

GOLF COURSE NEWS

THE BUSINESS NEWSPAPER FOR THE GOLF COURSE INDUSTRY

www.golfcoursenews.com

GCSAA Show Wrap-up ...13

INSIDE Builder of the Year Awards

Glase Golf and Quality Grassing & Services take home annual Golf Course News awards at Atlanta show 13

Big Brother is watching

Uplink and Club Car collaborate on IQLink, a GPS-based system that allows courses to set parameters for golf cars 18

COURSE MAINTENANCE 6

- Severe drought in Colorado could threaten 2003 season
- Competition for interns becoming more competitive
- Tools of the Trade at Isaacs' Spring Valley GC

DEVELOPMENT & RENOVATION 10

- Pelican Hill undergoing renovation to retain Fazio look
- Dark Horse owners learn from first golf experience
- Silva restores 1916 Seth Raynor course in Florida

COURSE MANAGEMENT 15

- NGF presents tools, loyalty awards at PGA Show
- Plotkin takes guesswork out of hiring and training
- Keyonix finds multi-course success with Ratcliffe Golf

SUPPLIER BUSINESS 18

- Bayer's Revolver aims to eliminate ryegrass, Poa
- Novozymes unveils EcoGuard at GCSAA show
- Two new Syngenta products await EPA approval

POINT

Jay Feldman of Beyond Pesticides and Stuart Z. Cohen of Environmental & Turf Services Inc. weigh the impacts of pesticides in golf

Page 4

COUNTERPOINT

Audubon Int'l thinking big

By ANDREW OVERBECK

HARTWELL, Ga. — On the heels of announcing its "Fifty in Five" initiative, Audubon International revealed yet another ambitious plan to expand its programs during its first-ever industry summit here at Catechee Golf Club Feb. 12. The initiative, titled the Sustainable Communities Campaign, will build on the group's environmental certification of golf courses.

The new plan will dramatically increase Audubon International's profile and will require more participation from the golf industry if it is to be successful.

"We have become known as 'that golf environmental group,'" said Audubon president Ron Dodson. "We want to think really big and promote the principles of sustainability."

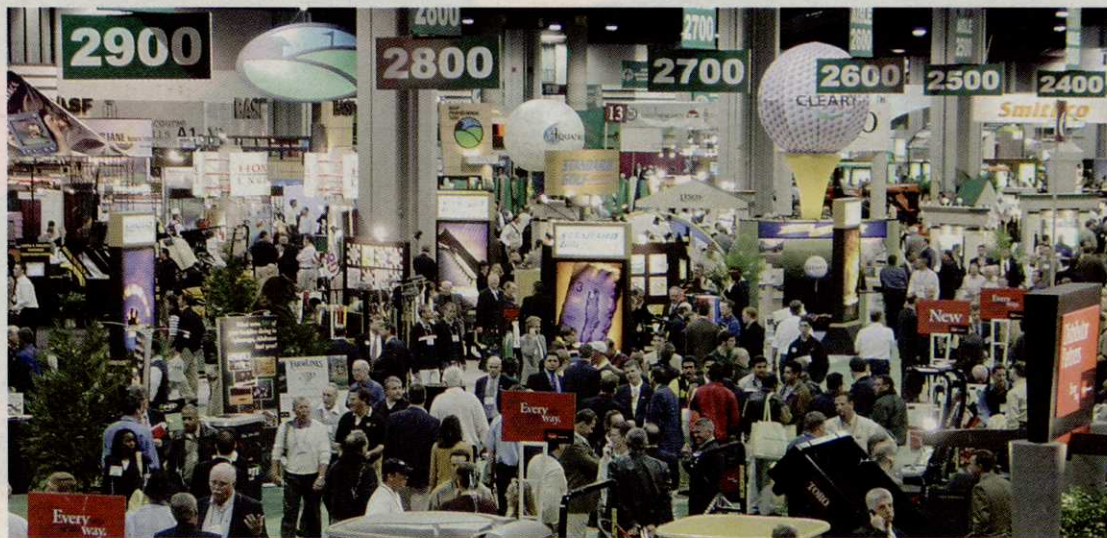
The goals of the sustainability-focused initiative will be to provide adequate supplies of clean water, to maintain and increase biological diversity and to create livable and equitable communities.

Audubon has divided the country into 18 level-one watersheds and will be launching programs in New York, North Carolina,

Continued on page 9

GCSAA: Bring on the buying team

Combined show to shorten chain between superintendent and ultimate decision-maker



By merging their shows, the GCSAA and NGCOA hope to attract a larger percentage of qualified buyers beginning in 2005.

By DEREK RICE

ATLANTA — Recognizing the importance of the buying team in purchasing decisions, the Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Owners Association (NGCOA) have joined forces to put on the first Golf Industry Show, scheduled for Feb. 11-13, 2005 in Orlando, Fla.

The merger comes at a critical time for the GCSAA show, which has seen a decline in overall attendance. This year, 18,164

people attended the show, approximately 2,500 less than last year in Orlando (20,613), 2,700 less than in Dallas (20,927) and 3,500 less than 2000 in New Orleans (21,686). The 1999 show in Orlando set the high-water mark at 22,623.

