

Industry News

Rounds increase during first quarter

Jupiter, Fla. - Rounds of golf increased 5.3 percent nationwide during the first quarter 2004, according to the National Golf Foundation and Golf 20/20. Traditionally, the first quarter accounts for about 15 percent of total annual rounds.



Regionally, the Northeast and Mid Atlantic achieved strong gains during the first quarter, partly because of having more play days—10 more days on average in the Northeast and four more in the Mid Atlantic. The Mountain region, which had the sharpest percentage decrease (-5.0 percent) for the quarter, also had fewer play days—an average of 10 fewer days open in the region.

Beyond a consideration of weather, there's evidence rounds increased because rounds per play day increased 11 percent during the quarter. An increase of rounds per play day indicates an increase of new golfers, an increase of rounds by existing golfers, or both.

"We're seeing gains in activity not just due to weather but also due to a fundamental growth in demand—the increase in rounds per play days," says Joe Beditz, president and c.e.o. of the NGF. "We have three-quarters of the year left, but it's nice not to have to dig out of a first-quarter hole."

The report is available at www.ngf.org and www.golf2020.com. Data is based on a survey of more than 1,100 golf facilities conducted by the NGF during the first quarter of this year. Data is weighted statistically to be representative of all U.S. golf facilities by region, type (private/public), number of holes and price point.

Pesticide market research study completed

Mendham, N.J. - Specialty Products Consultants completed a research study of the professional turf and ornamental pesticide market in the United States. More than 1,000 golf course superintendents, lawn care operators and ornamental plant producers were surveyed.

As part of overall turf management in the United States, 1.1 million acres of

turf are being managed by golf course superintendents. Those surveyed said they made an average of more than 14 fungicide applications to tees and greens during 2003.

Almost \$700 million was spent this past year on fungicides, herbicides, insecticides and plant growth regulators in the markets analyzed. Syngenta Professional Products and Bayer Environmental Science are the top two suppliers to the professional turf and ornamental market, according to the study. With the fungicides Heritage (azoxystrobin) and Daconil (chlorothalonil), Syngenta has more than 40 percent share of the U.S. turf and ornamental fungicide market. In the insecticide sector, Bayer's Merit (imidacloprid) is the top seller by a margin of more than 2.5 to one. Dow AgroSciences is the third largest supplier, selling Dimension (dithiopyr) and other pre-emergent herbicides.

Four of five golf course superintendents were aware of new technologies such as transgenic turfgrass (e.g., Roundup Ready Creeping Bentgrass). In regions with cool season turfgrass, about half of the superintendents said they were somewhat likely to highly likely to convert their course to this type of turfgrass. Based on the adoption rate assessed in this survey and the acreage superintendents said they would convert, it's estimated the potential value of Roundup Ready Creeping Bentgrass could exceed \$1.5 billion. The use of this transgenic turfgrass seed is pending approval by the U.S. Department of Agriculture.

The study also examined awareness, usage, and satisfaction of pesticides applied in residential and commercial lawn care, on golf courses, and in ornamental nurseries and floriculture production. For a copy of the report, call (973) 543-5195.

Web site provides information about turfgrass research

Beltville, Md. - Details and updates about the National Turfgrass Research Initiative can be found at www.turfinitiative.org or www.turfresearch.org. The \$32.4-million initiative is an effort among the USDA, Agricultural Research Service and the turfgrass industry. The document contains the justification for, goals and components of a national turfgrass re-

search strategy. The initiative is to educate legislators, administrators and others of the value of the turfgrass industry and the critical needs it faces.

Six research areas have been identified and incorporated into the Turfgrass Initiative: 1) improvement of water management strategies and practices, 2) collection, enhancement and preservation of turfgrass germplasm, 3) improvement of pest management practices, 4) understanding and improvement of turfgrass' role in the environment, 5) enhancement of soil and soil management practices and 6) development of integrated turf management systems.

Turfgrass program celebrates commencement

University Park, Pa. - The 45th Golf Course Turfgrass Management Program class at The Pennsylvania State University graduated March 6, 2004. Twenty-four students received their certificates at a ceremony held at the Nittany Lion Inn. Dr. Bruce McPheron, associate dean of research and graduate education and director of the Pennsylvania Agricultural Experiment Station, addressed the graduates during the commencement ceremonies. Mark Kuhns, director of grounds at Baltusrol Golf Club in Springfield, N.J., was the keynote speaker.

