

Off The Fringe

NEWS WITH A HOOK

Business briefs

Syngenta, Bayer settle dispute

Syngenta AG and Bayer AG announced an agreement to settle their patent disputes in U.S., European and Japanese courts over intellectual property rights for neonicotinoid-based insecticides. Under the terms of the agreement, Syngenta will pay Bayer \$120 million in return for full access to crop protection and related markets worldwide.

There are three subclasses of neonicotinoids — chloronicotinylns, thianicotinylns and nitromethylenes. Bayer's Merit (imidachloprid) is currently the only chloronicotinyln registered for turf and ornamentals. Syngenta is developing a thianicotinyln which will be called Meridian or Flagship, which will be positioned as a grub control insecticide in the golf/turf/landscape market.

Syngenta's thiamethoxam brands include Actara, Cruiser, Helix, Platinum and Centric. These crop protection products are not yet approved for turf and ornamentals in the United States. Bayer's imidachloprid-based insecticides are Confidor, Admire and Gaucho. It also recently launched the chloronicotinyln insecticide Calypso.

Neonicotinoids have a mode of action which makes them useful for "preventive," as opposed to "curative," control approaches.

USGA proposes limiting clubhead size, length

The USGA intends to restrict clubhead size and club length (except for putters) by 2004. USGA has decided that "excessive" clubhead size and length is contrary to the Rules of Golf. However, most clubs already conforming to the current Rules of Golf will not be affected by these proposals. On Dec. 19, the organization sent a letter describing the proposal to club manufacturers.

Briefs continue on page 14

Linked to the Links

PROGRAM AIMS TO GROW GAME

By James E. Guyette

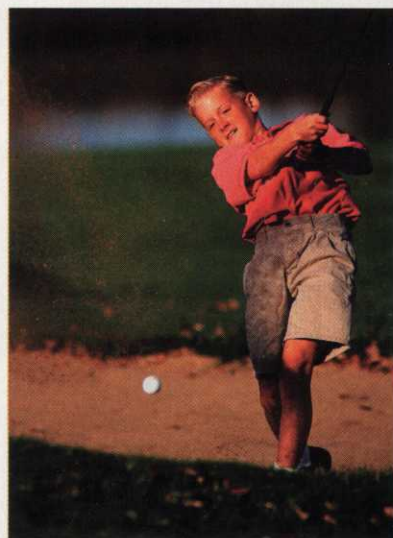
Doubting duffers nationwide may be finding new courage to take on the links this summer as courses across the country join the planned national rollout of the World Golf Foundation's Link Up 2 Golf program.

Designed to free beginning golfers from feeling intimidated when they make their golfing debuts, this industry marketing initiative was successfully pilot-tested last summer at eight facilities in the Raleigh-Durham-Chapel Hill area in North Carolina.

Under the program, more than 300 aspiring golfers paid \$199 for six hours of lessons, a series of seminars, range time and five rounds of golf. The key concept is to get potential golfers up and swinging while dispelling the fear factor.

"If you haven't played much, it's intimidating to go on a golf course," says Dean Allgeyer, general manager of Wake Forest (N.C.) GC, whose course participated in the event. "But the plan worked out well for us. Getting people out here was the main thing, and we exposed a lot of new people to the property."

Link Up 2 Golf gets good marks from Allgeyer because the scope provides more of a foundation than any one-shot session with a pro. "You have contact with them for over a month;



DIGITAL STOCK

Link Up 2 Golf offers a structure and format that specifically accommodates new golfers.

it gets people *playing* the game," he stresses.

About 65 percent of the golfers in the pilot program reported feeling "uncomfortable" or "very uncomfortable" when pondering their first approach to the tee. But 61 percent of these same folks said they are more than ready for the fairways following their participation in Link Up 2 Golf. "We want to create a comfortable environment for the new or aspiring golfer," says Randy Stevenson, who directed the pilot program.

This summer's national rollout of Link Up 2 Golf is being organized by the PGA of America in conjunction with the National Golf Course Owners Association (NGCOA).

"We're very much dedicated to

Continued on page 14

Business briefs

Briefs continued from page 12

"There was a sudden appearance of excessively sized club heads," said Dick Ruge, USGA's senior technical director. "This demonstrates the ability of golf club manufacturers to stretch technological limits beyond what was anticipated. The USGA must act now to prevent erosion of club traditions."

Originally, the USGA proposed that golf club heads measuring more than 385 cubic centimeters in volume clubs measuring more than 47 inches in length would be considered non-conforming. On Jan. 10, however, the organization amended its proposal to set maximum size of clubheads at 460 cubic centimeters plus an additional 10 centimeters to account for differences in manufacturing processes and measurement variations.

The USGA invites written comments from all interested parties, including manufacturers, until Feb. 19. Written comments and materials can be directed to Ruge at USGA, P.O. Box 708, Far Hills, N.J. 07931, fax: 908-234-0138, or e-mail: drugge@usga.org.

Edwards retires from Deere

Kenneth J. Edwards has retired from Moline, Ill.-based John Deere. Edwards was director of marketing and sales for John Deere Golf & Turf since 1986.

Edwards helped grow and strengthen the company's ties with the golf industry. His achievements include managing a nine-year deal naming Deere the official equipment supplier to the PGA Tour and helping Deere become the preferred turf equipment supplier to the 2002 Ryder Cup.

Edwards created the John Deere Golf & Turf Feedback program that allows superintendents to test and evaluate John Deere Golf and turf equipment and provide direct input to the company's engineers and marketing specialists.

Gregg Breningmeyer replaces Edwards.

Remodeling rules

Remodeling will take precedence over flashy new courses in 2002, representing a shift from the new-course boom of the last five years, says Damian Pascuzzo, president of

Briefs continue on page 16

Continued from page 12

making this work," says Mike Hughes, NGCOA's executive director. "We have a lot of motivated people to make this a success because they have the most to gain by creating new players."

Active participation among the industry's owners, managers and professionals will bring solid economic benefits, notes Ruffin Beckwith, senior vice president of the World Golf Foundation.

"If they embrace it and believe in it, it will work," he says. "We learned a lot from the test."

One of the strong points of Link Up 2 Golf is that it creates a structure and format that specifically accommodates new golfers. Follow-up is on the way to coincide with the national rollout, Beckwith reports. "We're going to track these people (from the North Carolina test) over the next 12 months to see how much golf they actually play," he adds.

For more information on the program, visit www.linkup2golf.com.

Guyette is a free-lance writer from Cleveland.

“Quotable

“We are employed by the players to meet their expectations. That’s not unlike what the members of a private club demand of their golf course.”

— *Jon Scott, vice president of agronomy for the PGA Tour (USA Today)*

“Find a way to deal with the advancing technology. Pretty soon, Augusta National will have to buy the Hardee’s on Washington Road to build a new first tee.”

— *Alan Shipnuk on a New Year’s resolution for the golf course industry (CNN/ISI.com)*

“If I want to take off, I’m going to go hunting. I don’t want to be with a bunch of superintendents in a place I don’t to be.”

— *Mike Pock, superintendent of Whisper Rock GC in Scottsdale, on attending the GCSAA Annual Conference & Show*