, and if it's not used as a course, it becomes natural terrain," Kahn said.

Where the financial benefit goes to the golf course, Kahn said, is that the land is re-appraised at the highest and best use, allowing fairways to have the same value as subdivided lots.

"So you can wind up with a golf course that will have a tax write-off of about half a million bucks, and they're allowed approximately 30 percent of that a year to write off against taxes on earnings," he said. "So it can become very substantial, particularly for golf courses that are quite profitable and paying a large tax."

The strategy is the result of a 1997 IRS decision that made it possible for recreational lands to qualify for conservation easement tax write-offs. Until that time, the program had been reserved for historical sites, farms and other types of properties.

Kahn, who is also a licensed Florida real estate transactor, did a valuation for a course he is familiar with and came up with a developed land value of more than \$12 million after deducting things like infrastructure costs and present value. Based on that valuation, the owners could claim a \$12 million write-off over a six-year period. When converted to tax savings, that amounts to hundreds of thousands of dollars over that period, Kahn said.

Through strategic planning, owners can conceivably extend the length of their write-off period by writing off groups of six holes and practice facilities in different years, Kahn said.

The one drawback to the plan, Kahn said, is that the easement is forever and can't be rescinded.

"Once it's granted, it's in place until the sun burns out," he said. "Although we all know that if O.J. Simpson can get off, anyone who wants to throw enough money at it can probably get it reversed." ■

GOLF COURSE NEWS

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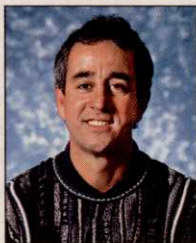
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BRIEFS

DOW PROMOTES PRETZER

INDIANAPOLIS — Fred Pretzer, a senior sales specialist for Dow AgroSciences, has been promoted to technical accounts manager covering the Western United States. Based in the Dallas/Ft. Worth area, Pretzer will be responsible for marketing, sales coordination and new product implementations. Pretzer has held various sales positions throughout his 23 years with the company.



Fred Pretzer

BASF APPOINTS YORK

RESEARCH TRIANGLE PARK, N.C. — BASF has appointed Bob York as sales specialist for the turf and ornamental group based here. York will be responsible for all sales-related activities in northern New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine. York has more than 12 years of experience in the turf products industry including stints with Syngenta and ProSource One.



Bob York

TGT&SP NAMES VICKERS

CHARLOTTE, N.C. — Michael Vickers has been appointed president of engineering-turf products, for Textron Golf, Turf and Specialty Products. In his new capacity, Vickers will be responsible for all turf and lawn care product engineering at all company facilities. He will be heading up an effort to implement common platforms, common parts and supplier relationships and coordinated engineering product management for all products.

TURF-SEED LAUNCHES NEW SITE

HUBBARD, Ore. — Turf-Seed Inc., has launched a new business-to-business Web site dedicated to selling turf and forage seed products direct to distributors and commercial end users. The site, www.turfsource.com, offers a varied selection of products that are accompanied by the "Report of Seed Analysis."

DiMino: Lesco must improve sales and distribution

By ANDREW OVERBECK

CLEVELAND — Four months after joining the company as chief operating officer, Michael DiMino has taken over the top spot as CEO of Lesco (GCN May 2002). In that short time, DiMino has grasped the major challenges facing the beleaguered fertilizer manufacturer, supplier and distributor and has implemented a multi-step plan to bring the \$500 million company back into the black. At press time, Lesco's stock had risen 25.7 percent from \$8.75 to \$11.00.

DiMino's strategy is simple: leverage the huge amount of capital that Lesco has invested in manufacturing facilities by improving the company's selling and distribution capabilities.

"The bottom line is almost anyone can get a lot of our molecules from almost anyone," DiMino said. "So it really comes down to technical expertise and delivery."

With that in mind, DiMino and his team

are revamping the company's distribution, sales force and point of sale system.

