

## Scottish project takes shape

**D**avid Southworth is getting a lesson in the purist's view of golf for his new development project. Construction began last spring on the Machrihanish Dunes golf course on Isle of Kintyre on the southwest coast of Scotland. It's next to Old Tom Morris' Machrihanish Golf Club and across the island from St. Andrews.

This is the first Scottish course project for Southworth, president of Southworth Development and a partner in Brightside Leisure Development, the group developing Machrihanish Dunes. Australian entrepreneur Brian Keating, one of the partners in the project, came upon the site.

"Keating researched management companies and golf developers and contacted us, and that started the ball rolling," Southworth says.

In addition to the course, the project also includes refurbishing the Royal Hotel in the nearby Campbeltown and the development of the Kintyre Hotel and Cottages and the Residences at Machrihanish Bay, which will overlook the course.

Machrihanish Dunes and the Royal Hotel are scheduled to open in the summer of 2008, followed by the Kintyre Hotel in the fall of 2008. The residences will be the last part of the development.

David McLay Kidd, the architect who designed Bandon Dunes in Oregon (currently ranked No. 2 in the world by Golf Digest) and the Castle Course at St. Andrews, designed Machrihanish Dunes. Kidd seemed like a natural choice for the pure, links-style course.

"It's a location we've always dreamed of going to," Southworth says. "We've built courses in the desert, the tropics and places in between. Although there are differences between those courses, there are many similarities. Building a links course is whole different process, and it's been fascinating to learn. It was described to me by David McLay Kidd as finding a fairway and building a tee and green around it."

Machrihanish Dunes has another connection to St. Andrews – Euan Grant. Grant, formerly the head greenkeeper at the Old Course, will manage the greens and construction/greenkeeping



So far, four greens and five sets of tees have been shaped at Machrihanish.

## VC-60 VERTI-CUTTER

By First Products, Inc.

The VC-60 VERTI-CUTTER is designed for continuous heavy duty operation for fairways and tees, in all types of turf. This unit has a patented swing hitch that allows the operator to verti-cut around objects while turning without tearing the established turf. Cutting depth is 1 1/2 inches deep..



164 Oakridge Rd.  
Tifton, GA 31794

Wats: 1.800.363.8780

Phone: 229.382.4768

Fax: 229.382.0506

email: sales@1stproducts.com

www.1stproducts.com





From the first pile of c



to the las





lagstick.

Helping your course every step of the way is what John Deere One Source is all about. Going beyond our exceptional maintenance and irrigation products, parts and service, One Source represents strategic partnerships with some of the industry's most respected names in seed, fertilizer, erosion control and drainage. And we cap it off with the most innovative financing found in the golf industry.

John Deere One Source is the ultimate resource to help golf course operations increase efficiency and cost savings while enhancing flexibility and improving logistics. For more on what One Source can do for your course, call your local John Deere distributor.

JOHN DEERE GOLF & TURF  
**ONE SOURCE™**





crew at Southworth's new course. Keating approached Grant about managing the grounds at Machrihanish Dunes.

"I was sold on the project after a quick visit to the site," Grant says.

Grant is monitoring the grow-in. So far, four greens and five sets of tees have been shaped.

"The site is pure sand," Grant says. "Greens and tees are constructed by

removing the existing turf, shaping, installing irrigation and seeding. It's simplistic. The seed being used on the greens is a Barenbrug mix of slender creeping red and chewings fescues."

For the tees, a 5-percent browntop bentgrass was added, and fewer cultivars of the fescues were used.

Patching damaged areas is another task of the maintenance schedule.

"We're reusing the turf to patch rabbit damage and damaged areas from stock grazing through the winter months, including high, exposed areas," Grant says. "It's labor-intensive, fiddly work. We're planning ahead to prepare areas before cutting turf from the next construction site."

The undulating areas of the course are comparable to St. Andrews, Grant says, adding that Machrihanish is more remote, making it more of a challenge for golfers who want to visit.

The land is within an area of designated Special Site of Scientific Interest, the first of its kind. This designation has led to several restrictions on the project and the need to work closely with the Scottish Natural Heritage, Grant says.

Grant also is intrigued by the process of building the tees and greens around the existing conditions.

