

GOLF COURSE NEWS

THE BUSINESS NEWSPAPER FOR THE GOLF COURSE INDUSTRY

www.golfcoursenews.com

INSIDE

Fist attacks effluent issues

Superintendent solves water quality problems by getting homeowners to switch water softening agents 6

Management company listing

The complete list of golf course management companies, contact information, and number of courses, new for 2003 16

COURSE MAINTENANCE 6

- GCSAA, USGA to conduct joint study of wetting agents
- Klingstone looks to protect bunker investments
- Tools of the Trade at Wake's Palmetto Dunes RTJ course

DEVELOPMENT & RENOVATION 10

- Irwin crafting gem of a course in Minnesota
- Guest commentary: Course Crafters' Bob Pinson on bidding
- Harvey completes Berkshire Valley design

COURSE MANAGEMENT 14

- Freedom Golf Services adds third management contract
- Marketing becoming key to courses' survival
- Investor group hires CEO to lead NGP, AGC

SUPPLIER BUSINESS 18

- Hydrograss Technologies opens Florida office
- SubAir regroups, looks to expand market share
- Dow AgroSciences reorganizes T&O sales group

POINT

Superintendents Steven Cook and Timothy T. O'Neill debate the merits of changing the GCSAA's articles of incorporation.

Page 4

COUNTERPOINT

Redstone GC ready for '03 Tour stop

By DEREK RICE

HOUSTON — After a couple false starts due to bad weather in Houston, Redstone Golf Management was finally able to open its



Dick Harmon

first 18-hole course at Redstone Golf Club in early December.

Designed by Jim Hardy and Peter Jacobsen,

the course will host the 2003 Shell Houston Open two weeks after The Masters. A second 18-hole course, designed by Rees Jones, is currently in progress and is expected to open in fall 2004. The Jacobsen/Hardy course will be private, while the Jones course will be open to the public. The Shell Houston Open will move to the Jones course in 2005.

Jacobsen and Hardy turned the existing course at Redstone GC into a 7,508-yard course. Upon completion of the Jones course, the facility, which also includes a 31,000-square-foot teeing area for

Continued on page 12

Audubon sets 50 percent goal for 2007



Audubon International helps create protected natural areas on golf courses, such this one at Keswick Club in Virginia.

By ANDREW OVERBECK

SELKIRK, N.Y. — Audubon International has unveiled an ambitious membership drive to attain 50 percent participation from the 17,000-plus golf courses in the United States over the next five years.

Currently 13 percent of the courses across the country have joined either the Audubon Cooperative Sanctuary Program or the Audubon Signature Cooperative Sanctuary program. Two percent of all courses in the U.S. have achieved Certified Audubon Cooperative Sanctuary status.

"This is an ambitious effort,"

said Kevin Fletcher, director of programs. "Now is the time to be bold and make this happen."

The plan has five objectives, said Fletcher:

- Make sure that all 17,000-plus courses know the Audubon International program exists.
- Find out why those who know about the program have not joined.
- Do a better job of explaining the benefits of the program to the environment, job satisfaction and overall golf course budget.
- Dispel any myths about the program and its difficulty.
- Work more with the industry

as a whole by communicating more with golf course managers, owners, management companies, developers and suppliers.

WHY HAVEN'T MORE JOINED?

At the core of the membership initiative is figuring out why

Continued on page 3

GCSAA TO TACKLE LONG LIST OF INITIATIVES

LAWRENCE, Kan. — The last 18 months have been anything but quiet at the Golf Course Superintendents Association of America headquarters here. From introducing an e-commerce venture, to proposing a dues increase, to studying the relocation of its headquarters, the association has kept busy. Budget shortfalls and slipping numbers for the upcoming show in Atlanta have added to the organization's growing to-do list.

Golf Course News recently caught up with GCSAA CEO Stephen F. Mona to discuss the association's list of initiatives and ongoing challenges.



Stephen F. Mona

Golf Course News: Where does the GCSAA want to be in five years?

Mona: We have five specific goals that we want to achieve by 2007. Number one, we want the superintendent to be viewed as the key to the economic vitality of the golf facility. Second, we want the

superintendent to be viewed as a key to the enjoyment of the game. Third, we want the GCSAA to be viewed as one of golf's leading organizations. If we have high visibility and credibility, than so do superintendents. Fourth, we want to be seen as the authoritative source for information and continued education for the golf course management profession. And finally, we want to be recognized as a leader in helping golf courses make a positive impact on the environment.

GCN: How do you respond to the criticism from some members

Continued on page 13

Gotham Golf merger hits snag in court

By DEREK RICE

NEW YORK — The long-planned and now shareholder-approved merger between First Union Real Estate Equity and Mortgage and Hershey, Pa.-based Gotham Golf Corp. hit a snag in early December when the New York Supreme Court for New York County granted an injunction blocking the transaction.

At issue is compensation for preferred shareholders vs. that for common shareholders. One preferred shareholder, George Kimmel, filed a lawsuit in April seeking class-action status.

Under the original plan, First Union shareholders

Continued on page 15

OTHER PREEMERGENTS TALK A LOT ABOUT CRABGRASS.
WITH **PENDULUM**, IT NEVER COMES UP.



© 2002 BASF Corporation. All rights reserved. Pendulum is a registered trademark of BASF.
*Based on field trials conducted during 2001 at Clemson University, Texas A&M University, University of Arkansas,
N.C. State University, Penn State University and University of Maryland. Visit www.turffacts.com for details.

BASF
PROFESSIONAL
TURF



Pendulum® herbicide consistently controls crabgrass better than other preemergent herbicides.* What more can we say? How about **Pendulum** controls a broader

spectrum of weeds than any other preemergent—more than 40 grassy and broadleaf weeds, such as oxalis and spurge, in all. It also controls costs, to offer you greater value. Plus, **Pendulum** comes in granular and liquid formulations, and BASF pendimethalin is available on fertilizer from Scotts and Helena, for maximum application flexibility.

With **Pendulum**, there's just so much more to talk about than crabgrass. To learn more about why everyone's talking about **Pendulum**, call 1-800-545-9525 or visit www.turffacts.com.

Always read and follow label directions.



WE DON'T MAKE THE TURF. WE MAKE IT BETTER.

BASF

Carolinas Show posts record numbers

Borman to return as executive director in 2003

By ANDREW OVERBECK

MYRTLE BEACH, S.C. — The Carolinas Golf Course Superintendents Association's 36th Annual Conference and Show here Nov. 18 to 21 posted record numbers for the second year in a row.

According to Carolinas GCSA director of communications Trent Bouts, overall attendance was up 14 percent and the number of superintendents attending education seminars shot up 45 percent.

One of the reasons for the increase in attendance is the fact that the regional show offers a less costly alternative to the GCSAA's annual conference and show.

"It is a good show and I can get my

education credits for a lower cost per CEU," said Steve Huffstutler, superintendent at Foxfire Country Club in Naples, Fla. "You look around here and aside from the fewer number of people it is just like you are at the GCSAA show."

Bouts said the association put a huge effort into marketing the event this year.

"Certainly we worked harder than ever to generate interest and awareness," he said. "A key component of that promotion was the new *Show Times*, (produced in a partnership with *Golf Course News*) which went to 6,000 golf industry members in October. That edition and a second edition published live

at the show really raised the show's profile and its service significantly."

One of the top stories at the show was the announcement that Chuck Borman was returning to the Carolinas GCSA as executive director. The association had been without an executive director for much of the year.

Borman previously served as executive director from 1998 to 2001 before leaving to become the chief operating officer for the GCSAA. He is due to resume his duties at the Carolinas GCSA in early March.

In other news from the show, Rob Roy, superintendent at Oldfield Club in Bluffton, S.C., took home his first Carolinas GCSA Superintendent Member Championship at International World Tour

Golf Links. Roy said the win was special because he will soon be leaving the Carolinas to grow in Greg Norman's The River Club in Duluth, Ga.

"This is likely my last championship," said Roy. "It means a lot to me to put my name on a trophy next to such great Carolinas superintendents as Mike Seuss, Paul Jett and Mitch Clodfelter."

The Coastal Plains team of Kyle Bibler, Gordon Williams, Robert Rogers and Dick Ferriter, took home the Local Association Team

Championship.

On the closing night of the show, the Carolinas GCSA presented its Distinguished Service Award to James Ernest "Ernie" Hayes. Hayes, who turned 80 in September, began his career as a superintendent at Linville Land Harbor Golf Club in Linville, N.C., in 1969. He was a founding member of the Western North Carolina Turfgrass Association and is an emeritus member of the Turfgrass Council of North Carolina.

Funding, player development major themes at Golf 20/20

By DEREK RICE

ST. AUGUSTINE, Fla. — The mood coming out of the third installment of the Golf 20/20 Conference in November was one of optimism, as the industry consortium assembled to grow the game is poised to take some action.

PGA Tour commissioner Tim Finchem said the board will take a "serious look" at any additional business plans for other initiatives submitted by conference participants.

The seven people who have made up the Golf 20/20 executive board will be joined by eight

Ohio Turfgrass Show continues success

COLUMBUS, Ohio — Despite mixed numbers, executive director Kevin Thompson termed the latest Ohio Turfgrass Foundation Conference and Show, held here Dec. 9 to 12, a success.

While the number of exhibitors increased 2.3 percent to 252, Thompson said year-on-year attendee numbers were down seven percent to 2,900.

"We had an ice storm on Wednesday morning," he said.



The Ohio Turfgrass Show posted mixed numbers.

tors said they were doing just as much business. I think we are getting the same amount of buyers, there are just less members in the buying team."

The conference's educational seminars received high marks, and a new addition to the show, the Innovation Station, was a popular attraction. Thompson

said the new product showcase would be a bigger part of next year's show.

— Andrew Overbeck

"But I think the slight drop in attendees had more to do with the economy. Employers are sending fewer representatives, but exhibi-

Audubon's 50 in five

Continued from page 1

courses that know about the program have not joined. Fletcher said breaking down the perception that Audubon International is a time and money vacuum is the tallest task.

"Superintendents are really busy people and perhaps it is seen as another voluntary thing that they don't have time to do," Fletcher said. "We have tried to show that when you go through the program, it often frees up time. If you are managing less turf areas because you have converted them to natural areas you have more time to spend doing something else on the course."

"Likewise, we have designed the program to work with both large and small budget courses. Our staff ecologists propose projects but also work within the cost constraints of the course," he continued.

When it comes to the budget cuts that many courses are facing this year, Fletcher said superintendents should not be forced to make a choice between the environment and the bottom line.



Kevin Fletcher

"The environment is a core part of the golf experience," he said. "And these environmental projects can be evaluated by return on investment. All things being equal you will find there are business benefits of investing in environmental programs."

To encourage participation from superintendents, Audubon International is rolling out its Chapter Challenge that builds from the response the organization got from the Delaware GCSA that has achieved 100 percent participation.

"We have already gotten a commitment from the Florida GCSA to get 50 percent of their courses enrolled in the next five years so that is a good start," said Fletcher. "We are working broadly with the GCSAA but we want to do a better job of working with chapters to do what we can to get them involved."

Audubon International is also making a concerted effort to reach all sectors of the golf industry.

In addition to its panel discussion at the GCSAA Conference and Show in Atlanta, the organization will host an environmental leadership summit Feb. 12 at Catechee Golf Club outside Atlanta. The point of the meeting will be to create an informal program-level advisory board that provides input to Audubon International's goals for the coming five years, and to discover new ways to continue to improve environmental awareness and stewardship action throughout the entire golf industry. ■



The Golf 20/20 executive board answers questions at an open session to close the conference. From left: PGA commissioner Tim Finchem, LPGA commissioner Ty Votaw, PGA of America CEO Jim Awtrey, NGCOA president Mike Hughes, GCSAA CEO Steve Mona, Acushnet president and CEO Walter Uihlein, and USGA president Reed MacKenzie (sitting in for USGA executive director David Fay).

The emphasis of the conference was to seek out potential golfers in demographics that have not traditionally taken to the game, including women, minorities and older non-golfers.

One of the most welcome and contentious issues to arise was the proposal to seek funding from various industry sectors, including media, suppliers, associations and players. While there is a seeming consensus that some sort of industry funding is needed, similar to the milk and pork co-ops, specific points of contention revolved around who would provide how much funding to whom. The conference adjourned with no decision on that matter.

The executive board approved the development of business plans in two areas — the adult player development program Link Up 2 Golf and golf in schools — over the next three months.

In addition to these two plans,

additional members — Joe Louis Barrow of the First Tee; Bob Dedman Jr. of ClubCorp; Ron Drapeau of Callaway; Sara Hume of the Executive Women's Golf Association; David Manougian of The Golf Channel; Jim Nugent of GolfWeek; David Pillsbury of American Golf Corp.; and Phil Tralies of ClubCar.

At press time, as a result of two workshops held at the conference, one on women in golf and the other on marketing to the emerging fan base, a Golf 20/20 Diversity Task Force was expected to be formed by the end of 2002.

During a session on alternative facilities, KemperSports Management president Steven Lesnik suggested a name change, saying the word "alternative" carries a negative connotation. As a result, the alternative facilities task force proposed a new classification, golf ranges and practice facilities.

Superintendents should strive to raise visibility of profession

The Golf Course Superintendents Association of America has been the topic of many animated discussions over the last several months, and for good reason.



Andrew Overbeck, editor

Any time an association as large as the GCSAA proposes a substantial dues increase there is bound to be chatter amongst its members. But when you add a possible relocation, PDI implementation and a public relations flap over excessive (or necessary) board of director travel, conversations among GCSAA members get downright heated.

We've tackled the above issues in the pages of *Golf Course News* this month. In the Point/Counterpoint below, the merits of changing the GCSAA's articles of incorporation in order to ease relocation are debated. Our page one Q&A with GCSAA CEO Stephen F. Mona, however, puts this debate and other issues in proper perspective.

The GCSAA has a long list of initiatives, but what exactly is it trying to accomplish?

According to Mona, it all boils down to "providing the best possible future for our members." And

a key part of that is raising the level of recognition, visibility and credibility of the golf course superintendent. By doing so, Mona hopes that superintendents will have more job security, more lucrative jobs and increased career opportunities.

These are worthy, and needed, goals.

I went to Boone, N.C., this fall to talk to the Carolinas Golf Course Superintendents about these goals, and what superintendents could do to achieve them.

At the cocktail reception the night before my talk, the bartender, who assured me he played golf, asked me in a hushed voice, "What exactly do these supervisors do anyway?"

His question may be ignorant, but it makes sense. Superintendents are supposed to do their jobs as quietly as possible. They have to get on the course early, get the work done and get the heck out of there and let the golfers play. Superintendents, then, must take another avenue to "advertise" their importance.