Course News

Spyglass Hill upgrades irrigation system

Tucson, Ariz. - Pebble Beach Co.'s Spyglass Hill upgraded its irrigation system to enhance playing conditions and help maintain its status as one of the nation's premier courses. When renovation is completed later this year, Spyglass Hill's new irrigation equipment will mirror that of the Pebble Beach Golf Links and The Links at Spanish Bay, both owned by Pebble Beach. Equipment includes Rain Bird's Cirrus central control, 500, 550, 700 and 750 Eagle series gear drive rotors, and the Freedom System handheld remote. The new system will help alleviate irrigation challenges and promote a more consistent playing course and healthier turfgrass, according to Chris Dalhamer, Spyglass Hill superintendent.

"Our main objective is to improve the irrigation system so that we can water more efficiently, while reducing water use, and energy and labor costs," Dalhamer says.

Spyglass Hill features various microclimates: heavily forested, shaded areas versus open areas exposed to the sun and ocean; and rough areas with dense, clay soil versus sand-capped fairways. Prior to renovation, Dalhamer didn't have the ability to turn on one rotor at a time. As a result, the microclimates that required different volumes of water would receive the same amount, which caused some areas to receive too little or too much water. As a remedy, the new system will be wired to give Dalhamer the capability to turn on individual heads as needed.

Around the greens, the Eagle series rotors were installed and repositioned. The redesign and addition of the new half-circle heads is designed to offer more precise distribution of water on greens, green banks and around bunkers.

The Freedom system is expected to give Dalhamer access to every rotor on the course via a GPS map and to allow him the flexibility to adjust running times without the need to turn on the heads from the satellites.

Course seeded with SeaDwarf Seashore Paspalum opens

Naples, Fla. - The nation's first golf course to be grassed completely with SeaDwarf Seashore Paspalum opened March 3rd at Hammock Bay Golf & Country Club near Naples, Fla. The warm-season turfgrass was installed from tee to green, in the roughs and in all common areas around the golf course community's residential homes and roadways.

Hammock Bay's developer, WCI Communities, and golf course designers, Houston-based Jacobsen/Hardy Golf Course Design, selected SeaDwarf Seashore Paspalum for use as the only grass on the 18-hole, 7,080-yard course at Hammock Bay because of its salt tolerance and versatility of mowing heights. SeaDwarf Seashore Paspalum can tolerate salt levels as high as 22,000 ppm or higher and can be mowed from 1/8-inch to about 4 inches. For additional infor-

mation, visit www.environmental-turf.com or call (772) 460-5575.

Hospitality sales increase at Pinehurst

Village of Pinehurst, N.C. - Hospitality sales for the 2005 U.S. Open Championship are well ahead of schedule, according to Pinehurst officials. The U.S. Open is the National Championship conducted each year by the United States Golf Association. The U.S. Open was conducted last at Pinehurst in 1999.

The number of corporate hospitality marquees for the U.S. Open at Pinehurst has been increased from a record-breaking 50 in 1999 to 65 for the 2005 Open. To accommodate what will be the largest corporate marquee village in U.S. Open history, Pinehurst will use its practice facility, commonly referred to as Maniac Hill. A new contestant practice facility currently is under construction on the first holes of Pinehurst Nos. 3 and 5. However, both courses will remain open through 2005 National Championship play with exception to their respective first holes.

The Trophy Club package is a smaller entertainment option in a sports bar-themed pavilion featuring full food and beverage service, VIP parking, private restrooms, televisions and air-conditioning. Each package, priced at \$40,000, includes a reserved table with corporate signage and 12 tickets per day.

Tree Doctor hired to minimize tree loss

Charleston, S.C. - The Daniel Island Co. hired Hendersonville, N.C.-based Tree Doctor to consult with Rees Jones, who is designing the second golf course on Daniel Island, to minimize the number of trees that are removed or damaged during course construction. Mead Tree Service also is part of the team working to preserve and maintain some of Daniel Island's natural resources.

"Our job is to save as many trees as we can, while at the same time, not interfering with the integrity of the golf course design," says Kenneth Knox, a consulting arborist/urban forester from Tree Doctor.

Once Knox identifies a tree he thinks



The Daniel Island Co. hired Tree Doctor to minimize the number of trees that are removed or damaged during course construction.

Photo: The Daniel Island Co.

can be transplanted, the team turns to Mead to prepare it for the move and to nurture it through the aftershock.