GCSAA CEO Steve Mona said the number of qualified buyers (6,045) essentially equaled last year's mark in Orlando. Education seminar attendance reached 6,295, down from the 6,921 chairs filled in Orlando.

One of the main drivers behind

the merger, which the two organizations have talked about for three or four years, was the need to deliver more of those qualified buyers to the show floor, said

Continued on page 22

VGM Club signs Yamaha

By DEREK RICE

WATERLOO, Iowa — Golf buying alliance VGM Club has signed an agreement with Yamaha Golf Car to give its members access to discounts on Yamaha cars.

D. Jay Ellis, president of VGM Club, said the agreement came about mostly because of the efficiencies Yamaha has built into its new manufacturing facility in Newnan, Ga.

"We're excited about our relationship with Yamaha and the warranty schedule they use on their golf cars. They're doing some exciting things with their cars, and their plant is phenomenal," Ellis said.

The agreement is non-exclusive, Ellis said, meaning VGM could conceivably

Continued on page 16

Debate over Roundup Ready bent rages on

By ANDREW OVERBECK

ATLANTA — Scotts and Monsanto are moving ahead with the development of Roundup Ready creeping bentgrass despite several recent challenges.

Bill Rose, president of HybriGene, Turf-Seed and Tee-2-Green, announced at the GCSAA Conference and Show in Atlanta that his researchers had officially produced a male-sterile bentgrass plant. Rose contends that this method reduces the risk of gene flow and contamination of tra-

ditional bentgrass varieties during the production process and that using any other method



Bill Rose said that pollen from the Roundup Ready production field could contaminate bentgrass grown nearby. The above photo shows pollen from a Tee-2-Green field.

also took a hit in mid-January when the New York Times reported that certain weeds in row crops were becoming resistant to the widely-used herbicide.

Also in January, the International Center for Technology Assessment (ICTA) filed a lawsuit against the United States Department of Agriculture to force them to include genetic grasses on its list of noxious weeds. If successful, the group could block the approval of any biotech Roundup Ready technology

Continued on page 20

Hiring decisions

Continued from page 15

“selection, selection, selection. Employee selection is so crucial that nothing else – not leadership, not team building, not training, not pay incentives, not total quality management – can overcome poor hiring decisions... The aim of selection (to find the best person for the job) may not have changed. But today’s consequences of making a bad hire can be severe.”

Key factors to help identify whether candidates will be successful at a job include: the ability or aptitude to do the work; attitude and motivation to utilize their talents to do the work; experience the job requires; education and training for the job; and most importantly, compatibility with the organization.

RESUMES AND EMPLOYMENT APPLICATIONS

The first thing many employers receive when a job is advertised is a resume or employment application. Resumes are time-consuming to filter through, but they can be effective first screens for candidates. Resumes should be compared against specific selection criteria to see if the candidate has the necessary education, training and experience. It is important to keep in mind, however, that 50 percent of resumes contain fabrications or exaggerations of pay, position and responsibilities.

TESTS

The most important step in developing a hiring process is to do the least expensive, most accurate step first. Most people think this is the interview, but very rarely do they take into account how much time and money is spent interviewing up to three people.

Results of a study done by Michigan State University’s School of Business revealed that tests were rated four times more accurate than interviews. In designing your hiring process, you must look at the various tests that are available to you, and select those which will measure the qualities you want the applicant to have, so you can compare them to your criteria and make an accurate hiring decision.

Tests are legal and they have been for many years. There are some exceptions. For example, in Rhode Island you cannot use an honesty test as the sole reason for rejecting an applicant; there must be other considerations. In Massachusetts, you cannot use an honesty test at all, but in the remainder of the states you can.

REFERENCES AND BACKGROUND CHECKS

Many background checks can be conducted. However, the primary purpose of a background check is to reduce your potential liability for negligent hiring lawsuits. It is important to note that background checks will not tell

you if an applicant is honest. Too often, companies have relied on credit checks to do this because of their insurance companies’ wishes. All you can tell from a credit check is that somebody has been paying their bills, but you can’t tell if they stole the money to do it.

Tests, background checks and reference checks must all be put into their proper contexts. They, along with the interview, are tools to give

you information. While none of those tools alone will provide you with all of the information you need, collectively they provide you with a piece of the candidate selection puzzle that will help you make a more accurate and informed hiring decision. ■

Harris M. (Hank) Plotkin is the founder of The Plotkin Group, a management consulting and training firm located in Carlsbad, Calif.

VGM Club, Yamaha

Continued from page 1

sign other car manufacturers.

Yamaha joins a stable of close to 160 vendors who have signed on with VGM, spanning golf course operations from the clubhouse and dining room to the maintenance facility. The company has experienced a great deal of growth in recent months, Ellis said.

“In just the last six months, we’ve gone to another level. Our membership has grown to over 3,000, and we have 150 to 160 manufacturers,” he said.

Ellis said VGM has recently added services such as agronomics consulting and financing for its members. In addition, the company could add several other maintenance-related manufacturers to its stable in the near future. ■