I've seen plenty of examples this year of superintendents in-

creasing their profile and it all boils down to communication.

Superintendents in Pennsylvania and New Jersey worked with their local DEPs to negotiate fair water restrictions. Superintendents in the Carolinas wrote letters to local newspapers explain-

ing why they could irrigate while homeowners had to let their lawns die. And superintendents handling numerous renovations wrote regular articles in club newsletters keeping members aware of project timelines.

By communicating proactively, these superintendents increased their effectiveness, profile and importance. So don't just rely on the GCSAA to do it for you. Get out there and practice the art of self-promotion.



Of course I'm one to talk, my

father-in-law doesn't even know what I do for a living. According to this year's family Christmas letter, I am the editor of "International Golf Club News" and get to "play at prestigious golf clubs around the world." I wish.

POINT

Changing articles subverts system of checks and balances

By STEVEN COOK, CGCS

The GCSAA is considering a proposal to change the association's articles of incorporation, removing the name of Lawrence, Kan., as its principal office and place of business. This change would allow the board of directors the freedom to relocate the association – without membership approval. While this proposal has some merit, many GCSAA members feel the amendment would put absolute power to relocate in the hands of too few people.



Steven Cook

This is not an issue of trust. Neither is it an issue of the merits of relocation, but rather it is an issue of empowerment. Unrestricted empowerment – without a system of checks and balances – limits the GCSAA's effectiveness and draws unfair criticism to the leadership.

Those who support amending the articles have the best interests of the association at heart. They are considering numerous facts and judiciously exploring options. They worry that without the latitude this amendment will bring, the board will be unable to quickly respond to market conditions. They also worry that consensus among GCSAA members will be difficult to achieve in a timely manner and thus prevent relocation if an attractive offer for our current building is tendered.

These worries are not unfounded, but they can be addressed and still allow the membership a voice in the process. Market conditions will always fluctuate and there will continue to be offers for our current headquarters. The GCSAA board of directors should communicate to the membership the merits of relocation, justify where and why we are relocating and provide the associated cost-

Continued on next page

COUNTERPOINT

A sound relocation process will lead to a sound decision

By TIMOTHY T. O'NEILL, CGCS

Be it their profession, the environment, their facility or their national membership association, golf course superintendents on the whole are passionate individuals. Therefore, I was not surprised emotions have been high since it was announced that GCSAA was considering a change in the location of its headquarters. Rather than being disappointed by the comments on the subject, I was encouraged that the sentiments verified members are passionate about their association and what it represents.



Timothy T. O'Neill

I was appointed by GCSAA president Michael Wallace, CGCS, to coordinate the communication of the process that will ultimately answer the relocation question. Having this responsibility has afforded me the opportunity to hear from a variety of constituents with a variety of comments, questions and concerns on the issue.

Rather than focus on whether GCSAA should be located in Lawrence, Kan., Orlando, Jacksonville, Atlanta, Houston or any other city, I would like to direct my comments to the process we are undertaking. The opinion of the GCSAA board of directors is a sound study will determine the best location for the association's headquarters. This process will analyze the financial implications, the ability to service the membership and the opportunity to advance the association in the eyes of key constituents – most importantly the members.

Why was Lawrence selected in the first place? At the time, Lawrence was a logical location – the association was offered a

Continued on next page

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

Publisher

Jonathan Whitney

Editor

Andrew Overbeck

Managing Editor

Derek Rice

Contributing Writers

Kevin Ross, CGCS

Doug Saunders

John Torsiello

Production Director

Joline Gilman

Editorial Advisory Board

Raymond Davies, CGCS

CourseCo

Kevin Downing, CGCS

Willoughby Golf Club

Tim Hiers, CGCS

The Old Collier Golf Club

Laurence Hirsh

Golf Property Analysts

Ted Horton, CGCS

Ted Horton Consulting

Dr. Michael Hurdzan

Hurdzan, Fry Golf Course Design

Mary P. Knaggs

Bass Rocks Golf Club

Kevin Ross, CGCS

Country Club of the Rockies

Steve Thomas

Pelican Hill Golf Club

Editorial Office

Golf Course News

106 Lafayette St., P.O. Box 997

Yarmouth, ME 04096

207-846-0600; Fax: 207-846-0657

aoverbeck@golfcoursenews.com

drice@golfcoursenews.com

Advertising Offices

Golf Course News

106 Lafayette St., P.O. Box 997

Yarmouth, ME 04096

207-846-0600; Fax: 207-846-0657

Midwest, Western U.S. Sales:

Jonathan Whitney

207-846-0600, ext. 263

jwhitney@golfcoursenews.com

Eastern U.S. Sales:

Michael Pajak

207-846-0600, ext. 223

mpajak@golfcoursenews.com

Marketplace and Classifieds

Anne Washburn

207-846-0600, ext. 230

awashburn@golfcoursenews.com

Subscription Information

Golf Course News, P.O. Box 3047

Langhorne, PA 19047

215-788-7112

.....
For reprint information on orders of 500 copies or more, please call PARS International at (212) 221-9595, or e-mail jeclipse@parsintl.com.
.....

United Publications, Inc.

Publishers of specialized business magazines.

Chairman: Theodore E. Gordon

President: J.G. Taliaferro, Jr.



Copyright ©2003 by United Publications, Inc. All rights reserved and reproduction, in whole or in part, without written permission from the publisher is expressly prohibited.

GCN adds Thomas, Hirsh to advisory board

Golf Course News has added superintendent Steve Thomas and golf course consultant Laurence Hirsh to its advisory board in a move to further bolster its position as the business newspaper for the golf course industry.

Thomas, who has been working on golf courses since 1990, is currently the director of agronomy at Pelican Hill Golf Club in Newport Beach, Calif. He oversees the superintendent at Pelican Hill, as well as the one at its sister course, Oak Creek Golf Club in Irvine. Both facilities are managed by ValleyCrest Golf Course Maintenance.

Thomas got his start at Baltimore Country Club and then moved on to Wakefield Valley Golf Club in Westminster, Md., where he worked for three years with Gary Angell. After receiving his turfgrass management degree at the University of Maryland, Thomas was hired at Congressional Country Club in Bethesda, Md., where he worked under Paul Latshaw. At Congressional he had the opportunity to work on both the 1995 U.S. Senior Open and the 1997 U.S. Open. Thomas

followed Latshaw to The Riviera Country Club in Los Angeles to help prepare for the 1998 U.S. Senior Open.

"Moving to California and working at Riviera was an opportunity of a lifetime and it opened many doors for me," said Thomas. "We had only seven months to prepare the run-down course for a major championship. With a lot of hard work and many long days we came through with flying colors."

Thomas got his first superintendent job at Oak Creek Golf Club in 2000.

Hirsh brings 15 years of golf property consulting experience to *Golf Course News'* advisory board. He founded Golf Property Analysts in 1988 and is a member of the Counselors of Real Estate and the Appraisal Institute. A graduate of Penn State University, he has served as past president of the Central Pennsylvania chapter of the Appraisal Institute and the Society of Golf Appraisers.

Hirsh has been involved in development and brokerage of numerous golf course properties and is a widely published author on golf property valuation and related economic matters.

Changing articles wrong way to approach relocation

Continued from previous page

benefit analysis.

After these issues are approved by an informed membership, the articles should then be amended, thus empowering the board to act. In any healthy organization, it is incumbent upon the leadership to build consensus. If the argument is convincing enough, developing the necessary consent is not to be feared.

The other concerns have merit as well, but they can be addressed without such a drastic measure. If for instance, Orlando, Fla., is an attractive location, a satellite office could be opened for an interim period until attractive market conditions present themselves. We discovered the value of a satellite office when GCSAA opened its Singapore branch in the early 1990s. It gave us the opportunity to observe the markets in that region until we discovered it was not in our best interest to be there. There should be no rush to change the articles before the members specifically know where we are going and the costs of going there.

There is precedent for the limitation of power. Many country clubs limit the amount of money a board of directors can spend without membership approval. Governments too, institute controls for the appropriation of funds. Referendums are frequently placed on election ballots, enabling communities and school districts to pass bond issues, then leaving the details to the elected leadership.

A financial restriction on board spending would allow the GCSAA membership a greater voice and it would encourage due process. Spending in excess of this monetary limit would require member approval. This kind of restraint does not weaken the board's ability to negotiate; it strengthens their ability to bargain with self-assurance

and the support of the membership. Also, it ensures that every stakeholder has a voice and it ensures that the veracity of our leaders remains intact.

Apathy is normal in large organizations. However, one way to increase apathy is to erode the power of the constituency by allowing fewer and fewer people a voice in the process. We can keep the membership engaged if we keep control of the association in the hands of the majority of the members. Additionally, we shield the board of directors from accusations of impropriety if we place limits on their powers.

Do we want to amend our articles of incorporation first, and unconditionally empower the majority of a nine-member board to relocate our association? If this is the path we choose, five people will control whether we move and where we move – without member approval. I suggest we leave the articles alone until the members have had an opportunity to review and endorse the process.

Before changing the articles of incorporation, let the members vote on the course of action. Once approved, the articles can be amended, allowing the board of directors the autonomy to proceed. Our delegate system will assure this is done quickly. In this manner, the staff and board will have the members' full support and trust to act in their behalf.

By enhancing a trusting relationship among staff, leaders and members, future issues needing membership approval will find fewer roadblocks. Only by instituting a system of checks and balances can we protect the larger issue: that of maintaining the integrity of the process. ■

Steven Cook, CGCS, is superintendent at Oakland Hills Country Club in Bloomfield Hills, Mich.

Relocation process sound

Continued from previous page

favorable real estate transaction, the area was a hub for two major airlines and it was centrally located to facilitate communication with members in all areas of the nation. Lawrence has been a good home for GCSAA and the association has strengthened since establishing the community as its headquarters location.

However, times have changed. Other areas of the nation have become more accessible, communication technologies have made physical location practically irrelevant and geographic/climatic characteristics make a re-examination of the headquarters location a sound business exercise. By engaging this study, we will determine what opportunities exist in terms of operational efficiencies, a potential relationship with a golf facility and/or hotel and conference center and in expanding our activities with golf's governing bodies.

In the final analysis, the study may indicate that Lawrence is the best place for GCSAA's home, but all of us deserve the thoughtful consideration this study will provide. Relocation is not a new subject. It has been discussed numerous times, as a response to offers made on the current headquarters facility. Those discussions, while based on considerable thought and integrity, did not employ the thorough analysis that will be required during this re-examination. If we decide not to move, the study will provide the data for us now, and also for the foreseeable future if the subject is ever broached again. Without the study, we would be left making a decision in a vacuum, now and in the future.

Associated with the relocation feasibility study is an amendment to the articles of incorporation that will be voted upon at the annual meeting. If approved, the amendment will remove 1421 Research Park Drive,

Lawrence, Kan., and the state of Kansas as the resident agent from the second article of incorporation and allow the board of directors to act on behalf of the membership in regards to its location.

By allowing the board of directors to vote on relocation, the association would have the ability to negotiate and act expediently on an offer that may or may not be available for a future vote at an annual meeting.

I am confident the GCSAA leadership has approached the subject thoroughly and professionally. We have engaged experienced professionals with expertise in these matters. The process could have been stopped at any point (and still can) if the information does not support further investigation. We have reached a point where we have received enough data to support continued exploration.

I am also confident we have and will continue to allow members to provide input on this subject. In the early phase of the study, much of the research had to be done without public disclosure due to the sensitive nature of the information. However, as the study moves ahead, the process and the information will become more public. The GCSAA leadership has pledged to communicate early and often as it moves ahead in the study.

Additional information on the relocation study can be found by accessing the recent GCSAA Chapter Delegates Meeting presentation at www.gcsaa.org. You will also have a chance to communicate your thoughts at the GCSAA annual meeting, 8 a.m., Friday, Feb. 14 in Atlanta. If you are attending Conference and Show, I encourage you to participate in that forum. ■

Timothy T. O'Neill, CGCS, is superintendent at the Country Club of Darien (Conn.) and serves as a director for the GCSAA.

INTRODUCING TERRACYTE... A DIRECT HIT AGAINST MOSS.

Don't spend your time and money on products that don't provide a long-term solution to moss.

Use TerraCyte and observe visible results in 1 to 2 days!



TerraCyte™

FOR MOSS ELIMINATION

Contact your local turf chemical distributor or call BioSafe Systems Toll Free at 1.888.273.3088 or visit us on the web at biosafesystems.com

MAINTENANCE



BRIEFS

GRANGER HEADS TO HAWAII

HOKULI'A, Hawaii — Hokuli'a has named Fred Granger as superintendent of its new Jack Nicklaus signature golf course. Granger, who has worked for courses such as Turnberry Isle in Miami, previously served as a consultant for courses throughout the southern United States. Hokuli'a is a private oceanside golf community just south of Kailua-Kona on Hawaii's Big Island.

SYNGENTA'S GREENPARTNERS POINTS GOOD FOR GCSAA SHOW

Greensboro, N.C. — Syngenta Professional Products has announced that golf course superintendents can now redeem GreenPartners P2 points to purchase full-pack registration to the Golf Course Superintendents Association of America Conference and Show held in Atlanta February 10 to 15, 2003. Syngenta also added GCSAA seminars, self-study courses, and several other educational opportunities to the GreenPartners reward offering. The GCSAA full conference package includes the opening session and reception, the golf general session, conference educational program, career development general session and the opportunity to visit with more than 700 exhibitors at the three-day trade show. It can be purchased by redeeming 35,900 GreenPartners points.

VALLEYCREST SIGNS RAMBLEWOOD CC

CALABASAS, Calif. — ValleyCrest Golf Course Maintenance has signed a maintenance agreement with the 27-hole public Ramblewood Country Club in Mount Laurel, N.J. The addition of this facility increases the company's maintenance portfolio in the Northeast region to nine. Situated in South Jersey, Ramblewood Country Club was designed in 1962 by Ed Ault. The course features bluegrass/ryegrass tees, fairways and roughs with Poa-bentgrass greens.

Fist attacks effluent problems at the source

By ANDREW OVERBECK

BARRINGTON, Ill. — With more courses using effluent water for irrigation purposes, more superintendents are being forced to irrigate with less than ideal water. Untreated effluent can cause numerous agronomic problems due to its usually high bicarbonate and sodium levels.

Superintendent Ted Fist at Wynstone Golf Club here has eased these problems in one simple step by convincing homeowners to switch their water softening agents from sodium chloride to potassium chloride.

