

## Mountain Lake restored

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Seth Raynor's design, and we knew that Brian Silva was very qualified for this type of restoration," Blackwell said.

Silva advised the club not to oversee this fall, which would give the features time to grow in. While this left many of the greens looking brown for a while, superintendent Steve Ciardullo said he is impressed with the end result.

"The greens came out great, if not a little fast," Ciardullo said.

Many of the members, Blackwell said, are not so sure about the new number and shaping of the bunkers. Many were re-faced and re-sodded, so the course decided to make them out-of-play for the time being.

"A lot of our members are older, so they have a hard time climbing down into the bunkers," Blackwell said. "There is a low spot on each one, but instead of walking all the way around, some of them have come up with a way of getting their ball out using a wedge and a rake."

Among the other Raynor features Silva restored were signature holes, such as Eden, which was inspired by the 11th hole at St. Andrews, and Biarritz, a tribute to the chasm hole at the original Willie Dunn course in Biarritz, France. Versions of these holes, along with many others, can be found in each of Raynor's designs. The seventh hole at Mountain Lake is a tribute to the Road Hole at St. Andrews, with a bunker to the right of the green filling the role of one of the most famous stretches of pavement in golf.

Mountain Lake is a private club surrounded by a gated housing community that was founded 1915 and landscaped by Frederick Law Olmstead Jr. ■

## Golf Industry Show

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GCSAA past president Michael Wallace.

"We have a duty and an obligation if we're going to put on a show like this to deliver buyers to that arena," Wallace said. "We take that very seriously. We see this as one way of doing that because we see buyers and superintendents coming together and working

toward that common goal."

At the press conference to discuss the merger, some in attendance expressed

concern that this show would blur the lines between the two associations, but the NCGOA's Walt Lankau, who owns Stow Acres Country Club in Stow, Mass., dismissed those concerns.

"I have two people here, my superintendent and head of construction, and there's plenty of room for all three of us. I really enjoyed being with them. I haven't had the chance to do that in the past," Lankau said.

"They know what they want and I know what I want, so I don't think that's going to be an issue at all. When we have our combined conference, we're going to have separate educational stuff, but I'm hoping there will be some cross-pollination there as well. It's a huge win-win for everybody."

Wallace agreed and praised the potential the combined show will present.

"Realistically, the ability to bring owners to a show and be able to take them around the floor and be able to explain to them or show them what different options are open to them as far as equipment purchases, it's huge," Wallace said. "It enables them to come to a place where they can see what

options are available to them. I think it allows the superintendent to gain some credibility and it allows the owner to see that the super has done due diligence."

Because very few superintendents have free reign with a checkbook, Wallace said, the Golf Industry Show will enable owners to make more qualified purchases more quickly.

"Now you've shortened the chain in that decision-making process and hopefully the

decisions will be made quicker and the industry will have the ability to interact directly with the ultimate decision-

makers," he said. "As superintendents, yes, we make a lot of decisions on what piece of equipment we're going to recommend, what purchases we're going to suggest, but when it comes down to the ultimate decision-maker, it's usually going to be the owner. It's his pocketbook and he's the fellow who's writing the check. I think this is a very good partnership."

Newly elected GCSAA president Jon D. Maddern said his experience with bringing an owner to the GCSAA Show has been nothing but positive.

"Owners are able to see first-hand the things he's looking at, the things he may like or what he feels he needs. They can talk to the manufacturing reps to ask their questions and whatever else," Maddern said. "I did the same thing when I went to Elk Ridge. I brought them here to the show to purchase everything we needed for the golf course because I wasn't going to ask every company to bring it in and for the owner to make a decision. It was the best thing I ever did. I can't encourage members to do that enough because I have never seen a negative with it."

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—Michael Wallace

Maddern also said vendors would realize major benefits from having qualified buyers on hand at the combined show.

"It's what the vendors want. They want the people that are going to be making the decisions and making the purchases," he said.

Mona said there may be opportunities for even more associations to get involved with the show, which would add even more value.

Mona said he knew what the financial breakdown of the combined show would be, but declined to be specific.

"Both organizations have skin in this game," Mona said. "We have incentives to make these shows grow and become better shows as one." ■

## QUOTED

Barnes, Howard	Quality Grassing & Svcs.	13
Blackwell, Dorothy	Mountain Lake GC	22
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Dodson, Ron	Audubon International	1
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Fralick, Ed	Dark Horse GC	12
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Hawkins, Dan	The Ridge at Castle Pine	8
Hoffman, Roger	Desert Winds GC	13
Hurley, Brian	Monsanto	20
Isaacs, Richard	Spring Valley GC	7
Lankau, Walt	NCGOA	22
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Lyon, Dennis	City of Aurora, Colo.	8
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