

Industry News

EPA forms GreenScapes Alliance

The Environmental Protection Agency (EPA) has launched the GreenScapes Alliance in an effort to broaden and enhance waste reduction efforts nationwide. The goal of the alliance is to combine industry and government initiatives into a unified program geared toward reduction, reuse and recycling of waste materials in large land-use applications. These land-use activities include four million miles of roadside landscaping, brownfields land revitalization and the beautification and maintenance of office complexes, golf courses and parks.

The alliance is just one component of the EPA's Resource Conservation Challenge, which identifies innovative, flexible and protective ways to conserve natural resources and energy.

More than 100,000 businesses, including 73,000 landscape contractors and 16,000 golf facilities, are involved in these land-use activities and are potential alliance participants. To learn more, or for information on how to be a participant in the GreenScapes Alliance, visit www.epa.gov/epaoswer/non-hw/green.

Turfgrass council raises money for Penn State

Two golf tournaments were held simultaneously in the Eastern and Western regions of Pennsylvania last October to



The Western Pennsylvania Turfgrass winning foursome are (left to right): Jeff Rivard, John Vanderborght, Terry Teasdale and David Bloom.

raise money for the turfgrass program at Penn State University. Sponsored by the Pennsylvania Turfgrass Council, the events included participants from more than 40 companies and golf clubs and had broad support from the turf industry.

The 29th Annual Western Pennsylvania Turfgrass Tournament was held in Pittsburgh, Pa., at the Pittsburgh Field Club. The 27th Annual Joseph Valentine Memorial Tournament took place the same day at Bent Creek Country Club in Lititz, Pa. Together, the tournaments raised \$15,200 for Penn State.

Numerous companies and industry associations supported the tournaments as tee sponsors. Sponsors included, Blue Ridge Peat Farms, the Golf Association of Philadelphia, the Greater Pittsburgh Golf Course Superintendents Association, Lebanon Turf Products, Simplot Partners and Syngenta Professional Products.

Web site facilitates public comment on Roundup Ready bentgrass

Roundup Ready bentgrass is currently being reviewed by the Animal and Plant Health Inspection Service (APHIS) of the United States Department of Agriculture and is awaiting clearance for sale and distribution in the United States. As part of the review process, APHIS is accepting public comment on the product until March 4, 2004.

The Scotts Co., Monsanto and their partners developed the new bentgrass by inserting a single gene characteristic that provides tolerance to the active ingredient in Roundup PRO herbicide. Field research demonstrates that this technology can give golf course superintendents a simple, effective control method for *Poa annua*, *Poa trivialis* and a number of other troublesome weeds on greens and fairways. The new system takes advantage of the environmental characteristics of the active ingredient in Roundup PRO, which rapidly inactivates in soil because it tightly binds to soil particles, and over time degrades into naturally occurring compounds by microbes in the soil.

To facilitate public comment, a new section of the Scotts Seed Web site has been designed to allow submission of comments directly to APHIS. The Scotts Co.'s Roundup Ready bentgrass site is located at www.scottsproseed.com, and Roundup

Ready bentgrass information is located at www.scottsproseed.com/products/turf.cfm.

The new addition to the Scotts Seed Web site also includes background on the concept of Roundup Ready bentgrass, technical issues surrounding it, answers to frequently asked questions, research results, and approval process information. In addition to helping the public become educated about the product, the site will facilitate public discussion.

"We are very pleased with the progress of our submission to APHIS to deregulate the new bentgrass," said Wayne Horman, director of seed sales and marketing, The Scotts Co. "The new section of scottsproseed.com will not only help people become completely informed about this new turf variety, but it will allow them to participate in the process."

Association News

GCSAA names four government relations award winners

The Golf Course Superintendents Association of America (GCSAA) will recognize four members with the 2004 Excellence in Government Relations Awards during the GCSAA Conference & Show in February.

