

BAYER ES BEGINS '03 AS UNIFIED FIRM

By ANDREW OVERBECK

MONTVALE, N.J. — After an aggressive integration process combining Bayer and Aventis CropScience, Bayer Environmental Science is ready for business as a unified firm.

“We were able to pull it together in about 100 days,” said new turf and ornamental market manager Peter Farno. “It is amazing considering the business doubled in size. It was important for us to have a unified presence starting Jan. 1.”



Bayer Environmental Science

While the company's required divestiture of fipronil insecticides to BASF was still pending at press time, Farno said the company has been able to go ahead and integrate its sales force outside of insecticide products.

“We still have [the Federal Trade Commission's order of] hold separate on fipronil, so the former Aventis representatives are still handling it,” Farno said. “But

that really only affects the Southeast. Otherwise the sales force has been integrated.”

The biggest organizational change that Bayer ES implemented was increasing its focus on the green industry.

The company's Chipco Professional Products division will be dedicated to the turf and ornamental business and a separate division will handle pest control products. Previously, one division covered both product lines.

Continued on page 27

Solheim to receive GCBAAs Rossi Award

LINCOLN, Neb. — The board of directors of the Golf Course Builders Association of America (GCBAAs) has selected the late golf club manufacturer and industry benefactor Karsten Solheim as its 2003 Don A. Rossi Award winner.

The Rossi Award recognizes individuals who have made

significant contributions to the game of golf and its growth and who have inspired others by their example.

Solheim, who was a mechanical engineer by trade, began playing golf in 1954. Frustrated with putting, he became enamored with the

Continued on next page



The late Karsten Solheim and his wife, Louise, who will accept the Rossi Award on his behalf.

Arredondo named GCSAA chief operating officer

LAWRENCE, Kan. — The Golf Course Superintendents Association of America's chief financial officer, Julian Arredondo, will become the group's chief operating officer effective March 1.

Arredondo, who came to GCSAA as its chief financial officer in December 1993, will replace Chuck Borman, who has left to become executive director of the Carolinas Golf Course Superinten-

dents Association (GCN, Jan. 2002).

GCSAA CEO Steve Mona said he would begin a search to fill the chief financial officer's spot immediately, however no timetable has been established to name Arredondo's successor.

In his new position, Arredondo will supervise numerous GCSAA member pro-



Julian Arredondo

grams and services in the areas of education, research, environmental stewardship, career development, member/chapter services, communications, government relations, information services, conference events, and publications.

“He has been an integral part of the

Continued on next page

FORE-PAR® Group

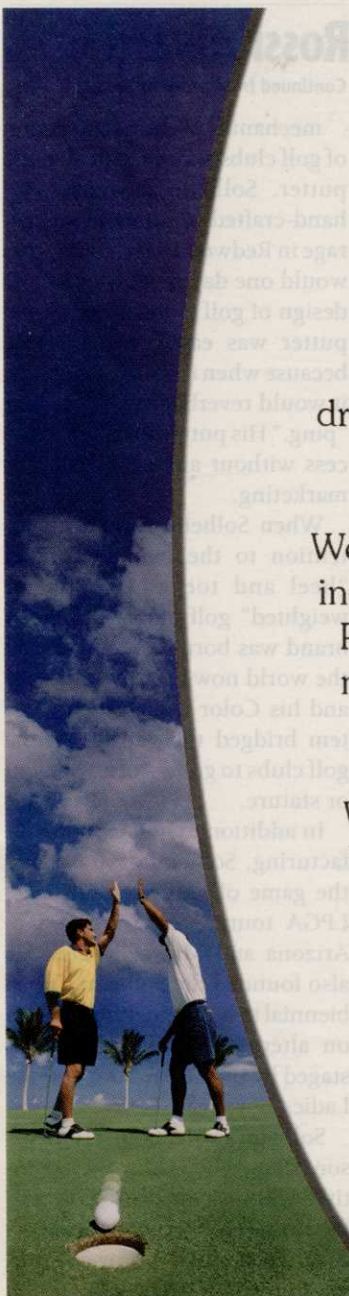
7650 Stage Road Buena Park, CA 90621
Ph: 800 200-1188 or 714 736-9190 Fax: 714 736-9197

We have the products and industry knowledge to meet your every need! If you are looking for the best pricing and convenience of one stop shopping for driving range equipment, golf car parts, and a wide selection of golf course accessories, there is only one place to go, the FORE-PAR Group.

