



Throughout the past 15 years, the PGA Tour raised more than \$1 billion for charity. This type of giving has filtered through the industry in many forms. Photo: Dreamstime.com

### HELPING SICK CHILDREN

The spirit of giving has led to a stronger commitment by those who are touched deeply by the causes they embrace. Floratine Co., which went through a management change about eight months ago when younger members of the company took over, wanted to be more involved in its hometown of Memphis, Tenn.

“Our management team is relatively young and we all have small children, so it seemed obvious to us to become involved with St. Jude Children’s Hospital, which is located here in Memphis,” says Brian Goodwin, the 42-year-old president and c.e.o. of Floratine.

But as Goodwin learned more about the 50-year-old hospital and research center that was founded by entertainer Danny Thomas, his commitment to helping its work grew stronger. The research work on catastrophic childhood diseases at St. Jude and the knowledge and protocols it has developed are available to children worldwide.

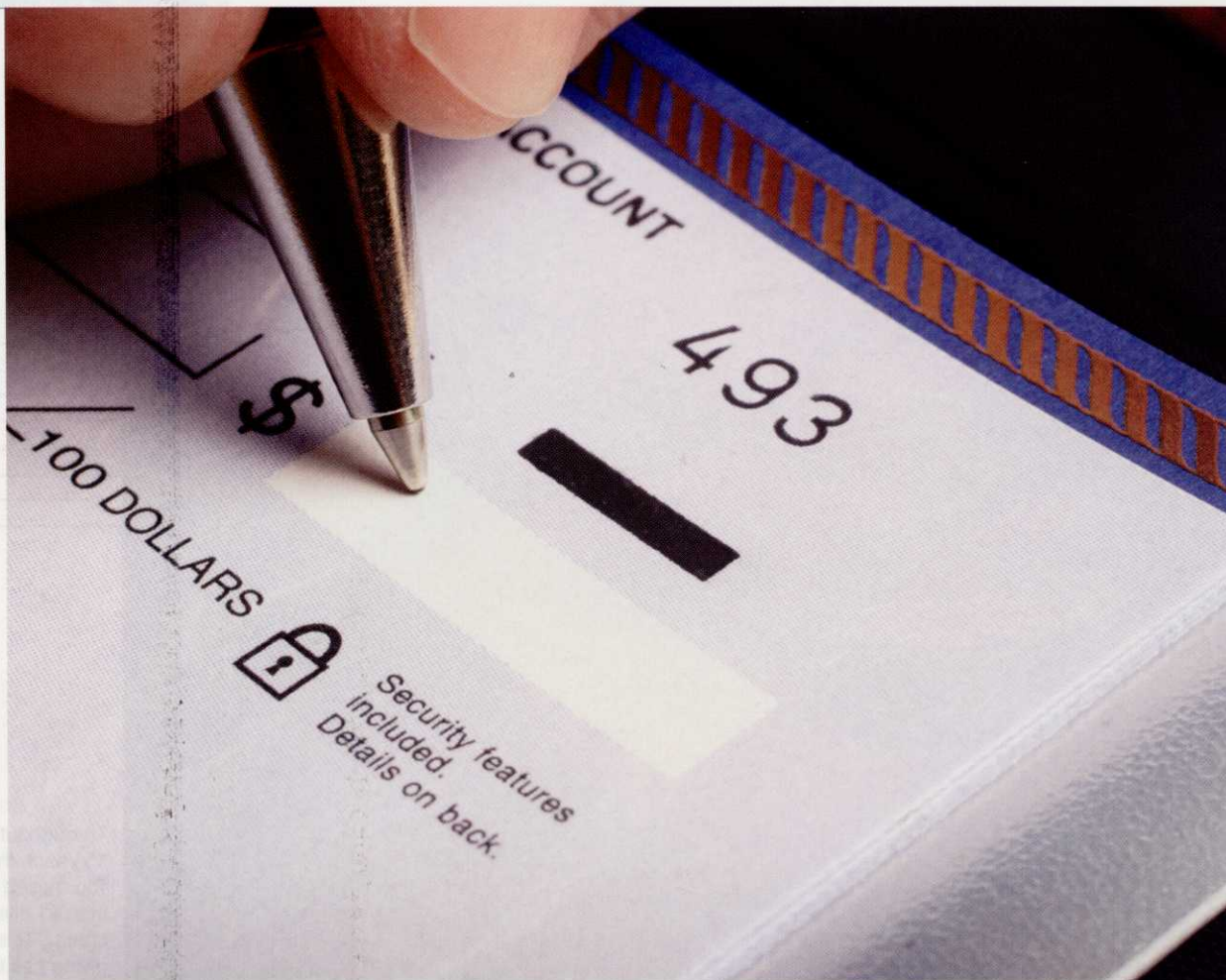
“Its research is an incubator that has helped to treat