"Saving the magnificent trees on this island has been a priority from day one," says Matt Sloan, Daniel Island's c.o.o. "Trees set the character of this course in much the same way they help define the character of Charleston and the South Carolina coast."

Thirty-eight grand trees (30 inches or larger in diameter) were removed for the course. Forty-four trees that were in the path of the course routing, including several live oaks, were transplanted through the use of a giant tree spade or saved through massaging the original routing, Knox said. The cost to transplant each tree is about \$3,500, excluding arborist services and care and maintenance.

McCumber to redesign Riverside

Jacksonville, Fla. - McCumber Golf will redesign the course at Riverside Golf & Country Club in Macon, Ga. Riverside Golf & Country Club—an 18-hole, par-72 course originally built in the 1960s that features natural rolling terrain, large Georgia pine trees, and lakes and creeks—will be enhanced by McCumber Golf's philosophy of suiting the course to the natural features of the land.

"Our redesign takes advantage of the spectacular vistas from tees and greens, in addition to bringing existing water features and rock outcroppings into play on several holes," says v.p. Jeff Lucovsky.

McCumber Golf's other current projects include Tumble Brook Country Club in Bloomfield, Conn.; Magnolia Point Golf & Country Club in

Green Cove Springs, Fla.; and the recently completed Tunica National Golf Course in Tunica, Miss., slated to open May 18.

McCumber Golf has designed or remodeled about 60 courses throughout the past 25 years.

Club, association support turfgrass research trust

State College, Pa. - The Club at Nevillewood in Presto is the first golf club

in Pennsylvania to make a commitment to support the Pennsylvania Turfgrass Research Trust. The new endowment fund was created by the board in January to ensure a permanent source of reliable funding for critical ongoing research at Penn State's Turfgrass Program and its Valentine Research Center.

The club's board of directors voted to donate \$5.00 for each person in the club who maintains a USGA handicap. The financial commitment by the club was a response to the Growing the Game campaign created by the Pennsylvania Turfgrass Council board to raise awareness of the fund and the research it will support, and to offer ways in which to support the fund. The short-term goal of this campaign is to partner with 75 golf facilities in the state to pledge annual contributions to this new fund. The ultimate goal is to create partnerships that will create at least \$200,000 per year to grow the endowment.

Construction of Laughlin Ranch under way

Bullhead, Ariz. - Laughlin Ranch Golf Club—an 18-hole, par-72, daily-fee golf club—is under construction. The course, which was designed by David Druzisky, stretches more than 7,000 yards and is routed through the highlands overlooking the Colorado River. The course, which is scheduled to open Dec. 31, will feature expansive fairways, large undulating greens and five tee boxes per hole to choose from.

Joint venture to develop course in Tennessee

Jupiter, Fla. - Medallist Developments, a joint venture between Greg Norman's Great White Shark Enterprises and Macquarie Bank of Australia, partnered with Thunder Enterprises, owner of 1,450 acres near of Knoxville, Tenn., to design and build the Tennessee National Golf Course there.

Norman's design staff began studying the proposed site plans and visiting the property in the summer of 2003. Norman visited the site in late 2003 to begin formulating his design concepts for the course. During his second visit in early 2004 the routing plan was finalized.

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improved pest resistance. And while it might green up a little later than some bermudas come spring, once it takes off it's very aggressive. A lot of superintendents feel this is a big plus when they're dealing with fluctuating spring temperatures. TifSport. Specify it by name for your new course or renovation project.

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The design process is in the second stage of development as Greg Norman Golf Course Design prepares construction plans and specifications.

Amenities at Tennessee National will include a country club, a community marina and a wellness center.

Raven Golf Club offers special rate

Scottsdale, Ariz. - From June 1 through August 31, the Raven Golf Club at Verrado is offering guests unlimited golf, unlimited use of the practice facility, use

of a golf car, breakfast and lunch or lunch and dinner from the Cocina Grille, and on-course nonalcoholic refreshments and snacks for \$55 per player, Monday through Thursday or \$65 per player Friday through Sunday.

Hollow Brook scheduled to open in fall

Cortlandt Manor, N.Y. - Hollow Brook Golf Club, designed by Empire Golf, is a private, non-equity club that is scheduled to open in the fall. The golf club is Empire's sixth course. The 6,900-yard course is constructed on 180 acres of rolling hills and dramatic elevation changes and features the Hollow Brook river traversing the property. Water is in play on more than half the holes. A rustic-style, cedar clubhouse is scheduled to open in the spring of 2005.