"Golf course superintendents are committed to working with the appropriate legislators and regulators to ensure golf's compatibility with the environment," says GCSAA President Jon D. Maddern, CGCS. "We congratulate these winners for their efforts and dedication."

Mark Esoda, CGCS, Atlanta Country Club, Atlanta, Ga., will receive an advocacy award for his work to ensure that the golf industry was represented during the formulation of a state water plan in Georgia.

Also receiving an advocacy award is James Husting, CGCS, Woodbridge Golf & Country Club, Woodbridge, Calif., who has created a government relations network, allowing for quick communication between industry members and legislators on golf-related issues.

Francis J. O'Neill, III, CGCS, formerly of Wild Quail Golf & Country Club, Wyoming, Del., will be honored with a compliance award for his efforts in bring-

ing Delaware superintendents into compliance with the state's nutrient management law.

Peter Pierson, recently retired superintendent from Pequabuck Golf Club, Cromwell, Conn., also will receive a compliance award for assisting the Connecticut Department of Environment Protection in helping golf courses comply with state water use requirements.

GCSAA awards three distinguished service awards

The Golf Course Superintendents Association of America (GCSAA) will honor three members with Distinguished Service Awards during the GCSAA Conference & Show in February.

"GCSAA succeeds because of the dedication and hard work of its members, educators and industry supporters," says GCSAA President Jon D. Maddern, CGCS. "These gentlemen's contributions to the game of golf and to the advancement of the golf course superintendent profession certainly merit this recognition."

Former executive director and past president of the Michigan Turfgrass Foundation, Gordon LaFontaine, was chosen as a recipient for his more than 30 years of dedication to the industry and efforts to unify turfgrass organizations, GCSAA chapters and state agencies across the country.

Danny H. Quast, CGCS, retired golf course superintendent and former president of the Miami Valley Golf Course Superintendents Association will be recognized for his dedication to career development for the superintendent profession through mentoring individuals in the industry and serving on numerous industry committees.

Gordon C. Witteveen, author, historian and former golf course superintendent will be recognized for his advocacy for golf course superintendents across Canada and the United States for more than 40 years. Witteveen has written four books concerning turfgrass and the superintendent profession and also has offered education through seminars and conferences.



Golf 20/20, The First Tee commission minority interest report

Golf 20/20 and The First Tee commissioned a minority participation report conducted by the National Golf Foundation. Because minority groups are important to growing the game of golf, the study aims to identify these groups' interests in the game and will establish baselines to measure future growth and the impact of programs like The First Tee, the National School Golf Program, Play Golf America and Link Up 2 Golf.

According to the study:

- Interest in golf among minorities is high — as many as 14 million people among Asian, Hispanic and African-American populations are interested in the game.

- Percentage-wise, Asians have the highest rate of interest (24 percent), followed by African-Americans (20 percent) and Hispanics (15 percent).

- Minority golf participants tend to be younger, so junior programs should prove successful among minorities.

- The proportion of African-American and Asian-American female golf participants is above average, suggesting that they are good targets for growth.

The full text of "Minority Golf Participation in the U.S." is available free of charge at www.golf2020.com.

(For more information about The First Tee, see "Making a Difference" on page 72.)

EIFG begins strategic planning

The Environmental Institute for Golf recently held its initial strategic planning session. The session begins the collaborative work between environmental and golf organization representatives to develop a roadmap for the organization and identify areas that need attention in the industry. Water management was unanimously recommended as the most critical area of concern, along with integrated plant management, site design, wildlife/habitat management, construction and energy and waste management.

Supplier News

John Deere launches Golf & Turf One Source

February 2004 marks the launch of John Deere's full-service platform designed to meet a wide variety of needs for golf course superintendents in North America. The new division, John Deere Golf & Turf One Source includes mowing and maintenance equipment, irrigation and landscaping supplies, credit, parts and service to end users.