children from all 50 states and 70 countries,” Goodwin says. “It has its own pharmacology center to create their compounds quickly. After spending one day at the facility, it helped transform our commitment.”

Goodwin set the goal of raising the funds necessary for one day’s operation of St. Jude – \$1.3 million. Floratine also is planning to create a nationwide series of tournaments hosted by U.S. and international GCSAA members as part of the effort.

“Our concept is to hold a series of 50 tournaments throughout the country in which teams will be competing for and have a chance to play in an international championship to be held in Memphis where the winners of events will come together,” Goodwin says. “Our vision is to create a branding effort between superintendents and St. Jude’s. As superintendents and club managers learn more about the center, they’ll want to participate more.

“When you become involved in a cause, you truly learn the meaning of the old saying ‘the more you give



John Deere, The Toro Co., and Floratine Co. are examples of golf industry companies who donate to nongolf-related charities. Photo: istock.com

the more you receive,” he adds. “It’s a lesson that’s good to embrace.”

**MEANINGFUL CONTRIBUTIONS**

Companies’ charitable activities usually are based on a distinctive corporate philosophy that defines how funds are spent. An example is the philanthropic work of Toro, which has

Toro donates funds to projects within communities where the company has a manufacturing facility or corporate office. Its donations come in various forms that include equipment donations to parks and open-space projects, volunteer donations and educational support.

“The various donations we make are determined through quarterly reviews where a

pany also gives to smaller organizations, such as the Minnesota Zoo and Minnesota Keystone Program, to make meaningful contributions to local communities. For example, Toro helps bring cultural events such as the Minnesota Orchestra to various towns where the company has manufacturing facilities.

The Giving Program also supports employee volunteerism by making a dollar-for-dollar match to employee groups who do volunteer work for organizations like local sports teams, the Boy Scouts of America and the Girl Scouts.

“The Giving Program reinforces our cultural values of respect, integrity and trust,” says program director Stacy Bogart. “We’re committed to enhancing the health and well-being of our communities by active outreach and involvement.”

**“Our vision is to create a branding effort between superintendents and St. Jude’s.”**

**- BRIAN GOODWIN**

been building a legacy of giving since the creation of the company in 1914. The Toro Giving Program handles the dispersing of a fund that represents 2 percent of pretax profits. The program focuses on programs that fit the company’s philosophy, which is geared toward beautifying the outdoors.

grant review committee determines support for organizations that fit within the giving strategy,” says Judson Tharin, community co-coordinator for the Toro Foundation.

Toro’s contributions include donations to turf research and various education programs as well as large donations to the United Way. The com-

**HELP ABROAD**

Deere and Co. has deep roots when it comes to making a difference. Company founders began a legacy of giving since the company was founded almost 200 years ago. The John Deere



Foundation was founded in 1948 to administer its charitable resources better to more worthy causes. Today, that commitment supports many varied organizations, including the FFA (Future Farmers of America), the Global Resources Program and Habitat for Humanity.

