





GREENWAY GOLF MAINTENANCE OVERVIEW

GREENWAY GOLF

GOLF COURSE MAINTENANCE

TOPICS

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COMPANY OVERVIEW

➔ Founded in 2001 by George Kelley & Marc Logan

- Mr. Kelley is member of Olympic Club and a former touring pro & owner/co-designer of Stevinson Ranch GC (Golf Digest 4 1/2 Stars)

- Mr. Logan, Australian and former Agronomist/Superintendent at Mt Lawley GC in Perth, Project Manager for Mayacama GC (ranked #48 best in U.S.), Masters in Horticulture Curtin University and consultant to over 100 courses worldwide in every conceivable climate condition

➔ Headquarters Stevinson, CA / Office in Austin, TX

➔ 18 Current Clients in U.S., Mexico, Bahamas & Ireland (4 ranked in Top 100 Courses in U.S)

➔ Industry leader in Bent Grass management and environmental stewardship for reductions in chemical, fertilizer and water usage



GREENWAY CLIENTS

Greenway has worked with over 40 courses including:



The Valley Club
(Santa Barbara, CA)



San Francisco GC
(San Francisco, CA)

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- Monterey Peninsula
 - Arrowhead CC
(San Bernardino, CA)
 - California Club
 - Stevinson Ranch
 - Malibu CC
 - Stock Farm
(Montana)
 - Heron Lakes GC
(Portland, OR)
 - Minikahada GC
(Minnesota)
 - Maddens Resort
(Minnesota)
 - Olympic Hill GC
(Minnesota)
 - Old Corkscrew
(Ft Myers, FL)
 - Waldorf Astoria
(Orlando, FL)
 - El Dorado
(Mexico)
 - Castle Hume
(Ireland)



Stevinson Ranch Ranked #1
Conditioned Public Course

OBJECTIVES

According to a recent Golf Digest survey of core golfers, the top factor in driving golfer satisfaction is well-maintained greens and bunkers, followed by fairways & tees.

Furthermore, by a more than 2 to 1 margin golfers responded that they would pay 25 percent more in green fees for a “better conditioned golf course” over a “better designed course layout.”

What does this mean for golf facilities? It tells Clubs that if customer satisfaction is a desired goal, then investing resources in enhancing conditions is the right choice.

TARGETS

- ✓ To demonstrate unique management model for producing superior playing surfaces while reducing risks & costs
- ✓ To make operating the golf course more sustainable by reducing maintenance costs
- ✓ To eliminate challenges and risk in managing golf course maintenance employees & vendors
- ✓ To provide greater resources for short and long-term planning and superior *Green* initiatives that ultimately eliminate harmful chemicals and reduces usage of water



GREENWAY TURF PROGRAM

- ▶ Founded on three decades of field application
- ▶ Documented research by Washington State University & UK's Bingley Turf Research Institute
- ▶ Modern equipment and newer techniques, combined with Old World science

Result - Better Playing Surfaces and Happy Guests



Bent Grass Green After Transition

Highlights of the Greenway Turf Management Program



Old Corkscrew
Selected Florida Course of the Year

- ✓ Reduced stress on turf
- ✓ Reduced thatch and less core aerification
- ✓ Proper grass for the climatic and soil conditions
- ✓ Correct cultural programs to match nutrient inputs
- ✓ Use of common elemental fertilizers and amendments

Result - Courses on the program have noticeably firmer, smoother and faster greens... For less money!



Bent Grass Green Root

Greenway's program promotes deep root development even when maintained at low mowing heights

Heron Lakes GC (Portland, OR)

City of Portland Public Course

Considered Impossible Region to Maintain Bent Grass



- When Greenway began, course was 99% Poa
- City was applying 12 Chemical apps per year
- Conditions were fair but never consistent

Heron Lakes Cont.



2006 - Bent grass = 40%



2007 - Bent grass = 60%



2008 - Bent grass = 75%



2009 - Bent grass = 97%+
Only 3 Chemical Apps per Yr

Rounds have increased and course is now considered bench mark for area

Arrowhead Country Club - San Bernardino, CA



**Greenway began at Arrowhead in October 2006
Greens were 95% Poa... Club had 5 temp greens due to
weak turf caused by shallow roots and heat related
stress from poa surface.**

