

Bill Kubly

'He truly wants to be the best'

Bill Kubly's golf course development business, Lincoln-Neb.-based Landscapes Unlimited, began in 1976 in the back of a renovated Keebler delivery truck. Kubly, with pipe wrench and pipe cutter in hand, performed small irrigation projects at local courses.

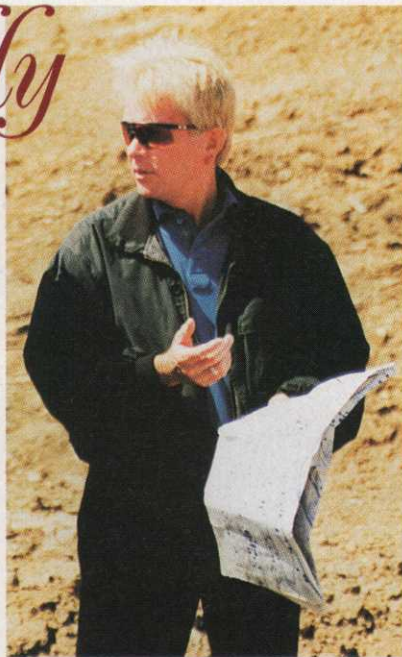
My, how the business has grown. In November, Kubly purchased a second office building because the company's first building was busting at the seams with employees. Landscapes Unlimited now employs nearly 1,300 people.

Kubly's business has grown hand in hand with the company's reputation as one of the nation's top golf course developers. Landscapes Unlimited, which specializes in construction, renovation and irrigation, builds more than 25 golf courses annually. The company's employees work with architects on projects ranging from \$50,000 to \$10 million. Landscapes Unlimited boasts a host of big-name clients, including Sand Hills GC in Mullen, Neb., and Pinehurst No. 8 in Pinehurst, N.C.

"He has done a lot of work with different architects who have extremely different styles and ways of doing things," says golf course architect Bill Coore, who designed Sand Hills with Ben Crenshaw. "To me, that would be the mark of someone who's really gifted in [the development] business."

Word is getting out about Kubly, who has a degree in landscape architecture from the University of Wisconsin. He was recently named the 2000 National Ernst & Young Entrepreneur of Year in the real estate/construction category.

"Steady growth is the key



LANDSCAPES UNLIMITED

to our success," Kubly says. "The temptation has been there to grow fast where things could have gotten out of control.

But we've held back to steady growth of 10 percent to 30 percent a year."

In 1987, Landscapes Unlimited received the opportunity to work with Fazio Golf Course Designers to build Town of Oyster Bay GC on Long Island in New York. Kubly says the project was a turning point for the company. "The project put us on the map," Kubly says.

Brad Schmidt, general manager of Landscapes Unlimited, says Kubly has brought an intense entrepreneurial spirit to the industry. "He truly wants to be the best at what he does," Schmidt adds.

Kubly is a visionary, but he'll be the first to tell you that he has surrounded himself with good people. "I've surrounded myself with people I think are recognized as leaders in the industry."

Schmidt says Kubly sets a fine example as a leader. "He works extremely hard, and he sets high expectations."

— Larry Aylward, Editor

Carl Spackler (BILL MURRAY)

Like it or not, he made an impact on the profession

We wanted to talk to Bill Murray, but he blew us off. He's probably afraid to face superintendents. After all, his character from *Caddyshack*, the gopher-huntin' and turf-tokin' assistant superintendent, Carl Spackler, didn't do much for the profession's image.

We wanted to ask Murray (Spackler) if he'd ever been threatened by any superintendents. We also wanted to ask him a few questions, including what he thinks of superintendents who wear jeans.

(Did you know Murray worked on a golf course before becoming an actor?)

We understand why you're not sure how you feel about Murray (Spackler). You were trying to upgrade your image when *Caddyshack* was released in 1980, and the film left you with a collective inferiority complex. But if you take a glass-is-half-full approach, you'll see that *Caddyshack* and Spackler helped put you on the map. "When most people hear the term 'golf course superintendent,' the character in *Caddyshack* becomes part of the conversation," says James Nicol, certified superintendent of Hazeltine National GC in Chaska, Minn.

But Cliff Beckmann, superintendent of the Westin Salishan Lodge and Golf Resort in Gleneden, Ore., says Spackler "put us at least 10 years behind in how we're viewed professionally." He's probably right, but you have to admit that millions of people now know what you do, thanks to Spackler (Murray).

— Larry Aylward, Editor



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