"No other project is working with the existing sward in such a way as to only be mowing it out – the natural undulations are fantastic and lend themselves so well to golfing links," Grant says. "It's the same land Old Tom Morris was heard to say, 'the Lord must have had golf in his eyes when he created this place.'" – HW

For more information, visit [www.machdunes.com](http://www.machdunes.com).



Construction began last spring on the Machrihanish Dunes golf course.

**You have never seen a seeder move like this!**

**LAWN SOLUTIONS**  
COMMERCIAL PRODUCTS, Inc.

**Easy to use—increase your productivity by 50%**

**The 1<sup>st</sup> Hydrostatic Walk-behind Power Seeder**

[www.LawnSolutionsCP.com](http://www.LawnSolutionsCP.com)

**9.0 HP**  
0-3 mph hydrostatic  
26,400 sqft / hr

**6.0 HP**  
0-2 mph hydrostatic  
17,600 sqft / hr

**TURF REVITALIZER**

**MADE IN USA**  
LOUISVILLE, KY

**The popularity of the Turf Revitalizer has been Explosive! Back orders are likely during peak season (July - Sept.) Don't be caught without one - reserve yours today!**

[www.golfcourseindustry.com/readerservice](http://www.golfcourseindustry.com/readerservice) - #16



## Irrigation of the future in 1973

**J**erry Dinelli used to tell people water would one day be more expensive than oil. In Chicago during the 1970s, it was difficult for people to grasp this concept.

"Because we're next to Lake Michigan, people thought we'd never run out of water," Dinelli says.

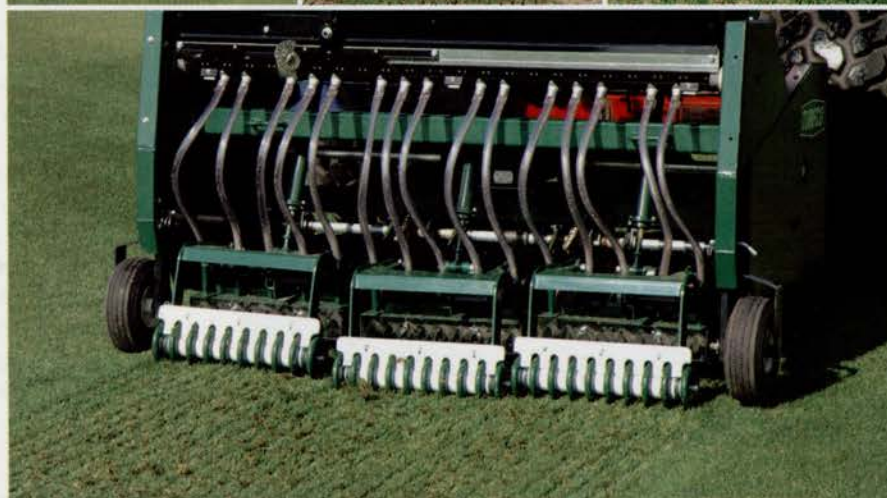
But Dinelli, now 67, saw the water level of the 3-acre lake at Northmoor Country Club in Highland Park, Ill., where he was keeper of the greens, drop. One reason for this was because the course used water from the lake for its irrigation system.

Wanting to make the most of the resource and fearing it wouldn't be around forever, Dinelli proposed a system that would help him and his crew keep better tabs on the water that was used on the course so there would be less waste. He went before the green committee and proposed a computerized system – something that hadn't been done up to that point, according to Dinelli. The country club's board of directors wasn't sold.

"I attended a big dinner meeting where I gave a speech of what was going to happen," he says. "All the members voted against it. The president of club, who is a big, worldwide attorney, said, 'I believe in what Jerry's doing, and I'm going ahead with that.'"

About three years passed while Dinelli got everyone on board and had the computer

Jerry Dinelli, former keeper of the greens at Northmoor Country Club in Highland Park, Ill., works on plans for a computerized irrigation system in the 1970s.



## The next wave in seeding is here!

- Patent-pending **floating heads** follow the ground contour—you won't miss the low spots and you won't destroy the high spots or sprinkler heads.
- Patent-pending **WaveBlade™ technology** creates a clean, optimal square slit while minimizing turf disruption.
- Patent-pending **seed delivery system** puts seed directly into the slit, reducing seed waste and increasing germination.
- Patent-pending **depth adjustment** allows for infinite, in-field adjustment to suit your specific needs. (No tools required.)
- Close **1-1/2" spacing** increases germination with fewer passes.