"One Source enables John Deere to offer customized service during every step of golf course development and maintenance," explained Greg Breningmeyer, director of sales and marketing, John Deere Golf & Turf One Source.

Breningmeyer notes that the new format will now allow golf course owners, managers and superintendents to benefit from John Deere's experience in the golf market during the conception and construction phases of development in addition to maintenance benefits after course completion.

JOHN DEERE GOLF & TURF ONE SOURCE

"Our customers understand that we're committed to their success every step along the way — not just when it's time to buy some equipment," he comments. "This program saves them time and allows them to build strong relationships with a trusted brand."

Offering a single source for all customer service needs allows John Deere to leverage high-volume buying power and provide competitive pricing for its customers. With product partners that include Advanced Microbial Solutions, Aquamaster, Howard Fertilizer, Hunter Irrigation, John Deere Landscapes, Nuro, Profile Products, Spring Valley and Turf-Seed, One Source customers benefit from fewer vendor contacts, which boosts efficiency and increases bottom lines.

"Golf & Turf One Source is also a single source for customer service," Breningmeyer says. "We have a team of strong supplier experts, distributors and John Deere staff who will offer the full support that golf course superintendents need and expect."

DuPont purchases Griffin LLC

DuPont has acquired Griffin Corp.'s interest in Griffin LLC, thereby becoming the sole owner. Financial terms were not disclosed. This purchase will enable DuPont Crop Protection to provide its customers with a broader product portfolio in key segments, including cotton, fruit, vegetable and professional products. Griffin LLC's product line will complement the existing crop protection business. Griffin LLC, formed in 1998, has five manufacturing sites in North and South America.

"Purchasing Griffin Corp.'s equity interest in Griffin LLC will provide opportunities for profitable top line growth," says James C. Borel, president, DuPont Crop Protection. "This action is consistent with our objective to grow our specialty markets business globally, and these additions to our portfolio will help us serve customers better."

Syngenta and EIFG partner for e-Learning

Syngenta Professional Products is partnering with The Environmental Institute for Golf to fund an expansion of the Golf Course Superintendents Association of America (GCSAA) e-Learning online education program. Beginning in spring 2004, GCSAA's e-Learning program will include a Webcast "Lunch & Learn" series consisting of a 90-minute presentation held the second Thursday of each month at noon, CST. After pre-registering, members can log onto the Internet and participate in the live event taught by experienced GCSAA seminar faculty. Attendees will be able to respond to online polls and surveys, ask questions of the instructor and use the Internet as a resource in the virtual classroom.

"The partnership between Syngenta and the e-Learning initiative of the Environmental Institute for Golf is very much in tune with our ongoing stewardship activities and commitment to delivering up-to-date technical knowledge and education to golf course professionals," says Joe DiPaola, golf market manager for Syngenta. "The e-Learning endeavor is a natural fit with the Syngenta online technology platform. We appreciate the opportunity to work with the

GCSAA and the Environmental Institute for Golf in bringing this exciting opportunity to golf course superintendents."

Affordable and accessible education for superintendents continues to be one of our key goals," says GCSAA CEO Steve Mona, CAE. "We're pleased that Syngenta and The Institute are helping us to acquire new technology to help make this possible."

Bayer awards five GCSAA show grants

Bayer Environmental Science has picked up the tab for five lucky golf course superintendents to attend the Golf Course Superintendents Association of America (GCSAA) Conference & Show.

The five winners, selected at random from a pool of over 400 applicants are:

- Patrick Reilly, Juniper Golf Course, Redmond, Ore.
- Brent Vermeer, Meadows Country Club, Merville, Iowa.
- Wilfred Williams, Spring Hollow Golf Course, Spring City, Pa.
- Jamie Pavlas, CGCS, Paul Harney Golf Club, East Falmouth, Mass.
- Larry Olson, Penticton Golf & Country Club, Penticton, British Columbia, Canada

Only head superintendents who had not attended a GCSAA show in the previous two years were eligible to apply. Winners receive airfare, six nights hotel accommodation, full conference registration, two educational seminars, two tickets to the GCSAA Dinner Show and \$200 spending money.

