

Cushman Dealers in Florida

DEBRA TURF & INDUSTRIAL EQUIP. CO.

901 N.W. 31ST Avenue
Fort Lauderdale, FL 33311
(305) 792-6005

DEBRA TURF & INDUSTRIAL EQUIP. CO.

12090 Metro Parkway
Fort Myers, FL 33912
(813) 768-3188

ZAUN EQUIPMENT, INC.

1741 Hamilton Street
P.O. Box 7484
Jacksonville, FL 32210
(904) 387-0516

ZAUN EQUIPMENT, INC.

1140 South Rio Grande Avenue
Orlando, FL 32805
(407) 841-8460

TIECO GULF COAST, INC.

540 Michigan
Pensacola, FL 32505
(904) 434-5475

DEBRA TURF & INDUSTRIAL EQUIP. CO.

1555 Apex Road
Sarasota, FL 34240
(813) 377-5081

DEBRA TURF & INDUSTRIAL EQUIP. CO.

6025 U.S. Highway 301
Tampa, FL 33610
(813) 621-3077

from page 39

weeks or so and works with Fazio's field supervisor, Charles Feeley. They spend a lot of time discussing the specifics of a hole, whether it's going to be a maintenance problem."

For many marquee-name architects, what counts is high-profile publicity, usually on opening day. But it's one thing to have designed a "best new course." It's quite another to have to live with it years afterwards. Florida courses are especially susceptible to criticism because they are open year-round. Snowbirds can be especially demanding of course conditions, though perhaps less concerned with what happens the six or seven months of the year when they are not in town to play.

As a lot of Florida superintendents know, the result of all the demands upon them can be an annual maintenance budget that approaches (and in a few cases, passes) \$1 million. But few facilities can afford such levels of care.

"Fazio and Beljan definitely try to stay away from severe slopes that would require manual labor and expensive handwork like fly-mowing and the use of weed-eaters," says Cook. "They understand initially what causes problems and they plan and adjust so that we'll get it right. I haven't had to change anything at The Bayou."

But Beljan acknowledges that "sometimes extra handwork is required to take best advantage of a natural setting." At the par-three third hole at The Bayou, "only a long bunker with steep, Fly-Mo slopes would accent the green. The bunker is set in a narrow area framed by oaks and palms. The only way to avoid fly-mowing there would be to build a bland hole, and that wouldn't do justice to the golf course."

Learning to work with, rather than against the land is basic to golf architecture. Like many designers, Beljan

...You have to be prepared to make changes in the field and work with the land and the client. The only way to do that is to work closely with the contractors and shapers. Ultimately, you have to keep in mind how it's all going to be maintained.

has sought inspiration from the past in order to confront the future.

She made her first visit to the classic British courses in 1986 and hasn't been the same since. For three weeks she studied, played and photographed over two dozen venues — among them Ballyunion, Muirfield, and Royal St. George's. She came away with an enhanced understanding of classical design features and of the very different conditions governing U.S. architecture.

Beljan saw that golf was made to be played while walking. Players judged distances without markers. Deception, she found, was not so much built in as allowed to reveal itself naturally.

"Despite — or maybe because of — the simplicity of the features there, challenges to depth perception confront every golfer. Architects couldn't move much dirt back then, so they were selective in siting tees, bunkers and greens. Small mounds, large dunes, that's what the player relies upon to aim and judge distances.

But while one can learn from these courses, says Beljan, it would be a mistake to try to copy them outright.

"Those courses are 60 to a hundred years old," she says. "They were built on the best land with the least possible means. By contrast, we build courses on less than the best land with every

means possible. In the U.S. we have so much more to work with technically. The question is how to make all the pieces fit."

Of late, Beljan has been sharing that commitment with industry leaders involved in the Florida Golf Summit (page 13). She points to government-industry interaction as part of the plan and is pleased that the Sierra Club and Audubon Society are among those environmental groups that have been asked to participate in developing a long-range plan.

Beljan's work with the Florida Golf Summit is a further step in her emergence as an influential voice in U.S. course design. A growing community of designers and superintendents is finding out about Beljan's experience and her concern for the game.