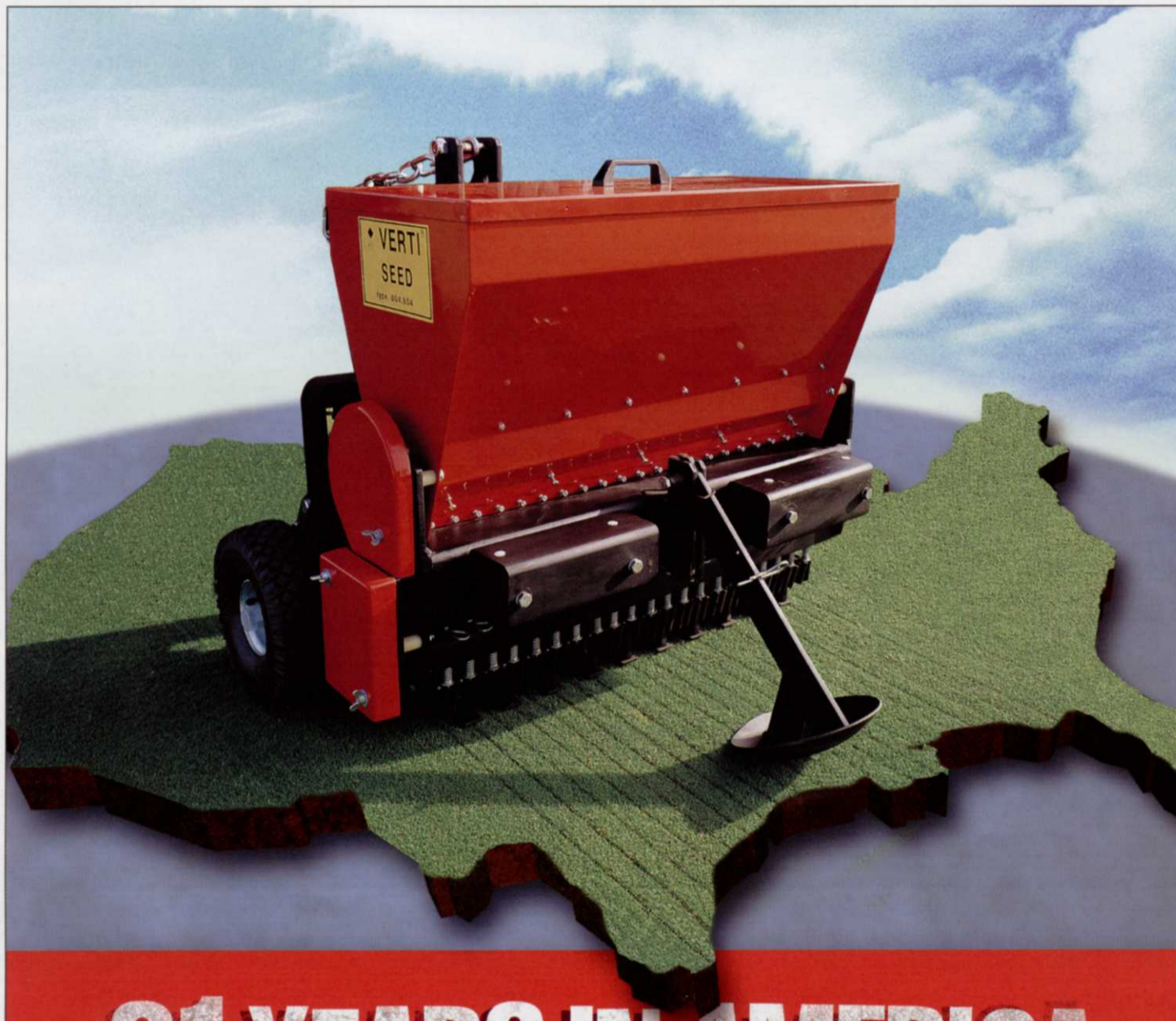
Angels Crossing opens in Michigan

Vicksburg, Mich. - Angels Crossing Golf Club opened in May. The 27-hole public course covers 750 acres and stretches 7,169 yards on the back tees and 4,845 yards on the forward tees. There are five sets of tees per hole. The course overlooks Portage Creek and Barton Lake and sits on rolling land featuring dramatic elevation changes, ponds, and native trees and grasses. Bruce Matthews III designed the course, which includes amenities such as a practice facility, target greens, practice bunkers and a short-game area.