"The grant is part of Bayer's commitment to furthering the opportunities available to golf course superintendents," says Brian Gooch, programs manager for Bayer Environmental Science. "We believe the GCSAA Conference & Show is the best way to enhance professional development for this industry."

Deere begins Web-based ethics training

Deere & Co., has signed an agreement with Integrity Interactive Corp., to roll out Integrity Interactive's ethics and compliance training courses as part of Deere's enterprise-wide compliance and ethics program. The comprehensive program will

assist Deere in its continuing efforts to raise employee awareness of important ethical and legal issues in the workplace. Integrity Interactive's Web-based training courses will allow Deere to more easily reach its employees for training on business conduct guidelines.

Tee-2-Green sponsors golf tournament



Photo: Tee-2-Green

Tee-2-Green was among the sponsor's of the annual Musser/Whitworth Memorial Golf Tournament held in October 2003 at the Arrowhead Golf Club in Molalla, Ore. The tournament helps contribute money to a scholarship fund to benefit turfgrass research graduate students' studies. This year's tournament raised \$9,270, 75 percent of which will go to the Musser Foundation. The remaining 25 percent will go to the Norm Whitworth Memorial Scholarship fund. The tournament has raised more than \$700,000 since its inception 28 years ago. The tournament is co-named for professor H.B. Musser who helped develop Penncross, the first Penn bentgrass variety marketed by Tee-2-Green, in 1955. Norm Whitworth was a supplier of turfgrass products in the Northwest for over 30 years and is a recent inductee into the Oregon Golf Course Superintendents Association Hall of Fame.

Redexim Charterhouse adds two area distributors

Redexim Charterhouse recently announced the addition of two area distributors that will carry the company's full line of professional turf equipment. The two new distributors are Simpson Norton

Corp., located in Goodyear, Ariz., with branches in New Mexico and Nevada; and Turf professionals Equipment Co., based in Hazelwood, Mo., with five branches throughout Illinois, Kansas and Missouri.

Aquatrols announces scholarship essay contest

Aquatrols is sending out a call for papers for its first Aquatrols Scholarship Essay Contest. The essay competition is open to children of turf management professionals who will be attending an accredited college or university during the 2004-2005 academic year. Entrants will compete for a grand prize of \$2,000 and two runner-up prizes of \$1,000 each. Full instructions, rules and eligibility requirements are available on the Aquatrols Web site, www.aquatrols.com. The deadline for submissions is March 1, 2004.

New Riverside Ochre creates golf division

New Riverside Ochre announced the creation of a new division, Riverside Path Solutions. Beginning in 2004, Riverside Path Solutions will be responsible for all golf-related sales, including marketing of natural pigments used in concrete golf cart paths. "We are excited to create a new venture to specifically handle our golf industry products," says Mark Bridges, vice president of sales, New Riverside Ochre, Cartersville, Ga. "Having a product line and sales effort dedicated to this industry will enable us to better meet the needs of our golf clients."

Avendra creates new golf offering

Avendra LLC has completed a group of golf contracting deals that includes nearly 60 golf suppliers representing over \$65 million in annual purchases. The golf offering now comprises suppliers for golf course needs ranging from pro shop apparel and clubs to grounds and landscaping needs, fertilizer and maintenance equipment.

"In the past year, Avendra doubled its

base of golf customers," comments George Pfeiffer, vice president of golf services procurement. "I think our customers can see that we have broadened our offering of quality suppliers and are serious about the golf segment."

Avendra's Vice President of Sales John Maier explains, "Our now completed golf offering gives Avendra's golf customers a one-stop solution for everything a golf facility will need."

New partners in the deal include RedMax, LESCO, Flowtronex and The Toro Co.