HUB-AND-SPOKE DISTRIBUTION

In a move to beat local and regional distributors and formulators, DiMino said the company will dismantle part of its existing distribution network in favor of a hub-and-spoke system over the next 18 to 24 months.

"We have a national presence, but we are getting hammered by these little guys and we have to be able to deal with them," he said.

"Instead of making product at the factory and then storing it nearby and shipping it out when we need to, we are going to eliminate that step and bring inventory closer to the market."

Of the company's 16 distribution facilities, 10 to 12 will be relocated. In addition to improving customer service and product availability, DiMino expects the cycling of

Continued on page 27



Michael DiMino

Bayer AG one step closer to Aventis buyout

By ANDREW OVERBECK

BERLIN — After getting the go-ahead from European Union (E.U.) antitrust officials for its purchase of Aventis CropScience in mid-April, Bayer AG is now waiting for approval from the U.S. Federal Trade Commission (FTC) for final clearance on the buyout. According to Bayer spokesman Guenter Forneck, a decision by the FTC was expected sometime in May. At press time, further information was not available.

As part of its approval of the proposed 7.3 billion euro (\$6.4 billion) purchase of Aventis CropScience, the E.U. is forcing Bayer to divest several insecticides. According to Bayer, the divestiture of fipronil, ethoprole and acetamaprid (a new neonicitinoid) will lead to 600 million euros (\$522 million)

Continued on page 27

Fairway Golf Cars zeros in on adaptive car market

By ANDREW OVERBECK

WAUKESHA, Wis. — A year after introducing the latest version of its Spirit adaptive golf car, Fairway Golf Cars has rolled out a full line of vehicles.

New president Cole Braun, who came on board in January, said the company is focusing on getting its sales force into action this year and aggressively attacking the golf market.

"Last year we finalized the product and this year we need to get out there and educate the customers," said Braun. "We want to have a course per region put in a fleet of our cars when they open."

Fairway Golf Cars has eight salesmen in 20 states who are

targeting new golf courses and national accounts.

The company, which used to be a division of medical scooter maker Ortho-Kinetics, is now a completely separate entity. While they still share manufacturing space and purchase components from Ortho-Kinetics, Fairway Golf Cars has its own board of directors and its own investors.

"They developed the product and we can still draw on their talent and experience," said Braun.

Continued on next page



The Spirit weighs in at 330 pounds



The Single Rider 8000

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FMC reorganizes specialty business

PHILADELPHIA — FMC Corp. has reorganized its specialty products business in order to prepare for growth over the next two years. The specialty products business, maker of Talstar, has joined efforts with FMC's agricultural products group to strengthen customer satisfaction and unify the company's branding.

Under the reorganization, Laurie Tieckelmann will oversee combined customer service functions for the two business units as customer service manager. In addition, Maureen Thompson has been named turf and ornamental sales manager and Kim Watson has been appointed global development manager.

"The changes we have made in our staffing structure will enable us to unlock the synergies among various FMC businesses," said Don Claus, director of FMC's specialty products business.

Cleary chooses Lesco for Endorse launch

DAYTON, N.J. — Cleary Chemical has signed an exclusive national distribution deal with Lesco and has authorized several other independent regional distributors to launch its new Endorse fungicide.

"Lesco and the other leading distributors we chose are all well positioned to market Endorse," said Cleary Chemical general manager Don Breeze. "They have a high level of customer service and pay special attention to fulfilling

customer needs. Both are critical for the launch of a new product."

Endorse, the first translaminar, systemic antibiotic fungicide for turf, is a consistent, broad-spectrum tool to control diseases in warm- and cool-season grasses.



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Broyhill's GreenSaver fan

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2 My primary business is: (check one only)

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- 23. Semi-Private Golf Course
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- 27. Practice Facility
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Fairway Golf Cars

Continued from previous page

"But we have the product expertise in the golf market."