Trump selects Textron Financial as finance partner

Alpharetta, Ga. - Textron Financial Corp., a golf course lender, completed its financing of the new Trump National Golf Club at Bedminster (N.J.) with an affiliate of The Trump Organization. Terms of the agreement weren't disclosed.

Trump National Bedminster will offer an 18-hole course, 18 cottages, a men's locker room located in a restored carriage house and a 15,000-square-foot clubhouse created from the renovated estate home on the property, all situated on 465 acres at the historic Lamington Farm.



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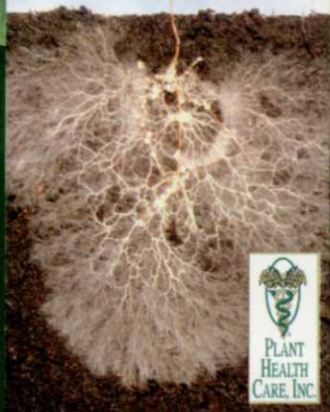
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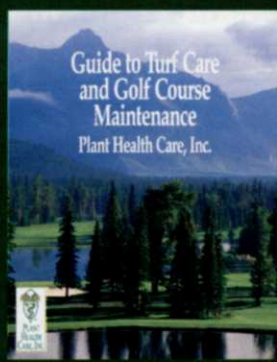
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news

The course is scheduled to be completed by late summer 2004.

Oberlin Golf Club reopens front nine

Oberlin, Ohio - Oberlin Golf Course finished remodeling its front nine holes. It now offers more playability for the average golfer, a more exciting bunker scheme and an improved practice facility, according to Denny Spencer, a golf course architect with Spencer Golf Concepts. The creation of the new ninth hole allowed for the practice range to be expanded and the establishment of a short-game practice area that uses the original ninth green. The course is closing the back nine holes during the fall for remodeling. All 18 holes will be open next spring.

Canadian course celebrates 75th anniversary

Banff, Alberta, Canada - The Fairmont Banff Springs Stanley Thompson Golf Course in Banff National Park celebrates its 75th anniversary this year.

The 18-hole championship course (par 71 and 5,607 to 7,083 yards) was designed by golf architect Stanley Thompson and was opened by the Prince of Wales in 1929. At the time, it was the first course in the world to cost more than 1 million dollars to build, which is equivalent to about 25 million dollars nowadays.

Thompson's goal at Banff was to create a course where players of varying abilities could challenge their skills. Thompson's innovative flash-faced bunkers mirror the shape of the mountains and the natural run of the fairways.

The course is a Certified Audubon Cooperative Sanctuary. It was only the third golf course in Alberta and the 15th in Canada to achieve this status. The course is recognized for its commitment to providing a sanctuary for wildlife on the course property to the delight of golfers, elk and the occasional bear that might be seen wandering along the fairways, and for greatly reducing water consumption and chemical use. Course crews continue to adhere to a maintenance program that supports the goals and mandate of the Audubon Cooperative Sanctuary System of Canada.

Association News

EETC honors achievements

Heartland Wis. - As a nonprofit organization, the Equipment & Engine Training Council relies on volunteer members to help support and accomplish its goals. At this year's annual conference, the EETC honored the achievements of those members who've excelled through their hard work and dedication. Awards were presented in six specific areas.

The EETC honored **Alexandria Technical College** with its School of the Year award for its development of an outreach program that supplies high schools with engines and training materials so students can get a start on a career in power equipment repair. The Manufacturer of the Year award went to **The Toro Co.** for its continuing commitment to technician certification and dedication to the mission of the EETC. **Coye Consultants** received the Distributor of the Year award for its leadership in technician education, training and dealer development. The John Thompson Memorial "Service Manager of the Year" award went to **Andy Sadlon** of Florida Outdoor Equipment. Sadlon is the chairman of the electrical committee on the EETC board of directors.

Each year the EETC board president selects a person that has helped the EETC in its mission. This year Pete Fernald, manager of customer service for Shindaiwa and EETC president, awarded two President's Awards. The first went to **Tecumseh Power Co.** for its dedication to EETC technician certification. The second President's Award went to **Tom Kane**, national training manager, Kubota Tractor Corp., for his vision as a founding father of the EETC.

A new award was presented at this year's conference. The highest honor the EETC can present is the Spirit Award, which was presented to **Briggs & Stratton Corp.**

Educational Institute unveils new Web site

Lawrence, Kan. - The Environmental Institute for Golf will showcase its informational and educational resources with the launch of a new Web site, which will provide information about

golf and the environment.

