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Circle No. 109

Off The Fringe

NEWS WITH A HOOK

Business briefs

BASF will buy Cyanamid

German chemical company BASF will purchase the Cyanamid herbicide division of drug company American Home Products Corp. for \$3.8 billion, according to news reports. The purchase will double BASF's business in agricultural chemicals. Cyanamid makes herbicides, fungicides and pesticides.

Deere down for 1st quarter

Deere & Co. reported first-quarter net income of \$37.7 million, or \$.16 per share, for its first quarter ending Jan. 31, 2000, compared with \$49.7 million, or \$.21 per share, in last year's first quarter.

ABT enters into DIP credit facility

Henderson, Nev.-based AgriBioTech announced the entry of an interim bankruptcy court order authorizing the company to enter into a Chapter 11 debtor-in-possession credit facility with its prebankruptcy lenders.

At an emergency hearing in February, the bankruptcy court authorized the company to enter into the DIP credit facility with Bank of America N.A., as agent, and Deutsche Financial Services Corp., as administrative agent, for the bank group.

Van Waters snaps up Turf Industries

Van Waters & Rogers has acquired Turf Industries of Dallas and Houston, Texas. Turf Industries joins Van Waters & Rogers Professional Products & Services business unit. The combined company will retain its current staff and locations serving Texas, Louisiana, Oklahoma and portions of other states.

Capstone under construction

Construction is underway in Tuscaloosa, Ala., at The Capstone Club, an 18-hole Gil Hanse

Briefs continued on page 14

Birdies And Bordeaux

CORDEVALLE OFFERS 18 HOLES AND AN 85-ACRE VINEYARD

By James E. Guyette

Golfers sinking putts at the CordeValle GC near San Jose, Calif., will also be able to swill a goblet of homespun wine. The Robert Trent Jones Jr.-designed course, which opened in October, will feature an 85-acre vineyard and winery located in the heart of one of California's most fertile grape-growing regions.

CordeValle has teamed with Saratoga, Calif.-based Clos LaChance Wines, an up-and-coming premium wine label, says Rick Riess, CordeValle's general manager. The grapevines are already crawling, and the 30,000 square-foot, Tuscan-style winery will open in the fall on the 7,169-yard, par 72 course. The invitation-only club plans to roll out the barrels for "high-profile business leaders" from the Golden State's Silicon Valley.

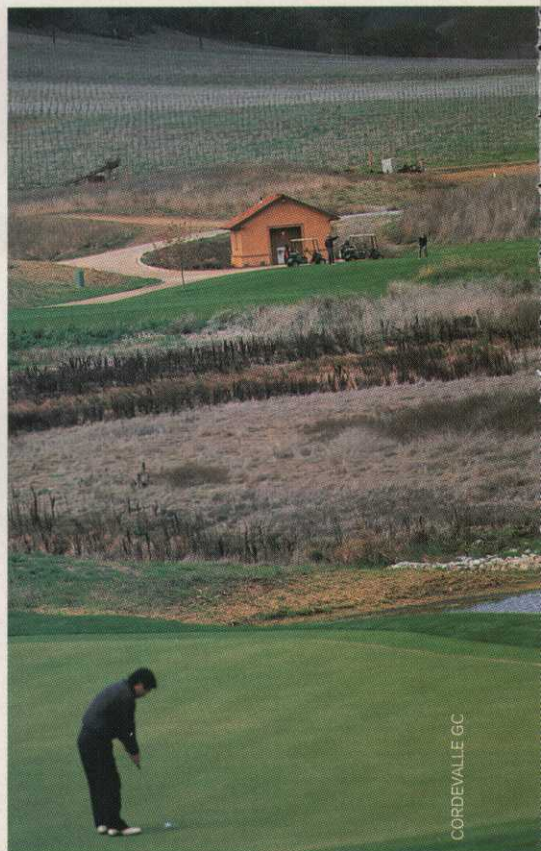
"We're on the 6th hole, so after you play the hole you can come in for a glass of wine," says Cheryl Murphy of Clos LaChance Wines.

With the vineyard hosting more than 22 varietals and 60 different clones, the winery will house processing equipment, tanks and barrel storage necessary for producing some 50,000 cases annually. A tasting room will host business banquets

and wine-related seminars, and patrons relaxing on the terrace can sip wine while viewing the course and vineyard.

