

Off The Fringe

Business briefs

Looking for jobs in the right places

Looking for a job in classified newspaper ads and online is a daunting task, and job seekers may be missing the cream-of-the-crop jobs by relying on these methods, according to a report by *Newswise*. "Most of the best jobs are never advertised," says Michael Lebeau, assistant director of the University of Alabama at Birmingham's Search Career Services.

Penetrating the hidden job market requires an applicant to be aggressive and to take the initiative by cold calling, prospecting and networking, according to Lebeau. It's also dependent on personal contacts, information interviews and referrals.

SePRO acquires Griffin products

Carmel, Ind.-based SePRO has purchased a number of turf, nursery, ornamental and aquatic product lines from Valdosta, Ga.-based Griffin LLC, a wholly owned affiliate of DuPont. The acquisition includes: Avast! and Avast! SRP Aquatic Herbicides, Komeen Aquatic Herbicide/Algaecide, Junction Fungicide/Bactericide, Pentathlon Fungicide, Spin Out Plant Growth Regulator, Camelot Ornamental Fungicide, Kocide 2000 TNO Fungicide and a few other products.

Horton hooks up with Torrey Pines

Ted Horton, a turfgrass consultant who hosted the 1974 U.S. Open at Winged Foot Golf Club and a Pebble Beach veteran, will oversee the Torrey Pines golf courses for San Diego while the city searches for a permanent replacement for Jim Allen, who resigned in May. Horton will work with Torrey Pines South Course superintendent Jerry Dearie to improve the agronomy for the course, which will host the 2008 U.S. Open.

Briefs continue on page 16



JASON STAHL

Seed Companies Open Doors to All in Oregon

INCREASED SALT AND HEAT TOLERANCE DOMINATE DISCUSSIONS

By Jason Stahl, Contributing Editor

Bluegrasses and intermediate ryegrasses were the hot topics of conversation at the seed companies' annual field days in June during the annual Oregon Seed Tour.

None of the host companies — Pickseed West, Turf-Seed, The Scotts Co., Turf Merchants or Seed Research of Oregon — could have asked for better weather as blue skies and moderate temperatures in the low 80s allowed them to show off their research facilities and turf plots in comfort and ease.

Pickseed West clearly stated that intermediate ryegrasses are its top priority, with the top two goals to achieve a dark green color and slower vertical growth rate.

"We need to solve the problem of rye being too hardy," said turf breeder Don Floyd, who manages

Pickseed's Corvallis facility. "Golf courses overseed with rye, but they want it to die earlier than it has been. Also, dark green color is paramount."

Bluegrass ranks third in Pickseed West's species priority, and Scotts also made it clear that that specific turfgrass is in its research crosshairs.

"Only half the country can enjoy bluegrass because it has no heat tolerance," said Kevin Turner, manager at Scotts' facility in Gervais.

To address this issue, Turner stated that Scotts is pushing hard to create drought-tolerant hybrid bluegrasses. The company had 100 crosses this past spring that he says will have excellent heat and drought tolerance. "[The development of] hybrid bluegrasses at Scotts will continue indefinitely," Turner said.

One exciting development men-

Continued on page 16

Business briefs

Briefs continued from page 14

Bayer CropScience going 'lean'

Bayer CropScience has adopted a new organizational structure. "Following the successful integration of Aventis CropScience, we can now streamline our structures and further enhance our focus on market requirements," said Friedrich Berschauer, Bayer CropScience's chairman of the board of management. "We're going for a leaner organization."

Toro celebrates 90 years

Bloomington, Minn.-based The Toro Co. celebrated its 90th anniversary with Minnesota Governor Tim Pawlenty around the theme, "Innovation Days." To mark the milestone, Toro put together demonstrations and displays to showcase its nine decades of innovation.

