

# GOLF COURSE NEWS

THE BUSINESS NEWSPAPER FOR THE GOLF COURSE INDUSTRY

www.golfcoursenews.com

## INSIDE

### Cause for optimism

Attendees at the NCGOA Solutions Summit emerge with plans for reversing golf's downward trend ..... 3

### Foliar feeding frenzy

More courses are spoon-feeding greens to reduce the amount of nitrogen used, but more research on efficacy is needed ..... 6

## COURSE MAINTENANCE 6

- Organic fertilizer companies offer unique technologies
- SUPERideas: Farley's invention keeps tree bases tidy
- Tools of the Trade at Rink's Hickory Stick Golf Club

## DEVELOPMENT & RENOVATION 10

- Pete Dye discusses technology, design changes
- Guest commentary: Ron Fream on renovation at Augusta
- Sunday River finalizes land deal with Harris Golf

## COURSE MANAGEMENT 13

- KemperSports revisits Harding Park management
- Private Club network takes home awards, signs deal
- Heritage Golf adds two Washington courses

## SUPPLIER BUSINESS 16

- Flowtronex augments IWM product line with reverse osmosis and oxygenation
- Syngenta to test products and solutions at Pursell Farms
- New product roundup

## POINT

The USGA's James Moore and Dr. Michael Hurdzan debate the merits of USGA greens vs. California greens.

Page 4

## COUNTERPOINT

## BASF packs specialty portfolio

By ANDREW OVERBECK

RESEARCH TRIANGLE PARK, N.C. — With the integration of its TopPro Specialties subsidiary, the pending approval to market fipronil insecticides and the expected registration of two new fungicides, BASF's professional turf and ornamental group is poised for rapid expansion.

The group also recently reorganized its upper management, sales force and customer service teams. Former TopPro vice president Stephen Briggs is the new director of BASF's Specialty Products Department (SPD) which includes the turf and ornamental group.

"When BASF acquired MicroFlo [TopPro's parent company] in 1998 they didn't have a specialty group so they kept it as a subsidiary in Memphis, Tenn.," said Briggs. "With the American Cyanamid acquisition in 2000, they now had two specialty groups that were going to the same or similar markets with similar customers. It was decided based on customer input and efficiency within the organization

Continued on page 17

## Investors snag Western Golf

New owners move company to Southern California, hand reins to longtime exec. Heath



Western Golf Properties Inc. manages eight golf courses, including Stonewall Golf Club in Gainesville, Va., pictured above.

By DEREK RICE

SANTA ANA, Calif. — A group of private investors based in Southern California, including former western operations executive Bobby Heath, acquired Phoenix, Ariz.-based Western Golf Properties Inc., an 18-year-old management and development company, last month. Financial terms were not disclosed.

As a result, the company planned to relocate its headquarters to Santa Ana location.

The new owners selected Heath to become the company's presi-

dent, effective in March. Heath, who will replace Western Golf founder Joe Black, said he hopes to guide the company through what are rough times for the golf industry.

"We are faced with an increasingly competitive environment at each property, making the focus on driving revenue paramount, while adjusting operating costs as necessary to achieve net operating income," Heath said. "That being said, my vision is to infuse a heightened level of business and marketing savvy into our current

management style."

Officials at Western Golf declined to discuss the transaction in detail before *Golf Course News* went to press. In a statement, the

Continued on page 14

## Carlson leads on county green standards

By ANDREW OVERBECK

VENICE, Fla. — When superintendent Tom Carlson here at The Venice Golf and Country Club achieved Audubon certification, he wasted little time sharing the club's accomplishments with the surrounding community.

From giving Sarasota County water management and environmental officials tours of the course to making presentations at other area clubs during member-guest outings, Carlson has

been busy spreading the word.

However, his latest community

sory committee that is creating future golf course development and management standards for Sarasota County.

"When I came to Venice Golf and Country Club I made it clear that I was not comfortable living up to standards, I wanted to set standards," said Carlson. "I hope these actions lead to sustainable community development."

Sarasota County's Board of Commissioners charged



Carlson is restoring natural wetlands at Venice G&CC.

effort will have a much broader impact. Carlson is part of an advi-

## In spite of drought Black Hills blooming

By DEREK RICE

RAPID CITY, S.D. — In the shadow of the Black Hills in South Dakota, architect Ron Farris is putting the finishing touches on the Golf Club at Red Rock, nine holes of which should open this month, against Farris' advice.

"You'd love to have as much maturity as possible on a golf course," he said. "It's not perfect, but that's mostly because of the drought last year."

Red Rock is one of seven active South Dakota projects according to the National Golf Foundation. The crown jewel of this group, Farris said, is the Graham Marsh-designed Sutton Bay Golf

Continued on page 12

Continued on page 20

## Syngenta partners with Pursell Farms

FAYETTEVILLE, Ala. — Pursell Technologies Inc. has added another industry sponsor to its budding 18-hole research and demonstration golf course. FarmLinks at Pursell Farms is set to open in early June.

Pursell Technologies developed FarmLinks to provide the industry with an outdoor working laboratory to test new products and maintenance practices that will benefit the industry.

"Syngenta will be using the FarmLinks facility to test products and management solutions," said Joe DiPaola, Ph.D., golf market manager for Syngenta. "We'll be supplying pest control products for the course and working with the FarmLinks staff to demonstrate our solutions approach to turf problems."