The John Deere Foundation's 2007 contributions, totaling \$12 million, were given to an array of programs in the U.S. and abroad. The foundation also consists of the John Deere Foundation of Canada, the European Goodwill Fund and the Funacao (Foundation) of Brazil.

A recent contribution has been helping address poverty and hunger in Africa by developing a relationship with KickStart, a nonprofit organization that helps farmers in Kenya, Tanzania and Mali escape poverty by developing and selling low-cost farm equipment such as irrigation pumps and seed presses. The impacts of these simple tools, such as a treadle pump, can be significant. One pump can increase a farmer's annual income from \$100 to more than \$1,000 and help create a net income for an impoverished village. During the past few years, these tools have helped 47,000 families rise out of poverty and become commercial farmers.

The John Deere Foundation's commitment of \$3 million during the next three years will allow KickStart to expand its programs into three more African nations with a goal of selling 125,000 pumps to impoverished farmers.

#### FINANCE A DANCE TRIP

Individuals, too, can make a difference in their own communities. Mike Brown, CGCS, at Starmount Forest Country Club in Greensboro, N.C., is a father of two daughters who became involved in the On Stage School of Dance, which teaches girls age 8 to 18 all forms of dance. The school develops choreographed dance teams that perform at competitions throughout the Southeastern United States.

"As my daughters reached the level to be able to travel to competitions, I found out some dancers in the organization couldn't afford travel costs for these trips. I wanted to find a way to help send these deserving dancers to competitions, so I created a fund-raiser at my golf course," Brown says.

Five years ago, Brown put together his first golf tournament with help from the various vendors and personal contacts at Starmount. He also received support from the Carolinas

Golf Course Superintendents Association, which helped spread the word about his fund-raiser and helped bring in golf teams for the tournament.

"When I started on the first tournament, I felt it would be a 'one-and-done' event," Brown says. "All of the participants enjoyed the day on the golf course, but afterwards, one of the dance teams from the school put on a presentation that helped showcase their talents and helped people understand what the fund-raiser was about. I was surprised to have so many participants tell me they wanted to be a part of this event the following year."

Brown's event, held in April each year, draws 32 teams by invitation only and receives support from 22 industry vendors who sponsor teams and tees on the course and help to underwrite the cost.

Brown also has brought out local media,

including newspapers and the local television station, to showcase the event as well as the On Stage School of Dance to increase its exposure and the sponsors' exposure. The event is culminated by a black-tie awards dinner that draws sponsors, club members and dancers' families.

Brown found doing this type of fund-raiser on a local level was easier than he expected. If the event is created to help a good cause, it can take on a life of its own and be easier to do each year. **GCI**

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*(Editor's note: We know we're just scratching the surface of nongolf charitable activities by industry companies and superintendents. If you have a similar story, let us know by e-mailing jwalsh@gie.net.)*

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# securing the future

A CONSTRUCTION TEAM RESTORES A STREAM  
AND REBUILDS AN ENTIRE COURSE IN PENNSYLVANIA

The restoration of Shober's Run, which presents lateral or perpendicular hazards on 12 holes, was the key to the course reconstruction project. Photo: The Bedford Springs Resort

It's called "legacy sediment," and if your golf course is located somewhere on the Eastern Seaboard – or anywhere early Americans dammed streams for milling and logging purposes – it might be the reason a nearby creek is always flooding your golf course.

That was the case at The Bedford Springs Resort in Bedford Township, Pa., where 18 historic, often-tweaked golf holes reopened for play in July, following a comprehensive course renovation authored by architect Ron Forse and implemented by contractor Frontier Golf. The original routing at Bedford, laid out by Spencer Oldham in 1895, was revamped by A.W. Tillinghast about 20 years later. Donald Ross would completely retool the layout again, finishing in 1923.

Forse and Frontier were presented with the tasks of preserving and integrating the disparate aspects of these three vintage design styles by rebuilding every green, tee and fairway and undergirding it all with up-to-date drainage, irrigation and soil profiles.