Under the terms of the development agreement, Fist is obligated to use wastewater from the 345 homes that surround the course. Wynstone's water supply, which is drawn from five wells, is very hard and has bicarbonate levels of 370 parts per million. As a result, 88 percent of

the homes use water softeners and prior to 1999 sodium chloride was the predominant water softening agent. After the wastewater runs through a two-stage lagoon treatment system, Fist has an irrigation source that has sodium levels above 300 parts per million, resulting in base saturation levels of 48.9 percent sodium and 20.6 percent magnesium.

"These water conditions created severe infiltration and soil structure problems," said Fist. "The turf would wilt very quickly

in the summer under moderate stress conditions. Trees would defoliate. It was free water but it wasn't very good."

Back in 1990, the club installed an acid injection system to combat the bicarbonate levels, but

Fist knew more had to be done to combat the sodium levels.

He first determined that the levels on the homeowner's water softeners were set too high and worked with the Wynstone

Continued on page 9



Fist's crew at Wynstone GC handles the delivery of 65 tons of potassium chloride to its 345 homes each year.

GCSAA, USGA to examine wetting agents

By ANDREW OVERBECK

LAWRENCE, Kan. — The Golf Course Superintendents Association of America and the United States Golf Association's Green Section are teaming up on what could be the first of several comparative research projects that provide scientific evaluations of products that are widely used by superintendents but not widely tested by universities.

According to GCSAA's director of research, Clark Throssell, the first study will address the efficacy of wetting agents.

"We are in the process of sending the scientific protocol to university scientists to assess their interest in conducting an investigation," he said. "The plans are to start field evaluations in late spring 2003 and continue through 2004. The goal is to have evaluations on localized dry spot at eight

Continued on page 9

Klingstone protects bunker investment

By ANDREW OVERBECK

WAYNESVILLE, N.C. — When it comes to keeping bunker sand consistent and free of contamination, many courses are turning to liners and other materials.

One lining product recently received a patent for its unique polyurethane material that binds directly to the top layer of soil to create a barrier that eliminates contamination of bunker sand and sidewall erosion. Klingstone, which is manufactured by Green Mountain International, is applied as a liquid, allowing it to conform to any bunker shape.

"You apply it directly through a hose and once you wet out the surface it soaks in and forms a layer one-quarter to one-half-inch



Co-inventor Tim Johnson installs Klingstone at Springhill Golf Club.

thick. In 24 hours, it is dry enough to put sand in," said Dennis Galbreath. "It is a urethane polymer so it won't break down and it can take physical abuse."

While the product is more expensive up front, costing \$900 for a 55-gallon drum, Galbreath said it reduces bunker maintenance costs

Continued on page 8

Achieving bunker consistency is a Herculean task

By KEVIN J. ROSS, CGCS

Other than the condition of greens, bunkers are the most talked about and controversial area of the golf course. Most of the talk is from golfers, and superintendents have all heard the comments: too soft, too hard, too wet, too dry, too much sand, too little sand, too inconsistent. While bunkers are a hazard, it is up to superintendents to ensure that they are a fair hazard.

The most important part is the sand quality.

There are very few places in the United States that have natural sand deposits that meet specifications for great bunker sand. Most premium bunker sand today is manufactured in a few locations across the country. These manufactured sands, along with a few rare natural deposits, make the process of finding great bunker sands very difficult and expensive.

What makes great bunker sand? The United

Continued on page 8

TOOLS OF THE TRADE

Wake ready to show off changes at Palmetto Dunes

By ANDREW OVERBECK

HILTON HEAD ISLAND, S.C. — When the GCSAA Tournament comes to Hilton Head Island in February, they will find the Robert Trent Jones Course at Palmetto Dunes Resort completely transformed.

"We pretty much erased the board and started over again," said superintendent Patrick Wake, who has worked at the resort for almost six years. "We recontoured the whole thing and gave the course more flow and movement. Before it was completely flat.

"We moved 150,000 cubic yards of earth, raised the ocean holes so you can see the water, enlarged the greens, rebunkered the course, dug new lagoons and retention ponds, and installed new drainage," he continued.

Wake worked alongside architect Roger Rulewich and golf course builder Southeastern Golf on the \$3.5 million renovation project. The course now measures just over 7,000 yards from the tips and sports a new set of junior tees that cut the distance to around 2,800 yards. The course reopened on Labor Day weekend after just nine months of work.

"Work started in December 2001 and it was as good a time as any to shut down. After Sept. 11,

a lot of people pulled the plug on projects because of the uncertainty. But since rounds and revenues were down anyway, shutting down and rebuilding didn't hurt us as bad as we had antici-

cuts and decide what we would re-lay and what we would rip out," said Wake. "We redid all the greens irrigation and on holes eight and 11 we redid the whole system except for mainlines."

Wake worked closely with Southeastern Golf to make the inevitable on-site decisions and keep the project on schedule.

"We made a lot of on-site adjustments," he said. "It was a very field-driven job because of the constraints of the existing routing and all the irrigation issues. We met every morning and had a big meeting once a week to review schedules and where we stood on timing. This was not a job that we were going to get an extension on. We had a nine-month schedule and we had to stay with it."

EASE OF MAINTENANCE

According to Wake, the new layout should be much easier to maintain.

"Improving drainage was huge, we had 15 inches of rain the week before we opened and the course was still playable. Before, that would not have been possible," he said. "We also upped the size of the greens because we get 55,000 rounds a year. We also installed Champion bermudagrass. The Cham-

pated," Wake said.

During the renovation, Wake was responsible for saving the course's existing irrigation system that had originally been installed in 1994.

"We had to save as much of the system as possible. I worked with my assistant Travis Woods and director of golf John Betts to make



The full-scale renovation included new tees...



...and new lagoons and retention ponds.

WAKES'S TOOLS

GREENS MOWERS:

4 Toro Triplex 3100

TEE MOWERS:

4 Toro Triplex 3100

FAIRWAY MOWERS:

3 Toro 6500 D

ROUGH MOWERS:

2 Toro reel mowers, 3

Jacobsen 3810

RIDING BUNKER RAKE:

3 Toro Sand Pro

TURF UTILITY VEHICLES:

3 Carryall 272, 7 Carryalls

VERTI-CUT REELS:

1 Jacobsen Greensking IV

AERIFIERS:

3 Toro pull-behind, 1

Coremaster, 3 Toro walkers

TOPDRESSERS:

1 Turfco, 1 Olathe belt-driven

Model 22

GROOMING REELS:

1 Exchange on Toro 3100

REEL GRINDER:

1 Neary

BEDKNIFE GRINDER:

1 Neary

IRRIGATION PUMP STATION:

Flowtronex, 1,500 gpm

IRRIGATION SYSTEM:

Toro E Osmac

GOLF CAR FLEET:

Club Car electric

FLAGSTICKS:

Par Aide Tournament Pole

COMPUTER & ACCESSORIES:

2 NSN supported with zip

drive, HP Deskjet printer

PRIMARY HERBICIDE:

MSMA

PRIMARY INSECTICIDE:

Acephate

PRIMARY FUNGICIDE:

Heritage/Daconil

PRIMARY SLOW-RELEASE FERTILIZER:

Novex: greens, Regal-UF:

fairways

PRIMARY WETTING AGENT:

Primer

CANNOT LIVE WITHOUT:

My verticutter

OLDEST PIECE OF EQUIPMENT:

2 1987 Ford 3910 tractors

TOTAL SQUARE FOOTAGE OF MAINTENANCE BUILDING:

8,000 sq. ft.

ANNUAL ROUNDS OF GOLF:

50,000

NORMAL GREEN SPEED:

9'

bermudagrass is so aggressive and the zoysia is slower growing. It has already eliminated a lot of the tedious hand work."

The only thing missing from the renovation, said Wake, was a new maintenance facility.

"We had talked about fitting in a new shop in the budget, but the project went over a bit," he said.

"We had talked about fitting in a new shop in the budget, but the project went over a bit," he said.

"We had talked about fitting in a new shop in the budget, but the project went over a bit," he said.

"We had talked about fitting in a new shop in the budget, but the project went over a bit," he said.

Were you featured in this issue of

GOLF COURSE NEWS

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

Working as the exclusive reprint management firm for **GOLF COURSE NEWS**, PARS International can produce customized reprints for your company.

Reprints from GOLF COURSE NEWS get results:

- Increase exposure for your product or service.
- Keep shareholders, employees and prospects up-to-date.
- Provide credibility and unbiased information.
- Make great sales tools for trade shows, mailings or media kits.
- Provide valuable Web site content.

For more information contact:



Jennifer Eclipse
PARS International Corp.
at (212) 221-9595 ext. 237
or email: jeclipse@parsintl.com
www.magreprints.com



Maintaining consistent bunkers is nearly impossible

Continued from page 6

States Golf Association considers seven factors when selecting bunker sand: particle size, particle shape and penetrometer value, crusting potential, chemical reaction and hardness, infiltration rate, color, and overall playing quality. Depending upon your location and climate, how you rank these factors may vary slightly.

However, there does seem to be one common denominator that may be the biggest factor, the fried egg test, or in testing terminology, the penetrometer value. The penetrometer value measures the energy required to bury a ball in sand. This value shows the ability of sand to resist the golf ball from burying, or in more scientific terms, its resistance to compression.

The penetrometer, itself, is a device that some are also questioning, particularly whether or not a better device is needed. It does not factor in ball spin, which has major input on the resulting lie in a bunker. Also, particle shape is the sand characteristic that influences the penetrometer value the greatest. Highly angular sand compacts easily, and therefore has a high resistance to burying a golf ball. However,

this sand would also have a tendency to become a very firm playing sand, which may be a concern to some players. On the other side of the spectrum, well-rounded sand has a high tendency to bury a golf ball, due to its inability to compact and to



Washouts such as this one can wreak havoc on bunker consistency.

be very unstable on bunker faces.

Unfortunately, even though sand quality is the most important factor, it is also the most difficult to solve. According to

Dr. Norm Hummel, from New York-based sand and soil testing firm Hummel & Co., there are probably only a half a dozen sands in the United States that meet the criteria for excellent bunker sand.

"Of all the sands we test for bunkers, we only approve about five percent that are sent, and even some of those are marginal," he said.

Do all golfers like the same sand? Unfortunately, it is not that simple. PGA Tour professionals and most low handicap players prefer a firm sand, allowing spin to be produced on the ball. Slightly softer sand is preferred by a higher handicapper who cannot develop the clubhead speed needed to get through a firm sand bunker shot. These two different types of sand also receive comments from players. If you have firm sand, disgruntled players will insist there isn't enough sand in the bunker. With soft sand, players insist there is too much sand in the bunker.

This brings us to consistency. To start with, nobody said bunkers should be consistent and most agree it's nearly impossible. Golf course architects don't clone one type of bunker to be used throughout the course. Bunkers are designed differently to offer various strategies to a hole, and various penalties to a player. Then the argument is, "Well, sure they are different in design, but the sand should be consistent."

But since there are so many factors affecting the sand condition in a bunker, even with the best bunker construction and the perfect sand, you probably won't have perfect consistency. Some of the factors that affect this consistency are sunlight, angle to the sun, shade, irrigation water, bunker depth, and drainage, along with others.

Another problem for obtaining consistency is shot trajectory into a bunker. Each hole is designed differently, and different shots enter bunkers differently. The worst angle a ball can enter a bunker is a 90 degree angle to the sand slope. This angle offers the least reaction between the ball and the sand. Also factored in should be the speed of the ball when it hits the sand.

For example, one of the worst scenarios is a par-3 that measures 130 to 150 yards, slightly downhill and has a southern exposed/angled green complex. This offers sand that stays dry, a very high golf shot trajectory, and the golf ball hitting the sand at about a 90-degree angle. This is one of the worst cases for potential fried egg lies. Even sand with decent specs can have trouble overcoming these factors. A totally different scenario could be a par-4 that measures 440 yards, with an uphill second shot. Most players are hitting long irons and fairway woods for the second shot to a green complex that faces north and has plenty of shade. These bunkers would offer little chance for a buried ball, even with poor quality sand. The playability would also be totally different (or inconsistent, as golfers say) than the above-mentioned par-3.

Another factor that should be mentioned is bunker contamination from washouts. Many parts of the country are susceptible to two- to three-inch downpours in 20 minutes. These downpours can wreak havoc on bunker conditions. Even the best-built bunkers, with the finest drainage, can sometimes be no match when hit with a rain storm. When a bunker is washed out and becomes contaminated with silt, its playability changes immediately. Most clubs cannot afford to bring new sand in to replace the contaminated material, so the bunker is repaired, and the club lives with it.

Even with good sand, construction and maintenance, achieving true bunker consistency is nearly impossible. But if not all greens are consistent, why should bunkers have to be? ■

Klingstone patented

Continued from page 6

in the long-term.

Tim Johnson, superintendent at Tom Fazio-designed Springhill Golf Club in Wayzata, Minn., was instrumental in developing the application techniques and procedures.

"I was project manager of the course and noticed this product called Mountain Grout Soil Stabilizer and I knew we were going to have trouble with our bunkers here because of our sandy clay soil," said Johnson. "The sand we were using was rounded so I knew that if I put a liner in it was always going to be exposed, so we tried it out."

Since the product was initially developed to fill spaces between concrete foundations and soil, Johnson worked with Green Mountain to tweak the formulation to make it appropriate for bunkers. He is listed as the co-inventor of the product.

"We have used it for three years and it has certainly saved us in sand," Johnson said. "It doesn't keep sand on the face, but it keeps it from being contaminated. We haven't had to replace sand, even after the four feet of rain we got this summer."

While Johnson put the liners in during construction, many superintendents are turning to Klingstone as a part of renovation work.

Superintendent Brian Anderson at Nemaquin Woods Resort has just wrapped up a full-scale bunker renovation that he started late last fall in preparation for the PGA Tour's 2003 84 Lumber Classic of Pennsylvania.

"They required us to redo our bunkers because the sand was contaminated and had a lot of silt build-up," said Anderson. "They wanted better sand and better consistency, so we are using U.S. Silica's VFB premium white sand that meets the Tour's specifications."

To protect the new sand investment, Anderson decided to go with Klingstone on the Pete Dye-designed layout.

"We have gone through 160 55-gallon drums on our six and a half acres of bunkers," Anderson said. "That's the only problem, we have big bunkers."

"It is twice the cost of geotextiles, but it is easier to work with and will keep the sand from washing out," he added. "The product will pay for itself in the long run." ■

NEED SPEED?



Start Fast...Finish Faster

SpeedZone™ contains the newest chemistry for broadleaf weed control in turf.

University tests and field trials have consistently shown fast control of tough weeds such as clover, plantain, ground ivy and spurge.

SpeedZone also gives you a big lead on easy-to-control weeds like dandelions. Get your weed control program on the fast track with SpeedZone Broadleaf Herbicide For Turf.