Farming the fruit of the vine next to a golf course can create special challenges for superintendent Jim McPhilomy and vineyard manager Greg Mills.

"We'll probably be swapping gophers," quips Mills, who points out that he and McPhilomy are working



CORDEVALLE GC

Drive for show, putt for Merlot.

in tandem to nip in the bud any varmint invasions and to control any horticultural overflows brought about by growing grapes and grass together.

"A lot of the work has been dealing with the aesthetics between the golf course and the vineyard," says Mills, who adds that the two share equipment and knowledge, and help each other out when they can.

The two enterprises make use of a common pumping system and irrigation pond, and they've been collaborating on the plant materials being cultivated to hide some of the critical components, such as steel deer fencing and a filtering station.

"We want things like that to be hidden from view from the golfers," Mills explains. "They look rather industrial, so we need to put some landscaping around them."

The agricultural demands of a vineyard require some creative scheduling techniques, such as relegating pesticide applications to off hours. As vineyards mature, mildew becomes a problem, often requiring twice-monthly sulfur sprayings. This work is done at night, and Mills says the strategy offers horticultural advantages.

"There's usually less wind in the evenings and there's lower temperatures," he explains, adding that sulfur can burn the sensitive leaves of the grape plants if it's sprayed during a hot day.

Jim Guyette is a free-lance writer from Cleveland.

Cool Idea, But Hold On to Your Golf Cap

It's a beautiful spring morn to play 18. You load your clubs in the back of your car and wave goodbye to the yardwork.

One problem. The frickin' car won't start! Good grief.

Now, if you had one of those cool, new CaddyPacs, you could ride your bike — with your clubs — to the golf course and make your tee time and still miss doing the yardwork. But what is CaddyPac?

It's the first and only golf bag specifically designed for players who love the freedom of riding and the game of golf, according to the Southampton, N.Y., manufacturer of the same name. The bag has a sleek design, holds a set of clubs and has storage space for shoes, balls and tees. And it can travel from home to the course on your bike or motorcycle. You carry it on your back like a backpack.

The company claims the CaddyPac's design allows for safety, mobility and balance as you ride. Just hope your bike chain doesn't fall off when you're riding — and hold on to your golf cap.

Quotable

"Some sprinkler heads aren't much more than controlled leaks."

— *Jim Skorulski, USGA Green Section, northeast region.*

"Going on a Seth Raynor golf course is like meeting old friends in new places."

— *Ron Forse of Forse Design, about the fact that Raynor borrowed hole designs liberally from other architects*

"It's easier to get in a nun's habit."

— *A GCSAA trade-show participant about the difficulty of getting on the exhibition floor without an exhibitor badge.*

"I feel like Elizabeth Taylor's eighth husband. I know I have to come up with something different to keep your interest. And I want to make it exciting so you don't fall asleep."

— *Larry Kassell, moderator at the Tee-2-Green distributor breakfast at the recent GCSAA Show.*

"Out of debt, hopefully."

— *John Daly, when asked by an AP reporter where he sees himself in five years.*

"Jacobsen mowers — faster than sheep."

— *Tag line from a 1965 Jacobsen mowers TV commercial*

Business briefs

Briefs continued from page 12

design and the latest development project from University Clubs of America, a joint venture between Arnold Palmer Golf Management and the University Clubs Group.

Developed and managed by UCA, The Capstone Club is one of several university-themed clubs in some stage of development/operation: The University Club of South Carolina has been operating since 1995; the Auburn University Club opened in the fall of 1999; and work has begun on retrofitting an existing 36-hole facility in Lexington, Ken., to be rechristened The University Club of Kentucky. Construction of the Cardinal Club (at the University of Louisville) began in March.

ClubCorp teams with LifeCast

Dallas-based ClubCorp has partnered with LifeCast.com to create members-only Web sites for ClubCorp's more than 230 private clubs worldwide. The sites will deliver targeted, customized, club-related and lifestyle content for ClubCorp's more than 500,000 members.

In other company news, ClubCorp announced it has contracted with Tom Weiskopf to design a second course at La Vista Vallarta, a public access golfing property in Puerto Vallarta, Mexico.