Eagle One Golf now carries Wittek Golf line

Eagle One Golf announced that it will now also carry the Wittek Golf product line. The new product line includes three styles of ball pickers, four types of ball dispensers and two sizes of ball washers. Products will ship from the Midwest with minimal lead time.

Course News

Barton Creek receives Audubon certification



Photo: Barton Creek

The Fazio Canyons golf course at Barton Creek Resort & Spa, Austin, Texas is the first resort course in Texas to achieve distinction as a Certified Audubon International Signature Sanctuary after meeting strict environmental criteria.

Signature certification is awarded only to new developments, which are designed, constructed and maintained according to Audubon International's precise planning standards and environmental disciplines. Wildlife conservation, habitat enhancement, resort conservation and environmental improvement are integral parts of the project development and regular reports and site audits are required to maintain the certification.

Additionally, Barton Creek's three other courses received Certified Audubon Co-

operative Sanctuary designations.

"Barton Creek's strong commitment to environmental stewardship and ingenuity has been apparent at every step along the five-year process," says Nancy E. Richardson, Signature program director for Audubon International. "The entire Barton Creek team is committed to protecting the environment while at the same time setting new standards in the field. It is impressive to see the blend of environmental responsibility and project development this resort has achieved."

ACC receives Gold Hard Hat Award

American Civil Constructors received the Gold Hard Hat Award from *Colorado Construction* magazine for the construction of Fossil Trace Golf Course in Golden, Colo. The new course is on a historic site where five dinosaur tracks and palm frond fossils were discovered on the 12th and 15th holes during excavation. ACC Golf was diligent in maintaining the integrity and uniqueness of this site throughout construction.

Updated Isleworth course reopens

Isleworth Golf & Country Club, Windermere, Fla., home course to more than a dozen PGA Tour pros including Tiger Woods and Mark O'Meara reopened in December 2003 after a complete course reconstruction.

Course designer Steve Smyers completely rebuilt all 18 holes, lengthened the course and modernized the layout from a shot making perspective with the addition of fairway bunkers.

In terms of turf, Tifeagle Bermudagrass replaced Tifdwarf on the putting surfaces while fairways, tees and roughs were converted from Tifway 2 to 419 Bermudagrass.

Smyers rerouted many of the 18 holes, which now plays to a par-71 of over 7,000 yards.

"We gave the course a brand new look and feel," Smyers says. "It's a strong layout with the type of challenges modern players, even resort golfers want to see."

Smyers also reconstructed the former International Golf Club in Orlando, Fla., which reopened as Grande Pines in January 2004 (see feature on page 36).

Singing Hills reopens after wildfire

Following the worst wildfires in Southern California history, Singing Hills Resort & Country Club at Sycuan, Calif. has reopened its doors.

Singing Hills was closed for nearly a week due to the raging fires, though the resort was left undamaged. "While we were closed to the public, we were fortunately able to accommodate and host members of the California Department of Forestry, the U.S. Forestry Department and clean-up crews," says General Manager Mike Rookus. "Now that the smoke has cleared and the fire danger has subsided, we have reopened our doors and returned to business as usual. Intensive clean-up work continues in nearby areas, but our operations are up and running at a normal pace."

Freedom Golf Services adds two properties

Freedom Golf Services, Hershey, Pa., has added two more clubs to its growing portfolio with the signing of the 36-hole facility at Bowling Green Country Club, Front Royal, Va. The facility features two independent 18-hole courses and clubhouses. Each course measures approximately 6,200 challenging yards with scenic views of the Blue Ridge Mountains.

Clickitgolf.com adds 12 Courses

Clickitgolf.com added 12 South Carolina courses to its growing list of affiliates. The new courses include: Beach Creek Golf Club and The Links at Lakewood in Sumter, S.C.; Carendon Golf & Country Club, Royal Oaks Golf Course, The Players Course at Wyboo and Wyboo Golf Club in Manning, S.C.; Lake Marion Golf Club, Santee Cooper Country Club and Santee National Golf Club in Santee, S.C.; Foxboro Golf Club in Sumerton, S.C.; and The Wellman Club in Johnsonville, S.C.