Continued from page 14

tioned was Thermal Blue, a heat-tolerant bluegrass Scotts developed by crossing Kentucky bluegrass with Texas bluegrass. The 2004 crop will be larger than the 2003 crop, but Wayne Horman, Scotts' director of seed sales and marketing, said demand will still not be satisfied.

At Turf-Seed's field day, attendees also witnessed heavy bluegrass research on a wagon tour of its facility in Canby. President Bill Rose offered his comments on the state of the seed industry today. "At least half the industry wants to turn seed into a commodity again," Rose said. "That's foolish, short-term thinking."

Former University of Georgia professor Ronnie Duncan, one of the leading researchers of the salt-tolerant seashore paspalum turfgrass, gave a talk on the impending water crisis that fascinated the crowd.

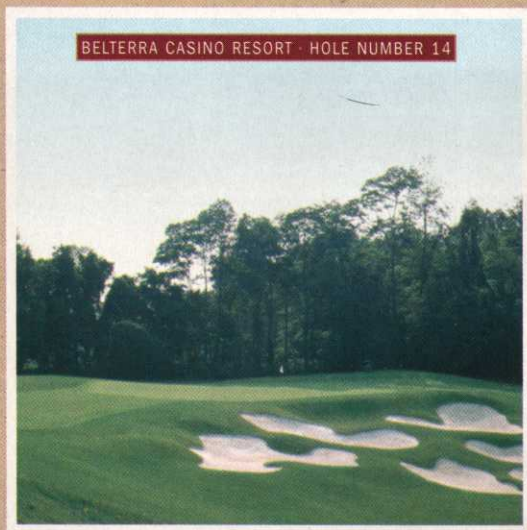
"We are running out of potable water," Duncan said. "Within 10 years to 20 years, fresh water will be like gold."

His main point was that, in the near future, golf courses and large commercial properties will be required to be irrigated with low-quality water. That's why turfgrass species need to be improved to become more tolerant of various nutrients.

"You must take a science-based approach," Duncan said. "There is no miracle cure that will solve your salinity problems — and there never will be."

Turf Merchants hosted a dinner party for its distributors at the Willamette Valley Vineyards.

Stahl is the managing editor of Landscape Management, Golfdom's sister publication. Golfdom Managing Editor Frank H. Andorka Jr. contributed to this article.



The Source for Golf Photography

800.338.1656 • www.golfoto.com • info@golfoto.com

"Hiring renowned golf photographer, **Mike Klemme**, to take photos of the golf course at **Belterra Casino Resort** made such a huge difference! We have had course photos taken in the past, but there is absolutely **no comparison**. Mike's photography really serves to **enhance the beauty** of our Tom Fazio course. We truly enjoyed working with him and the staff at **Golfoto**."

Mashayla Colwell
Advertising Manager

Belterra Casino Resort • Indiana • USA

Off The Fringe

Jack and Tom — or Oscar and Felix?

NICKLAUS, DOAK ARE AN ODD COUPLE FOR NEW DESIGN, AS PRESS CONFERENCE REVEALS

By Anthony Pioppi, Contributing Editor

There they were, Jack Nicklaus and Tom Doak, the oddest of golf course architecture pairings, sitting side by side under the glare of television lights and the watchful eye of nearly 75 media types and hangers-on with Long Island Sound and a shocking blue sky serving as a backdrop. The two were together June 16 in Southampton, N.Y., a day before the start of the U.S. Open, to discuss a joint project with the press.

Nicklaus was his usual public self: smooth, charming, humorously self-



Jack Nicklaus (second from left) and Tom Doak (third from left) break ground.

effacing, at ease with the cameras and the questions.

Doak was Doak — uncomfortable as ever in the spotlight, looking like a piano student at his first recital. It was if he would have preferred to be anywhere else in the world except there, one of the greatest spots on the Eastern Seaboard on which to build a golf course.

