

Starter

NEWS, NOTES AND QUOTES



//FIRE



The fire raged the day after Christmas, destroying the maintenance building, tools and 52 of the course's gas-powered golf carts.

BROOKSIDE BURNS DURING HOLIDAYS

BARBERTON BROOKSIDE CC (NORTON, OHIO)
LOSES EQUIPMENT IN DECEMBER 26 FIRE



It was a not-so-merry Christmas in Norton, Ohio this year when the maintenance facility at Barberton Brookside Country Club burned to the ground.

The fire resulted in a total loss of the building and even melted the tools together.

When local firefighters arrived at the scene, the fire already had gone through the roof, burning intensely due to the gas golf carts and a 55-gallon drum of oil. Early estimates put the damages at over half a million dollars.

The fire claimed 52 of the course's 72 gas-powered golf carts.

Club owner Joe Flogge pointed out one silver lining in the whole disaster; the fire happened in the dead of winter. The facility was also insured and

though some turf supplies had been pre-ordered, they still remained safely in the vendors' warehouses.

However, nearly every piece of equipment, from wrench sets to greens mowers, will be needed come spring.

The maintenance building was about 10,000 square feet and contained all maintenance equipment for the 18-hole course. Plans for rebuilding are currently blurry. "I just don't know at the moment," says Flogge, who also says they are now in the planning process.

Baker Vehicle Systems, a nearby dealership, brought a Cushman for staff use. Flogge is set to meet with Baker shortly after the New Year.

"At this point, there is nothing anyone can do," says Flogge.

//ACQUISITION

BRANDT ACQUIRES GRIGG BROS.

Family-owned Springfield, Ill. agricultural company, Brandt Consolidated announced recently that it had acquired Grigg Bros. Grigg Bros., a golf and sports turf fertilizer company, was founded by Mark and Gary Grigg in 1995.

Though the acquisition is not yet finalized, the chief marketing officer for Brandt, Karl Barnhart says it should happen in mid-January. These changes will not interfere with normal business at Grigg Bros. "If you know Brandt, you know we tend to let businesses go on as normal if business is going well. So this is going to be a 'business as usual' acquisition," Barnhart says.

Grigg Bros. customers will now be able to get Brandt products, but the two brands will remain separate.

"Grigg has great products, great distribution and the two guys leading the way in Gary and Mark... We've admired them, and we've run up against them, for a while now. When Mark and Gary were looking at the next phase of Grigg Bros., we're lucky they looked to us," says Barnhart.

//WINNER WINNER

GWAA PLAYERS OF THE YEAR

The votes are in and the Golf Writers Association voted Adam Scott the Male Player of the Year. His victory was a narrow one however, with Tiger Woods only five votes behind.

The Female Player of the Year went to Inbee Park, while Kenny Perry was awarded the Senior Player of the Year. Both Park and Perry took 91 percent of the 220 votes for their categories.

Woods has been honored 10 times by the GWAA in the past. However, Scott's worldwide tournament success played a part in swaying the votes in his direction. Scott is ranked second in the world behind Woods. Other than his win at the Masters, Scott was joint third at the Open Championship and joint fifth at the PGA Championship.

All winners will be honored at the GWAA Awards Dinner in Augusta, Ga., prior to the start of the Masters.

PHOTOS COURTESY: BARBERTON BROOKSIDE / ISTOCKPHOTO (GOLF BALL)

Annika relates to supers at summit

➔ The Golfdom Summit, held recently at the Reunion Resort in Orlando, had many memorable moments. One moment centered on Annika Sorenstam, a 2003 World Golf Hall of Fame Inductee and 8-time Rolex Player of the Year.



"I worked with the greenskeeper for three months on my summer break. I figured, I get up early, work till noon and then I could practice," said Sorenstam. Despite the early mornings, this experience stuck and formed an appreciation of superintendents' work. "And it's tough. It's very tough. And I applaud you guys for the efforts that you put in. You're a big part of growth of the business," said Sorenstam.

As a professional golfer, Sorenstam found it important to relate to those tending the course. "I think from a player's standpoint, the playability of golf courses is more important than anything. So I hope that you understand that I know that you might not get credit for it, but I've been there to a little extent. I know the hard work you guys put in. So thank you for that. And thanks for sharing the passion," said Sorenstam.