1 WEEK
CONTROL

2 WEEK
CONTROL

- Visible results in just 24 hours
- Fast-acting, cool-weather performance
- Clover control in as little as one week
- Rain-fast in 3 hours
- Low odor formulation

- Sites include home lawns, golf courses, commercial property, schools and many other turf sites.
- CAUTION signal word
- Available in St. Augustine formulation for most southern grasses

gpb/gordon
CORPORATION
An Employee-Owned Company
1-800-821-7925
www.gpbgordon.com
Always Read and Follow Label Directions.



SpeedZone is a trademark of FMC Gordon Corp. © 2003 PBI/Gordon Corp.

Fist enlists homeowners to solve effluent problem

Continued from page 6

Property Owners Association to dial back usage of sodium chloride. That reduced sodium levels to 180 parts per million, but Fist was still not satisfied.

"In 1999 we began a study to determine the benefits of using potassium chloride as a water softening agent instead of sodium chloride," Fist said. "We started the program by providing every resident with six bags of potassium chloride three times a year."

Within three months of starting the program, Fist began to see results.

"We saw significant increases in the



Better water quality has made for more resilient turf.

potassium concentrations in the effluent," he said. "Potassium levels are now at 170 parts per million and sodium has declined to 82 parts per million."

"Because the irrigation water has improved, the soil conditions are better. We are not wilting as fast, the trees are not defoliating and we are able to reduce the amount of potassium in our fertilizer program," Fist added.

Fist is able to cut back his fertilizer use

Wetting agent research

Continued from page 6

sites across the country."

The project will cost \$200,000 and will be split between the GCSAA and USGA. Throssell said the study will not look at all the wetting agents on the market, but that it will focus on the products that are more widely used by superintendents.

Many industry insiders and some superintendents are wondering why the two organizations have decided to start with a wetting agent study, as opposed to organic products or off-patent versions of Roundup.

"It was felt that the wetting agent category was one that was widely used and one which there is not much comparative research on," said Throssell. "This is intended to be a pilot project. After we finish we will see what the response is from members and industry and then determine how to handle more research."

While Throssell stresses that the project is a test case, the USGA's Green Section director Mike Kenna is hopeful that the program will expand beyond the initial study.

"We both owe it to our members to do oversight," he said. "We all know there are things that are advertised and sold that we don't know a heck of a lot about. So maybe this is something that we can provide through an ongoing research program."

If the research project is a success, Throssell said future studies could potentially include biostimulants and other products that have not been widely studied. ■

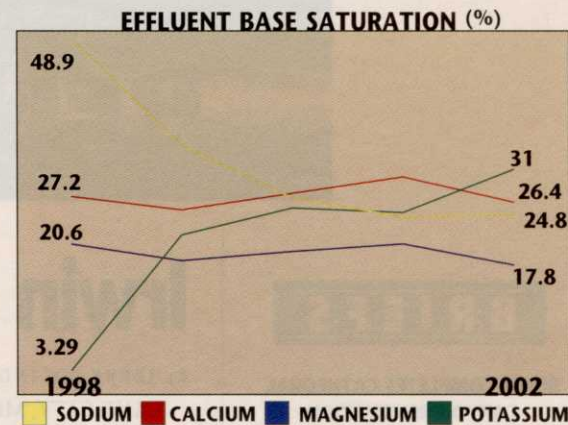
because of the added potassium in the water. He applies 33 million gallons of water on 100 acres of irrigated turf, which converts to 10.5 pounds of elemental potassium per 1,000 square feet.

Fist's staff handles the distribution of potassium chloride and homeowners use a dedicated hotline to place their orders. The homeowners go through 65 tons of potassium chloride a year at a cost of \$18,000. The cost is split between Fist's operating budget and the property owners

association.

Without the changeover to potassium chloride, Fist said he is not sure what the course would have done.

"I can't imagine where we would be if we had not done this," he said. "Our water quality is still not ideal, but it is more manageable. It will take a few more years of good nutrient management and cultural practices to alleviate the build-up of sodium in the soil." ■



Feed Your Greens the High-Protein Diet

Roots Turf Food 15-3-8

Nutritional Facts

Amount per app: 5 lbs./1,000 s.f.

Applications per Year: 4

Nutrients delivered in total year per 1,000 sq. ft.

	Lbs.
Nitrogen	3.0
Phosphate	0.6
Potash	1.6

AMINO ACIDS 6.3

ROOTS® Turf Food gives your greens the Amino Acids they need.

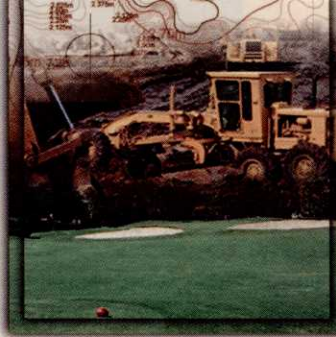
Protein is 90% amino acids and most chemical fertilizers don't have any. In a season, liquid amino acid products can deliver up to 1/2 lb. of amino acids per 1,000 square feet of turf grass. The ROOTS Turf Food Program delivers **over 6 lbs.** of amino acids per 1,000 square feet.



roots^{inc.} Lawn Care Division

3120 Weatherford Road • Independence, MO 64055
tel: 800-342-6173 www.rootsinc.com

DEVELOPMENT & RENOVATION



BRIEFS

BRIAR COMPLETES CATHEDRAL CANYON RENOVATION

LA JOLLA, Calif. — Briar Golf has completed its \$1 million renovation of Cathedral Canyon Golf and Tennis Club in Cathedral City, a semi-private 27-hole course designed by David Rainville. Capital improvements to the club were completed under the direction of its new general manager, Howard Whiteside.

THE DUKE AT RANCHO EL DORADO TO OPEN

MARICOPA, Ariz. — The Duke at Rancho El Dorado, a new 18-hole course managed by OB Sports Management, will open to the public later this month. Designed by David Druzinsky, the course encompasses 200 acres with 90 acres of turf. The Santa Rosa Wash winds through the golf course, providing interesting boundaries to the fairways and increasing the course's challenge.

FREELAND'S POLO CLUB REDESIGN COMPLETE

BOCA RATON, Fla. — Architect Tim Freeland of Freeland Golf Group recently completed a \$5.2 million redesign at the Polo Club here, which reopened Dec. 4. According to Freeland, the course was "too short, too tight, too hard and too hard to maintain." RyanGolf handled the construction.

WEITZ GOLF COMPLETES RECENT RENOVATIONS

NORTH PALM BEACH, Fla.— Weitz Golf International recently completed two renovation projects. At Rancho Santa Fe Club in Rancho Santa Fe, Calif., Weitz renovated tees, greens and bunker complexes extensively, as well as lakes and streams, car paths, bridges and new turf in recontoured areas. At Weston Hills Country Club, in Weston Hills, Calif., Weitz provided expertise to help the club's maintenance staff improve bunker conditions on the Players Course.

Irwin crafting gem of a course in Minnesota

By JERRY POLING

LAKE CITY, Minn. — In lovely Lake City, Minn., the biggest name in town always has been the Mississippi River, which flows by the city in a broad channel about 65 miles south of Minneapolis.

Much of the town's business, tourism and heritage are connected in some way to the river. In fact, it was in this city in 1922 where water skiing was invented, the city claims.

Lately, a couple new names in town are all that residents seem to talk about. A short drive above downtown and the Mississippi, bulldozers are clearing land for



The Jewel at Lake City, a Hale Irwin design, is attracting a lot of attention just outside Minneapolis.

the biggest planned urban development project in Minnesota history: The Jewel at Lake City, an

18-hole semi-private golf course and residential development. Residents aren't just talking about

the Jewel, but they're talking about who it has brought to town: golf

Continued on page 12

Firm stresses view to future in renovation projects

By DOUG SAUNDERS

RANCHO CORDOVA, Calif. — It is a scenario that is being played out in markets around the country. As an established private golf club in a fast growing region sees their membership aging, they are having a tough time drawing new members as newer high-end daily-fee facilities give golfers another option. Should



This drainage pond, located in front of a Safeway store under construction near a PGS client's golf course, solved major issues for all parties involved.

the golf club spend money to upgrade their course to be more competitive or should they put their funds into a new clubhouse instead?

This is just one of the examples of how existing courses, both private and public, are assessing their situation and struggling to decide how to move forward.

Continued on page 12

Guest Commentary

Recognize 'red flags' now, avoid future headaches

By BOB PINSON

If superintendents and course owners haven't noticed by now, let me spell it out for you: The course construction business is getting pretty tight, and by that I mean too many contractors for too few projects. If



Bob Pinson

you've put a new construction or renovation job out to bid during the last six months, you know exactly what I'm talking about. I bet you never thought you'd have so many friends in the construction trade.

I've been in the course contracting business more than 10 years, and I can tell you this: When things get this tight, the bidding process becomes hyper competitive—meaning contractors will do almost anything to secure the low bid. I don't mean they'll start sending flowers to your wife (though they might); I mean they will promise a price so low, you'd be crazy to refuse it.

Now, I'm not saying you should refuse it. I'm just saying there are times when a bid price is so low, something isn't right. Something has been left out or ignored, and accepting that bid, as is, might risk

Continued on next page

Harvey completes Berkshire Valley design



Berkshire Valley GC is built atop an abandoned gravel mine in Jefferson Township, N.J.

JEFFERSON TOWNSHIP, N.J. — Golf Course architect A. John Harvey of The RBA Group has completed the design of Berkshire Valley Golf Course for the Morris County Parks Commission. The 6,900-yard 18-hole layout was built on an abandoned gravel mine.

The first five holes play along a terrace carved into a mountain, while the rest of the course lies in the base of the pit, bounding several large ponds that were once used during mining operations for material screening and silt containment.

The tee at the 195-yard 12th hole was constructed within the ruins of a stone building used in the 1910s by Ringling Brothers to house circus elephants.

Berkshire Valley is scheduled to open in spring 2004, according to Harvey.

Recognize red flags

Continued from previous page

the success of your project—maybe not immediately, but down the road when you have to go back and fix what wasn't done properly.

Superintendents, course owners, greens chairmen and general managers need to recognize these warning signs. Here are some "red flag" indications that the low bid on your job might have been dangerously under bid:

- **Clean dirt.** Is this low-bidder planning to clean the fill it finds on-site or brings in from off-site? If he's not, he's either "forgotten" to include this significant cost or he doesn't do good work. Quality fill means the soil has been rid of oversized rocks, big sticks, old bits of PVC pipe and other debris. It's not cheap to screen this stuff out, but if you don't, it will eventually resurface (literally and figuratively) to damage your mowers and aeration equipment.

- **A little water music.** If a contractor has priced irrigation installation by the head, and if the head price is a lot less than everyone else's, you should ask yourself, "Why?" It's difficult to cut costs when it comes to laying irrigation because in most cases the irrigation designer specs the pipe, the sizes and everything else—the contractor just follows orders in this regard. If a construction firm is promising significant cost savings on irrigation installation, maybe he's not planning to put in as many thrust blocks as he should, or tamp the ditches properly, or he plans to level the heads in a way "just to get by" and leave it for the superintendent to do later. Find out.

- **It isn't always greener.** Not all grass is created equal, and the supply of sub-standard turf may be contributing to a blatantly low bid. We've seen recently that some bad grass has come out of Florida—grass the grower would be eager to unload at reduced cost. Be sure this stuff isn't used on your golf course. Familiarize yourself with the farm your course or club will be dealing with. Make sure the turf is clean and certified; check with other clubs that have used it. If grassing costs are markedly lower than those in competing bids, you must do this sort of background checking.

- **Get spec-specific.** With all due respect, many architects spec their jobs in a manner that can be interpreted five different ways. For example, a particular bunker style can be built several different ways but come out looking basically the same in each instance. Bottom line: The superintendent or course owners should go over the specs—alongside the architect—with a fine-toothed comb. Procedures on bunker construction and green profiles must be

spelled out to the last detail. Some course designers might take offense at this sort of scrutiny, but it's vital to determining the lowest realistic bid on your job.

This last point leads naturally to the taboo subject of change orders, i.e. the late-stage springing of hidden costs (extra work authorizations, time and materials). This is an all-too-common method of mak-

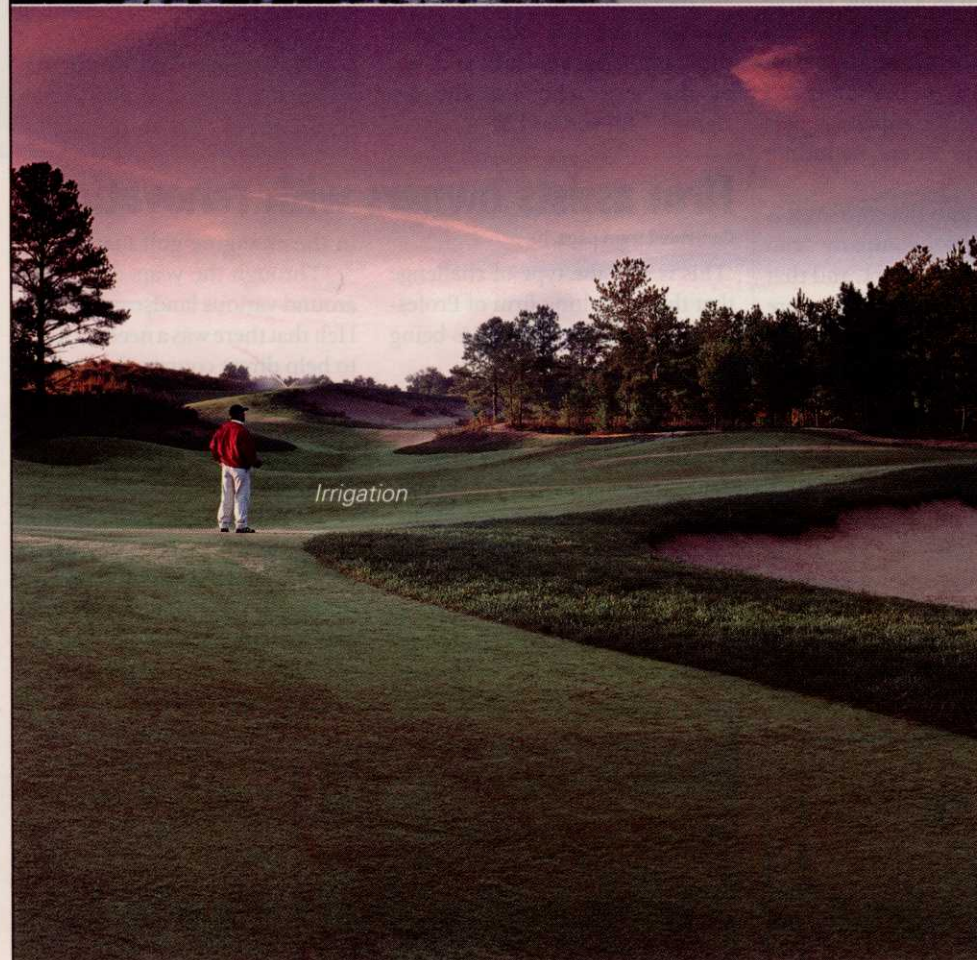
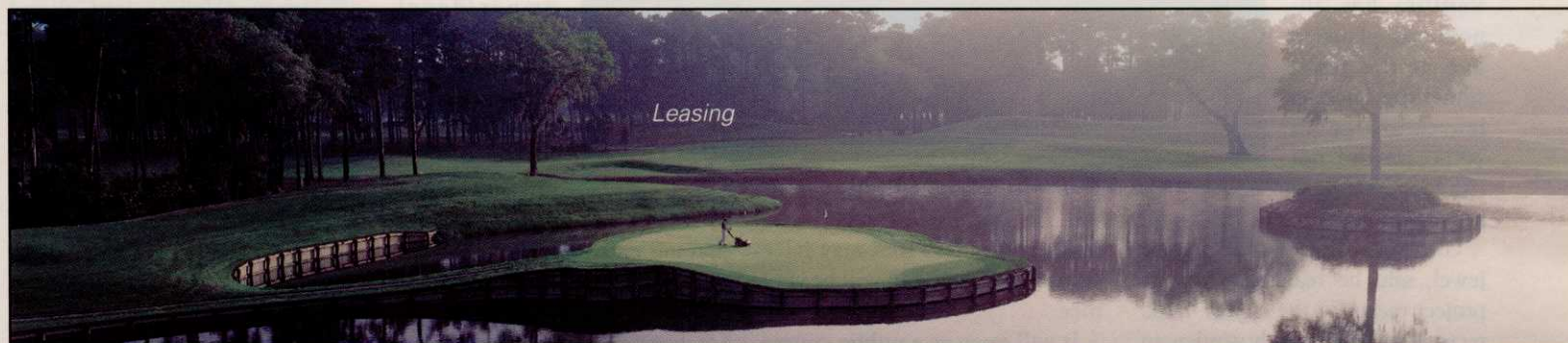
ing unprofitable, low-bid projects more profitable for the contractor. However, if specs are written well enough, and if the superintendent knows them as well as the contractor, the only justifiable change orders would involve unforeseen conditions—like the removal of hidden rock or treatment of totally unsuitable soils. So make sure your act is completely together ahead of time,