That is exactly what brought the two together — well, that and owner

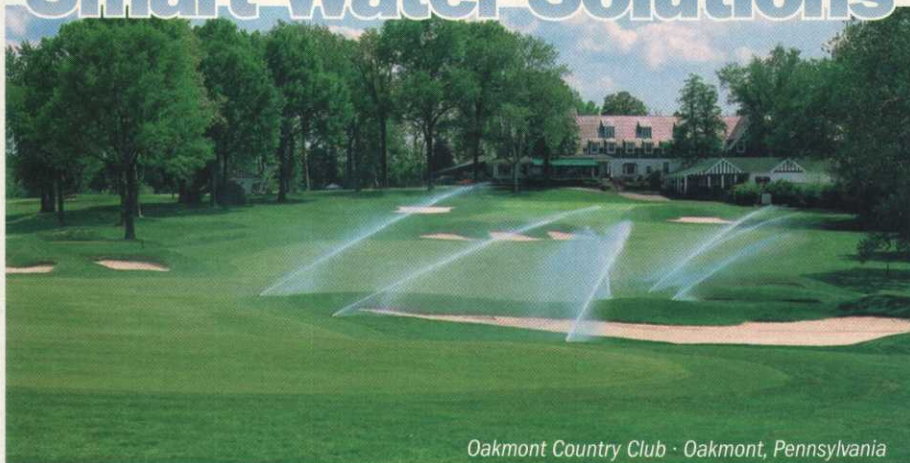
Michael Pascucci's money. It was Pascucci's dream of building a golf course on land that abuts National Golf Links of America, Shinnecock Hills Golf Club and the Great Peconic Bay. The dream will be realized with the completion of the ultraprivate Sebonack Golf Club, a Doak-Nicklaus collaboration, scheduled to open in the fall of 2005.

Whether the first-time pairing will work remains to be seen, but both architects — noted for their healthy egos — say the collaboration will be no problem.

"Doing a golf course with Jack Nicklaus is an honor for me," Doak said, deflecting any thought of the two butting heads. "All golf courses are collaborations."

Continued on page 22

Smart Water Solutions



Oakmont Country Club · Oakmont, Pennsylvania

"Hiring a professional irrigation consultant is very important to the success and outcome of a major irrigation installation or restoration project. The planning and specifications, prepared by a professional consultant, lay the foundation for lasting solutions that achieve environmental and business objectives."

JOHN ZIMMERS

Golf Course Superintendent • Oakmont Country Club
Oakmont, Pennsylvania

Professional members of the American Society of Irrigation Consultants have passed an extensive peer review and qualification process.

Working with an ASIC member gives you the confidence that a highly-qualified irrigation consultant is on the job, helping to protect your interests and your investment

Contact ASIC to find a consultant near you.



111 E. Wacker 18th Floor
Chicago, IL 60601
312.372.7090
Fax: 312.372.6160
www.ASIC.com

Off The Fringe

Continued from page 21

Nicklaus, too, said the pairing would work well, and the plan for collaborating would be simple.

"We'll try to do it together," he said. "(We'll) put our heads together and we'll go through every hole, work every hole. Some holes Tom is going to get the call, because we'll like what

Tom did better. Sometimes I'll get the call because we'll like what I do better. That's fine."

Pascucci paid a reported \$45 million for the property he purchased from the Electrical Workers Union pension fund.

Pascucci, who belongs to the Nicklaus-designed Muirfield Village Golf

Club and Golden Bear Club, first hired Nicklaus for the project, then added Doak after seeing his stunning Pacific Dunes layout.

"I want to put the most IQ in the golf course that we can," he said.

But the brain trust already appears to be one-sided. Nicklaus admitted he has not seen one of Doak's courses to familiarize himself with Doak's style, while Doak has seen dozens of Nicklaus projects. Nicklaus walked the site for the first time the morning of the press conference. Doak had been there nearly a half-dozen times. The routing is primarily Doak's with input from Nicklaus's staff.