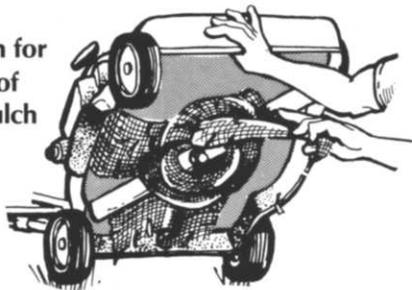
Jan Beljan's Florida Work

1979	PGA National, The Haig **	Palm Beach Gardens
1980	PGA National, Championship**	Palm Beach Gardens
1981	Mariner Sands, Gold*	Stuart
1981	PGA National, Squire**	Palm Beach Gardens
1981	Eastlakes CC**	Juno Beach
1981	Bluewater Bay**	Niceville
1985	Pelican's Nest**•	Naples
1986	Long Point GC**	Amelia Island
1986	Golden Eagle GC**	Tallahassee
1986	Bluewater Bay, New 9**•	Niceville
1986	Bayou Club at Bardmoor, New 9**•	Largo
1987	Lake Nona**	Orlando
1988	John's Island West*•	Vero Beach
1989	Westinghouse Gateway **	Fort Myers
1989	Pelican's Nest, New 9 **•	Naples

Key: * Preliminary Routings
 ** Design and drafting of construction documents and specifications
 • On-site construction supervision

What's Your Net Worth?

...a question for the users of netted mulch blankets



Is it worth the aggravation, costs of down time, and repair to mowing equipment?

USE PROSEED PS100
 TO IMPROVE YOUR BOTTOM LINE!

PS100 is the only completely biodegradable mulch blanket on the market today. PS100 contains no netting . . . instead, the fibers of the blanket are bonded with a high strength, flexible adhesive, resulting in superior erosion control capabilities.

So whether your final landscape plans call for grasses, legumes, wildflowers or ornamental plants . . .

We've Gotcha Covered!



P.O. Box 1250
 San Marcos, Texas 78667
 (512) 392-1900

Second annual \$6,000 research grant



Wayne Miller, center, business manager of The John's Island Club in Vero Beach, last summer presented a \$6,000 research donation to Bob Yount, executive vice president of the Florida Turfgrass Association and vice president for development of the Florida Turfgrass Research Foundation. Holding a plaque recognizing the second annual \$6,000 gift is Trevor Wright, club general manager. "We are concerned about protecting the environment and are anxious to support turf research in Florida," said Wright.

The best in the business . . . of Golf



To be a golf course superintendent you need the skill of a brain surgeon, the predictable performance of a weather forecaster, and the product knowledge of Golf Ventures.

If it's golf course related and you need it, we have it.

If not, we'll get it!

We service over 500 of the finest golf courses in Florida and S.E. Georgia.

THE BEST IN THE BUSINESS OF PRESERVING YOUR GOLF COURSE INVESTMENT

FERTILIZERS & SOIL AMENDMENTS

Lykes Agri Sales
Ringer Turf Products
Liquid Ag Systems Inc.
Dakota Reed - Sedge Peat

CHEMICALS

Helena Chemical Co.

SEED

Pickseed West Inc.

EQUIPMENT

Club Car Carryall
Daihatsu Hijet
Florida Sprayers Inc.
Crosley Trailers
Easy Picker Driving Range Vehicles

ACCESSORIES

Cylex Granite Signs
Southern Screen & Embroidery Flags
Standard Golf Co.
Lewisline American Eagle
Par Aide Products
Fox Valley Marking Paints
Rainjet Fountains
Lundrain Drainage Material
Spyker Spreaders
Master of the Links Wood Products
Hole-in-White (Cup Brightener)
Clover Lapping Compound
Motorola Radius Radios
RedMax Reciprocators

2582 OLD COMBEE ROAD • LAKELAND, FL 33805
1-800-330-8874 • (813) 665-5800 • Fax 667-0888

Golf  **Ventures**
a complete line of golf course products

A good idea isn't enough... even if it works

It takes planning, financing, patience and humility to turn a good idea into profits

BY KIT BRADSHAW

Tom Wait is a man filled with ideas. The ideas pop up everywhere. . . on airplanes, on golf courses, in the middle of a good night's sleep. Once he gets an idea, he can hardly wait to act on it. It becomes an obsession.

But Wait admits this obsession can sometimes get in the way of good business sense, it can push aside legal advice, wiser counsel. And it can bring about great success. . . but also create costly mistakes.