If you need to seed, you need to see the TriWave difference.  
Call 1-800-679-8201 to arrange a **FREE DEMO**  
from your Turfco Distributor today!

[www.turfco.com](http://www.turfco.com)

**TriWave**  
60-Inch Overseeder

**TURFCO**®

THE LEADER. SINCE 1961.

## On the Web

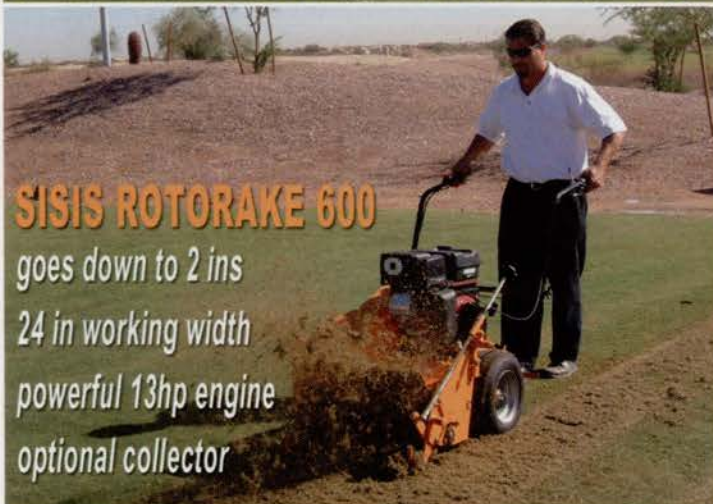
► For more news articles about what's happening in the world of golf course maintenance and management, visit the *Golf Course Industry* Web site at [www.golfcourseindustry.com](http://www.golfcourseindustry.com). Also, visit our online message board and join your colleagues to discuss various subjects highlighted in articles that appear in our weekly e-newsletter or in the magazine.





(North America)  
**sisis**  
**TURF EQUIPMENT**  
www.sisis.com

**SISIS VEEMO -**  
maximum thatch removal - minimum surface disturbance



**SISIS ROTORAKE 600**  
goes down to 2 ins  
24 in working width  
powerful 13hp engine  
optional collector



**SISIS FLEXIBRUSH -**  
17ft 6 ins wide for fast coverage

Full details from: CS Trading LLC, PO Box 510, Sandy Springs, SC 29657  
Phone: 864 843 5972 Fax: 864 843 5974  
Email: sisisinc@bellsouth.net www.sisis.com

www.golfcourseindustry.com/readerservice - #18

made – a project that cost about \$278,000.

“It wasn’t that simple,” he says. “It took time to do research because nobody had anything like this. I had to convince the architect that we could do it.”

It paid off. It worked the first time he fired it up. The system, which took up most of the space in a 10-foot-by-12-foot room, computerized all the irrigation heads on the 27-hole course, which was almost a mile long. The computer would spot diseases through an infrared camera, and activate the sprinkler close to the diseased turf. Dinelli also ran fertilizer through the sprinkler heads this way.

The computer controlled an existing pump house that was remodeled when the computer was installed. There was a bank of three different-sized pumps to control the three zones of the irrigation system, which consisted of 725 new sprinkler heads, some in pairs down the fairway. The sprinkler heads were controlled one-by-one if needed – a new idea at the time. It saved the course from using more water than necessary to maintain the plants’ health.

“Why pump an extra 100,000 gallons when you don’t need it?” Dinelli asks.

Dinelli had other ideas dubbed “crazy” by colleagues as well. They included putting radios inside his crew’s helmets, spraying fungicides from a helicopter and placing video cameras inside birdhouses to monitor the conditions of the ground and check for golfers before turning on spray heads.

But with the price of water outpacing gasoline at \$4 per gallon and computerized irrigation systems the norm, nobody’s calling Dinelli crazy anymore – at least when it comes to irrigation. – HW

## Sweet emotion

**W**hen the amateur golfer can envision his or her name on the leader board at the Masters, the golfer will be more likely to pick up the clubs and head to the local course. This is the premise the recently formed Drive Marketing company is using to help golf courses sell more rounds.