"We took some runs at routing to start with and Tom took some runs at routing, and frankly routing is more Tom's than it is ours," Nicklaus said.

Both Doak and Nicklaus said the finished product might little resemble the current routing.

"What you put on a piece of paper is what you'd like to say the golf course is going to look like, Nicklaus said. "But generally speaking, it bears no resemblance to what you put on paper and what you finish with. We'll end up with letting the golf course evolve."

Doak's take is the effort will produce an outstanding result if all the sides work together.

"If we take the best ideas everybody has and put them together and get ourselves out of the way and find the common ground between us as far as what is a great golf course ... we're not far apart on that," he said.

Although Sebonack will be smack up against two of the greatest golf courses in the world, Nicklaus and Doak said they do not feel added pressure to come up with a great design.

"I think National and Shinnecock are great courses because they have their own personalities," Doak said. "That's what we're searching for out here as we build the golf course. We can't sit here and tell you exactly what that personality will be — that's the part that has to evolve. That's the fun part."



21 YEARS IN AMERICA AND STILL GROWING

For the past two decades, Redexim Charterhouse Seeders have been the choice of superintendents who demand quality. Whether you want to seed nine fairways in a day or have the ability to seed and topdress at the same time, Redexim Charterhouse has the right model for the job. Contact your dealer today for a demonstration.



21 YEARS IN AMERICA AND STILL GROWING

1-800-597-5664 • Fax: 570-602-3060 • www.redexim.com

Pascucci also talked about Sebonack being an organic golf course. What that means precisely has not been determined.

"The town is working with us. They understand that we're doing an organic golf course and the naturalness of what we're trying to do," he said.

Following the press conference, even Doak was hard-pressed to define "organic."

Apparently, the greens will be built to recycle irrigation water. The preliminary grassing plan includes the use of fescues throughout in-play areas. A pesticide and fertilizer regimen, however, has not been determined.

One prominent superintendent in town for the U.S. Open, who requested his name not be used, was baffled at the description of the course as "organic."

"Organic? What does that mean?" he asked.

As with any golf course in its infancy, there are still many questions, but one was most likely answered well after the press conference was over — that of who will play a greater role in the design.

Doak and his people huddled around a map of the course, discussing a possible green site change with the Nicklaus people. Jack? He wasn't involved in the decision. He had left the property 20 minutes earlier.

Quotable

"It's going to be a bunch of car wrecks. It's going to be like there's oil on the track at Daytona."

— Pro golfer Fred Funk, BEFORE the final round of the U.S. Open. He was right. (Associated Press)

"Most of the pesticides we use today are safer than aspirin. I'm not talking about 20 years ago, I'm talking about today. I'm not talking about all of them, I'm talking about most of them."

— Tim Hiers, certified superintendent of the Old Collier Golf Club.



FACTORY DIRECT HUGE SAVINGS!



**BEAR RG7300
UPGRADE FOR
TORO
730
SERIES**

**TORO STREET PRICE:
\$40-\$49^{ea.}**

**BEAR RG7300
MINI-PAK PRICE:
\$26^{48!}
ea.**



**BEAR RG851-06
UPGRADE FOR
TORO
800
SERIES**

**TORO STREET PRICE:
\$125-\$144^{ea.}**

**BEAR RG851-06
MINI-PAK PRICE:
\$76^{90!}
ea.**



**ALL MINI-PAKS
ARE 44% OFF!**
Sprinklers • Valves
Assemblies • Nozzles
Parts • Tools • MORE!

**ENTIRE INVENTORY
UPGRADE MINI-PAKS FOR
RAIN BIRD
ALL 44% OFF!**

**EVEN THE AMAZING
HOTSHOT
HOSE-END NOZZLE
MINI-PAKS: 44% OFF!**



BEAR[®]
IRRIGATION

FACTORY DIRECT TOLL-FREE ORDER LINE 1-800-491-4975

All OEM names and part numbers are used for identification only. BEAR Irrigation products are not original equipment parts. Toro[®] is a registered trademark of the Toro Company. Rain Bird[®] is a registered trademark of the Rain Bird Sprinkler Manufacturing Corporation.