Wait's company, Donut Trimmer Equipment Inc. in Pompano Beach, is involved with several golf course maintenance products, all invented by Wait: Donut Trimmer, Level-Eez, Aqua-Quick, and a greens encroachment barrier system.

Each of these devices has met with success in the golf industry.

Incredibly, none existed before 1987.

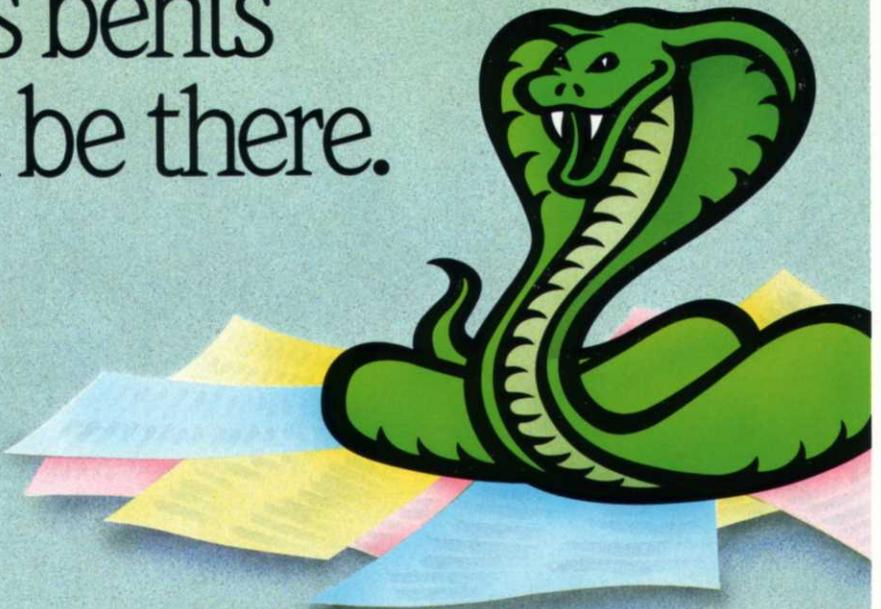
"In 1984, I started a landscaping company, PSU Property Maintenance," Wait recalls. "We received the contract to maintain all the landscaping for the city of Boca Raton, and also worked at some condominiums on their landscaping maintenance.

"At the condominiums, they had cement donuts for sprinkler heads, and we had to trim them by hand every month as apart of our maintenance routine. After doing this for awhile,, I thought there had to be a better way. I came up with a metal blade which attaches to a Weedeater. You drop the metal blade over the donut, and it trims the sprinkler heads. You can do 200 heads an hour, as opposed to 200 heads a day by hand."

Originally Wait thought the device could be sold to landscapers but a friend told him that golf courses also had sprinkler heads. Lots of sprinkler heads.

"The blade on our Donut Trimmer was only 7 inches in diameter. The golf course sprinkler heads were 8 to 11 inches in diameter. The theory about dropping the blade over the top and trimming around the sprinkler head wasn't going to work. But by tipping the Donut Trimmer at an angle, we found we could trim around any head, from 8 to 80 inches. It didn't matter. With a little further experimentation, we discovered the trimmer could edge anything on the golf course, including the bunkers."

On any list of world class bents Cobra will be there.



Cobra, the very fine textured creeping bentgrass, which is now considered one of the world's finest, was developed jointly by Rutgers University and International Seeds, Inc.

Cobra thrives when cut at 6/32 inch and normally requires less mowing, verticutting and brushing and produces measurably less thatch.

On a golf green built to USGA specifications at Griffin, Georgia, Cobra's color was rated superior to that of Penncross in March, May, August and October and better than that of Penneagle in March, August and October.

In the matter of color, shoot density and cover Cobra was judged comparable to Penncross and Penneagle.

In a North Carolina State trial Cobra's turf quality was rated superior to that of Penncross and Penneagle.

At the same time Cobra proved to be superior to Penncross in dry root weight and had better resistance to dollar spot.

Cobra is winter-hardy, heat tolerant, disease and drought-resistant and, while vigorous, is not as aggressive as Penncross.