The Atlanta-based company sells a marketing service to courses based on the idea that emotion sells.

“What golfer wouldn’t want to see his name on a leader board or on a trophy hoisted above his head?” says Tom Meyers, co-founder and chief strategy officer of Drive Marketing. “We want to tap into those aspirational drivers that motivate golfers to purchase.”

Meyers, along with co-founder David Neis, have promoted several large, well-known brands including Life Savers, Mizuno, Maxfli and Russell Athletic. Playing to the golfer’s emotional side is something that works for all sports and is a strategy Meyers used at Russell. He uses a similar tactic with almost 50 golf course clients at his new company.

Targeted golfers receive an oversized postcard in the mail. The image on the card includes the golfer’s name in a spot where Tiger Woods’ name would usually appear – on a leader board, a Masters trophy, a caddie’s bib or another object that would be found at a



LOOKS LIKE A GREAT DAY



We make you feel like a champion.

Drive Marketing is using emotions to help golf courses sell more rounds of golf.

“When prospective customers receive the piece in the mail, it’s something they see and connect with easily,” Meyers says.

The company uses a database to secure a list of avid golfers that are within a chosen radius of a course.

“We’re not wasting advertising dollars by sending them to everyone in the area,” Meyers says.

Response rates and times; overall revenue; and profits with a targeted, personalized marketing piece can be as much as 30-plus percentage points more effective than direct mail pieces, Meyers says.

Once a golfer is attracted to a course, it’s up to the course’s staff to continue providing those aspirational drivers for the golfers so they’re compelled to return, Meyers says. – HW

For more information about the company, visit [www.drive-marketing.com](http://www.drive-marketing.com). GCI

professional tournament. This puts the potential customer inside the ropes, as Meyer says. It makes them visualize themselves in that situation.

“It can tap into an emotional dimension,” he says.

Drive’s service involves a turnkey process. Clients are charged per card, with everything

included in that price. Drive develops a professional design, which is tailored to each recipient with his or her name. It can include the course’s logo, image and a promotional offer. The postcards are printed on oversized, high-gloss material and sent to as many prospective customers in the target area as a course specifies.



BEFORE



AFTER

## **SAND STORM** “TURN BACK THE SANDS OF TIME”

Are your bunkers suffering from the adverse effects of time? Are rocks, silts, and clays beginning to build up causing your bunkers to look, function, and play like concrete?

Courses all over the world rely on the Sand Storm by ZScreen LLC. for all their bunker maintenance needs. The Sand Storm cleans and “recycles” your sand right in the bunker, utilizing a 12volt vibratory motor, saving you time and money. Say good-bye to the short term repair method of “removing and replacing” your bunker sand, and say hello to a more cost effective, long term solution.



U.S. Patent # 6,439,393 and Patent # 6,863,182

(623)581-0307 • [www.zscreen.com](http://www.zscreen.com)



**LOOKS LIKE A CLEARY DAY.**



**INSIST ON AUTHENTIC CLEARY TURF PRODUCTS:**

**3336 WP | 3336 Plus | 3336 F | 26/36 | Spectro 90 | Alude | Protect DF  
| Endorse | Sentry | Limestone F | Grass Greenzit**

Read and follow all label directions. 3336® is a registered trademark of Cleary Chemical Corporation. The Cleary logo, 3336 F, 3336 WP, 3336 Plus, 26/36, Alude, Endorse, Protect and Spectro are trademarks of Cleary Chemical Corporation. ©2007 Cleary Chemical Corporation.





**Cleary.**

# A part of great looking golf courses for over 70 years.

From the tee to the green, east coast to west coast – and everywhere in between – we’ve played a big part in increasing turf quality and improving playing conditions on today’s best looking golf courses. Backed by our 70-year tradition of excellence in product research, innovative formulation and unsurpassed customer service, Cleary products have become the disease control solutions you can count on for outstanding performance, time and time again.

To find out about Cleary’s **Solutions Program** and all the advantages of making us a part of your golf course, **contact your local distributor** or visit [www.clearychemical.com](http://www.clearychemical.com). We’ll make you, and your course, look better than ever!



