

## Business briefs

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the American Society of Golf Course Architects (ASGCA).

Pascuzzo says more courses are finalizing remodeling plans each year, ranging from small projects to correct minor problems to entire makeovers.

"The trend is across the board," Pascuzzo says. "Our members report that remodeling work on the drawing boards represents a true cross-section of the country's golf courses — country clubs, public courses and municipally owned facilities."

### **NGCOA, Club Car form partnership**

The National Golf Course Owners Association has formed an exclusive "premier partnership" with Club Car. The alliance represents "an unprecedented commitment on behalf of the organizations to work together to help golf course owners operate more efficiently and profitably," the groups said.

The partnership is designed to be a resource and ally to help owners and operators identify and evaluate solutions that meet a range of their business needs, including golf transportation, utility and hospitality vehicles, GPS-based distance measurement, communications and course management systems, and equipment financing.

### **Aquatrols issued European patent**

Aquatrols was issued a European patent for the application of dry spreadable water dispersible granule compositions. This technology is also covered by two U.S. patents. Developed jointly by Aquatrols and Rhodia, the process allows activated charcoal to be manufactured in a dry spreadable form that will dissolve and disperse instantly with water.

### **Sod companies form alliance**

Bladerunner Farms ([bladerunnerfarms.com](http://bladerunnerfarms.com)), Gardner Turfgrass ([gardnerturf.com](http://gardnerturf.com)) and Patten Seed ([pattenseed.com](http://pattenseed.com)) — three regional turfgrass developers and producers — have formed the Super-Sod Alliance, a coalition that will strive to provide top-quality grasses to golf courses throughout North America.

# Looking for Golf Course Labor in All the Right Places

By Mark Leslie

**S**uperintendents in recent years have been ingenious in their recruitment methods, said certified superintendent Bruce Williams, director of golf operations at Los Angeles CC.

While Williams hires Hispanics and doesn't face the labor problems that plague some of his colleagues, he's impressed with hiring techniques used by his peers, including superintendent Gerry White of Point Sebago Resort in Casco, Maine, who reports excellent results from hiring young people at job fairs in Europe. Various countries in Europe hold huge job fairs each year as part of a program called Resort America, which offers a labor pool of young people hankering to work in the United States for six months. "A lot of kids want to come over here, and so we get to pick and choose who we want to hire," White said.

Like Hispanics, the Europeans often prove to be tireless and willing employees. "They never complain about the hours," White said. "They want to make as much money as they can. They're happy to be here and want to be here, and that reflects on their work ethic."

Point Sebago Resort has hired through the program for four years. It has worked so well that the resort brings a number of past employees back each year. This year it hired 25 people, including a few each on the maintenance crew and in the pro shop. After Labor Day, White moves two or three more people on to his maintenance staff to work until mid-October.

Superintendents interested in the Resort America program can contact 800-727-8233 or [www.resortamerica.aif.com](http://www.resortamerica.aif.com).

*Leslie is a free-lance writer from Monmouth, Maine.*

## **We asked superintendents: Do you feel as secure in your position today as you did a year ago? Why or why not?**

"I do feel secure in my position because of the product that my staff provides and the professional relationship I have with my superiors."

**Kevin Goolsby, Superintendent**

**The Sportsman at Perdido Golf Resort, Pensacola, Fla.**

"I've been a superintendent for 25 years, and I'm not feeling secure about my position. Superintendents are too vulnerable to the weather and the whim of disgruntled golfers."

**Dale Walters, Certified Superintendent**

**Royal Palm GC, Naples, Fla.**

"Yes. I feel more secure in my position this season than ever before [Last year], we experienced the most challenging conditions (drought) than ever recorded. But we lost very little turf and passed a project budget for the next three years."

**Greg O'Heron, Superintendent**

**Peterborough G&CC, Peterborough, Ontario**