In addition to its 330-pound Spirit adaptive car with hand controls, the company has introduced its Single Rider 8000 one-passenger car and its Freedom Walk power caddy.

The Single Rider 8000 weighs in at 480 pounds and looks and drives like a two-passenger golf car. Braun said the vehicle is geared toward the mildly disabled golfer, but also expects in the long-term that the single rider concept will catch on as a golf course fleet vehicle. The company has already installed a fleet of Single Riders at The Village at Lady Lake in Florida.

"Over time we think this car can speed up the game and help retain those three million people that leave the game of golf because it takes too long," said Braun.

The Freedom Walk power caddy is geared toward golfers who still enjoy walking, but don't have the stamina to carry a golf bag for 18 holes. It operates via handle controls or has a cruise control mode that allows for hands-free operation.

Since the Justice Department has yet to directly force golf courses to supply adaptive cars as part of the Americans with Disabilities Act, Braun said the market is limited to golf courses that are being proactive.

While the company has already signed exclusive contracts with the Waukesha and Milwaukee park systems, Braun said the marketing job is just beginning.

"If the car just sits there all summer unused, then people will say that they don't need the product and that will make it harder to develop the market," he said. "Our job is to promote the product and make sure that they use it."

The Spirit retails for \$4,495, the Single Rider 8000 for \$3,700 and the Freedom Walk for \$2,495. ■

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HA02

YGC readies certified pre-owned program

PEACHTREE CITY, Ga. — In a move to reach a lower price point with its golf cars, Yamaha Golf Car (YGC) has opened a reconditioning facility here near its headquarters in Newnan to handle its new certified pre-owned vehicle program.

"If price is selling golf cars, we are telling our customers that we save them money in the price of maintenance and upkeep," said Jon Bammann, division manager of new business development and off fairway vehicles. "Our car has many of the same parts that come from our ATV line so they last a long time. Our certified pre-owned program takes advantage of that longevity."

The program, which was designed for the commodity buyer, involves a full factory reconditioning of the golf car.

"We will take it through a 50-step process, add a warranty and we will sell it directly or re-lease it to golf courses," Bammann said. "We see this as a new business opportunity because it gets us to a price point where we have never been before."

Ideally, the new program would roll out whole fleets of certified pre-owned cars, and with that in mind, YGC will start the program by reconditioning cars from its factory direct courses that are rolling over fleets.

— Andrew Overbeck

DiMino tackles Lesco's challenges

Continued from page 25

distribution centers to reduce transportation costs dramatically.

The sales force has also been realigned to operate more efficiently. Lesco has combined its golf and lawn care operations to better serve all the people in a region and to eliminate idle salespeople. DiMino has also separated the sales and service departments so that individual roles are better defined.

"With sales and service overlapping we had people who enjoyed selling who were restocking shelves," said DiMino. "Now we there isn't any confusion about what they are supposed to be doing. The sales people can now concentrate on selling."

DiMino said the changes in distribution and sales will allow for same store growth of five to six percent this year.

SHIFTING INTO REAL TIME

To better track sales from its distribution centers, Lesco has partnered with AT&T, Microsoft and IBM to improve its existing reporting system.

"Right now the stores are not in real time," DiMino said. "Fixing that will allow us to get a jump on replenishing stock, manufacturing product and forecasting sales growth."

Combining these new changes with organic growth like the expansion of its independent marketer program, which now has four members, DiMino said that going forward Lesco could approach eight to 10 percent growth in year-to-year same store sales.

According to DiMino, Lesco

is already seeing the benefits of the changes that have been implemented to date. While they have raised prices one to two percent to increase margins, the new CEO reported modest sales growth and lower than expected first quarter losses.

"We have seen a recovery towards profitability because of our efforts to concentrate on productivity and

efficiency," said DiMino.

However, Lesco still faces several challenges, the most pressing of which is saving its underperforming Novex specialty fertilizer brand.