Broyhill acquires Yazoo/Kees

Broyhill has acquired the turf business of Yazoo/Kees in Chetek, Wis. All operations will be consolidated in Broyhill's Dakota City, Neb., facility.

Textron, Pebble extend agreement

Racine, Wis.-based Textron Turf Care And Specialty Products will supply equipment to Pebble Beach Golf Links for the next five years, according to an extended agreement.

Golfplan changes name

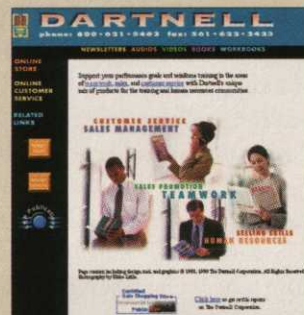
Golfplan, The Ronald Fream Design Group, has changed its name to Golfplan/Fream and Dale to reflect the new partnership status of vice president and senior golf course architect David Dale.

Scanning the Web

Communication is the key for creating a productive work environment. After all, if the employees aren't speaking to each other, how are they going to accomplish your course's goals? Here are a few sites that will give you tips on how to get everyone at your course working together. (All sites start with <http://> unless otherwise noted):

(** - Bookmark it and return frequently * - Look at only if absolutely necessary)**

▶ ******www.dartnellcorp.com** - This is the Web site of Dartnell Corp., a consultancy group specializing in building communications skills. The site's clean look makes it simple to navigate, and it contains a specific area designated for team-building tools. You can order newsletters, audio tapes videos and books that will give you communication tips in easily digestible pieces.



*****www.inspiredpro.com** - Start with the theory that being personally fulfilled will help everyone at your course communicate better together. Add a little popular psychology, and you have the essential components of this Web site. Its electronic magazine has sections designed to help you better understand your own goals as well as the goals of those around you. All that's missing from this new-age site is the sitar music.

***www.clement.com** - Like something out of a Dilbert cartoon, this site provides managers a sure-fire way to raise morale and build teamwork for a horribly overworked staff: posters. There are posters located on the site you can try for free, but for the REALLY inspirational posters, The Employee Development Co. requires that you give them money.

Scanning the Web is compiled by noted misanthrope Frank H. Andorka Jr., Golfdom's associate editor, who works hard to get along with absolutely no one. You can reach him at fandorka@advanstar.com with future column suggestions or sites you think he should visit, but don't expect him to use any of your ideas.



Calling it Quits

Former golfers over 40 give these reasons for loosening their grip on the old putter. Oddly enough, they don't admit to throwing in the towel simply because their swings suck.