and change orders won't be an issue.

The course construction boom of the mid- and late-1990s brought a whole bunch of new contractors into the golf market. Not all of them are members of the Golf Course Builders Association of America (GCBA). Make sure your contractor is GCBA, and you probably won't

be dealing with the issues I detail above. That said, I'd still make a habit of checking all the references I can find, because there's no better indicator of a contractor's skill and bid dependability.

Bob Pinson is founder and president of Course Crafters Inc., a golf course construction and renovation specialist based in Gainesville, Ga.



WHEN YOU'RE RESPONSIBLE FOR THE MOST IMPORTANT ASSET ON YOUR COURSE, YOU NEED THE ONE COMPANY THAT CAN HANDLE ALL OF YOUR NEEDS.

As a superintendent, you're well aware of what it takes to keep your course looking in top shape, day in, day out. What you might not be aware of is that there is now one group that can take care of your course's many needs. John Deere Golf & Turf One Source™ not only has a full-line of golf & turf equipment, but also irrigation and landscaping supplies. Plus we have the JDC Masterlease™, financing built especially for the golf course market. Call your local John Deere Golf & Turf Distributor or 1-800-537-8233 for more on what we can do for your course.

JOHN DEERE GOLF & TURF
ONE SOURCE™



Irwin designing Minnesota gem

Continued from page 10

course designer and three-time U.S. Open champion Hale Irwin.

And then there are two new golf course home-site owners, Minnesota Gov. Jesse Ventura and his wife, Terry. Ventura has announced plans to live at the Jewel sometime after he leaves office in 2003. He did not run for re-election in November.

Greg Matz, director of sales at the Jewel, said he realized what the project meant to the city of 4,500 recently when an elderly gentleman who had lived in Lake City all his life said, "Well, it's finally happened: Lake City has been discovered."

The project has been moving quickly after several years of work to gain city approval. Most of the course shaping, which is being done by Sema Golf of Scottsdale, Ariz., will take place in 2003, with an eye toward a July 2004 opening.

The Jewel is one of several golf courses currently being developed by Hale Irwin Design, a company Irwin founded in 1986.

Mississippi Jewel Land Development Co. is spending \$8 million to build the golf course and \$50 million on infrastructure to develop the land, Matz said. The eventual retail value of the land is expected to be \$250 million to \$300 million.

The golf course will have five

sets of tees, bentgrass throughout and stretch to 7,000 yards. "No two holes will be alike," Irwin said. "We have some dynamic



Work continues at the Jewel, which is scheduled to open in July 2004.

holes and others that may have started out bland but will be very nice."

It will open as a public course and gradually become restricted as more members join, Matz said.

In addition to designing 25 courses, Irwin's company is part owner in three others, including the Jewel.

By buying into the courses it is building, Irwin's company "can add value to the project, and that will help us gain entry into more projects," Meyer said.

By becoming a partner in a project such as the Jewel, Irwin said, "We give investors and owners confidence that we're in for the long haul with them."

Stan Gentry, who has been with Irwin since 1991, is the on-site architect responsible for overseeing Irwin's designs, Meyer said.

"What sets us apart is the owner - Hale's personality," Meyer said.

"The same seriousness and vigor, the way he approaches competitive golf, is the way he approaches his business."

Irwin said he always has felt comfortable with designing courses. "My greatest learning curve has come from knowing the needs of the owner/developer. I didn't know that much about that side," Irwin said.

His philosophy, he said, is to design courses that are enjoyable and challenging for all handicaps. That approach was summed up by Meyer. "At the end of the day, Hale doesn't want people to say 'Who designed this?' but 'That was fun, and, oh, by the way, who was the designer?'" Meyer said. ■

Redstone readies for Tour stop

Continued from page 1

a double-ended practice facility, will encompass 440 yards.

Redstone brought in respected golf instructor Dick Harmon as director of golf in November, in anticipation of the club's opening. Harmon came over from the Redstone-managed Houstonian Golf and Country Club.

"Those who have played this course before will not recognize it," Harmon said. "The course has gone through major improvements and is in beautiful shape right now. It will challenge players very well."

Harmon, who has been named general chairman of the 2003 Tour Championship to be played in Nov. 2003 at Champions Golf Club, will open a second Dick Harmon School of Golf at the course.

Among the improvements Jacobsen and Hardy made to the existing course were the installation of a computerized Toro irrigation system and TifEagle greens and TifSport fairways.

Jacobsen said the course will play with a level of difficulty for everyone, from the pros on down to juniors.

"I think the pros will find it difficult because of the length of the golf course (7,508 yards), but also fun and interesting because of the variation of the holes, he said. "When you need to make a course harder, just make it longer. We also made sure the course is playable in all types of weather, with particular attention given to drainage, given the weather in Houston." ■

Firm assists owners with renovations

Continued from page 10

This is also the type of challenge that the consulting firm of Professional Golfscape Services is being contacted to deal with.

President Ron Miller and his firm have 20 years of experience in golf construction and maintenance to assist owners and operators with golf course operations. Not surprisingly, his firm has seen an increase in activity in Northern California and the West, as many courses, both private and public, look to retool themselves

in the changing golf market.

"Through the years of working around various landscape projects I felt that there was a need for a firm to help direct courses through the various facets of construction and renovation. This led to the creation of our consulting firm, Professional Golfscape Services," Miller said.

The surge of new golf construction has given golfers more playing options. Older courses feel the need to upgrade their facilities to be competitive with new layouts, and new courses are pressured to hold their market share to pay off their construction expenditures. With a slower economy, the golfing public is careful about where and how much they spend to play golf.

"Here in Northern California there were 27 golf projects that had been planned for over 15 years, but they all were built over the last five years. This influx has changed the region dramatically," Miller said. "What we have begun to realize is that the old business model for golf just doesn't work anymore. Just building a new course does not ensure success. We feel it is important that our clients look at where they want to position themselves for future success when they think of major renovation outlays."

Miller feels the biggest change is how people look at discretionary income. Recreational and leisure activities used to be two sepa-

rate entities. Now these two interests have merged into lifestyle activities, which is why large real estate based developments offer not only golf but swimming, exercise facilities, biking and hiking trails, and restaurants to fill all the lifestyle needs.

"The new developments are aware just golf is not enough to secure success and now offer more. This trend to a different business model is putting pressure on established private clubs, municipal golf courses, and privately owned daily-fee courses," he said. "We help clients work toward a new business model when they consider any renovation project. It is important to have a broad plan that covers the need to reposition themselves in this new business climate."

Miller's firm helps facilities develop a game plan to tackle renovation projects in-house. He assists in permitting, can provide architectural services, and can recommend golf construction firms. Miller focuses on attention to detail so clients won't get bogged down when a project begins.

But as much as the dealing with the nuts and bolts of a construction project, Professional Golfscape Services stresses the need to take a look at the big picture. Miller knows that while large operators and developers can capitalize using global tactics, smaller operators need to develop new alliances to help them thrive.

"I think all golf course operations have to take a strong look at themselves and define what they are in order to know how they will fit into this new business environment. Our contribution has been to help our renovation clients take that hard look in order to thrive in the future," Miller said. ■

Fertigation

Turf Feeding Systems, Inc.

The leader in fertilizer injection - over 1200 systems worldwide

Fast Grow-in

Save \$15,000-\$40,000 annually

Lease for as little as \$195 a month

Manage Color & growth

Reduce Labor

Improve Turf quality

Six models, ten capacities

(800) 728-4504

WWW.TURFFEEDING.COM

Call today for a quote or a brochure



Shouldn't your Grounds Crew look as groomed as your greens?



**GOLF SHIRTS • CAPS
JACKETS • PANTS • RAINSUITS**

**CHESTNUT
IDENTITY APPAREL**

800-336-8977

www.chestnutid.com

GCSAA set to descend on Atlanta

ATLANTA — The golf industry will descend on Atlanta for the 74th Golf Course Superintendents Association of America International Golf Course Conference and Show at the Georgia World Congress Center Feb 10 to 15.

Attendance at the show has surpassed 20,000 in each of the past seven years. Last year in Orlando, 726 exhibitors filled 272,600 square feet of space. While organizers said the Atlanta show will be a bit smaller than Orlando, a location that is always a top draw, there will be plenty of activity this year.

In addition to electing new officers and directors at the annual meeting Feb. 14, members will vote on a proposed dues increase and whether to amend the GCSAA's articles of incorporation. The association is seeking a change in the articles to make it easier for the board of directors to reach a decision on a possible relocation of the GCSAA's headquarters (see Point/



The 74th GCSAA International Conference and Show will be in Hot'lanta

Counterpoint on page 4).

Other activities at this year's show include:

- The Opening Session Feb. 12, with a keynote address by former Ohio congressman John R. Kasich, who served nine terms and is now a business leader and author of the New York Times bestseller "Contagious."

- The Golf General Session Feb.

13, will feature a talk by Captain Al Haynes, who will discuss how luck, communication, preparation, execution and cooperation saved the lives of 184 people aboard the plane he piloted in a 1989 crash-landing.

More information on the Atlanta show can be found at www.golfcourseshow.com.

— Andrew Overbeck

NGCOA launches Solutions Summit

PALM SPRINGS, Calif. — This year's National Golf Course Owners Association conference is designed to serve as a summit where course owners can get solutions to the issues they face in their day-to-day businesses. The Solutions Summit to be held here Feb. 22 to 26,



will feature more than 80 exhibitors, as well as educational seminars on everything from marketing and branding to golf course accessibility and player development.

Among the speakers to be featured at the conference are Ruffin Beckwith of the World Golf Foundation, Henry

DeLozier of Pulte Homes Corp. and *Golf Course News* editorial advisory board member Ted Horton.

Three awards will be presented at the summit. Gary Player will be presented with the NGCOA Award of Merit, Clay Brittan of the Myrtle Beach National Co. will receive the Don Rossi Award and Fox Hills Golf and Banquet Center will receive the Course of the Year Award.

MONA: CHANGES ON TAP FOR SHOW

Continued from page 1

that the GCSAA is going forward with its initiatives more to further the status of the organization instead of serving the needs of its members?

Mona: Being a responsive, dynamic organization carries with it some pros and cons. When we do things like PDI and Golf Supermarket and potential relocation we know that it won't be popular with all of our members. As leaders we felt like our higher calling is to move the organization and profession where we think it should go and to position our members better. So I couldn't disagree more with that statement. Providing the best possible future for our members is the underlying reason of every goal that we have.

GCN: How would moving the GCSAA to a warm-weather city help achieve the association's goals?

Mona: Would a different location with surrounding amenities

such as a golf course, hotel and conference center in a golf-centric location help us achieve our goals and vision? That is the question that we don't know the answer to right now, and that is why we are engaging in the process of considering other headquarter sites.

We have narrowed it to eight cities: Phoenix, Dallas/Fort Worth, Houston, Atlanta, Charlotte, Jacksonville, Orlando, and Miami/Fort Lauderdale.

GCN: Given the budget shortfalls and investment losses, is now the right time to consider moving the association?

Mona: The money spent so far has been to a consulting firm and to this point the expenses have been minimal. Our consultants will talk to chambers of commerce, local government officials and developers who are building golf facilities to assess interest and talk about incentives, etc.

Financially, we will have to be in a different place than we are now. We would have to get rid of the building in Lawrence and consider staff turnover and the fact that moving an organization of this size is not cheap.

GCN: How important is amending the articles of incorporation to the relocation decision?

Mona: If our members vote (at the show in Atlanta) to amend the articles it would create a higher degree of flexibility for our board to make that decision. But, could it be done without a change? Yes it could, but it just makes it more problematic. If we were closing in on a deal and had to delay a decision because we had to wait for the annual meeting or call for a special meeting, that creates some challenges.

GCN: Also on the ballot in Atlanta is the proposed dues increase. How do you justify a 20 percent increase in dues?

Hilton Head ready to host GCSAA tourney



The 18th hole at Harbour Town Golf Links in Hilton Head Island, S.C.

HILTON HEAD ISLAND, S.C. — Since the February temperatures in Hot'lanta are anything but hot, the 2003 GCSAA Golf Championship is heading south to the beach where six Hilton Head Island-area courses will play host to the event.