"It is a great product, but it is expensive to make," admitted DiMino. "On a return on invested capital basis, it is not in the sweet spot at all. Novex by itself will probably not be a \$20 to \$25 million product line."

Lesco will be mixing it with its PolyPlus fertilizer to create 10- to 60-percent blends, giving its regular fertilizer the slow-release qualities of Novex. The move is expected to offset production costs while also improving PolyPlus profits.

Lesco is also watching external issues such as golf sales, which have remained flat because resort courses are still facing low levels of play. Sales from national accounts also dropped nearly five percent during the first quarter as large accounts like American Golf are in financial trouble.

"We are going to be a little more careful about the customers we are choosing," said DiMino. "We are not going to chase unprofitable business." ■

'Novex is a great product, but it is expensive to make.'

— Michael DiMino

\$31 million Yamaha facility to improve productivity

Continued from page 1

stand-alone, high-tech manufacturing facility has many in the ultra-competitive golf car and utility vehicle industry wondering what the company has up its sleeve.

The concept is simple, according to Horlak. "We aim to decrease costs, improve quality and reliability and add manufacturing flexibility," he said.

"Number one was cost and flow improvements," Horlak continued. "We really focused on productivity improvements because we need a low-overhead, low-cost facility."

Workers from the old factory competed with other applicants for the 100 spots in the new factory. Horlak said the low number of employees was made possible by automation, training and product simplification. "We will reduce the number of man hours per vehicle by 50 percent as a result," he said.

Quality and reliability were two other target areas.

"We have installed new welding stations with a new tooling scheme that reduces the number of transfers and increases the amount of robotic welding on the frame," said Horlak.

In addition to the 17 robotic welding stations, Yamaha also invested \$5 million in a multi-step frame coating system that includes immersion cleaning, immersion corrosion protection and powder coating.

"The cars have gotten even better," said Horlak. "The frame has more corrosion protection and better integrity through robotic welding. If we can deliver a better car, in a better manner at the same or better cost, we are going to start beating them [the competition]."

In addition to these investments and product improvements, Horlak said the factory will have greater flexibility to handle custom batches and options and produce vehicles on a just-in-time

schedule for dealers.

EXPLORING OTHER MARKETS

The new factory, however, was not just built to handle products for the golf market. YGC has created a new off-fairway vehicles division to



The production line at YGC's factory just weeks before the grand opening

Photo: Andrew Overbeck

handle the development of new products for the company.

"We want to maintain existing customers, build our business and expand into the utility vehicle market," said Bammann. "That's why we have expanded into off-fairway vehicles and looked at it as a separate business. We are looking at where we can grow the business from a commercial, recreational and industrial standpoint." ■

Bayer

Continued from page 25

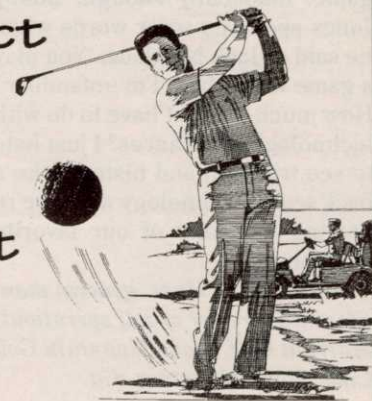
in lost sales.

"It was to be expected that insecticides [would be divested] as Bayer already has a strong position in this segment," said Forneck. "Bayer maintains two neonicotinoids — imidacloprid and thiacloprid." He added that Bayer's primary motivation in purchasing Aventis CropScience, especially in the U.S. market, was gaining access to its strong herbicide product line and biotechnology research.

Once the deal goes through, Bayer will be the second ranked agrochemical manufacturer behind Syngenta AG. However, the company's first quarter operating profit dropped 46 percent to 493 million euros (\$442 million), and Bayer officials warned that 2002 was going to be a tough year. ■

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News Poll

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requiring extensive and expensive renovations to retrofit existing facilities. New courses will need to accommodate these advancements by being lengthened, and that will certainly increase expenses. Making the game easier doesn't necessarily equate to more people playing, either. Keeping golf affordable is more of an enticement.