TURF GRASS SUPPLIES

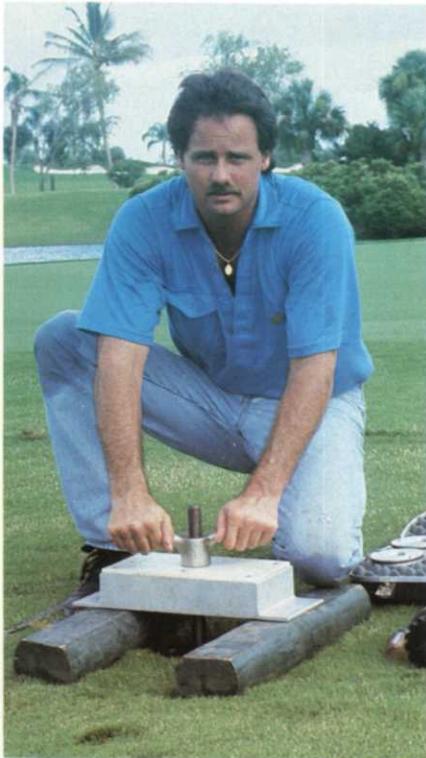
720 KRAFT ROAD • P.O. BOX 807
LAKELAND, FLORIDA 33802
Telephone: (813) 687-2774 - W.A.T.S. 1-800-282-8007

Cobra is a product of

"Seed - the Gift of Life"™

INTERNATIONAL SEEDS, INC.

Halsey, Oregon USA



KIT BRADSHAW

Tom Wait with some of his inventions.

Wait went on the road with the Donut Trimmer. He went to the 1988 GCSAA convention and show and talked to golf course superintendents. With their positive response, Wait decided to market the product, putting ads in trade publications. The ads brought tremendous response.

But, he says, "We had to show how the Donut Trimmer really worked under exacting conditions. We decided to contact Eagle Trace, home of the Honda Classic, and volunteered to do all the detail work on the course — sprinkler heads and bunkers — for free, just to show what it could do under tournament circumstances. It was a success, especially with the caddies, who could see the yardage markers more easily."

The Donut Trimmer show moved west. Wait contacted a marketing firm in Fresno, Calif., Growth Marketing, whose owner Nick Dvorack arranged

for a demonstration at Hillcrest CC.

"There were several of the best golf course superintendents in the state there for our demonstration, and after seeing it, they too were sold," Wait said.

The young businessman was also able to secure a distributor in California, Pacific Equipment, the first distributor of the Donut Trimmer.

Business was good, but Wait says it was here that he made several mistakes.

He now admits he should have stopped, concentrated on the Donut Trimmer, its manufacturing and its marketing instead of developing more devices in quick succession.

Dvorack tried to develop a marketing program.

"But I was young, aggressive and egotistical," Wait said. "I wouldn't listen to him. It was one of the biggest mistakes I made."

Despite his mistakes, his youthful eagerness and inventiveness did produce several additional devices to help golf course superintendents.

"When I was at Hillcrest, the golf course superintendents were all talking about encroachment of grasses onto the green. There were several methods used to control it, but many courses were edging the greens by hand every day.

"On the plane home, I opened up a pack of gum. . . yes, a pack of gum. . . and it gave me an idea. If there were a way to design a barrier between the green and fairway grasses, you could then imbed in the barrier 350 pieces of fishing line and each day pull the line, like the string on a pack of gum. Then you could edge the green very simply."

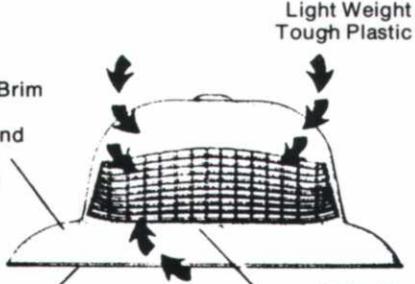
Wait had met Paul Latshaw, former superintendent at Augusta National GC a few months before and Latshaw became a mentor and informal consultant.