"The Low Country of South Carolina offers golf for all players and all preferences," says Robert Browning, vice president, Clickitgolf. "Our partnership will

not only drive more golfers to these courses but will also allow us to continue our efforts to grow Clickitgolf into a paramount Web site for golfers."

Clickitgolf plans on expanding geographically to feature golf courses in markets including Arizona, Ohio, Texas and Florida. Currently, visitors to clickitgolf.com can purchase rounds of golf at more than 150 golf courses throughout North and South Carolina and the Mid-Atlantic.

Personnel

Terry Boehm has been named vice president of business development for Primera Turf, a green industry purchasing cooperative. He will be based in Salem, Ore. In his new position, Boehm is working with Chief Executive



Boehm

Officer Frans Jager to bring together cooperative member distributors and supply partners. Boehm will also focus on developing exclusive brands, generating greater value for end user members and managing the cooperative's West Coast business.

ValleyCrest has appointed **Gregory Pieschala** as president of the company's golf course maintenance division. Pieschala joined ValleyCrest in 2000 and is taking over the golf course division after the company entered several new markets last year and added a number of courses to its roster.

Rain Bird's golf division has made two personnel additions recently. **Shawn Emmack** was named district sales manager for the company's golf division. Emmack will be based in Atlanta and oversee sales in the southeast region. "Our existing team of technical irrigation experts continues to grow and strengthen and we're pleased to have Shawn join the mix," says Stuart Hackwell, Rain Bird Golf's eastern regional sales manager. Emmack brings 11 years of industry sales experience to his new position. Also, **Doug Richmond** joined the company as senior product engineer for golf. Richmond will help conceptualize new product development and engineering that supports the company's water conservation efforts. "Doug's extensive product development and R&D experi-



Emmack

ence makes him a valuable addition to the Rain Bird Golf team," says Engineering Manager Lynn Roney. "We are excited to welcome him."

James Henderson joined Columbia ParCar Corp., as west coast regional sales manager. With more than 25 years of experience in customer service and sales-related fields for small-vehicle manufacturers, Henderson will assist in handling all sales and marketing activities in Columbia's west coast territory. This includes working and developing dealership customers and customer support throughout the region.

Denise Soldenski of the golf division at Rain Bird Corp., recently became a certified golf irrigation auditor (GCIA) through the Irrigation Association. The Irrigation Association created the GCIA program in cooperation with the Golf course Superintendents Association of America and focuses on analyzing turf irrigation water use tailored to the unique conditions found on golf courses. "We are proud of Denise for becoming a certified golf irrigation auditor," says Jeff Kiewel, Rain Bird Golf's national sales and marketing manager. "Her new skills will allow her to more effectively measure the performance of an irrigation system and make improvement recommendations."

Monroe Miller, superintendent at Blackhawk Country Club in Madison, Wis., has been selected to receive the Green Section Award from the United States Golf Association. The annual award recognizes distinguished contributions to golf through work with turfgrass. Miller is the editor/publisher of The Grass Roots, the official publication of the Wisconsin Golf Course Superintendents Association. Miller also spearheaded a campaign to raise \$100,000 in matching funds for a University of Wisconsin field turfgrass facility. After overseeing construction of the O.J.Noer Research Facility in 1991, Miller led an effort to raise \$1 million, which when matched and invested, will generate annual support for four graduate research fellowships.

Harold Vaubel, CGCS, has been appointed owner/operator of HGM Consulting. Vaubel has been involved in the construction of eight golf courses in the west and 16 PGA Tour and Champion Tour events. A new company division is opening to handle contract maintenance on golf courses, sports fields and driving ranges in the southwest.

GCN