Another important aspect that will be affected is the heritage of the game. Innocently enough, Bobby Jones spoke no truer words when he said of Jack Nicklaus, 'You play a game with which I'm unfamiliar.' How much did that have to do with technological advances? I just hate to see tradition and history take a back seat to technology when we're dealing with any of our favorite pastimes."

— G. Steven Hupe, general manager and director of golf operations, Marriott Golf, Stone Mountain Golf Club, Stone Mountain, Ga.

❖ "There is no doubt improvements in club and ball technology will result in longer courses, and longer courses will require more land and cost more. It may be that the game should be played on two levels, a super-championship course circuit where courses are 9,000 yards and players can use whatever technology has to offer; the other level being the championship circuit as played today, where club and ball technology is controlled. Think of it as the NASCAR approach."

— Garrett Gill, president, Gill Miller Inc., Golf Course Architects, River Falls, Wis.



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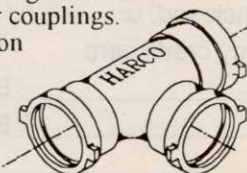
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- 20-22 *Independent Turf &
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Association 2002 summer
meeting in Los Gatos,
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JULY

- 17-18 *OPE Dealer Convention
& University in
Louisville, Ky.* Contact:
800-558-8767.
- 17-19 *TPI Summer Convention
& Field Day in Ft. Collins,
Colo.* Contact:
847-705-9898.
- 18 *Iowa State University
Field Day in Ames, Iowa.*
Contact: 319-286-5596.
- 19-21 *2002 International
Lawn, Garden & Power
Equipment Expo in
Louisville, Ky.*
Contact: 800-558-8767.
- 23-25 *TPI Summer Convention
& Field Day in Dayton,
Ohio.* Contact:
847-705-9898.
- 30-31 *Turf and Landscape Field
Days at Virginia Tech
campus, Blacksburg, Va.*
Contact: 540-231-9738

AUGUST

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

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

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NATIONAL GOLF ROUNDS PLAYED*

REGION	MARCH	Y.T.D.
NEW ENGLAND (ME, NH, VT, MA, RI, CT)	134.6%	185.5%
MIDDLE ATLANTIC (NY, NJ, PA)	73.5%	86.4%
EAST NORTH CENTRAL (MI, OH, IN, IL, WI)	-19.0%	-14.3%
WEST NORTH CENTRAL (MN, IA, MO, KS, NE, SD, ND)	-8.9%	-3.9%
SOUTH ATLANTIC (DE, WV, VA, MD, NC, SC, GA, FL)	6.2%	2.4%
EAST SOUTH CENTRAL (KY, TN, AL, MS)	-16.7%	-12.4%
WEST SOUTH CENTRAL (AR, LA, OK, TX)	-8.9%	4.6%
MOUNTAIN (MT, ID, WY, CO, NM, AZ, UT, NV)	-7.6%	-0.1%
PACIFIC (WA, OR, CA, AK, HI)	-3.6%	2.1%

Source: Golf DataTech

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

Golf Course News Stock Report (5/2)

