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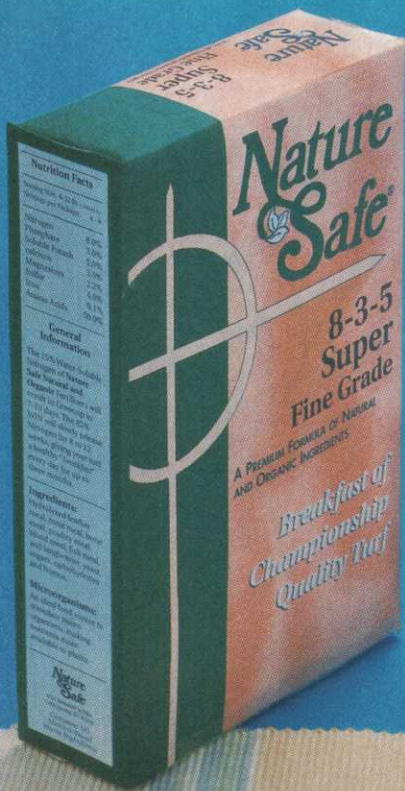


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# Golfdom

MARCH 2000 • VOLUME 56 • NUMBER 3

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“Original” greens restorations are in, but they’re not always the right thing to do.

By Hal Phillips

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By John LaFoy

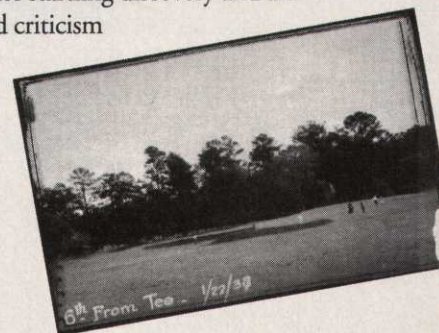
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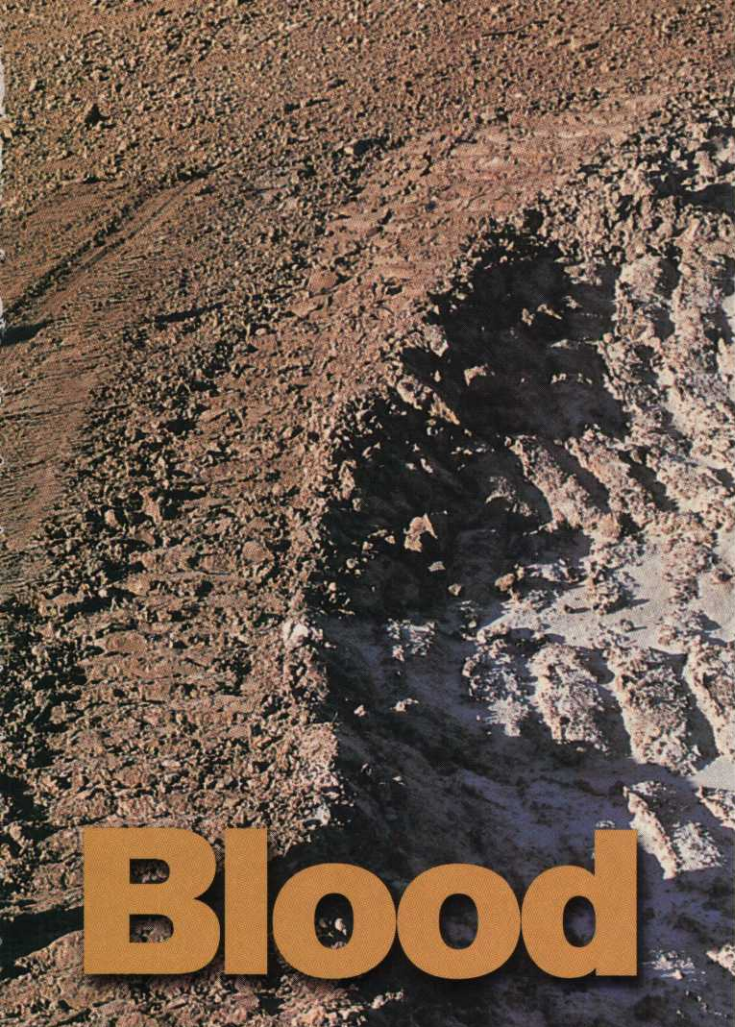
## Raynor Course Rejuvenated

A superintendent’s startling discovery and an architect’s candid criticism

led to a course restoration at Yeamans Hall Club.

By Larry Aylward





# Blood

## cover story

BY GEOFF SHACKELFORD

Our intrepid architecture editor profiles Bobby Weed and other up-and-comers of golf course design.

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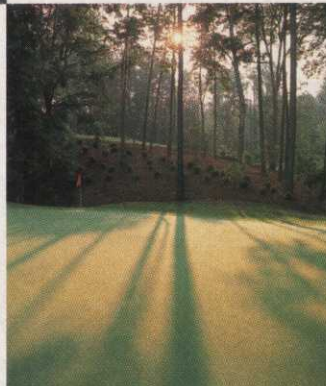
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New technologies have expanded the possibilities, but it takes homework to decide which one is best for you.  
By Frank H. Andorka Jr.



### About the cover

Jacksonville, Fla.-based photographer Marcy Appelbaum shadowed golf architect Bobby Weed recently as he went to work on the upcoming Fleming Island Plantation in Orange Park, Fla.

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Turfgrass disease control made simple.