But it was the restoration of the creek named Shober's Run that obliged the renovation team to address the ancient issues and secure the resort's maintenance future.

"We broke ground at Bedford in early June 2006 and essentially built and seeded an entirely new golf course by the middle of October," says Nick Scigliano, president of Jones Mills, Pa.-based Frontier Golf. "But in many ways, the creek restoration, which we handled at the same time, was the key to the whole project. Certainly, the lasting quality of our work, the designer's work and the course superintendent's work, depended on it."

It's easy to see why. Shober's Run flows right through the Bedford property and presents lateral or perpendicular hazards on 12 holes. For as long as anyone could remember, it flooded every time there was a significant rain. Not surprisingly, its banks were eroded and stood



## COURSE RECONSTRUCTION



For long stretches of the project, Frontier Golf employed more than 110 men on its crew. It ran two shifts for about six weeks near the end. And because of the crew size, it brought out lights and used some of the equipment double time, at night. Photos: The Bedford Springs Resort

further deterioration. Clearly, any responsible renovation of Bedford Springs would have to include a Shober's Run solution.

Enter the self-described "creek geeks" from LandStudies out of Lititz, Pa. After digging several test pits, they determined Shober's Run had been dammed in the 18<sup>th</sup> century, perhaps earlier, to allow for logging and the creation of various mill operations downstream. The bigger the dam, the bigger the pond that forms behind it, and the more legacy sediment builds up on top of the original creek channel.

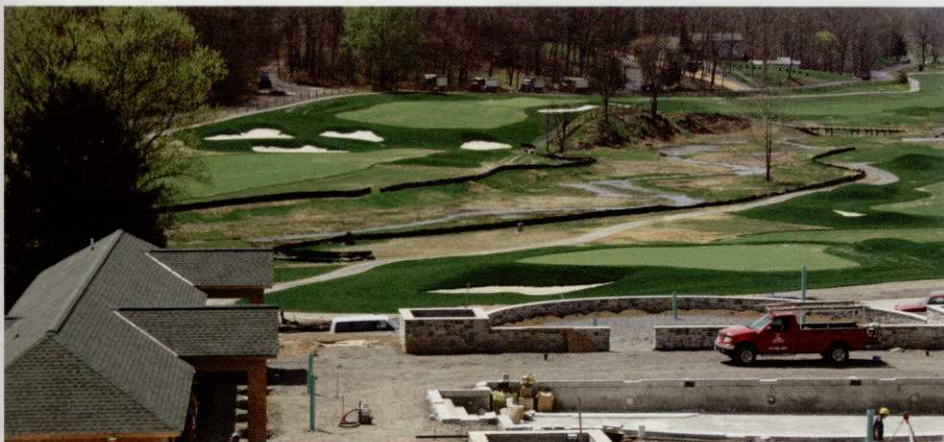
"Basically, what we had was a perched creek bed," says Doug Show, Frontier's project superintendent at Bedford, borrowing language usually reserved for water tables and thatch layers.

When the dams are drained, the creek channel is perched and remains so. Thereafter, the surrounding area's waters aren't gathered nor drained away with the same efficiency of the original streambed. Sooner or later, flooding ensues.

"Most of the courses we work with either have an old dam on the course or one within a half mile, so it's pretty easy to see the problem," says Mark Gutshall, president of LandStudies. "We're working on several course projects right now where the dam is right on the property. That was the case at Bedford. Most of the streams in







the state of Pennsylvania have been altered in this way. In Lancaster County, the average dam pipe was 8.5 feet high, and the average ponded area behind it was 1.2 square miles.”

The dam that LandStudies found on site at Bedford was only 3 feet high, but there’s an old mill just downstream (less than half a mile off the Bedford property) where Gutshall estimates the dam was 5-feet high.