Men

Work responsibilities: **50%**

Family responsibilities: **46%**

Too expensive: **33%**

Women

Other hobbies or interests: **60%**

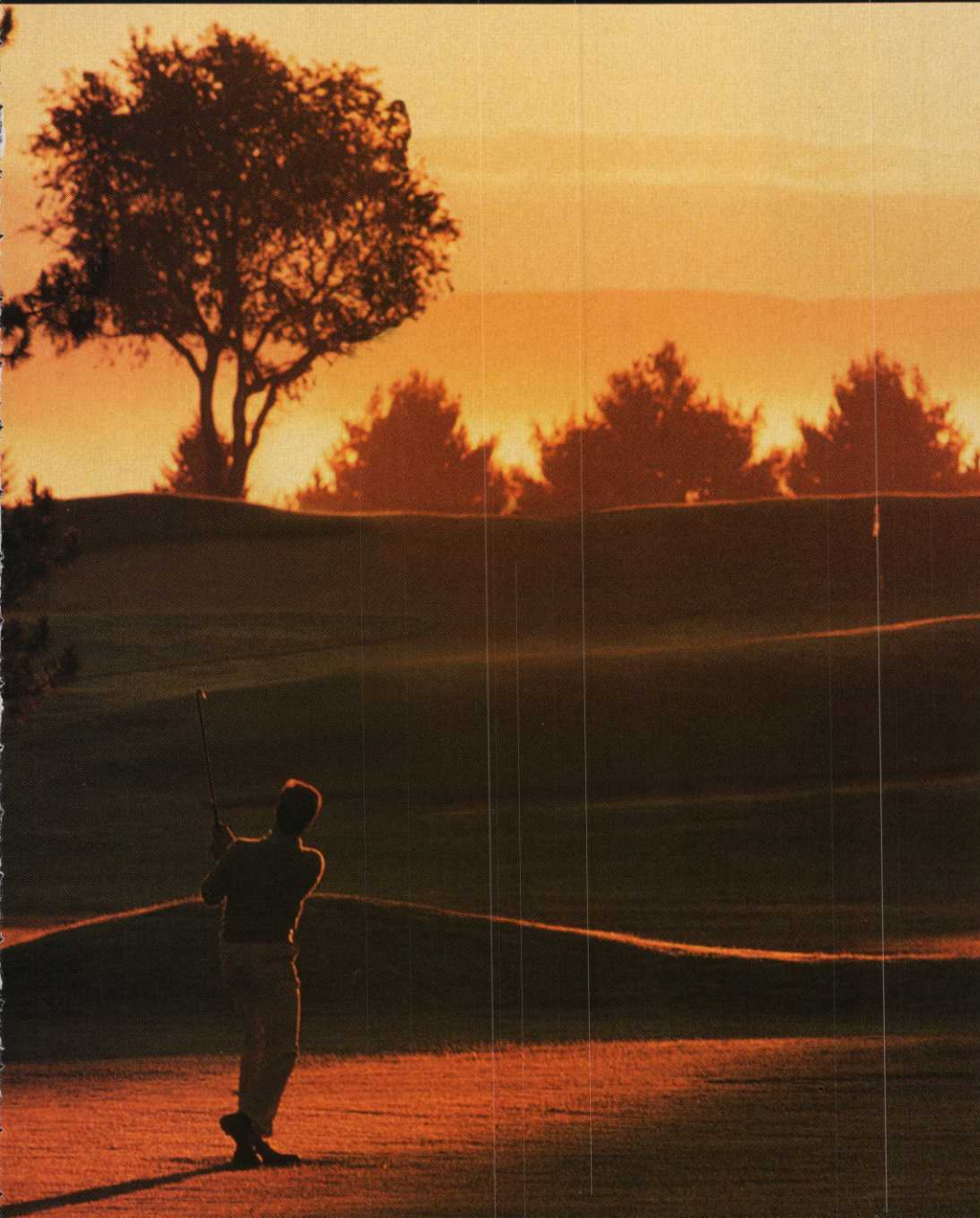
Too expensive: **52%**

No friends or family played: **45%**

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Long and Short

You might want to pull out the pitching wedge – just to be safe. Because if you hit long, your golf ball could end up raining on suburbia in northwest South Carolina.

The par 3 13th hole at the Cliffs at Glassy may look easy from the tee. But there's little room, literally, to mess up. Directly behind the 155-yard hole's green is a mountain, which descends quickly upon the small cities of Spartanburg and Greenville. As we said, use a pitching wedge.

The 13th hole is 2,000 above sea level. The view from the tee and green is spectacular. You can see for miles, and miles and miles – about 75 of them.

"It's a beautiful hole that plays short," says superintendent Larry Robinson. "The elevation between the tee and green drops 35 to 40 feet. You want to hit anything to stay short."

If you hit the green from the tee, don't assume a birdie or par. The undulating 4,000-square-foot bentgrass green will test your putting skills. "It's tough to keep it on the green – even when you're on the green," Robinson says.

From a maintenance perspective, the green is also challenging. Because the hole is at such a high elevation, the wind blows hard and dries out the green, Robinson says. To no surprise, No. 13 gets watered more than the other holes.