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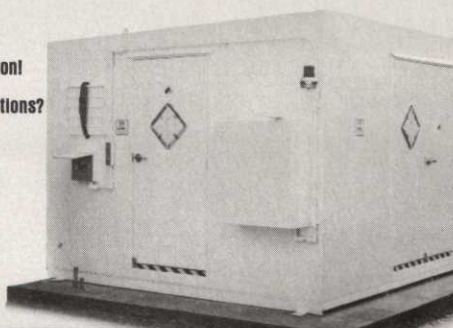
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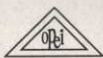
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ABP

# Events

## SEMINARS & CONFERENCES

### MARCH

**17 American Society of Golf Course Architects Remodeling University**  
New York  
Contact 312-372-7090

**21 Michigan Turfgrass Environmental Steward Workshop**  
Bellaire, Mich.  
Contact 517-353-3208

**22 Pesticide Applicators Training Seminar**  
Ontario, Calif.  
Contact 909-590-8744

**24 New York State Western Regional Turfgrass Conference**  
Buffalo, N.Y.  
Contact 518-783-1229

### APRIL

**4 Golf Course Safety, Security and Risk Management Seminar**  
Dallas  
Contact 800-472-7878

**5 New York State Turfgrass Association Adirondack Regional Conference**  
Lake Placid, N.Y.  
Contact 800-873-8873

**12 American Society of Golf Course Architects Remodeling University**  
Los Angeles  
Contact 312-372-7090

### MAY

**4 Human Resources Seminar**  
Sacramento, Calif.  
Contact 800-472-7878

**5-11 ASGCA Annual Meeting**  
Ireland  
Contact 312-372-7090

**18-21 National Club Association Annual Meeting**  
Washington, D.C.  
Contact 202-822-9822

### JUNE

**15-16 Warm Season Turfgrass Research Tour**  
Maricopa, Ariz.  
Contact 520-783-2050

**26-28 Conference on the Mathematical Modeling of Golf Ball and Club Performance**  
Bethlehem, Pa.  
Contact 610-758-4111

### JULY

**19-21 Turfgrass Producers International Conference and Expo**  
Spokane, Wash.  
Contact 800-405-8873

### AUGUST

**16-19 Golf Course Builders Association of America Summer Meeting**  
Louisville, Ky.  
Contact 919-942-8922

### SEPTEMBER

**16-19 Club Managers Association of America Annual Leadership/Legislative Conference**  
Alexandria, Va.  
Contact 703-739-9500

### NOVEMBER

**4-7 11th Annual Green Industry Expo**  
Indianapolis  
Contact 770-973-2019

**27-30 NAGTD Annual Winter Conference**  
Atlanta  
888-899-2483

### DECEMBER

**5-7 Ohio Turfgrass Foundation Regional Conference and Show**  
Columbus, Ohio  
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**R**emember Reaganomics? At the heart of the Gipper's economic platform was the highly creative notion that if the rich got richer, that new wealth would trickle down to the poor and everybody would be better off.

I was thinking about trickle-down economics as I pondered the spate of mergers and acquisitions that has hit the turf business recently. In our little industry alone, the newly consummated marriage of AgrEvo and Rhone-Poulenc now gives us Aventis. Novartis and Zeneca will soon walk down the aisle to become Syngenta. The list is endless.

As with Reaganomics, the party line of the multinational power brokers who arrange these corporate marriages is that the efficiencies and synergies of the mergers will trickle down to consumers (and shareholders) through lower costs, better competitiveness and enhanced corporate capabilities.

Uh, okay. Sure. Whatever.

At first glance, it's hard to see how consolidation has any impact on our daily professional lives. It all seems so remote. Big companies get bigger, but most products are still available. From a purely selfish standpoint, the majority of us are probably thinking, "There's no impact on my little world, right?"

Wrong. Get ready for the brave new world of *trickle-out* economics in the Green Industry. Specifically, be prepared for fewer companies to be investing fewer dollars to get you as a customer. Some of those bucks that used to flow into our business are now trickling out to pay for merger costs and keep stockholders happy. For example:

Remember the last conference you went to? The two nice parties with the open bars sponsored by Big Company X and Big Company Y? Well, there's only going to be one party next year because they've now merged to become Huge Company XY. So get ready to actually reach into your own pocket for a few more of those drinks at the next conference.

And since X & Y are no longer competi-

## The Bottom Line of Mergermania

BY PAT JONES



GET READY FOR THE  
BRAVE NEW WORLD  
OF TRICKLE-OUT  
ECONOMICS  
IN THE GREEN  
INDUSTRY

tors who used to both sponsor a hole at the local association tournament, you can kiss a few thousand dollars goodbye for that, too. Oops, no free golf balls at next year's event.

Another efficiency: X & Y no longer have to buy two big booth spaces at trade shows. Fewer booths sold means fewer dollars for the association to invest in education and programs. Surprise — dues are up next year!

Finally, Huge Company XY has redundancy in its newly merged sales force and decides to rightsize. Your brother-in-law Joe Bob, who had been a sales rep for Company X, is now living in your basement (or applying for your job).

Think these trickle-out consequences are relatively minor and you won't miss a few free drinks or golf balls? Well, multiply those minor consequences by the seven or eight recent or upcoming Green Industry mergers and then think again. The people running your local and national associations (and publishers like me who rely on advertising) are certainly already thinking about it.

Yes, new suppliers will rise up to fill some of the gap, but the traditional financial support systems for our industry are changing forever. Like it or not, the trickle of corporate marketing bucks out of our business is turning into a river and someday things may get pretty dry around here.

*(Editor's note: This column originally appeared on Plant Health Care's new online magazine, which can be found at [www.planthealthcare.com](http://www.planthealthcare.com).)*

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