CELEBRATING 70 YEARS OF INNOVATIVE TECHNOLOGY

UNPARALLELED CUSTOMER SERVICE

*Insist on authentic Cleary products.*







**Scott White**, former assistant golf course superintendent at The Links at Carillon Golf Club in Plainfield, Ill., is the new superintendent at Mauh-Nah-Tee See Country Club in Rockford, Ill. He can be reached at [purdueturf@comcast.net](mailto:purdueturf@comcast.net) or 815-302-4834.

## THE FORK IN THE CART PATH

Assistant superintendents face many hurdles while gaining experience and working toward the ultimate goal of becoming a golf course superintendent. One can fill a resume with the best education money can buy, combine it with internships and work experience at the finest country clubs, and still have trouble breaking through into a superintendent position. With 10 years under my belt as an assistant superintendent, I know the frustration and the obstacles facing today's assistants waiting to get their big break.

The industry is overloaded with talented assistants with no place to go. Eventually, many assistants come to a fork in the road – or, I guess, a fork in the cart path – and have to decide which direction to go. When facing such a big decision, assistants have to weigh and calculate many factors such as buying a house, starting a family and the cost of living. It's not easy, and too many of the best assistant superintendents just give up and leave the golf industry. A question many ask is: "When is it time to get out before it's too late?"

In the summer of 2006, I faced the same question. With a wife, two-year-old son and large mortgage payment, I needed to decide to tough it out or get out. There are many careers with a larger paycheck and better hours, but was it time for me to make a new start? I began to evaluate my situation. I was in the upper pay bracket for Chicago assistants and had finished second for the fourth time in a superintendent job search. Frustration was setting in, and I felt the window of opportunity for moving into a superintendent position was closing quickly. I repeatedly asked myself, "Will it ever happen?"

After talking to my family and Mark Thibault, the superintendent I worked for,

I started to pursue other options. I decided to sit my dear old dad down and discuss becoming a journeyman lineman. For 37 years, my father has worked as a lineman in Illinois mainly, but he also helped to restore power after events such as ice storms and Hurricane Katrina. The life of a journeyman lineman is rewarding and can provide a good life for a family. Sounds good, right?

In September, I passed all the tests and interviews to make it into climbing school with a job offer at the end of a weeklong climbing audition. I believed it was time to leave the golf industry, and with an un-



derstanding superintendent, I was able to pursue the opportunity. I spent the first few days climbing and learning difficult skills atop a variety of power poles – it made growing grass look easy. On day four, after climbing up and down for what seemed to be the one hundredth time, I took a moment to rest before my descent. While sitting atop a 35-foot pole, I viewed the surrounding landscape and began to think about the early mornings touring the golf course and taking my son Jackson for cart rides in the evenings. Maybe I was delirious from exhaustion, or maybe I have chloro-thalonil in my veins, but I decided to leave climbing poles to my father.

After returning to my post as assistant superintendent at The Links at Carillon in Plainfield, Ill., I refocused my goals to networking and staying involved with my local association, the Midwestern Association of Golf Course Superintendents. By researching my options to leave, I found where I belong and discovered a newfound respect for what my father did to provide for his family. I also became more relaxed at work and home, focusing on watching my son grow up on the golf course.

It's almost a year later, and with a little luck and a lot of preparation, I made it to the next level. I was starting to think I had a better chance of finding Bigfoot, but on July 2, I started my first day as a golf course superintendent at Mauh-Nah-Tee-See Country Club in Rockford, Ill. It feels great to have my feet on the ground and not on a power pole.

Everyone's path is different and there's no mathematical formula to obtain a superintendent job, but I have a few items to offer assistants in their pursuit of one:

**Network.** Get to know your area superintendents, assistants and salesmen. It was a fellow assistant who led me to my position. The Mauh-Nah-Tee-See Country Club position was never advertised, and without networking, I would've never known of this great

opportunity.

**Communication.** Tell your superintendent, golf professional, green chairman or owner about your intentions to move to a superintendent position. You never know who has a connection that gets you the interview and ultimately the position.

**Preparation.** Actively update your resume and be ready to interview. Jobs open and fill in a matter of days. There's no time to hesitate.

**Luck.** A little luck never hurts either.

It's not easy out there, but if you're ready to take the correct fork in the cart path when you reach it, you'll eventually make it to the top. **GCI**