Participants will experience the best in Low Country golf when activities tee off Feb. 7 and 8, with registration and practice rounds. The four-ball event will take place Feb. 9, with and the Championship will be held Feb. 10 and 11.

The following is a sneak peak at the courses hosting this year's tournament:

- HARBOUR TOWN GOLF LINKS, Hilton Head Island, S.C. Architect: Pete Dye Superintendent: Gary T. Snyder Yardage: 6,973, Par: 71, Rating: 75.2, Slope: 146
- PALMETTO DUNES RESORT, Robert Trent Jones Course, Hilton Head Island, S.C.

Superintendent: Patrick Wake

Yardage: 7,050, Par: 72, Rating: 74.3, Slope: 138

- PALMETTO DUNES RESORT, Arthur Hills Course, Hilton Head Island, S.C.

Superintendent: Dan Hendry Yardage: 6,651, Par: 72, Rating: 70.2, Slope: 129

- PALMETTO HALL PLANTATION, Arthur Hills Course, Hilton Head Island, S.C.

Superintendent: Tim Maxfield

Yardage: 6,918, Par: 72, Rating: 74.0, Slope: 140

- OLD CAROLINA GOLF CLUB, Bluffton, S.C.

Architect: Clyde Johnston Superintendent: Andrew R. Chafer

Yardage: 6,805, Par: 72, Rating: 73.5, Slope: 145

- OLD SOUTH GOLF LINKS, Bluffton, S.C.

Architect: Clyde Johnston Superintendent: John Cooler

Yardage: 6,772, Par: 72, Rating: 73.3, Slope: 141

Mona: It is 20 percent over one year, but we haven't raised dues in five years so it is more like four percent, which is consistent with the economy. We have reduced our expenses by \$3 million in the last two years, but we need an increase to do everything we want to do. Our revenues have decreased because conference and show exhibitors and attendees are off a bit, advertising is down in *Golf Course Management* and we have suffered investment losses.

GCN: Without the increase what would be cut out?

Mona: Any expansion plans would have to be put on hold. We would not be able to run a public awareness campaign for superintendents. Four years ago we put ads in all the *Golf Magazine* properties, a year ago we ran 300 commercials on the Golf Channel. This year we didn't do anything. If we had a dues increase we would be able to do something like that that we can't do now.

GCN: What do numbers look like for the show in Atlanta?

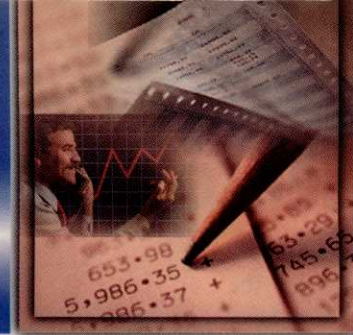
Mona: We are behind projections right now. We are trailing on education and seminars, attendees and exhibitors. But it is not an alarming amount. If we get the normal pick-up between now and the show, we will be fine. But it will be smaller than Orlando.

GCN: What changes are on tap for future shows?

Mona: We are agreed in principle to combine shows with the National Golf Course Owners Association because we feel like the audience they represent is a critical one for the long-term success of our show. It is not that many more attendees, but exhibitors are happy because it cuts out one trade show and brings together another key member of the purchasing decision. We would team up on that as early as 2005.

We will also change our location anchors. We like Orlando and San Diego as anchors and then we would rotate between New Orleans, Anaheim and Las Vegas for the middle years. ■

— Andrew Overbeck



BRIEFS

TROON TO MANAGE COLONIAL

FORT MEYERS, Fla. — Pulte Homes Inc. has contracted Scottsdale, Ariz.-based Troon Golf to oversee all club operations at its new golf community under development here. Troon will work with Pulte during the construction phase at Colonial Country Club, which is scheduled to open in summer 2003, and then manage the club facilities and amenities moving forward.

COURSECO TAPS HATHAWAY AS GM, DIRECTOR OF GOLF

SAN JOSE, Calif. — Golf course management and development company CourseCo Inc. has named Scot Hathaway general manager and director of golf for its Los Lagos and Rancho Del Pueblo golf courses. Hathaway is an employee of CourseCo, which has partnered with Capitol Development Group to manage both courses. Prior to his new position, Hathaway served as general manager and director of golf at Deep Cliff Golf Course.

MARTINSEN NAMED GM AT WINCHESTER CC

MEADOW VISTA, Calif. — OB Sports Management has appointed Jonathon Martensen general manager at Winchester Country Club. Martensen's hiring coincides with the construction of a new clubhouse, which is currently underway at the club. Prior to his hiring, Martensen held similar positions at a number of clubs, including Anthem Golf & Country Club, PGA West and Pine Mountain Lake.

LAKE JACKSON HIRES KEMPER

LAKE JACKSON, Texas — Kemper Sports Management has been hired to manage and maintain Wilderness, the city of Lake Jackson's 18-hole municipal golf course, which is currently under construction. The course, designed by Jeffrey Bauer of Golfscapes, is scheduled to open in fall 2003.

Freedom signs third course management contract

By DEREK RICE

HERSHEY, Pa. — Freedom Golf Services Inc., the golf course acquisition, ownership and management company founded last year by former Gotham Golf Partners regional vice president Allen Dupuy, has signed its third management contract.

Meadow Woods Golf Course in Orlando, Fla., has hired FGS to provide turnkey operational management for its 18-hole facility, including clubhouse operations, marketing, agronomy and accounting.

"We have been contracted to improve the overall facility through enhanced course conditions, customer service and targeted marketing," FGS president

DuPuy said. "We are excited about this opportunity and look forward to establishing a long and productive relationship with ownership."

Ralph Little, who represents the property's owners, said the more than 30 years of industry experience between DuPuy and FGS executive vice president Dan Stonionis, also formerly of Gotham Golf Partners, led them to hire FGS.

"We selected Freedom Golf Services based on the firm's experience and excellent reputation for enhancing the fi-



The 14th hole at Meadow Woods Golf Course in Orlando, Fla.

ancial performance and valuation of a property," Little said.

While there is work to do at Meadow Woods, the club does have some good things going for it, chiefly its location, DuPuy said.

"Meadow Woods offers an affordable, first-class golf experience only minutes from the Orlando airport, and the facility serves the area's seasonal and year-round residents," he said.

Editorial focus: Promotions & Marketing

Marketing becoming top priority for courses

By DEREK RICE

It's no secret that rounds played numbers declined in 2002, while the number of golf courses continued to rise. What that means for owners and operators is that there are more people competing for essentially the same size pie as we saw in 2001.

To draw more players and frequency to properties, owners and operators must recognize the importance of marketing themselves, according to Kim Allison of Scottsdale, Ariz.-based golf marketing firm In One Advertising and Marketing.

"Courses are going to have to compete in the marketing arena,

and I think people are starting to recognize that, but most of them don't know where to start or what to do," she said.

The first step, Allison said, is to understand your property's position in the marketplace, along with what unique need you can bring to market.

"There's such a sea of sameness and there are so many properties that are afraid to take some kind of unique stance," she said. "Their advertising is very generic and all of a sudden, the consumer can't really understand the differences. They need to understand what are the unique selling propositions for your property, because if they don't have any, they'd better get some."

"The challenge is going to be to find ways to keep it from always being a competition on price, because then everybody loses," she added.

One way courses can drive play is through customer loyalty programs. Desert Willow Golf Resort in Palm Desert, Calif., uses a card printer, the Zebra Eltron P420, to create "instant" ID badges that golfers can purchase to become "members" during the summer. The immediacy of the technology makes the program

Continued on next page

Investment group hires CEO to lead NGP, AGC

By DEREK RICE

SANTA MONICA, Calif. — Assuming the buyout and merger between sister companies National Golf Properties Inc. (NGP) and American Golf Corp. (AGC) is completed, the combined company will have a new leader to steer it through what would seem to be difficult times ahead for the largest golf course owner and management company.

However, the new CEO, announced Dec. 6 by the group led by Goldman Sachs and Starwood Capital, has experience at this sort of thing.

Roland Smith, president CEO of AMF Bowling Worldwide, another financially troubled com-

pany Goldman bought in the 1990s, resigned his post with AMF the day the investment group announced he would be hired as CEO of the combined company that is expected to emerge from the buyout.

Smith was hired by Goldman in 1999 to turn around AMF. After steering AMF Bowling through a spinoff from its parent company, AMF Bowling Worldwide, as well as a subsequent bankruptcy filing, Smith oversaw AMF's emergence from Chapter 11 last year. He is also credited with rejuvenating of the Arby's brand earlier in his career.

Smith is expected to assume his new position in early 2003.

NGCOA unveils marketplace, study

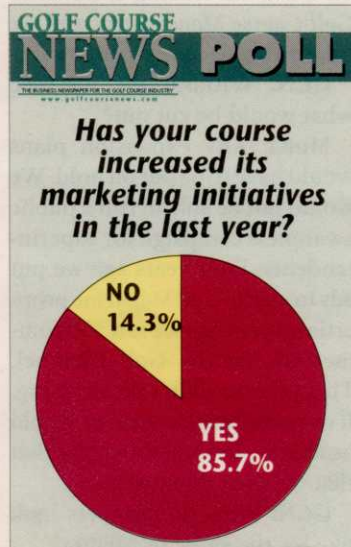
CHARLESTON, S.C. — The National Golf Course Owners Association has launched two new initiatives, the Golf Course Market and a compensation and benefits study.

The Course Market is a listing of golf properties available for purchase. Agents will be able to list properties instantly on a new Website, www.golfcoursemarket.com, which will accommodate

regular listings as well as auctions.

The compensation and benefits study is being completed by the NGCOA and the National Club Association as a means of establishing industry benchmarks for various job titles.

Results of the study are expected to be available later this month, as well as at both the NGCOA and NCA conferences.



Marketing need

Continued from previous page

more attractive, said Roberta Olden of Desert Willow's marketing department.

"Using the P420 on premises to make ID cards eliminates golfers having to provide extra documentation every time they come in," Olden said. "The plastic cards look more professional and the Eltron printer allows us to immediately print a new member's card, and is very cost-effective and easy to use."

Allison said these types of pro-

grams are a great start, but should not be the end-all of a program.

"Loyalty is the name of the game, but it's not just about presenting a frequency card," Allison said. "It's about building a relationship with a set of customers."

Olden said Desert Willow recognizes this need to build relationships and, to that end, envisions using the ID cards for much more than temporary memberships. One

possibility the course has explored is to provide cards to Palm Desert residents to allow them to play golf at a reduce rate year-round.

Marriott, which owns and operates 27 courses across the United States, recognized the need for a marketing initiative relatively early in the game.

In 2001, the company initiated its Yard Card program, which offers incentives for repeat play,

as well as an e-mail club to reach out to potential customers.

"Both programs have worked extremely well," said Steve Hupe, director of golf at Marriott's Stone Mountain Golf Club. "With the e-mail club, we send out monthly, personalized golf special e-mails designed to increase rounds during slow periods. The Yard Card is patterned after the Subway sandwich card in that a golfer who pays the full

rate during the week receives a stamp on their card. After five stamps, the golfer earns a complimentary round any day of the week."

The bottom line for courses, Allison said, is to recognize that a marketing budget is no longer a frill in the golf business.

"Courses haven't been used to budgeting in those costs, but they are critical right now," she said. "It's a necessity for survival." ■

Gotham merger

Continued from page 1

who opted to receive all cash for their common shares would be paid \$2.33 a share. Those who opted to receive cash and an interest in a note would receive \$1.98 and 1/174th of a note with face value of \$100.

The problem with that deal, Kimeldorf claimed, is that there is no distinction between common and preferred shareholders. Preferred shareholders are those who made a \$25 per share investment in the company in 1996. Kimeldorf and others claim the company must redeem that initial investment.

In an attempt to salvage the merger, Gotham offered an olive branch of sorts to preferred First Union shareholders by pledging \$25 million in collateral for any damages from the pending lawsuit. The money would be put in an escrow account, which would be subject to completion of a definitive agreement.

The amended merger plan also called for preferred First Union shareholders to receive \$2.50 in total compensation for each share, less an amount from ongoing litigation costs. They would also receive preferred shares in Gotham Golf, which would have the same \$25 face value.

Common shareholders, on the other hand would receive \$2.13 a share, which is less than the \$2.33 they approved at a special meeting during the last week in November.

In a related move intended to complete the merger, Gotham Golf chairman William Ackman stepped down as chairman of First Union's board of trustees, a position he has held since 1998.

In a statement, Ackman said his resignation accomplished several goals, including the appearance of conflict of interest.

"My resignation will make clear to First Union shareholders and the investing public ... that the decisions of First Union with respect to the proposed transaction are made by a board of trustees that is completely independent of Gotham Partners or me," he said.

At press time, Ackman was unavailable for comment. ■



Get The Look of a Champion



NEW! Tournament-Ready® granular and high performance liquid soil surfactant keep greens and tees looking and performing their best in the toughest conditions. For effective control and prevention of localized dry spot, get the look of a champ with university-tested Tournament-Ready soil surfactant.


Get a free Pro-Ap® Hose-End Applicator with a qualifying purchase of Tournament Ready liquid. Visit our website for details.



Tournament-Ready®

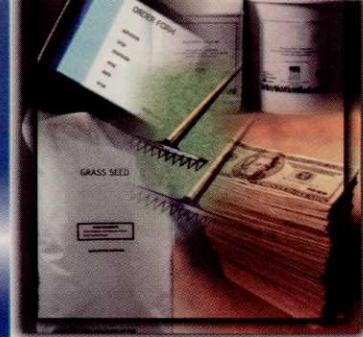
SOIL SURFACTANT



Manufactured by  KALO

www.kalo.com

SUPPLIER BUSINESS



BRIEFS

PBI/GORDON APPOINTS FEARIS

KANSAS CITY, Mo. — David Fearis, CGCS, has been appointed by PBI/Gordon Corp. to the full-time position of product specialist for non-regulated products. The products include Ferromec liquid iron, and Focus, Launch and Transfilm biostimulants. Fearis previously served as consultant to the company in the turf and ornamentals area. In other PBI/Gordon news, the company's employee-owners have acquired an additional 32 percent of the company's stock which gives them 100 percent ownership of the company.

DAKOTA ADDS BERGSTROM, OELKE

GRAND FORKS, N.D. — Mark Bergstrom has joined Dakota Blenders as a project coordinator with a special focus on process control and sand sourcing. Bergstrom previously worked as superintendent of the Ray Richards Golf Course at the University of North Dakota for 15 years. Affiliated company Dakota Peat has added Bob Oelke to its sales team. He will work directly with customers or with the customer's consultants. He previously worked in sales and agronomic support for Northrup-King.