"Paul told me there were several problems with the methods being used



THE NEW DNA SUN HELMET

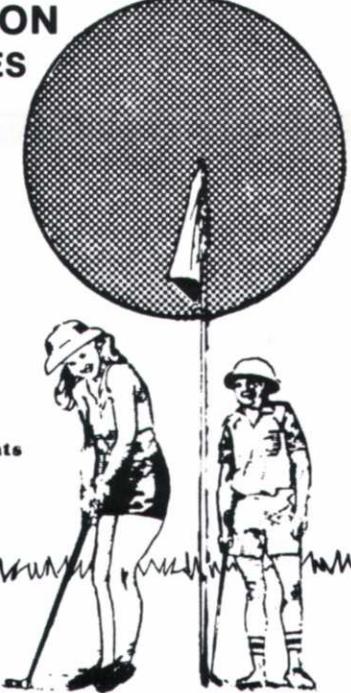
**"SUN SATIONAL" PROTECTION
FOR ALL OUTDOORS EMPLOYEES**



Light Weight
Tough Plastic

Extended Brim
in Back
for Neck and
Shoulder
Protection

Easy-Adjust
Floating
Headband



Extra Air
Circulation
Where It Counts

DNA ENTERPRISES
206 WORTHINGTON DRIVE
EXTON, PA 19341
(215) 363-7053

to keep the fairway grasses from encroaching on the greens," Wait says. "Even with a barrier, once the turfgrasses hit the barrier, they would grow right over it, and attach themselves to the green. If we could develop a barrier that would eliminate this problem, then it would be a boon to golf course superintendents."

Another problem was minimizing damage during installation.

"After all, you couldn't go to a club and say, 'Well, I need to put this barrier around your greens and we'll have to shut down your course and disrupt the area to do it.'"

Wait learned about a company called Line Ward, owned by Gene Ward of Buffalo, N.Y. He and Ward met, discussed the problem, and Ward said that his machine could be adapted to cut the trench and pull the plastic barrier into place at the same time. It was still Wait's concept to have the ground crew pull a steel leader each day to trim the green edge with the fishing line.

By August 1989, Wait had developed the plastic barrier, and Ward brought his machine to South Carolina for a demonstration at the Carolina CC. The implanting of the plastic worked perfectly.

"We were able to have the machine pull 200 feet of the plastic barrier non-stop around the green," Wait said. "In four hours, we had installed the barrier, rolled it, and were ready to imbed the steel leader into the plastic barrier's center groove.

But there was a problem.

Simply put, Wait's fishing line idea didn't work.

"Gene was watching this disaster. Finally he said that if we gave him a week, he could develop a system that would work. So we continued onto the golf courses that wanted the barrier installed. . . Plantation CC, Loxahatchee, The Falls, and put in the

SUPERINTENDENTS

K-POWER

potassium nitrate KNO_3

Builds Quality Turf!

Deeper, richer green color.
Hardier grass, increased resistance to heat, cold and disease.
Stronger grass, withstands heavier traffic.
Stiffer, more rigid leaves, truer ball speed.



"Potassium nitrate plays an important role in both our liquid and dry nutritional programs. It dissolves easily and mixes well with our regular pesticide and micronutrient sprays so we can do several jobs at once. The microprills spread easily and move quickly to the soil surface. Potassium nitrate has a low burn potential and safely feeds essential nutrients to grow hardy turfgrass with greater resistance to stress. We get good rich green color without excessive growth that might slow the ball."

Steve Kuhn, Doral Country Club, Miami, FL

Specify K-POWER from your fertilizer supplier today for higher quality turfgrass tomorrow.

Call
1-800-227-2798
for TurfGrass literature
or information.



13.75-0-44.5
Cedar Chemical Corp.
Vicksburg Chemical Div.
Vicksburg, MS



13-0-46
Haifa Chemicals, Ltd.
Haifa, Israel



When Quality is The Priority



We are dedicated to helping turf grass managers do their jobs more efficiently by striving to provide the best parts and service available.

TORO

TORO IRRIGATION
GREEN MACHINE
BILLY GOAT
POWER TRIM
FOLEY
MAIBO
OHIO
CROSLY TRAILERS

DISTRIBUTOR FOR
CUSHMAN/RYAN

CUSHMAN INDUSTRIAL
SARLO
RAYSIDE TRAILER
TRENCHMASTER
OTTERBINE
VICON
BERNHARD EXPRESS DUAL

OLATHE

STANDARD
PAR AIDE
BROYHILL
CYCLONE
GANDY
WINDMILL
DEDOES

SALES MANAGER, Don DeLaney
(407) 841-8460

JACKSONVILLE

1741 Hamilton St. 32210
(904) 387-0516
TERRITORY MANAGERS
Carl Heise
John Higgins
Bob Ward

ORLANDO

1140 S. Rio Grande Ave. 32805
(407) 841-8460
TERRITORY MANAGERS
Phil Bradburn
James Griffin

Standard Sand & Silica Company

FOR YOUR GOLF COURSE NEEDS

- Ideal Greensmix Sand
- Chokersand
- White Trapsand
- Greensmixes
- Under Drain Sand
- Meets USGA Specifications