Company(Symbol)	Price	Change(%) 4/4/02	52-wk range
Aventis (AVE)	70.35	5.6	64.05 - 80.45
Bayer AG (BAY)	32.76	-4.5	28.90 - 36.00
BASF (BF)	42.39	2.9	27.15 - 44.24
Century Garden and Pet (CENT)	12.00	10.1	5.94 - 12.99
Deere & Co. (DE)	44.20	-6.4	33.50 - 49.98
Dow Chemical Co.(DOW)	31.99	3.0	23.66 - 39.67
Golf Trust of America (GTA)	5.35	-13.8	4.01 - 8.80
Ingersoll-Rand (IR)	49.96	3.5	30.40 - 54.15
Lesco Inc. (LSCO)	11.00	25.7	6.10 - 12.74
Monsanto Co. (MON)	31.23	-4.7	28.60 - 38.80
National Golf Properties (TEE)	7.64	31.0	4.30 - 27.70
Syngenta AG (SYT)	12.57	-2.2	8.50 - 13.20
Toro Co. (TTC)	57.99	-1.4	39.00 - 62.75
Textron Inc. (TXT)	49.46	-1.8	31.29 - 60.47

YEAR-TO-DATE GOLF PROJECT ACTIVITY (MONTHLY CHANGE)

	NEW	ADDITIONS	TOTAL
PROPOSED	382 (+7)	66 (NC)	448 (+7)
IN PLANNING	415 (-15)	83 (-2)	528 (-17)
UNDER CONSTRUCTION	443 (-1)	199 (-9)	642 (-10)
COMPLETED	30 (+15)	16 (+11)	46 (+26)

Source: National Golf Foundation

NGF definitions

Proposed: The project is contemplated and the owner is identified.
In planning: The project is expected to start construction within six months.
Under construction: The general contract and subcontracts have been awarded.
Completed: The course is open and ready for play.



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BASF	2	800-545-9525	919-547-2410	www.turfacts.com
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ISM Golf	28	800-491-9344	207-846-6736	www.irrigationsystem.com
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Sandtrapper by IVI-GOLF *	16-17	888-970-5111	607-729-5158	www.sandtrapper.com / info@sandtrapper.com

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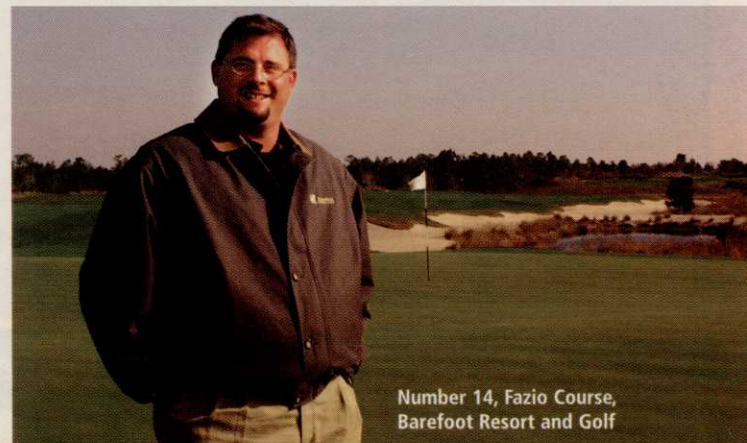
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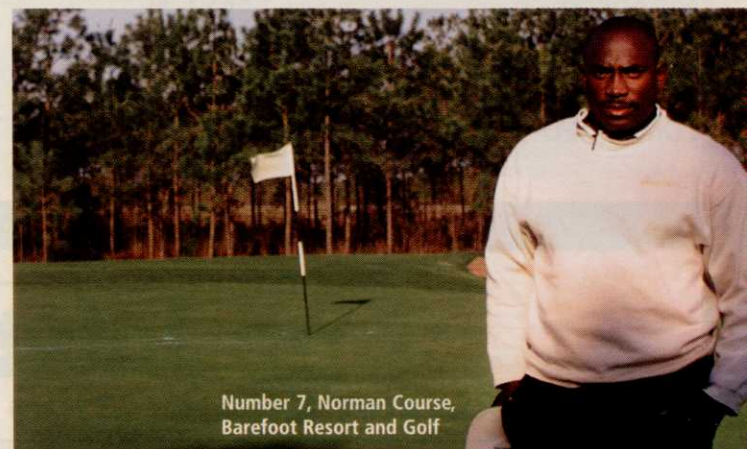
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Number 14, Fazio Course, Barefoot Resort and Golf