SPIER JOINS SIMPLOT PARTNERS

SAN DIEGO — Scot D. Spier, CGCS, has joined Simplot Partners as a sales representative for the Chicago area. He will be responsible for developing the firm's golf course business in the region. Spier has spent more than 20 years in the golf industry and has a degree in ornamental horticulture from the University of Illinois.

AGRISEL NAMES WARMAN

ATLANTA — David A. Warman has joined Agrisel USA Inc. as director of marketing. Warman will develop new business, new alliances and new products for Agrisel's present line of products including: Clear-Out, Permethrin, Gladiator, Acephate Pro 75, Agriplex PGR, Agrifact, Agrisan and Gly Star Pro.

Hydrograss Technologies heads down south

By ANDREW OVERBECK

SARASOTA, Fla. — North Oxford, Mass.-based Hydrograss Technologies has opened an office here to serve the Southeastern United States.

Matt Zirkle, who has worked in golf course construction for Gary Player Design and Jack Nicklaus Design, will head up the new office.

"We are excited about the potential here," said Zirkle. "With the drought and water conditions and the fact that Hydrograss offers an alternative to erosion control and sod applications there is good market potential."

While Zirkle has yet to sign a contract, he is doing test sprays for a number of architects and developers. The Hydrograss system blends grass seeds and sprigs with a wood fiber product, Eco Aegis, that helps grass establish itself and acts as an erosion control device.

"Up North this is a proven technology. It is just a matter of

doing test sprays and showing them that we can grow grass with the system down here," Zirkle said. "We have been doing some test sprays for WCI Communities over the last couple months."

According to Zirkle, the biggest adjustment is hydrosprigging warm season grasses as opposed to hydroseeding cool season grasses.

"The tests show that the distribution of sprigs is very good," he said. "We can also spray over sprigs that have already been put down mechanically to help with

erosion control."

Hydrograss will be taking a different approach to the market in the Southeast.

"We won't hydrosprig the whole course," said Zirkle. "We will focus on sloped areas that have erosion concerns, like green



Hydrograss Technologies conducts a test spray for WCI Communities in Florida.

surrounds, lake banks and car path edges. These are areas that are normally sodded and we can offer an alternative to sod and

Continued on next page

SubAir Systems looks to expand market

By ANDREW OVERBECK

AIKEN, S.C. — Subsurface aeration manufacturer SubAir Inc. has been reborn as SubAir Systems following its purchase by a group of South Carolina investors that includes its two original founders Marsh Benson and Dave Ferris.

The group purchased the company in a deal finalized Oct. 7. Terms of the agreement were not disclosed.

Augusta National superintendent Benson originally developed the process to promote optimum subsurface growing conditions for turfgrass and initially marketed the product through Ferris' Ferris Industries.

The two teamed up with Aiken businessman Weldon Wyatt, owner of Sage Valley Golf Club in Graniteville, and William Coscioni,

co-owner of Hounds Lake Country Club here, to bring the company to Aiken. Coscioni will serve as the company's CEO.

Continued on next page



The new SubAir team (from left to right): Gary Stough, Bill Coscioni, Matt Musolf, Joe Ferris, and David Seawell.

UpLink inks financing deal with IRFS

AUSTIN, Texas — UpLink Corp., a leading provider of Global Positioning Satellite (GPS) golf course management systems, has signed a long-term financing arrangement with Ingersoll-Rand Financial Services (IRFS).

IRFS will provide financing for courses that install UpLink's GPS golf course management systems.

"By creating a financial environment that facilitates the acquisition decision, whether it is a lease, rental or revenue sharing, UpLink reduces financial risk to our customers. This in turn, can generate higher levels of revenue and profitability for the golf course," said Glenn A. Pierce Jr. president and CEO of UpLink.

IRFS was launched earlier this year as a new financial services program developed by Club Car in conjunction with parent company Ingersoll-Rand and CitiCapital, a division of CitiGroup.

UpLink and many of its installed courses have already received benefits from the IRFS agreement. To date, IRFS has funded nine lease courses and four rental courses with a value of \$2.6 million.

Dow reorganizes T&O sales group

By ANDREW OVERBECK

INDIANAPOLIS — Dow AgroSciences has reorganized its Turf & Ornamental sales group as a part of a realignment that will place greater emphasis on the turf and ornamental business by grouping it with other specialties such as range and pasture and vegetation management.

Bruce Miehle, formerly the general manager for turf, ornamental and technical products, will now serve as the national sales leader for the newly created Specialty Products division.

"Superintendents should not notice a difference in service," said Miehle. "Our field technical people maintain the same level of dedication and attention to turf and ornamental that they had all along."

"Our realignment was driven by commonalities of interest between the range and pasture and vegetation management markets. There are regulatory and competitive challenges that

Continued on next page

Toro NSN adds recovery solution

ABILENE, Tex.—NSN, Toro's technical support network for irrigation central control system customers, is now shipping central controller computers pre-loaded with Microsoft Windows XP and Phoenix FirstWare cME solution, which includes FirstWare Recover, as a first-of-its kind disaster recovery software product.

"For Toro customers, this means a backup 'image' of their original operating system and application files is stored in a special area of the hard drive, protected from virus attacks, software corruption, and end-user errors," said Mark Kearney, manager of NSN hardware operations. "Users can restore the PC operating system without the original install CDs or recovery CDs."

Toro is the first irrigation manufacturer to deploy the Phoenix Technologies software.

SubAir regroups

Continued from previous page

"Our intention is to continue the proven success of the technology and the process," said Gary Stough, vice president of sales and marketing. "We want to bring it to market at a fair price and provide excellent customer service before and after the sale."

The firm has approximately 250 existing golf course clients, including Victoria National in Edinburgh, Ind., The Estancia Club in Scottsdale, Ariz., and Reynolds

Plantation in Greensboro, Ga. The SubAir system provides optimum aerobic subsurface growing conditions on greens by removing moisture, exchanging air and regulating temperature.

Stough said SubAir Systems will be expanding its customer base by offering a broader range of products and services. An installed SubAir system costs \$19,000 per green and a portable system costs \$19,000 in addition to expenses for fittings and other accessories at each green.

"We are going to try and open up our product to more courses through increased

presence in different markets and by offering a broader range of products and services. The majority of the market doesn't have to be high-end," said Stough. "Dave Ferris is solely responsible for new product development and we are looking at expanding the technology to provide customers with another tool to produce world-class putting surfaces."

The company has offices, a warehouse and a manufacturing shop in Aiken and has recently added three salespeople. Stough said the next step will be to expand sales staff beyond the Southeast. ■

Changes at Dow

Continued from previous page

arch over the markets. This will streamline our management base and simplify how we communicate with our channel distribution partners," he added.

As a part of the reorganization, Dow AgroSciences has added several key staff members.

Lisa Bostock will lead the West district for turf and ornamental out of the firm's Sacramento office.



Bruce Miehle

Mark Ringkob will work out of the same office and will cover northern and central California and much of Nevada.

Kent Redding will be the sales manager for the company's Mid America district and he will be joined by new sales representative Jay Golz, who will cover Alabama, Tennessee and Mississippi.

Linda Satter has signed on with the East district sale team as a representative with responsibility for Georgia, southern Alabama, the Florida panhandle and eastern Tennessee. ■

Hydrograss in Florida

Continued from previous page

still hold slopes and establish turf quickly." Zirkle said hydrosprigging is usually 30 percent cheaper than sod.

From the Sarasota office, Zirkle and new salesman Tom Ross will handle Florida, and the rest of the Southeast in addition to the Caribbean, Mexico and Latin America.

"We are already pricing jobs in the Caribbean," said Zirkle. "There is good potential there because of water concerns. Since Eco Aegis is a wood fiber we are able to cut down on the water needed during grow-in because the fibers retain water. It is also not as expensive as shipping rolls of sod." ■

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

QUOTED

Allison, Kim	In One Advertising	14
Anderson, Brian ...	Nemacolin Woods Res. ...	8
Bouts, Trent	Carolinas GCSA	3
DuPuy, Allen	Freedom Golf Svcs	14
Fist, Ted	Wynstone GC	6
Fletcher, Kevin ...	Audubon International ..	1
Galbreath, Dennis ..	Green Mountain Int'l	6
Harmon, Dick	Redstone GC	12
Huffstutler, Steve ..	Foxfire CC	3
Hummell, Norm ..	Hummell & Co.	8
Hupe, Steve	Stone Mountain GC	15
Irwin, Hale	Hale Irwin Golf Svcs	12
Johnson, Tim	Springhill GC	8
Kenna, Mike	USGA Green Section	9
Little, Ralph	Meadow Woods GC	14
Matz, Greg	The Jewel at Lake City ..	12
Meyer, Tim	Hale Irwin Golf Svcs	12
Miehle, Bruce	Dow AgroSciences	18
Miller, Ron	Prof. Golfscape Svcs	12
Mona, Stephen	GCSAA	1
Olden, Roberta ...	Desert Willow Golf Res. ..	15
Roy, Rob	Oldfield CC	3
Stough, Gary	SubAir Systems	19
Thomas, Steve	Pelican Hill GC	5
Thompson, Kevin ..	Ohio Turfgrass Found ...	3
Throssell, Clark ..	GCSAA	6
Wake, Patrick	Palmetto Dunes Resort ...	7
Zirkle, Matt	Hydrograss Tech	18

CALENDAR

JANUARY . . .

20-23 Turfgrass Council of North Carolina's 41st Annual Turfgrass Conference and Show in Charlotte, N.C.
Contact: 910-695-1333

23-26 PGA of America's 2003 Merchandise Show in Orlando, Fla.
Contact: 800-840-9378

FEBRUARY . . .

3-7 Club Managers Association of America's 76th Annual World Conference and 26th Exhibition in Miami, Fla.
Contact: 703-739-9500

Information on the GCSAA and NCGCOA shows can be found on page 13.

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.

The publisher assumes no responsibility for unsolicited material or prices quoted in the newspaper. Contributors are responsible for proper release of proprietary classified information. Copyright ©2003 by United Publications Inc. All rights reserved. Reproduction, in whole and in part, without the written permission from the publisher is expressly prohibited.

Reprints may be obtained from PARS International at 212-221-9595 or by email at jeclipse@parsintl.com. Back issues, when available, cost \$7 each within the past 12 months, \$12 each prior to the past 12 months. Back issue orders must be paid in advance either by check or charged to American Express, Visa or MasterCard.

Golf Course News is distributed in the U.S. without charge to qualified personnel of golf course facilities and to golf course builders, developers and architects. Non-qualified subscriptions to the U.S. and Canada cost \$65. All foreign subscriptions cost \$150 annually to cover air delivery. All payments must be made in U.S. funds drawn on a U.S. bank. For subscriber services, please call 215-788-7112. Send address changes to *Golf Course News*, P.O. Box 3047, Langhorne, PA 19047-3047.

GOLF COURSE CLASSIFIEDS

To reserve space in this section, call Anne Washburn
207-846-0600, ext. 230

SERVICES

Glorso Murray Surveys, LLC
GPS (Global Positioning Services)
Survey grade accuracy - horiz & vertical
GOLF COURSE MAPPING, Phone: 303-755-8300, e-mail: dglorso@juno.com

www.GreenIndustryYellowPages.com
Find it. Be found. Independent Sales reps! Looking for a new line? Go to www.giyp.com/newline. Sell to your existing customers!

Breaking news as it happens –
The Golf Course NewsWire
online at
www.golfcoursenews.com
email: info@golfcoursenews.com
to subscribe.

HOW TO ORDER A CLASSIFIED AD

RATES: \$90 per column inch (25-35 words, including a bold headline). Each additional 1/4 inch is \$30. If ordering a blind box, please indicate and include an extra \$20. All line ads must be prepaid. All rates are per insertion. A minimum 2x insertion is required. For more information, call Anne Washburn at 207-846-0600, ext. 230. To place your classified ad, mail this form with enclosed payment to:
Golf Course News,
Attn: Anne Washburn
106 Lafayette Street, PO Box 997,
Yarmouth, ME 04096
or fax to: 207-846-0657

Your Name _____

Company Name _____

Address _____

City/State/Zip _____

Daytime Phone _____

Fax _____

Email _____

Blind Box

Payment enclosed, or

Charge to my credit card

Visa/MC

Exp. date _____

Am Ex

Exp. date _____

Signature _____

GOLF COU



BUNKER RAKES DRIVING YOU CRAZY?

Introducing the
UNDERGROUND RAKE CADDIE™
The newest, most innovative way to store and retrieve your bunker rakes.

- Clean Design
- Conveniently POPS UP
- Easy Access
- Long Lasting
- Durability
- Cost Saving

YOU HAVEN'T SEEN THIS BEFORE

For additional information, visit our website at www.rakecaddie.com or call us at (801) 944-3794.

Patent #'s 4,934,550; 6,405,891

Need an Economical, High Quality Sand Trap Rake?

Take a Closer Look at

SmoothMark™

• 48 inch Wood Handle

• Long & Short Tines

• 24 month Head Guarantee

ONLY \$36.00/doz.

(Regular \$76.80/doz.)

DISTR./REPS NEEDED IN SOME AREAS

MARKERS, INC.

Order Today!

1-800-969-5920

Fax: (440) 933-7839

TURBO TURF
HYDRO SEEDING SYSTEMS

PRICES START @ \$1295.00

For a FREE hydro seeding info pack & video call:

TURBO TECHNOLOGIES, INC.
1500 FIRST AVE., BEAVER FALLS, PA 15010
1-800-822-3437 www.turboturf.com



Innovative
PEDESTRIAN BRIDGE
Solutions



800-328-2047 ♦ Fax: 320-852-7067 ♦ www.continentalbridge.com

From an exclusive Caribbean resort to the Great Lakes, Quail Valley cultivates the right sports turf for your project.

Quail Valley certified grasses are available in stolens, pads, big rolls, washed sod, and washed stolens. We offer sprig planting, hydro-mulching, hydro-seeding and sod installation. We export washed sod and washed stolens.

Tee to the Green – Certified Sportsturf

Featuring: Meyer Z-52 Zoysia, Cavalier Zoysia, EL Toro Zoysia, Tifton 419 Bermuda (Tifway), Tifdwarf Bermuda, TifSport Bermuda and Midlawn Bermuda.



800-666-0007 quailvalley.com

barefoot walkin' thick



The Liner Company

1-800-OK-LINER
www.geomembrane.com

...protecting water resources for future generations

No Drain, No Game!

Don't let wet turf bog you down.

Contact WaterWick.

888-287-1644

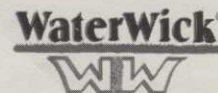
www.waterwick.com

Dealer Inquiries welcome.

WaterWick's patented gravel-vein injection system creates a permanent answer to chronic wet turf problems.