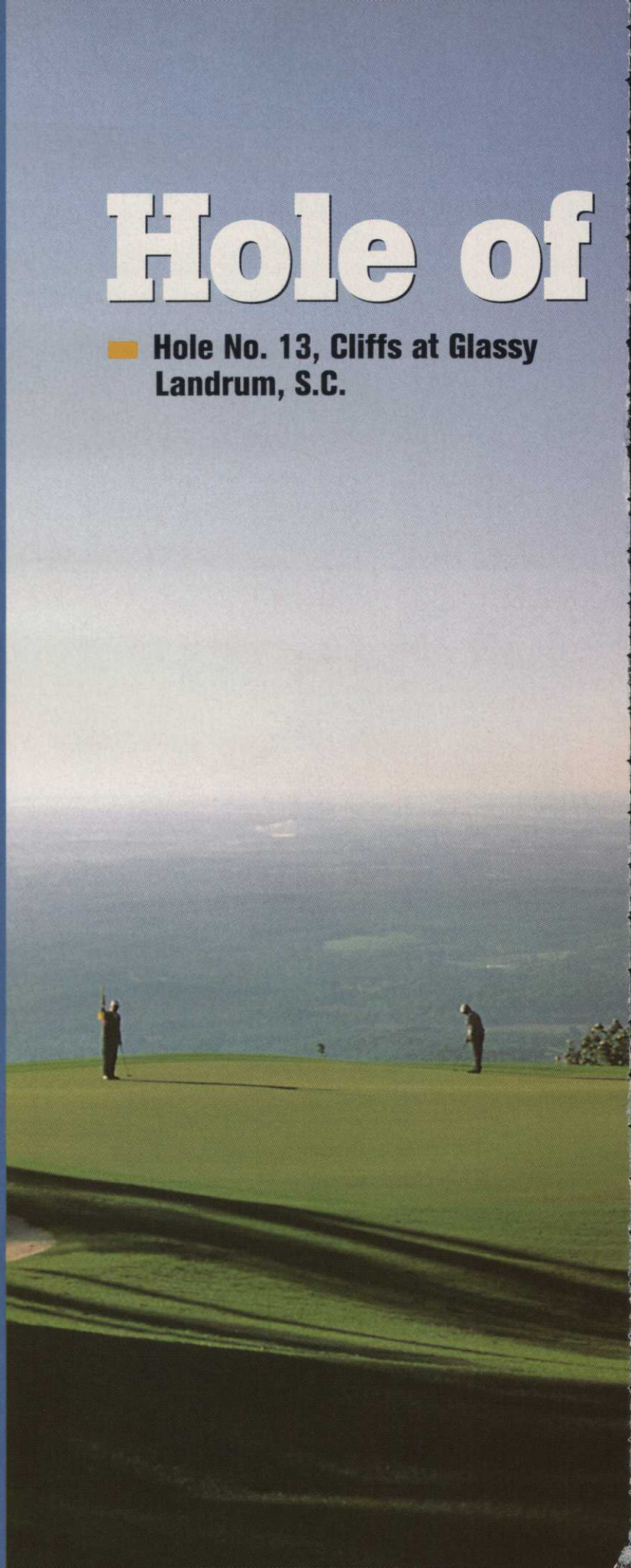
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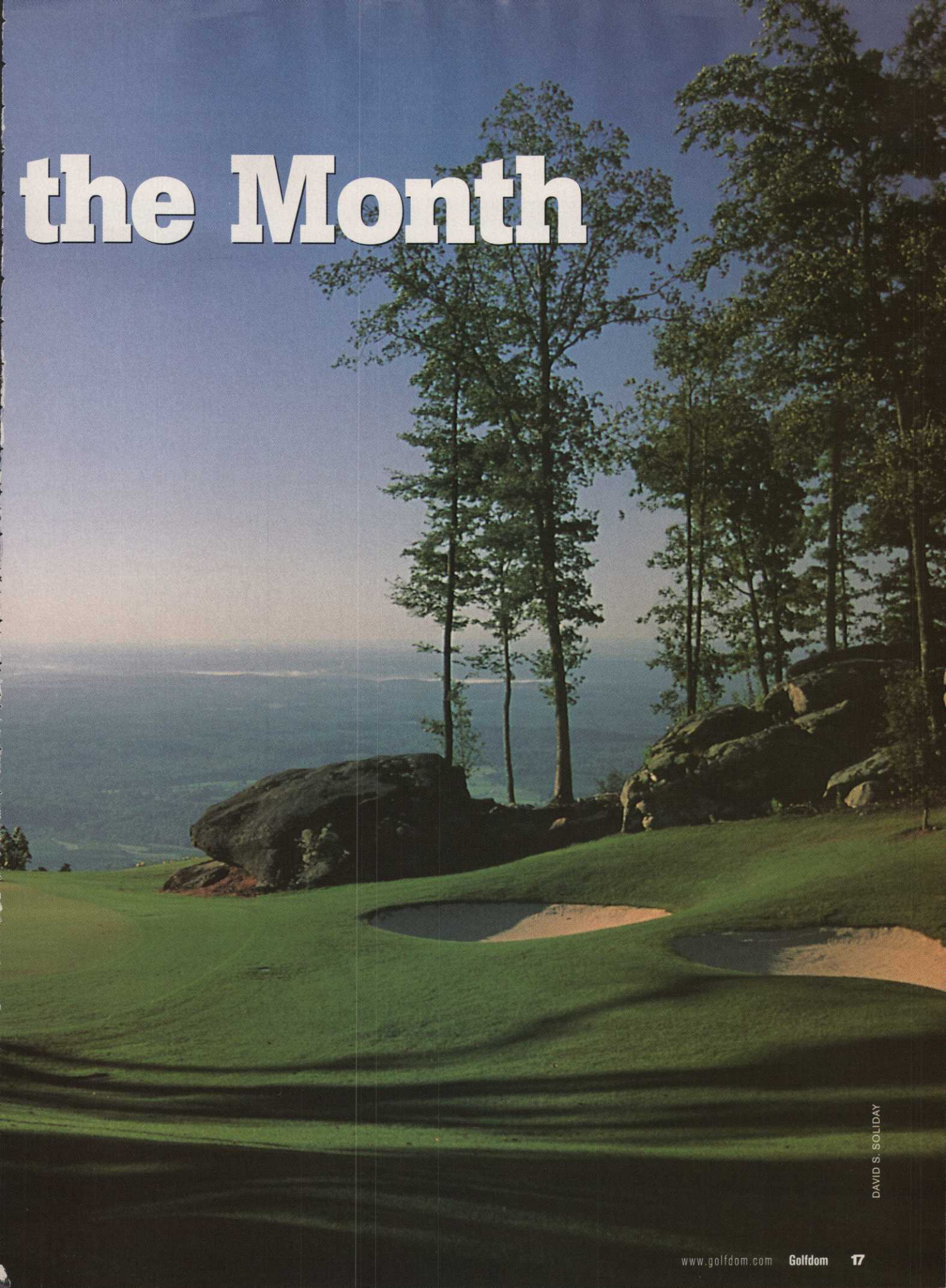
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Hole of