The site, www.eifg.org, was unveiled during the Golf Course Superintendents Association of America's 75th International Golf Course Conference and Show in San Diego. The site will provide information about environmental issues related to golf, with links to other sites, allowing a variety of audiences to access information on golf's relationship with the environment easily. Currently, the site highlights the five centers of The Institute:

- water management,
- integrated plant management,
- wildlife/habitat management,
- golf course siting, design and construction and
- energy and waste management.

The Environmental Institute for Golf, the philanthropic organization of the GCSAA, is an effort of the environmental and golf communities, dedicated to strengthening the compatibility of golf with the natural environment.

Student receives first annual grant

Lawrence, Kan. - The Golf Course Superintendents Association of America named Katelyn Ritter of Mount Airy, Md., the first recipient of the Joseph S. Garske Collegiate Grant.

The \$2,500 grant, funded by Par Aide and administered through The Environmental Institute for Golf, was established in honor of Par Aide company founder Joseph S. Garske. Each year, the program awards children of GCSAA members to assist in the funding of their education at an accredited college or trade school. The grant is renewable for a second year with proof of enrollment and a GPA of 2.0 or higher.

Ritter will attend The Pennsylvania State University next fall to study architectural engineering. Her father, Thomas Ritter, CGCS, has been the golf course superintendent at Hampshire Greens Golf Course in Silver Springs, Md., since 1997.

Supplier News

Clickitgolf added 12 new golf courses to their growing list of affiliates: Bent Tree Golf Club, Blackhawk Golf Club, Chapel Hill Golf Course, Cooks Creek Golf Club,



Fox Fire Golf Club, New Albany Links, Oakhaven Golf Club, Phoenix Golf Links, Royal American Links, Shamrock Golf Club, The Landings at Rickenbacker and The Legends at Locust Lane golf courses, which all are in the Columbus, Ohio area. Affiliate members enjoy benefits that include a professionally driven marketing campaign via www.clickitgolf.com to help increase rounds and revenue.

Clickitgolf has more than 70,000 golfers in North Carolina, South Carolina, Virginia, Maryland, and Ohio that use its Web site, according to Robert Browning, v.p. It launched in May of 2001 and currently is partnering with more than 180 golf courses. Clickitgolf developed a way for golfers to use the Internet to save on a variety of services offered by its affiliate courses.

The new United States Golf Association recommendations for putting green construction include inorganic amendments

that meet specific requirements. **Profile Porous Ceramics**, an inorganic soil amendment, meets these requirements.

Profile particles are 74 percent porous and have an ideal balance of water and air pore space that promote a healthy root zone. Tests show Profile enhances the ability of the greens mix to retain water and nutrients while increasing infiltration rates to allow for proper drainage. A Profile/sand mix meets the USGA's recommended saturated hydraulic conductivity of a minimum of six inches per hour. Profile's particle sizing falls within the medium to coarse particle range of the USGA Guideline, which is 0.5 mm to 0.25 mm.

Rain Bird Corp. release of a four-part white paper that examines the depletion of the earth's supply of usable water and the recommended solution of efficient irrigation. The paper, "Irrigation for a Growing World," provides insight into the importance of practicing water conservation through efficient irrigation. The pa-

per, available in downloadable form at www.rainbird.com, underscores the company's more than 70-year commitment of promoting water conservation.

The Charlotte, N.C., plant of **Jacobsen**, a Textron company, recently exceeded one million hours of operation without a lost-time accident. Recognizing this accomplishment, Jacobsen was awarded the Textron Award of Merit for the second time.

Promoters of the independent film "Bobby Jones: Stroke of Genius" used a grassroots marketing strategy that includes GPS advertising on golf cars and posters in golf clubhouses in addition to traditional advertising and public relations campaigns. **Club Car**, which manufactures golf cars and utility vehicles, signed on as a national corporate sponsor to help promote the movie. Through its IR Media partnership, Club Car and **Uplink Corp.**, a provider of GPS-based commu-

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nications and course management software, provided advertising materials to more than 50 golf courses across the country to display in golf cars equipped with the UpLink technology. Twice during their rounds golfers saw images from the film on screens that are attached to their golf cars. Bobby Jones Film LLC also enlisted the support of the PGA, PGA Tour, USGA, American Junior Golf Association, National Golf Course Owners Association, Golf Course Superintendents Association of America and the Executive Women's Golf Association. The organizations lent their names and logos to collateral materials that Club Car sales people distributed to about 1,500 courses throughout the country.