Arrowhead May 2009

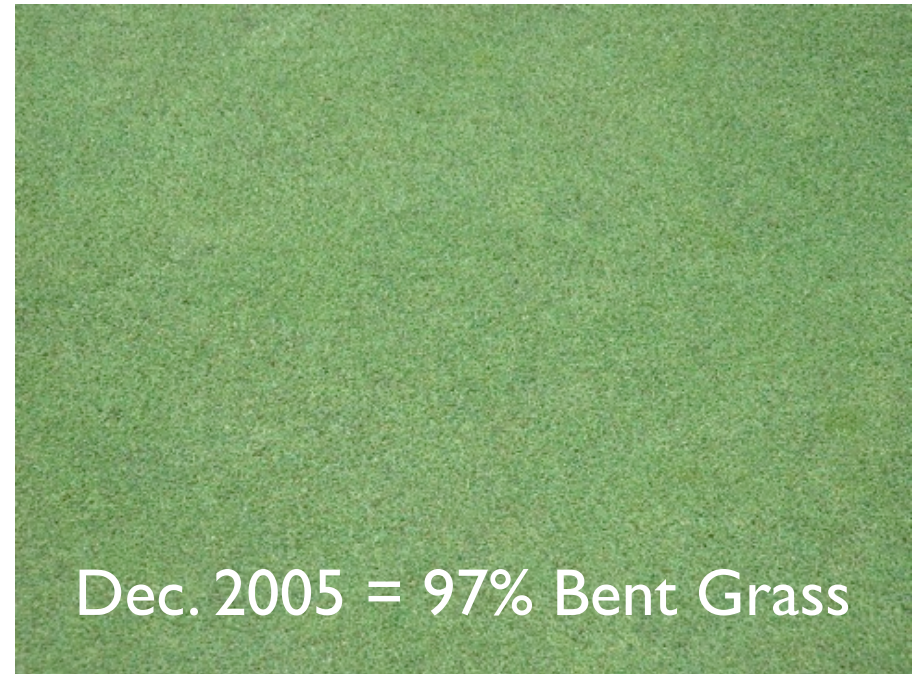
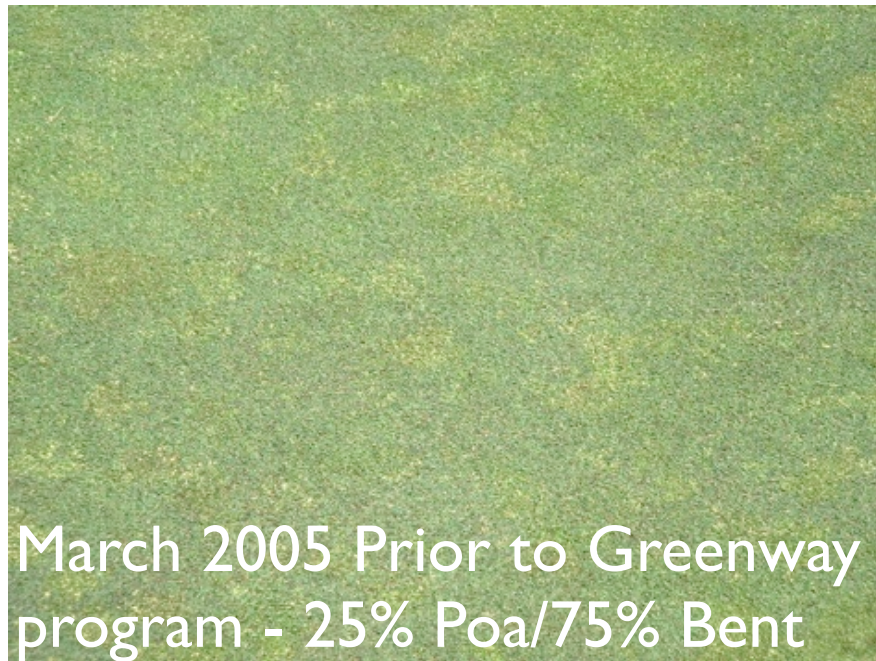


“The quality of our course is at the highest level this club has experienced...This absolutely is a result of our partnership with Greenway” - Arrowhead Greens Chairman



- May 2009, greens with 8” roots & 100% Bent grass

SF Golf Club, San Francisco, CA



- In 2003 SF Golf Club resurfaced their greens with Bent
- By 2005, Poa had returned covering 25% of the green
- Greenway was hired in 2005 and within 9 months the greens were at 97% Bent

San Francisco Golf Club



April 2006 - 97% Bent Grass



April 2009 - 97% Bent Grass

“The results of working with Greenway and implementing their customized program on our greens are: 1) Total elimination of moss; 2) firm greens; 3) control of thatch; 4) decreased chemical and fertilizer use; 5) control and decline of poa annua populations; and 6) happy membership. I now expect to prevent further poa intrusion, which would almost insure the elimination of the return of the *Anguina* sp nematode that threatens most, if not all, poa greens on the Coast.” - **Robert S. Kilnesteker, Superintendent SF Golf Club**