We are manufacturers and distributors of the highest quality parts and accessories in the industry. We carry a multi-million dollar inventory which includes our brands as well as Par-Aid, Standard, Fox Valley, Pin High, Sun Helmet, E-Z-Go and many others. Our mission is to ensure every customer and order is handled as a priority and to exceed your expectations for quality and service.

Whether you are buying for one course or 300, we can structure a program for you. We are the preferred supplier to companies like American Golf, Evergreen Alliance, and KSL just to name a few. Contact us, and start saving today!

Sales Desk Hours: 6:30am to 4:00pm PST
Monday thru Friday
1 800 200-1188



Court rules Coastal Commission unconstitutional

By DEREK RICE

SACRAMENTO, Calif. — In late December, the Third District Court of Appeals for the state of California declared the 30-year-old California Coastal Commission unconstitutional because it violates the state's separation of powers clause. Eight of the

commission's 12 members are appointed by legislative leaders, and can be removed almost arbitrarily.

According to the Sacramento Bee, if the ruling stands, it could wreak havoc on the process of deciding who gets to build, along with what they build on

California's 840-mile coastline. Unless the state appeals the decision, which triggers an automatic stay of the ruling, landowners will find themselves in a catch-22 of sorts. As written, California law requires approval from the commission before any coastal construction can begin. If the com-

mission is unconstitutional, it can't conduct its business, so no construction can take place.

At issue is the "at-the-pleasure" term of commission members. In its ruling, the court suggested fixed-term appointments, which would, presumably, make commission members less beholden to legislators for their jobs.

Although the decision didn't directly account for whether past

commission decisions could be declared unconstitutional, it did indicate that parties who hadn't protested earlier commission actions at the time may be precluded from any future relief. It throws into question several of the commission's key decisions for 2003, including a \$100 million expansion at Pebble Beach Golf Links, which would add an

Continued on page 14



Glen Annie Golf Club • Santa Barbara, CA

the WORKFORCE of NATURE

ValleyCrest Golf Course Maintenance

A beautiful course, optimum playing conditions, and cost-effective solutions — that's what we deliver.

Coast to coast, we count among our clients the nation's premier private, daily fee, resort, and municipal golf courses. Tap into the extensive national resources of ValleyCrest Companies.

With over 50 years of experience, a workforce of 7,500 professionals, and a commitment to quality, no other landscape services company can compare.



ValleyCrest

Golf Course Maintenance

www.valleycrest.com
1.888.406.GOLF

Arredondo

Continued from previous page

management of GCSAA, both in terms of financial operations and programmatic execution," said Mona. "This move provides for continuity in the delivery of programs and services to GCSAA members."

Arredondo's arrival at GCSAA coincided with Mona's selection as its CEO. In his chief financial officer position, Arredondo oversaw GCSAA's corporate marketing and sales efforts, Internet strategy development, The GCSAA Foundation, accounting and management information services, as well as organizational planning and budgeting; he will continue to oversee the majority of these functions as well. He will also continue to report to Mona. ■

Rossi Award

Continued from previous page

mechanics of the construction of golf clubs and, specifically, the putter. Solheim designed and hand-crafted a putter in his garage in Redwood City, Calif., that would one day revolutionize the design of golf clubs. His original putter was easily recognizable because when it struck a golf ball, it would reverberate with a clear "ping." His putters became a success without any advertising or marketing.

When Solheim turned his attention to the manufacture of "heel and toe and perimeter weighted" golf clubs, the PING brand was born. Golfers around the world now use his golf clubs and his Color Code Fitting System bridged the gap for fitting golf clubs to golfers of any height or stature.

In addition to golf club manufacturing, Solheim gave back to the game of golf by sponsoring LPGA tournaments in Oregon, Arizona and Massachusetts. He also founded the Solheim Cup, a biennial team competition played on alternate continents that is staged by the LPGA Tour and the Ladies European Tour.

Solheim's wife, Louise, and his son Allan, who is now the executive vice president of PING Manufacturing, will accept the Rossi Award at the GCBA awards dinner Feb. 14 in Atlanta. ■