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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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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.



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



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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