**THEY
SAID IT**

RHETT EVANS

CEO, GCSAA

On how this year's Golf Industry Show promises to be bigger than the 2011 Orlando GIS:

"I think we'll be north of 180,000 square feet this year. That's a good feeling, knowing we're still five weeks out and we've already surpassed what we projected."

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GO FIGURE

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DEGREES

The temperature recorded at Falls CC, International Falls, Minn., on Jan. 6th.

//SYNGENTA BUSINESS INSTITUTE

SCHOOL'S IN SESSION

Syngenta Business Institute hosted its fifth event at the Graylyn International Conference Center, near Wake Forest University.

Stephanie Schwenke, Golf Market Manager for Syngenta, spoke of the changes this year. "We are very excited about... the changes that we have made to our current curriculum to really help meet some of the changing dynamics that the golf course superintendents have shared and expressed with us as needs," says Schwenke.

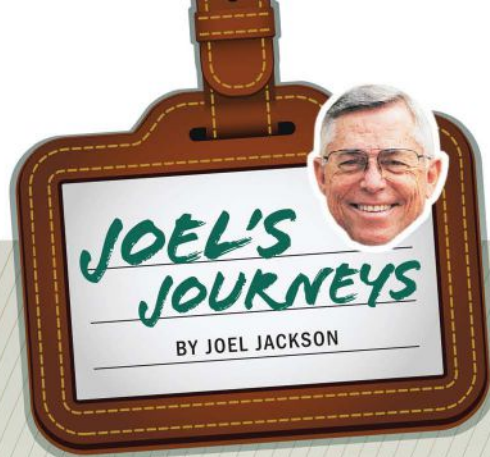
The Syngenta Business Institute teaches superintendents about the business side of the industry. This year, 25 of the 82 applicants were selected to attend. To apply for next year's Business Institute, visit greencastonline.com.

//IN COURT

ANDERSONS SUES OVER PATENT INFRINGEMENT

The Andersons has initiated a patent infringement suit against Enviro Granulation, Plant Science and Harrell's.

The Andersons introduced its dispersible granular technology in 2004 under the brand Contec DG. The Andersons say this product shares similarities to Enviro Granulation's water-dispersible pellet fertilizer. Enviro Granulation's product is sold to Plant Science, who markets it as Tru-Prill and others. Tru-Prill is distributed by Harrell's to end users.



//LOOKING BACK

View from the Summit

➔ The goal of the *Golfdom* Summit is to create intimate and friendly settings for networking, as well as scheduling one-on-one meetings with manufacturer representatives to discuss new equipment, technology and chemistry. *Golfdom* succeeded on that score in spades, according to the superintendents I spoke with at the December event at the Reunion Resort in Central Florida. They liked the organized, focused sessions, where they could ask questions in a quieter environment.

Superintendents Kasey Kauff, Jason Kubel, Erik Pinkham and Steve Moffitt also cited examples of equipment features and technology they learned about which could increase productivity, save dollars and inputs over time.

The Smithco sprayer was a big hit with it's precision GPS features of mapping and automatic spray tip off and on controls to avoid over-spraying and wasting chemicals on non-target areas when making turns on greens, tees and fairways.

The Hurricane X3, Stand On-Riding Blower garnered lots of interest. This smaller unit freed up a tractor for other jobs and was deemed great

for cart path blowing as well as those hard-to-reach spots in roughs with lots of trees. They have smooth tires for use on greens, tees and even bunkers. There were also electric mowers, rollers and improved rotary rough units from Jacobsen.

Mark Woodward, Steve Mona and Annika Sorenstam were powerful speakers at the Summit. They tackled meaningful topics arising from the

current state of the industry, including the increasing number of job losses, efforts to grow the

game and goal setting.

Speaking of goal setting, Ms. Sorenstam gave an inspirational presentation on how she prepared herself to achieve the goals she set for herself in her life and career. She talked us through the history making 59 she shot and the reasoning and reactions to her decision to play in a men's PGA Tour event.

When you climb a mountain and view the surrounding countryside from the summit, you get a different perspective on the world around you. The same thing happens to the people who attend the *Golfdom* Summit.

Joel Jackson, CGCS-Ret., is senior contributing editor for *Golfdom*.