■ **Hole No. 13, Cliffs at Glassy Landrum, S.C.**



the Month



DAVID S. SOLIDAY

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question, the game's most consistent. Year after year, innovation after innovation, we set the stage for golf's greatest moments.



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While you're getting an early start on the greens, it might only seem like no one is watching. But, as sure as the sun will rise, so will eyebrows, if the course isn't just right. And you know golfers, if things don't go their way, they often look for excuses. A luxury you do not have.

For over 75 years, Jacobsen has led the industry in cutting technology. (Which, in part, has protected superintendents from pointing fingers.) Complaints like "slick greens" you can live with, if



not reel in. But when golfers start missing putts on bumpy greens, they have a legitimate gripe. Our history of innovations includes the legendary Turf Groomer.[®] It helps create healthier, faster greens that roll true, day in and day out, which means golfers will have

no one to blame but themselves for missing putts. For more information or the nearest dealer, call 1-888-922-TURF or visit www.ttcsp.textron.com.

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The 1996 Food Quality Protection Act has changed forever the way pesticides will be evaluated. We could get into a protracted discussion about political agendas and implementation, but the fact remains the FQPA is the law under which we all must live from this day forward. How we live with that law is the now the question.

I attended an FQPA workshop for stakeholders in Tampa, Fla., in March. What I learned from Lois Rossi, director of EPA's Special Review and Reregistration Division, is that real-world data supplied to EPA can make a difference in how EPA assesses the risk of a product. You, as a pesticide user, must help fill in the gaps between EPA's assumptions and your reality.

Here are some ideas I gathered from the workshop to assist you:

- **Form coalitions to broaden understanding and support for stakeholders' interests.** Time spent with manufacturers, regulators and others, including public interest groups, should help all parties better understand competing interests and result in a more balanced implementation of the law.

- **Invest in collecting facts and data that can be used to help define risk assessments.** For example, good management practices that may suggest mitigation measures and usage data can help define risk. The result should be more realistic risk assessments, more uses retained as currently registered products undergo review, and more confidence in the validity of the final decisions.