Lesco opened nine new service centers in the first three months of 2004. They are in: Brookfield, Conn.; Kaukauna, Wis.; Wilmington, N.C.; Matthews, N.C.; Pleasant Valley, Mo.; Collinsville, Ill.; Lewis Center, Ohio; Millersville, Md.

and Austin, Texas. There were 256 service centers throughout the country as of March 31, 2004. The company's net sales during the first quarter of 2004 increased 8 percent to \$102.0 million from \$94.5 million during the first quarter of 2003. Lawn care gross sales improved 10 percent to \$85.7 million from \$77.6 million in the year-ago period, while golf gross sales declined 4 percent to \$17.2 million versus \$17.9 million last year. Service center sales grew 10 percent to \$68.3 million from \$62.0 million, while same-store service center sales increased 5 percent to \$64.9 million compared to \$61.8 million during the same quarter last year.

Klingstone, a manufacturer of a patented polyurethane soil stabilizer designed to treat the base of golf course bunkers to stop side wall erosion and sand contamination, will be featured on "Terry Bradshaw's Pick of the Week." The production company, Broadcast News Channel LLC, searches for companies that represent the backbone of America's economy.

Klingstone was chosen for its forward-thinking and consistent principles that have led to its growth and success, according to Dan Usry, executive producer. The two-minute segment aired on MSNBC June 16.

Adverse Weather Insurance Group introduced a seasonal and annual weather coverage program to the golf industry. Golf courses can purchase single-day coverage in bulk for a period of several days, weeks or months to protect profits during peak periods. If it rains during the period of coverage, golf courses can generate a profit during those days instead of losing revenue. Weekend seasonal, holiday weather, multi-day weather and tournament weather coverages are available.

DryJect LLC has four new franchises: Scott Szydoski in Northeast Texas, John Fleck in New York, John Majernik in

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southern Ohio excluding Cincinnati and Casey Dorn in Arizona. This brings the total number of U.S. franchises to 24. Since 2003, 16 franchises have been added. Dryject Service Centers are capable of injecting large volumes of a variety of dry materials into the soil while aerating, including sand/top dressing, granular insecticides, herbicides, fungicides, biologics and root stimulants.

Personnel News

Angel Fire (N.M.) Resort named **Jon Bohannon** its head golf professional. Bohannon will be responsible for overseeing Angel Fire Resort's golf pro shop operations, instructional lessons, tournaments, retail sales, golf carts and driving range. Angel Fire Resort is a master planned development in a common interest community offering homes, condos and land.

Doug Weaver joined Greenwood Development Corp. as director of instruc-



Weaver

tion for Palmetto Dunes Resort and Palmetto Hall on Hilton Head Island, S.C. The 44-year-old former tour professional will assist golfers in perfecting their game-management abilities, their swings and their golf persona on the resort's three championship courses: Arthur Hills, George Fazio and Robert Trent Jones Oceanfront Course. Weaver plans to increase and improve the resort's women-only programs and daily classes, among other soon-to-be announced programs. Weaver will join his 8-year-old junior golf school with Palmetto Dunes Junior Golf Academy.

Eight individuals in the golf industry agreed to collaborate as members of The Environmental Institute for Golf Advisory Council: **Vernon A. Kelly Jr.**, president of PGA Tour Golf Course Properties; **H. Thomas Webb III**, senior vice president of residential development for Crescent

Resources; **Tom Crow**, founder of Cobra Golf and also a retiring trustee for The Institute; **Dana Garmany**, chairman and c.e.o. of Troon Golf; **R.D. Hubbard**, owner of Bighorn Golf Club in Palm Desert, Calif.; **Robert Sillerman**, c.e.o. of FXM; and **Frank Weed**, c.o.o. of Medallist Developments. **Jamie Ortiz-Patiño**, owner, president and golf course superintendent at Valderrama Golf Club in Sotogrande, Spain, agreed to serve on the Advisory Council in September. The Environmental Institute for Golf, the philanthropic organization of the Golf Course Superintendents Association of America, is a collaborative effort of the environmental and golf communities, dedicated to strengthening the compatibility of golf with the natural environment. The purpose of the advisory council is to provide guidance to the institute's board of trustees, in the areas of outreach, fundraising and strategic planning. The members were selected to the advisory council to enhance the institute's ability to cultivate relationships with current and potential donors,

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as well as communicate the importance of the work conducted by The Institute.

