



NEWS RELEASE

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MEMBERS CLUB AT GRANDE DUNES TURF EQUIPMENT TECHNICIAN RECOGNIZED IN NATIONAL GOLF PUBLICATION FOR LATEST INVENTION

Joe Corsetti Develops Tow Bar to Save Groundskeepers Time and Money

July 16, 2009, Myrtle Beach, S.C. – Joe Corsetti has always been the type of individual that figured out ways of saving time and money for his employer. In his role as the turf equipment technician at The Members Club at Grande Dunes, Corsetti's latest break-through may benefit superintendents across the country while also realizing a financial windfall for himself.

Aerating the greens is a regular task for superintendents to keep golf course greens looking good and playing their best. Before Corsetti's brainstorm, grounds crew workers had to walk the 1,300-pound aerator from the storage shed to each green, or load the aerator onto a trailer and drive from green to green. Corsetti developed a tow bar that can easily connect or disconnect the aerator to a utility vehicle, such as a John Deere Gator, and move from green to green, making the operator's job much easier and more time efficient.

Corsetti spent less than four hours and \$65 on materials while crafting his tow bar and already has a patent pending on the invention. Recognized in the June issue of *Golf Course Industry* magazine for his contribution to the golf industry, the Long Island, N.Y. native credits his background in mechanics to helping him come up with the idea.

"I spent my entire career in mechanical-type occupations and the tow bar concept came from that background," explained Corsetti. "I worked on NASCAR pit crews and also towed heavy vehicles from 18-wheel trucks to airplanes for 40 years. In those jobs, you quickly realize that you have to work smarter, not necessarily harder, to get the job done. The tow bar has eliminated the task of walking the 1,300-pound aerator or loading the machine onto the trailer."

"We thank Joe for the achievement of an idea that will increase the safety and health of staff and cut expenses at the same time," said Bob Swezey, executive vice president of golf and resort operations for Burroughs & Chapin Company, Inc. "In times where we are all being asked to do more with less, Joe's 'outside the box' invention demonstrates that when team members

are liberated or empowered to perform their duties as they know how, the entire team benefits because that link in the chain has become stronger.”

About Burroughs & Chapin Golf Management

Burroughs & Chapin Golf Management, created in 2001 to provide operations and marketing services to golf course properties, is the Grand Strand’s leading golf management company. Since opening Myrtlewood Golf Club, a 36-hole complex, in 1966, Burroughs & Chapin Company has been an active member of the Myrtle Beach golf community for more than 40 years. The company developed and manages The Resort Club at Grande Dunes, which opened in 2001 and The Members Club at Grande Dunes, an exclusive private club that debuted in 2005. The company also manages Tidewater Golf Club, Farmstead Golf Links, Meadowlands Golf Club, Arcadian Shores and River Hills Country Club, as well as two Par 3 courses and five themed mini-golf courses. Burroughs & Chapin Company also owns the historic Pine Lakes Country Club, Myrtle Beach's first course and the birthplace of *Sports Illustrated* magazine. Pine Lakes reopened March 14, 2009, after an extensive 20-month, \$15 million restoration project. Pine Lakes is the home of the new Myrtle Beach Golf Hall of Fame, which debuted March 12, 2009. For more information, visit BCGolfManagement.com.

About Burroughs & Chapin Company, Inc.

A leader in the fields of commercial and residential real estate development, and related operations, Burroughs & Chapin Company, Inc. has been serving the grand strand for more than 100 years - the company's service to Myrtle Beach and Horry County, South Carolina dates back to 1895.

Burroughs & Chapin’s residential developments include the award-winning Grande Dunes, a 2,200-acre four-star community stretching from the Atlantic Ocean to west across the Intracoastal Waterway. Burroughs & Chapin has created numerous commercial developments offering national and regional name brand shopping. These include Broadway at the Beach – an award-winning 350-acre festival shopping, entertainment and dining complex surrounding the 22-acre Lake Broadway; Coastal Grand Mall, a one million square foot regional shopping mall joint ventured with CBL & Associates Properties of Chattanooga, Tenn.; Seaboard Commons; South Strand Commons; Arcadian Shores Commons; the 501 Power Centers and many “jewel box” centers.

A leader in golf and vacation packages, Burroughs & Chapin’s Myrtle Beach Trips offers visitors to Myrtle Beach and the Grand Strand the “one call” convenience of a direct connection to the most popular attractions in the area and packages them together in a variety of ways to suit different tastes and budgets. With one easy call to Myrtle Beach Trips at (800) 819-2282, visitors can unlock all the thrills and excitement of many of America’s favorite family seaside destinations.

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