- **Maintain credibility and retain integrity.** This is an important aspect of stakeholder involvement as since no one gains if data or information is mischaracterized or misused.

- **Lobby for adequate support and oversight to ensure a credible, scientifically based process by the regulatory agencies.** Government is faced with implementing a particularly complex law without all the tools (science and regulatory policies, as well as data) to make the best decisions.

- **Document actual or potential impacts of decisions being made under the law.** This must be done objectively to ensure the information will be

FQPA: Speak Out Or Lose Out

BY JOEL JACKSON



YOU, AS A
PESTICIDE USER,
MUST HELP FILL
IN THE GAPS
BETWEEN EPA'S
ASSUMPTIONS AND
YOUR REALITY

used. Spreading tales and exaggerating impacts may feel good initially but often leads to misunderstandings, lost opportunities and adverse decisions.

Develop and use better education materials and communication messages (and messengers). Do this to advance the cause of pesticide users, and the importance of their practices and products to the national and international community.

Be constructive. In a time when product lines are at stake and alternatives seem in short supply, it's easy to get outraged. It's far more useful to find ways to take advantage of stakeholder insight regarding use practices, and to provide solid and constructive ideas on how to advance positive decisions.

Develop specific pest management ideas and options (commodity specific) that will allow appropriate access to pest management tools as regulatory decisions are made. For example, if your commodity has a particular pest problem for which an organophosphate represents the only effective tool, a stakeholders' group could work with the affected registrants and appropriate governmental agencies to develop a pest management strategy. This strategy should help maximize the availability of viable turf protection tools, while it recognizes and supports emerging pest management options.

Current product registrations that are either up in the air or down for the count are: Chipco 26019, Turcam, Oftanol (registrations withdrawn or cancelled); and Daconil, Dursban and Namacur (all pending EPA reviews).

You can help implement the FQPA in a fair and reasonable manner or you can live with the consequences of standing by in silence. The choice is yours.

Joel Jackson, CGCS, retired from Disney's golf division in 1997 and is director of communications for the Florida GCSA.

Great Expectations

Battling the dreaded 'Augusta National Syndrome'

Each spring, the following scene unfolds in living rooms across the country:

Sitting in front of your television, you watch the final nine holes of the Masters. With Augusta National's flawless greens and fairways fresh in your mind, you grab your clubs, throw them in the trunk of your SUV and head to your local course in an attempt to emulate David Duval's rhythmic swing or Phil Mickelson's magical short game.

But on the first tee, reality comes crashing in like Gary McCord at the Masters dinner — your golf swing is one only a mother could love, your short game is long on miscalculations, and the conditions at your favorite course in no way resemble those of Bobby Jones' and Alister Mackenzie's masterpiece amidst the azaleas and dogwoods.

Sure, you may blame yourself for not having the game that will enable you to break 90, but should you be putting so much pressure on your superintendent to maintain Augusta-like course conditions?

"Players see tournaments on television and see how plush things can be, but it's impossible to get perfection on a golf course," says Richie D'Ambrosio, superintendent at Olde Stonewall GC in Ellwood City, Pa. "For major tournaments, courses prepare weeks in advance with hundreds of vol-

unteers. It would be impossible to maintain those conditions years around."

Make a few mistakes at any other job, and chances are no one will notice. But a lot of people notice when a superintendent has made a few mistakes on a course's greens and fairways. The next thing you know, some golfing publication finds out, and the news that such and such course has bad greens is as widespread as the Cincinnati Reds' Y2K bandwagon. The level of pressure that superintendents experience to keep their courses in tiptop shape varies according to course type and quality.

A superintendent at a private course with a high-income membership may feel the heat to keep the course in constant near-perfect condition. However, that same superintendent may have a membership that is more cognizant of repairing ball marks and replacing divots, since they are paying hundreds of dollars in membership dues. Likewise, a superintendent at a high-end daily-fee course may feel that his or her every move is put under the microscope when working stiff's are blowing their entire allowances on rounds of golf.

This seemingly eternal struggle between player expectations and superintendent reality brings to bear two important questions in the golf course maintenance arena: What should players expect out of a golf course in terms of playing conditions, and what should superintendents expect out of

Continued on page 22

BY SHANE SHARP

PHOTOGRAPHY BY NEIL GLOGER