

Bayer survey demonstrates importance of Internet to superintendents

MONTVALE, N.J. — According to a survey of superintendents conducted by Bayer Environmental Science, more than 90 percent of respondents believe the Internet and related online services have a moderate to high impact on the golf course industry.

Bayer ES conducted the survey at the Golf Course Superintendents Association of America's International Conference and Show held in Atlanta in February. The results were released in late March.

Most superintendents who responded to the survey use the Internet for gathering news and product and technical information, not to purchase products.

Clearly the Internet has become an essential tool for superintendents, as nearly all those surveyed use the Internet for

some facet of their jobs. Only one respondent claimed to never use the Internet. The rest of those surveyed said they use the Internet mainly to:

- Research product and technical information — 62 percent
- Read news — 37 percent
- Review employment oppor-

tunities — 31 percent

- Make purchases, both general and work-related — 21 percent
- Get updates on events — 21 percent
- Just curious — 17 percent
- Correspond through forums or chat rooms — 3 percent
- Don't use it — 1 percent

While a relatively small percentage said they currently make purchases online, 71 percent indicated they would do so in the future. Some of the reasons superintendents gave for not making online purchases were unfamiliarity with Internet purchasing and familiarity with local distribu-

tors and sales people.

Online functions superintendents would like to see in the future included golf-specific weather information, thorough MSDS and chemical information and forums or chat rooms specific to golf course management and maintenance.

First Tee revives Lakeland course

LAKELAND, Fla. — Former PGA Tour player Andy Bean has been named honorary chairman of The First Tee of Lakeland YMCA, which will be built on the site of a former par-3 course where Bean learned to play golf as a child.

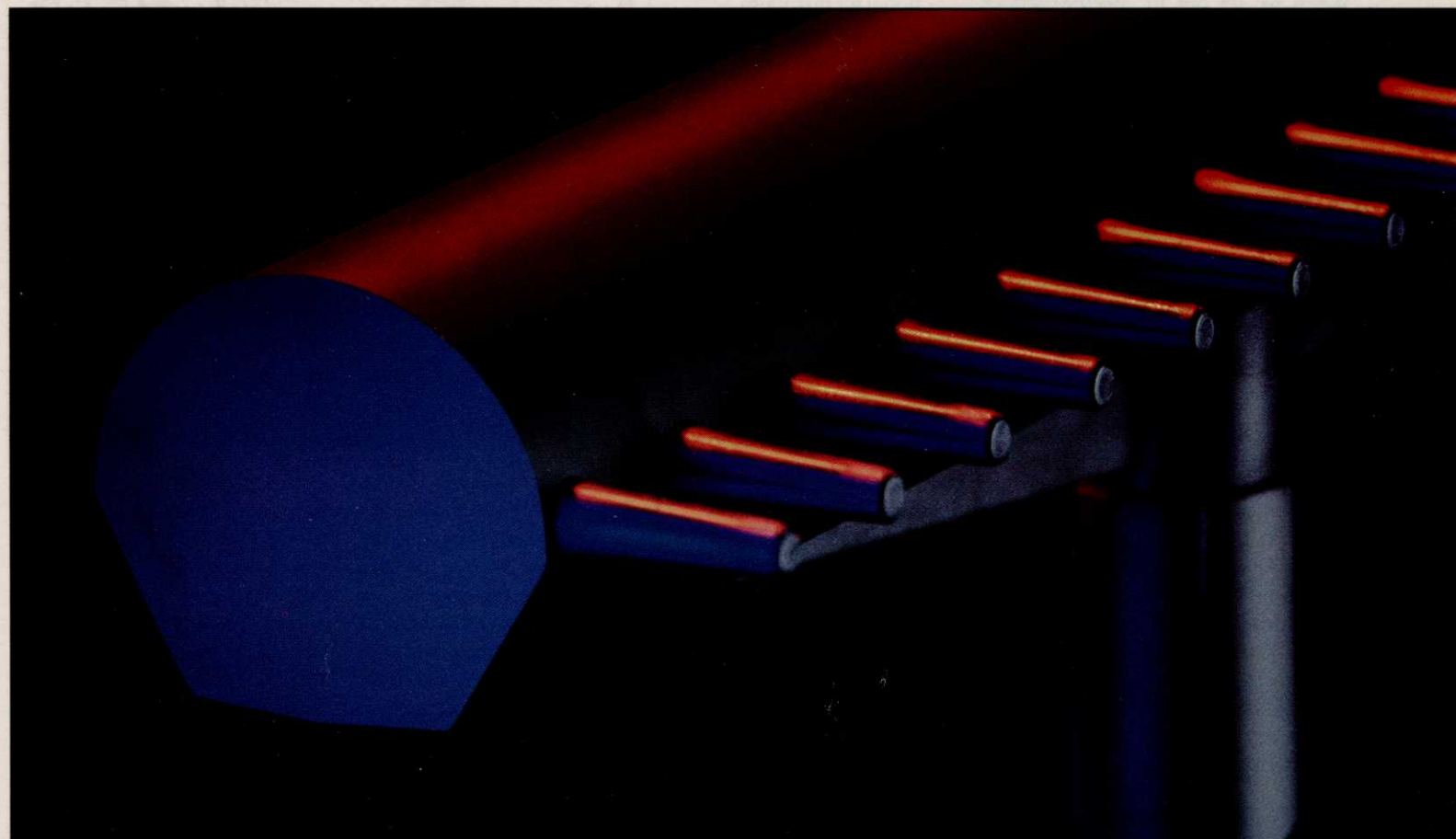
The course was built by Publix SuperMarket Inc. founder George Jenkins to give his employees a place to play golf. The 18-hole par-3 closed last June.

Former LPGA Tour player Sherrin Smyers spearheaded the effort to bring a First Tee program to Lakeland. Her husband, architect Steve Smyers, is donating his design services to the project.

Sherrin Smyers is joined on the advisory committee by LPGA players Rachel Teske, Wendy Doolan and Michelle Ellis. Retired Florida Southern College golf coach Charley Matlock is also involved in the project.

Members of the community have pooled their efforts to make the First Tee facility a reality. Publix SuperMarkets is in the final stages of drafting a lease that will make the 25-acre parcel of land available for \$1 a year for three five-year leases. City-owned Lakeland Electric Co. installed \$125,000 worth of lights for the facility's driving range and also donated \$50,000 annually toward maintenance for the first five years.

Construction is expected to begin in the fall, with the facility opening in summer 2004.



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