“That means water backed up a huge distance, onto the course, and the channel was buried under the sediment that piled up,” he says. “That’s legacy sediment, and it’s all dependent on the height of the dam. The bigger the dam,

the more sediment.”

The dams at Bedford were abandoned, and the ponds drained years before the original golf course was ever built, meaning the stream-flooding problems predate the golf course.

“That’s pretty typical,” Gutshall says. “The design of the golf course can make the matter worse, but most of the time it doesn’t contribute much. The real damage was done years before.”

#### DOING IT RIGHT

Identifying a perched creek bed, then pegging the cause of said perching (about 200 years after the fact), is one thing. Rectifying that situation is quite another.

Gutshall says many of LandStudies’ golf clients (the company is in the midst of eight course-related stream restorations) don’t have the luxury or can’t muster the collective will to conduct a proper remediation. He pointed to a recent project at Lehigh Country Club in Allentown, Pa., which was prompted by the stream-bank erosion around the base of a bridge. The entire stream needed rechanneling, but the club wasn’t prepared to radically alter any fairways, greens or tees.

“There’s a difference between stream stabilization and stream restoration,” Gutshall says. “Lehigh was a stabilization. At Bedford, we had the luxury of working with a client, course architect and contractor who understood the vision, and because the course renovation plan was already so sweeping we were able to incorporate a full stream restoration into the course-renovation plan.”

LandStudies and Frontier ultimately resolved

#### AT A GLANCE

### Bedford Springs Resort

**Location:** Bedford Township, Pa.

**Type of project:** Reconstruction

**Architect:** Ron Forse

**Builder:** Frontier Golf

**Superintendent:** Dave Swartzel

**Owner:** Bedford Resort Partners, Ltd.

(managed by Benchmark Hospitality International)

**Project started:** June 2006

**Project completed:** October 2006

**Cost:** Total resort, \$108 million; golf course, \$6 million-plus considering grow-in, creek restoration, and new maintenance facility

**Notable:** A creek restoration that affected 12 holes

to unearth the original creek bed that lay under about four feet of legacy sediment, while creating a flood-way about 7,000-feet long and 80-feet wide (in places) to mitigate future flood threats. Show estimates his crews moved only 80,000 to 100,000 cubic yards of dirt during the entire golf course renovation while it moved 70,000 cubic yards of dirt separately in the careful rechanneling of Shober’s Run.

“LandStudies had one of its partners on site at all times to work with Frontier’s excavator operator,” says Jim Nagle, the Forse design associate who spearheaded the Bedford project. “At first they did about 100 feet of the rechanneling together, just to get the method down. That’s all it took. Frontier just took it and ran with it after that.”

The work on Shober’s Run originally was to be a design-build project, but LandStudies is moving away from the building side of the business, Nagle says.

“Frontier was approached about doing this work and Nick [Scigliano] said, ‘Yeah, we can do that,’” Nagle says. “And they did.”

Frontier was already on site and doing all the other construction so it made sense to keep its workers out there, Gutshall says.

“They really stepped up to the plate and did some things very different from what they normally do – and did them very well,” he says.





Frontier broke ground in June 2006 and essentially built and seeded an entirely new golf course by the middle of October that same year. Photo: The Bedford Springs Resort

**A CONSTRUCTION FEAT**

For long stretches of the Bedford project, Frontier Golf employed more than 110 men on its crew. During this time, the company was simultaneously rebuilding The River Course on Kiawah Island in South Carolina in collaboration with Tom Fazio Golf Course Designers, another five-month project that required more than 80 workers mobilized out of Frontier's Southeast Division in Camden, S.C.

"It was a busy summer and a lot of work, but we had the resources to handle concurrent jobs of that magnitude, and our client supported us in every way possible," Show says. "We ran two shifts at Bedford for about six weeks near the end. Because of the crew size, we brought out the lights and used some of the equipment double time, at night. We handled things like asphalt paving, cart-path paving and seeding that way."

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