- Improves drainage and aeration
- Fundamentally non-invasive – treated turf is immediately ready for play
- Proven in golf course, sports turf and landscape applications

Low-compaction WaterWick unit is ideal for golf greens and other fine turf. Or choose our innovative 3-point hitch system for your tractor – it injects WaterWick drainage, trenches, pulls pipe, lays wire and more.



WatchDog Weather Stations

Your Resource For:

- ✓ Weather Conditions Specific to Your Course
- ✓ Efficient Irrigation Scheduling
- ✓ Effective Pest Management
- ✓ Optimum Turf Quality

Starting At \$795

Spectrum

www.specmeters.com
Toll-Free 800-248-8873

(wireless model 900 ET shown)

GOLF CART STORAGE FACILITIES

Engineered Relocatable Stressed Membrane Structure Technology

SPRUNG INSTANT STRUCTURES, INC.
www.sprung.com
North American Toll Free 1-800-528-9899

11-Foot Wide Rotary Mower

Jacobsen® HR-9510 mows up to 59 acres a day making it ideal for golf courses, parks, sports fields, airports and municipalities. Raise 1 or 2 decks for close trimming or lower all 3 for production mowing. Wing decks raise to perpendicular for narrow 61-inch transport and storage width.

For more information or dealer nearest you call 1-888-922-TURF (8873) or visit our website at www.jacobsen.com

JACOBSEN

A Textron Company

©2002 Textron Golf, Turf & Specialty Products

PRECISION

Your Golf Course Supermarket

PrecisionGrow™

is a high tech grow light system that allows you to produce artificial sunlight needed to grow or rejuvenate turf in weak or shaded areas.

www.precisionusa.com
Toll-Free: 800-345-1960

POND & LAKE LINERS

AquaWeve, HDPE
PondGard 45 mil Rubber, GeoTextiles

Full Installation, 20 Year Warranty
Excellent Customer Service

YUNKER PLASTICS, INC.
800-236-3328 • www.yunkerplastics.com

VARIABLE SPEED AUTOMATIC DIESEL PUMPING STATION

ITS now manufactures a fully automated diesel pump station designed exclusively for golf course irrigation. When three-phase power is unavailable or impractical, the ITS pump becomes an attractive alternative. Available in diesel or natural gas configuration with flows up to 800 gpm.

IRRIGATION TECHNICAL SERVICES, INC.

518 Wallace Road, Wexford, PA 15090
724-935-2339 Fax: 724-935-8233

WINTER CONFERENCES

Three professional tracks
Pesticide update credits
Daily registrations available

More Info:
814-355-8010
E-mail-ptcinfo@paturf.org

Pennsylvania Turfgrass Council

JANUARY 7-9, 2003
Eastern PA Turf Conference & Trade Show—King of Prussia

JANUARY 30, 2003
Northeastern PA Turf School & Trade Show—Wilkes-Barre

FEBRUARY 25-27, 2003
Western PA Turf Conference & Trade Show—Pittsburgh

- Pedestrian and Vehicular Bridges
- Shelters • Gazebos • Amphitheatres
- Standard and Custom Designs

Design and Engineering Support Available

Over Sixty Years of Manufacturing
Quality Wood Structures

ENWOOD STRUCTURES
MANUFACTURER OF ENGINEERED WOOD PRODUCTS
Morrisville, NC • 800.777.8648
www.enwood.com

HARCO DUCTILE IRON FITTINGS FOR GOLF COURSE IRRIGATION SYSTEMS

Sizes 2" through 18", all configurations including "knock-on" repair couplings. High strength, high corrosion resistance.

HARCO Fittings
P.O. Box 10335
Lynchburg, Virginia 24506
434-845-7094 Fax 434-845-8562
www.harcofittings.com

Send your advertising message to over 24,000 subscribers for a little more than a penny each.

Call Anne Washburn for details:
207.846.0600 x230

GOLF COURSE NEWS

PVUSA

puttervilleusa

Hardwood Putters Handmade in Maine

Designed & manufactured with modern performance technology
Find us on the web at www.pvusa.com
Or reach us at (207) 839-5300
business gifts • sales awards • tournament prizes

All-wheel-drive MicroTruk on the way for 2003



The new Micro Series features new styling and a 1300 cc, 16-valve SOHC powertrain.

The new Micro Series of vehicles features new styling that allows for maximum operator comfort while maintaining the size requirements necessary for customer applications.

New standard features include power steering, tinted glass, a 1300cc 16-valve SOHC emissions-compliant engine, and three-point ELR seatbelts and door side impact beams.

The vehicles feature a McPherson Strut suspension up front and a rigid axle with leaf springs in the rear. Steering is rack and

pinion and the four-wheel braking system is disc/drum. A new cathodic electro deposition paint process, along with galvanized steel bed construction provides excellent resistance to rust. Options include an AM/FM stereo cassette radio, air-conditioning, CD Player, alloy wheels and a trailer hitch.

An all-wheel-drive version of the MicroTruk will be introduced in early 2003, along with a fully automatic three-speed transmission.

For more information, contact: 407-343-0256 or www.microtruk.com.



TurfTracker helps eliminate overlapping and streaking.

TURFTRACKER UNVEILS FOAM MARKING SYSTEM

Richway Industries is ready with its TurfTracker foam marking system that is designed to eliminate overlapping or streaking when making fertilizer applications. The unit is designed to operate for nearly an hour between fills and uses water and low-cost dish-washing soap. Four models are available to work with walk-behind applicators as well as those powered by turf tractors. For more information, contact: 800-553-2404.

BASF rolls out Pendulum AquaCap formulation

BASF Professional Turf has introduced a new formulation of its Pendulum pre-emergent herbicide.

Pendulum AquaCap features a patented micro-encapsulation technology that delivers pendimethalin while offering enhanced application techniques and advanced performance. AquaCap has a higher concentration of active ingredient, presents no odor, has significantly less potential for staining and has improved storage stability under hot and cold conditions.

For more information, contact: 800-545-9525.

Bark Blower eases mulching



The unit can apply 15 to 30 cubic yards of material per hour.

The FINN Bark Blower aim-and-shoot spreaders take the work out of transporting and installing bulk materials. The pneumatic spreaders come in four models with hoppers sizes of 1.5 (BB-302), 4.5 (BB-906/918), 8.2 (BB-605), or 36 (BB-1240) cubic yards.

They can handle wood mulches, compost, dirt and other bulk materials. The material can be loaded into the hopper manually or directly from bucket loaders. A drag-chain conveyor moves material into a rotary airlock and is blown through a four inch diameter hose from 150 feet to more than 300 feet, depending on the model. More than 15 cubic yards of material can be applied per hour with the BB-302 and more than 30 cubic yards can be applied per hour by the BB-908/16 and BB-605. For more information, contact 513-874-2818.

The Sand Boss makes filling divots a snap



Taylor Pritchard Inc.'s Sand Boss

Taylor Pritchard Inc. has rolled out its new Sand Boss divot-filling device. Using this patented equipment virtually eliminates lower-back fatigue while allowing the controlled, efficient dispensing of divot-fill material. The unit does away with the lifting, carrying and bending associated with the divot-filling process. More than four times faster than the bucket-and-cup method, it takes approximately five minutes to fill 100 divots with the Sand Boss. The aluminum and stainless steel unit features a manually operated valve for the control of dispensed material and a leveling bar to smooth off the filled divot.

For more information, contact: 877-263-2677 (87-SandBoss).

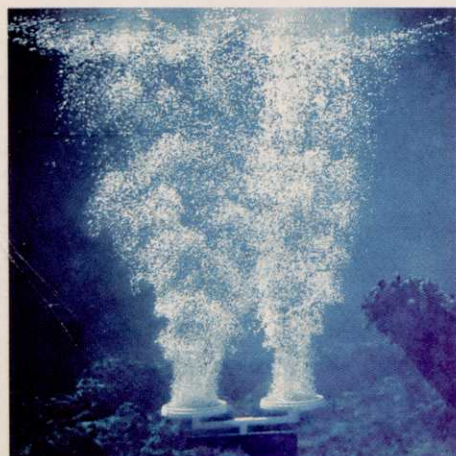


The Goossen Chipper Shredder line

Harper Industries ready with improved Goossen Chipper Shredder

Harper Industries has improved its Goossen Chipper Shredder product line. Available in towable gas engine or PTO drive models, each features double-wall, 10-gallon steel drum housing and will accept up to five-inch diameter limbs and branches.

The chipping rotor is 18 inches wide and is made of three-quarter inch machined steel and weighs 115 pounds. Hopper cover on shredder restricts material kick-back for maximum safety. For more information, contact: 800-835-1042.



The AquaAir diffused air aeration system in action.

AquaMaster's AquaAir system aerifies

AquaMaster's new AquaAir diffused air aeration systems provide any aquatic environment superior aeration, circulation and de-stratification, without disturbing the natural, aquatic landscape.

Sizes range one to six state-of-the-art dual self-cleaning membrane diffusers. These diffusers employ a super fine micro-bubble technology, resulting in outstanding oxygen transfer rates. For more information, contact: 800-693-3144

NATIONAL GOLF ROUNDS PLAYED*

REGION	OCTOBER	Y.T.D.
NEW ENGLAND (ME, NH, VT, MA, RI, CT)	-12.2%	-4.0%
MIDDLE ATLANTIC (NY, NJ, PA)	-15.0%	-2.3%
EAST NORTH CENTRAL (MI, OH, IN, IL, WI)	0.0%	-4.3%
WEST NORTH CENTRAL (MN, IA, MO, KS, NE, SD, ND)	-23.1%	-7.1%
SOUTH ATLANTIC (DE, WV, VA, MD, NC, SC, GA, FL)	-3.0%	0.0%
EAST SOUTH CENTRAL (KY, TN, AL, MS)	-8.8%	-3.3%
WEST SOUTH CENTRAL (AR, LA, OK, TX)	-18.5%	-1.3%
MOUNTAIN (MT, ID, WY, CO, NM, AZ, UT, NV)	2.9%	-2.0%
PACIFIC (WA, OR, CA, AK, HI)	5.4%	0.7%

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

Source: Golf Datatech

Golf Course News STOCK REPORT (12/16)

Company(Symbol)	Price	Change(%) 11/1	52-wk range
Aventis (AVE)	53.69	-9.3	48.00 - 74.21
BASF (BF)	39.57	6.8	31.84 - 46.85
Bayer AG (BAY)	23.15	23.4	16.77 - 36.00
Central Garden and Pet (CENT)	18.73	-6.3	6.60 - 20.90
Deere & Co. (DE)	46.63	0.5	37.50 - 51.60
Dow Chemical Co.(DOW)	30.36	16.8	23.66 - 37.00
Golf Trust of America (GTA)	1.30	3.2	0.88 - 6.59
Ingersoll-Rand (IR)	42.63	9.3	29.69 - 54.40
Lesco Inc. (LSCO)	13.65	22.4	6.10 - 14.10
Monsanto Co. (MON)	19.35	17.1	13.2 - 36.35
National Golf Properties (TEE)	11.61	3.3	4.30 - 12.43
Syngenta AG (SYT)	11.18	-5.3	9.80 - 13.20
Textron Inc. (TXT)	41.82	2.0	32.20 - 53.60
Toll Brothers (TOL)	20.75	1.3	17.76 - 31.80
Toro Co. (TTC)	66.33	3.9	43.22 - 68.30

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

	NEW	ADDITIONS	TOTAL
PROPOSED	379 (-7)	70 (+4)	449 (-3)
IN PLANNING	370 (-9)	66 (NC)	436 (-9)
UNDER CONSTRUCTION	348 (NC)	169 (-8)	517 (-8)
COMPLETED	191 (+7)	102 (+7)	293 (+14)

Source: National Golf Foundation

Renovation numbers

The National Golf Foundation's monthly Golf Project Report numbers do not include courses classified as reconstructions or renovations. Currently, there are 44 renovated/reconstructed courses are under construction and 43 renovated/reconstructed courses have opened since April 2002.

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

Information Center

- By Phone
- By Fax
- By Email

RECEIVE INFORMATION DIRECTLY FROM ADVERTISERS IN THIS ISSUE!

Advertiser	Page	Phone	Fax	Email/Website
BASF	2	800-545-9525	919-547-2410	www.turfacts.com
BioSafe Systems	5	888-273-3088	888-273-3388	www.biuosafesystems.com
Chestnut Identity Apparel	12	831-336-8977	831-336-8977	—
Continental Bridge	20	800-328-2047	320-852-7067	www.continentalbridge.com / conbridg@continentalbridge.com
Environmental Protection, Inc.	21	800-OK-LINER	616-587-8020	www.geomembrane.com
Enwood Structures	21	800-777-8648	919-469-2536	www.enwood.com / mikee@enwood.com
Golf Course News Reprints	7	212-221-9595	212-221-9195	jeclipse@parsintl.com
Harrington/Harco Corporation	21	434-845-7094	434-845-8562	www.harcofittings.com / sales@harcofittings.com
Irrigation Technical Services	21	724-935-2339	724-935-8233	—
Jacobsen TCSE	21	888-922-TURF	—	www.jacobsen.com
John Deere	11	919-850-0123	919-954-6343	www.deere.com
KALO, Inc.	15	913-491-9125	913-491-9146	www.kalo.com
Markers, Inc.	20	800-969-5920	440-933-7839	www.markersinc.com
PBI/Gordon Corporation	8	800-821-7925	—	www.pbigordon.com
Pennsylvania Turfgrass Council	21	814-355-8010	814-355-7240	www.paturf.org
Precision Small Engine	21	800-345-1960	954-973-8032	www.precisionusa.com / andym@precisionusa.com
Putterville	21	207-839-5300	207-767-6366	www.pvusa.com
Quail Valley Farms	21	800-666-0007	501-975-6286	www.quailvalley.com
Roots, Inc.	9	800-342-6173	816-254-1408	www.rootsinc.com
Spectrum Technologies, Inc.	21	800-436-4440	815-436-4460	www.specmeters.com
Sprung Instant Structures	21	800-528-9899	403-229-1980	www.sprung.com
Turbo Technologies	20	800-822-3437	724-846-3470	www.turboturf.com / sales@turboturf.com
Turf Feeding Systems	12	800-728-4504	713-849-9047	turffeed@aol.com
Underground Rake Caddie	20	801-944-3794	—	www.rakecaddie.com
ValleyCrest/Environmental Golf	24	818-737-2622	818-223-8142	www.valleycrest.com
WaterWick	21	888-287-1644	631-283-4897	www.waterwick.com
Yunker Plastics, Inc.	21	800-236-3328	262-743-1233	www.yunkerplastics.com

When requesting information, please mention Golf Course News 1/03.



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