

# GOLF COURSE NEWS

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Bayer ES has moved forward with a combined product line and BASF will launch new products .....18



Photo: Freddy Bird

#### BUILDING A GOLF DESTINATION

With construction of the Tom Weiskopf-designed Falls Course, Lake Las Vegas Resort, a \$4 billion development south of Las Vegas, is looking to become a major destination for golf in the Southwest. The resort already boasts two Jack Nicklaus-designed courses and may add as many as three more courses in coming years. See story on page 11.

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PERIODICAL

## POINT

Bill Rose of Turf-Seed squares off with Don Suttner of Monsanto and Bob Harriman of Scotts on Roundup Ready turfgrass fields in Oregon.

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## COUNTERPOINT

## Scotts ready to round up GMO turfgrasses

By A. OVERBECK

MARYSVILLE, Ohio — With clearance from the Oregon Department of Agriculture to grow Roundup Ready creeping bentgrass in a special control area, the Scotts Co. is one step closer to bringing the first of many genetically altered turfgrass varieties to market.

In addition to the Roundup Ready creeping bentgrass that it has de-

veloped with Monsanto and Rutgers University, the company is working on low-mow bluegrass and several disease-resistant turfgrass varieties. The company will use its proprietary "gene gun" gene-insertion technology to create the new varieties.

"We are looking at the next-generation products for turfgrass," said Dr. Bob Harriman, vice president of biotechnology for Scotts.



Photo: Andrew Overbeck

Dr. Lisa Lee shows off Scotts' "gene gun" technology.

The company acquired the gene gun technology in 1995 and decided to produce Roundup Ready varieties first because it was a

universally accepted and proven technology.

"One hundred and thirty million acres of crops are

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## Management companies increase marketing focus

By DEREK RICE

Faced with flat rounds numbers and increased competition in many markets, management companies, many for the first time, are needing to rethink the way they sell and market their properties.



Mike Kelly

For example, Scottsdale, Ariz.-based Intrawest Golf recently launched a pilot program at The Raven Golf Club at South Mountain. The new sales process Intrawest is test-driving involves identifying the individual strengths and weaknesses of each of its properties and then matching those strengths with customer segments to create customized golf products that address specific customer needs.

"We aren't fixing some-

thing that's broken," said Jim Lancott, Intrawest's director of revenue maximization. "We're shifting our resources and our tactics to enable our golf properties to better serve the wider range of customers that make up the core of their businesses."

At South Mountain, Intrawest reviewed client

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## The First Green of Wash. gets off the ground

By ANDREW OVERBECK

SPOKANE, Wash. — A grassroots educational effort aimed at introducing high school agriculture students to the golf industry is starting to pay dividends here in Washington State.

The program, The First Green of Washington, matches 120 high schools that have adopted golf turf management curriculum together with local golf courses for field trips and hands-on experience.

The First Green has been in existence since 1997 and has continued to grow over the years, integrating curriculum from the Future Farmers of America

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## P.B. Dye builds \$1.5M Buck's Point GC

By A. OVERBECK

LIBERTY, Ind. — After eight years of work, P.B. Dye is set to open his own golf course here on the shores of Brookville Lake in eastern Indiana.

Dye and his partners, longtime construction superintendent Mike Davis and high school buddy Jack Harris, have teamed up to develop Buck's Point Golf Club for a meager \$1.5 million.

Dye is leasing the land from Brookville Enhancement Partners, which has a 100-year lease on the 350-acre property from



Photo: Andrew Overbeck

The 534-yard, par-5 fifth hole at Buck's Point Golf Club

the Indiana Department of Natural Resources. The 18-hole public course is now the centerpiece of a development which already includes an established

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## Educational program paying off

Continued from page 1

in 1999 and holding numerous fundraising events. Last fall, the Washington State Golf Association (WSGA) assumed the administrative role for the program that reaches close to 10,000 students across the state.

"Our 90,000 members recognize that in order to move the game of golf forward we need to create awareness that golf courses are a positive place in the community and the environment," said John Bodenhamer, executive director of the WSGA.

Jeff Gullikson, superintendent at Spokane Country Club, has been instrumental in the development of the program.

"This is an opportunity for courses to give back," he said. "It gives the teacher a resource that is close by and golf as a game provides a hook for students because they get to take a cool field trip and learn about golf."

Gullikson hosted six high schools last year at Spokane CC and had students from three of those schools design annual planting beds, grow the plants and plant them in the spring.

"They have greenhouses at the high schools," said Gullikson. "The project not only had relevance to what they were doing in class, but also provided a connection to the community."

Gullikson also adds in educational sessions during the field trips.

"I did a section on fertilizer differences, how to measure and weigh them and how to read label instructions," he said. "We also did some sprinkler experiments to see how water drains in different soils. There are plenty of teachable moments."

The field trips always end with a little golf. At Spokane CC, Gullikson has an extra par-3 hole that he rotates in and out of play and he lets the students have hole-in-one contests.

"I cut 18 holes in the green, but out of 100 kids, no one came within 50 yards of the green," Gullikson said. "But it was a great exposure to the game of golf. Thirty of the kids had never even been on a golf course before. Now they can call themselves golfers."

### LABOR BENEFITS

While the primary motivation behind the program is educational and community service-oriented, superintendents are utilizing the best students as seasonal employees.

"Since they are in a vocational program I can hire them at 16 and 17 years old and they can operate power equipment," said Gullikson. "Over the last two years, I have hired six students and they are great employees. They are motivated kids who will be with you for two to three years."

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nance crews are out of the way."

### EXPANDING THE PROGRAM

The WSGA has raised \$15,000 to date that goes toward funding grants, field trips and supplies. It also is applying for grants from the United States Golf Association and the Golf Course Superintendents Association of America.

Spokane CC supports six high schools and raises money through a tournament and silent auction

on items made by the students. Each field trip costs \$250, said Gullikson.

"This year we are going to branch out into science classes," said Gullikson. "We want to open it up to every high school in the state and get more superintendents involved. It is addicting once you see the smiles on everyone's faces." ■



Students planning annual plant beds

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