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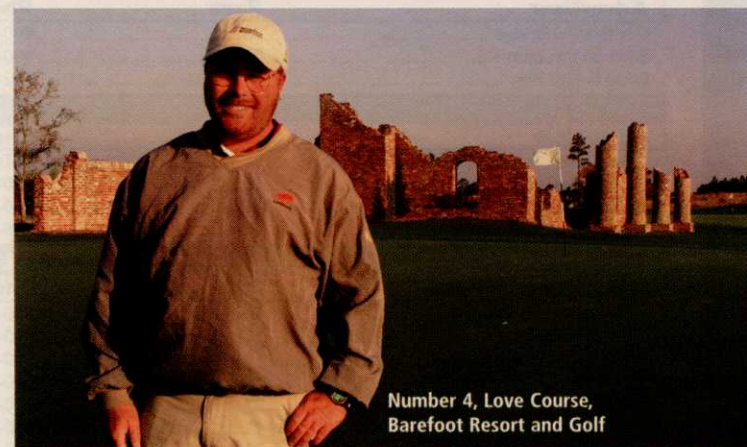
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PENN A-1	.73	.63	.76	.72	.83	.78	.70	.73	.74	.80	.68	.68	.65	.73
PENN G-1	.69	.60	.76	.71	.76	.72	.73	.77	.75	.84	.67	.64	.66	.71
PENN G-6	.66	.57	.73	.74	.77	.76	.68	.74	.71	.79	.66	.67	.66	.70
Century	.69	.62	.74	.71	.81	.60	.67	.72	.73	.80	.64	.66	.67	.70
L-93	.64	.62	.72	.76	.80	.70	.67	.67	.69	.71	.67	.66	.66	.69
Grand Prix (LCB-103)	.68	.62	.73	.70	.73	.66	.67	.68	.70	.80	.65	.66	.65	.69
Imperial	.67	.59	.71	.72	.78	.64	.69	.70	.73	.70	.68	.63	.63	.68
Backspin	.68	.66	.73	.71	.74	.67	.63	.68	.72	.71	.64	.63	.62	.68
SR 1119	.65	.63	.70	.72	.74	.66	.65	.73	.67	.72	.67	.62	.61	.67
SR 1020	.67	.62	.70	.68	.70	.64	.65	.66	.67	.66	.65	.64	.62	.66
Crenshaw	.66	.58	.72	.74	.74	.60	.62	.72	.66	.64	.62	.65	.55	.65
Providence	.65	.61	.71	.70	.73	.67	.64	.66	.66	.60	.59	.63	.60	.65
Cato	.61	.56	.71	.64	.74	.61	.65	.70	.66	.58	.62	.65	.58	.64
Viper	.61	.58	.70	.67	.71	.63	.61	.61	.64	.46	.59	.60	.58	.62
Trueline	.62	.59	.71	.64	.66	.67	.58	.62	.63	.47	.61	.58	.58	.61
Putter	.62	.56	.71	.64	.51	.65	.56	.63	.64	.37	.62	.60	.53	.59
Penncross	.53	.53	.65	.58	.49	.58	.53	.54	.55	.33	.57	.51	.48	.53
LSD Value	.04	.12	.02	.08	.03	.06	.06	.06	.03	.05	.06	.05	.03	.02
C.V. (%)	.36	.120	.18	.70	.23	.54	.56	.52	.31	.48	.58	.45	.34	.54

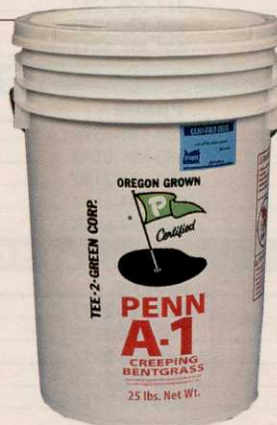
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