The 17th hole at PTI's FarmLinks

FarmLinks at Pursell Farms is the venue for the PTI Tour program. Each year, Pursell Technologies brings in more than 1,000 professionals from the golf, turf and horticulture industries to visit Pursell Farms for two to three days of learning, recreation and relaxation. FarmLinks is designed to showcase 18 holes of experiments to tour attendees, where they can learn about products, equipment and turf management practices.

## Lesco expanding

Continued from previous page

Centers and 30 Lesco Stores-on-Wheels with regional stocking assortments and improved transportation services.

The company is also opening new Service Centers, which are expected to generate approximately \$10 million of net sales in 2003, bringing the total net sales increase to a range of 6 to 8 percent. Lesco opened a new Service Center in Haverhill, Mass., on April 2, the first of 25 new outlets that the company plans to open in 2003. DiMino said Lesco has identified major U.S. markets that could support more than 500 additional stores.

"In order to maximize the long-term value inherent in the Lesco model, we have to open additional Service Centers. We should always have a group of stores entering their third year of operation," said DiMino. "In the third year stores become profitable and defray the costs of new stores. Unfortunately, Lesco has not opened new stores since 1998 and for the next two years we will have to pay for store openings through the sacrifice of short-term earnings." ■

## BASF set to grow

Continued from page 1

to tie these two divisions back together and have one specialty group."

Briggs has already made inroads by integrating the mostly post-patent chemistry from TopPro into the BASF product line. The turf and ornamental products include Curalan and Propiconazole fungicides, Vantage and Basagran herbicides and Amdro Pro fire ant bait.

While work on selecting which products will be pulled forward is ongoing, Briggs said

the new portfolio will be comprehensive.

"BASF is strong in herbicides and TopPro has one of the broadest turf fungicide portfolios," he said. "BASF is awaiting two new fungicides [Insignia and Emerald]. So if you take what BASF has coming in 2003, and the post-patent chemistry from TopPro, we will have the market needs covered."

According to Briggs, approval from the Environmental Protection Agency is expected on Insignia and Emerald by mid-summer. The products will likely not be available until the 2004 season.

Another significant boost to BASF's

product offering is slated to come with Bayer ES's divestiture of its fipronil products, which include insecticides Chipco Choice, Top Choice and Firestar. Briggs said the deal would allow the licensing back of the products, including the trade names, to Bayer ES. The U.S. Federal Trade Commission approved the deal Feb. 14, and at press time both parties were waiting to hear from the European Commission.

"Fipronil will really complete the line," said Briggs. "It is a very effective insecticide." ■

## GET YOUR OWN FREE MONTHLY SUBSCRIPTION TO GOLF COURSE NEWS!

# GOLF COURSE NEWS

THE BUSINESS NEWSPAPER FOR THE GOLF COURSE INDUSTRY  
www.golfcoursenews.com

Do you wish to receive/continue to receive *Golf Course News* FREE?

Yes  No

Signature: X Date: \_\_\_\_\_

PLEASE PRINT OR AFFIX BUSINESS CARD HERE

NAME: Mr.  Ms.   
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
TELEPHONE: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

Please check here if you prefer not to receive business information via email from companies other than *Golf Course News*:  g.

**IMPORTANT** All information, including signature and date, must be provided for this request to be processed

Publisher reserves the right to serve only those who meet the publication's qualifications. Free offer is for United States only. For subscriptions going to other countries, please include payment of \$150.00 USD which includes air delivery. Non-qualified subscriptions within the US and Canada are \$65.00 USD.

- 1 My primary title is: (check one only)**
- A. Golf Course Superintendent
  - F. Course Owner
  - L. Golf Course Management Company Executive
  - B. Green Chairman/Grounds Director
  - C. Director of Golf/Head Pro
  - D. Club President
  - E. General Manager
  - K. Assistant Superintendent
  - G. Builder/Developer
  - H. Architect/Engineer
  - I. Research Professional
  - Z. Others allied to field: (please specify) \_\_\_\_\_
- 2 My primary business is: (check one only)**
- 21. Public Golf Course
  - 22. Private Golf Course
  - 23. Semi-Private Golf Course
  - 24. Municipal/County/State/Military Golf Course
  - 25. Hotel/Resort Course
  - 26. Par 3/Executive Course
  - 27. Practice Facility
  - 29. Other Golf Course (please specify) \_\_\_\_\_
  - 30. Golf Course Management Company
  - 31. Golf Course Architect
  - 32. Golf Course Developer
  - 33. Golf Course Builder
  - 39. Supplier/Sales Rep
  - 99. Other (please specify) \_\_\_\_\_

## SUBSCRIBE TODAY!



Mail to:  
**Golf Course News  
Circulation Dept.  
PO Box 997  
Yarmouth, ME 04096**



Fax to:  
**(207) 846-8576**



Or visit our website  
to subscribe online:  
**www.golfcoursenews.com**

- 3 Number of holes:**
- A. 9 holes
  - B. 18 holes
  - C. 27 holes
  - D. 36 holes
  - F. More than 36 holes
  - Z. Other (please specify) \_\_\_\_\_

- 4 Purchasing involvement: (check all that apply)**
- 1. Recommend equipment for purchase
  - 2. Specify equipment for purchase
  - 3. Approve equipment for purchase

THANK YOU FOR SUBSCRIBING TO GOLF COURSE NEWS!

HA03