ORDER ONLINE www.bear-irrigation.com

Syngenta's Science Project

VERO BEACH, FLA., FACILITY A NERVE CENTER FOR COMPANY'S R&D

By Larry Aylward, Editor

It's hot and muggy, even by central Florida's standards. Kevin Casey, clad in a white lab coat, stands inside the plant production area at Syngenta Professional Products' Vero Beach (Fla.) Research Center (VBRC). The dusty area, laden with intricate machinery, resembles a huge garage. There's no respite from the heat because the area is open to the outside. Casey, whose face contains speckles of sweat, will attest to that.

Despite the heat, Casey is upbeat on this early June day as he speaks about his job — blending and pasteurizing soil to use in tests for turf and ornamentals — to a group of visitors at the VBRC. Casey, a research and development assistant on Syngenta's R&D technical support team, creates soil mixtures to mimic certain soil conditions from different regions of the United States and the world.

Casey flips the "on" switch of the elaborate mixing machine, and it drones loudly while blending batches of soil and sand. Casey grabs a handful of dirt from a table in front of him and runs the rich, dark blend through his fingers. "This is a really nice soil to work with," he says of the muck soil, used to grow sugar cane.

The VBRC is one of four Syngenta facilities of its kind in the United States. It was built in 1963 and is located on 240 acres. It features nearly 40,000 square feet, with 20,000 square feet devoted to 12 greenhouses.

Syngenta invested \$5 million in the facility in 2001 to upgrade it. From the outside, it looks like a posh hotel. In fact, travelers have been known to walk in the front door and ask for



Les Glasgow, the senior R&D group leader in the weed-control unit, conducts an experiment focusing on formulation.

single rooms with king-size beds.

Vero Beach, located in rural central Florida, is often called "Dodgertown" because it's the spring-training ground for the Los Angeles Dodgers. Syngenta prefers the location because the company is able to do green work on-site for the entire year. That wouldn't be the case if the facility was located in the season-changing North. With plenty of pest pressure year-round in central Florida, Syngenta scientists can conduct many tests with fungicides and insecticides. The VBRC supports new-product development and explores new technologies, among other initiatives.

Exploring new technology is part of Henry Wetzel's job. The R&D scientist, who joined Syngenta in January 2003 after leaving BASF, shows visitors the many turf-testing plots he cre-

ated since he joined the company. He discusses overseeding bermudagrass with ryegrass. "[Superintendents] are overseeding turf a lot further south than you'd think," Wetzel says.

Wetzel invites visitors to examine the seashore paspalum plots. He explains that the turf, which is gaining popularity in the South, is sensitive to herbicides.

Later, visitors return to the laboratory where Les Glasgow, the senior R&D group leader in the weed-control unit, speaks to them about improving existing pesticide products through formulation.

Randy Cush, a senior formulation chemist, expands on the topic later. Using a variety of small, black-capped jars in front of him, Cush mixes various chemicals with water to display how Syngenta has improved several of its existing products. For instance, scientists created a better formulation to eliminate the bad odor in Primo EC, which Syngenta calls Primo Maxx.

David Ross, Syngenta's technical manager for turf and ornamental, notes the company will soon offer Heritage TC, a liquid version of the company's azoxystrobin-based fungicide. Ross says the new Heritage has a 10 percent-improved efficacy over the original product. Ross also noted that Syngenta has several fungicide premix products in development.

Syngenta makes no bones about its turf and ornamental business. Company leaders say products are premium-priced because they should be. Syngenta's sales in the golf market topped \$100 million in 2003. As a basic manufacturer, the company says it's dedicated to researching molecules to develop new products. ■

STEVE TRUSTY