The Golf Course Builders Association of America elected five officers and added four new members to its board of directors. The officers and new members will serve two-year terms. The elections took place in conjunction with February's Golf Course Superintendents Association of America conference in San Diego. Elected officers are:

President - **Tommy Sasser**, Weitz Golf International;

President Elect - **Tom Shapland**, Wadsworth Golf Construction Co.;

Vice President - **Rick Elyea**, Tee-2-Green Corp.;

Secretary - **Michael Harrington**, HARCO Fittings; and

Treasurer - **Steve Christman**, Eagle Golf & Landscape Products (second term).

Fidel Garcia of Ryangolf Corp. will continue to serve the board as immediate past president. As the new president, Sasser brings more than 30 years of experience in golf construction and land development with him. At Weitz Golf International, his responsibilities include developing and presenting business plans for construction projects throughout the world. His affiliations include National Golf Foundation, the GCSAA and the Urban Land Institute. The GCBAA also welcomes the following new board members: **Klaus Ahlers** of Leemco; **Glenn Caverly** of Golf Course Construction.; **Mick Jones** of The Toro Co.; and **Scott Pate** of Seaside Golf Development.

During the Equipment & Engine Training Council's annual conference, the board of directors voted in five new members (see photo at right): **John Chocholak**, instructor, Ukiah High School; **Mike Goad**, training manager, Dixie Sales; **Brian O'Neil**, technical instructor, Kawasaki Motor Corp.; **Lynn Pesson**, owner, Southland Engines; and **Earl Miner**, manager, US Technical Services, Oregon Cutting Systems Group. Each will serve a two-year term on the EETC board of directors. Also, **Dann Roark**, service training manager, Briggs & Stratton Corp., is the news president of the EETC executive board. Rounding out the remainder of the executive board are vice president **Fred Moreaux**, technical service and training director, Ariens Co.; Secretary **Mark Lindemann**, instructor,

Alexandria Technical College; Treasurer **Brian Kassel**, customer care manager, Coye Consultants; and Immediate Past President **Pete Fernald**, service manager, Shindaiwa.

Daniel Jazdzewski was appointed accounts manager for John Deere Landscapes in San Diego County. John Deere Landscapes is a wholesale distributor of irrigation, landscape lighting and landscape products for professional contractors. Jazdzewski will work on new customer acquisition and will be based at a branch in San Marcos, Calif.

Lesco promoted **Luke Stratton** to technical services manager and **Mike Maravich** to technical services representative.

Rain Bird Corp. promoted **Barbara Booth** to director of the company's golf irrigation strategic business unit.

Rain Bird Corp.'s golf division added **Scott Stevens** as district sales manager for the Southern California region. Stevens will promote customized irrigation systems to new and existing golf courses in Southern California. He will be based out of La Quinta, Calif.



Stevens

West Coast Turf promoted **John Marman** to regional sales manager for Southern California and Southern Nevada. Marman will be overseeing the Southern California and Southern Nevada regions—responsible for new business development for golf, landscape and sports turf. In addition, he will be general manager for WCT's Las Vegas operation. Marman is a founding member of the Nevada Landscape Association's Southern Chapter and has served as secretary/treasurer of the state board for several consecutive terms.

Curt Franklin has been added to Waukegan, Ill.-based Precision Laboratories sales team. Franklin will be responsible for managing customer relationships in Alabama, Arkansas, Louisiana, Oklahoma, Mississippi, Tennessee and Texas for the golf course, lawn and landscape, and athletic field markets. Franklin's hiring represents a completion of the company's plan to expand its national sales presence. GCN



EETC 2004 Board of Directors. Back row, from left: Pete Fernald, Shindaiwa; Earl Minor, Oregon Cutting Systems; Brian Kassel, Coye Consultants; Kevin Stricker, Stricker's Outdoor Equipment; Eric Gearhart, SkillUSA. Middle row, from left: Mark Lindemann, Alexandria Technical College; Mike Barnett, MTD Products; Mike Goad, Dixie Sales; John Chocholak, Ukiah High School. Bottom row, from left: Dann Roark, Briggs & Stratton Corp., Brian O'Neil, Kawasaki Motors; Andy Sadlon, Florida Outdoor Equipment.

Photo: Equipment & Engine Training Council

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