Standard Sand & Silica Company

Post Office Box 35
Hwy. 17 & 92 North
Davenport, FL 33837
Phone (813) 422-1171
Fax (813) 422-8610

JACKSONVILLE BRANCH
600 East 8th Street
Jacksonville, FL 32206
(904) 355-0516

MIAMI BRANCH
4101 N.W. 70th Avenue
Miami, FL 33166
Dade (305) 593-1430
Broward (305) 524-5322



No other manufacturer, O.E.M. or aftermarket, puts what we do into a roller. Our rollers **LAST LONGER AND COST YOU LESS!**

TWO seals are Better than one

Every roller manufactured by Douglas Products comes equipped with a dual seal system; an inner seal for grease retention and an outer seal to keep out dirt. **AND** they ride on a stainless steel wear sleeve to assure the integrity of the sealing element throughout its life.

THERE IS NO SUBSTITUTE FOR QUALITY!



Tel: 407/582-6180

1810 HYPOLUXO ROAD SUITE D-9 LANTANA, FLORIDA 33462

FOR ORDERS OR INFORMATION DIAL TOLL FREE

1-800-521-8891

IN FLORIDA DIAL

1-800-541-2255

WAIT FOR TONE, THEN DIAL

368-4527

plastic barriers. We promised them, that we would be back with a device that worked with the barrier."

Within a week, Ward had come up with a tool with two guide wheels and a blade, dull side up, that slipped into the groove and allowed the superintendent to clip the bermudagrass easily.

Eventually, Wait added a simple chemical control drip system to this tool at the request of superintendents. The problem had been solved. The tool created by Gene Ward worked with Wait's barrier design.

Since developing the Donut Trimmer, Wait also had developed the Aqua-Quick, a device which enables superintendents to bring water anywhere on the course and Level-Eez, which raises the sprinkler heads to grade without digging.

To use the Aqua-Quick, the superintendent pops the drive assembly out of the coupler valves in the sprinkler head, installs the Aqua-Quick, locks it with a snap ring, and puts a hose on the device. This, according to Wait, can be done in less than a minute.

Raising sprinkler heads was another challenge.

"On most golf courses, you have a swing joint connected to the sprinkler head, and you have to probe to locate that swing joint before beginning work. Then you have to dig by hand, and this

Undercapitalization is often the culprit

Undercapitalization is the chief cause of small business failures, according to Randy Cravey, business analyst with the Small Business Development Center at Florida Atlantic University in Boca Raton.

Cary Lewis, now golf course superintendent at Orlando Country Club, knows firsthand about poor financing. He and John Seid were partners in an infrared photographic service to the golf industry — Remote Sensing, Inc. — that had a brief life in Florida and may now be resurrected in Arizona.

"We could photograph golf courses, lakes, drainage, and could identify subsurface problems through this infrared photography," Lewis says. "We could find drainage lines

put in 10 years ago; we could find pine trees in decline from too much water, before their problems were evident to the naked eye. It was a great concept."

But as Seid notes, the business was underfinanced, and that led to its decline.

"After giving it a try for more than a year, we parted company. We're still close friends." Today, Seid is still promoting the concept, and from his base in Tucson, Ariz., he has teamed up with a new partner who is developing financing sources for the project. He is confident that proper financing will make his infrared aerial photography business a success.

According to Cravey, Remote Sensing's problems were typical.

"Most people have an idea about their business," says Cravey, "but they don't have a business plan, and they don't have the financial or management expertise to run a company."

"They may not know their market potential or have an adequate cash flow to continue to run the business." Cravey adds that from the early stages of developing the business, the owner needs to establish a relationship with a qualified attorney and an accountant.

"These professionals can help you make the decisions that will affect the business throughout its lifetime. They can help you develop the business plan that spells success rather than failure."

can take an hour or more with a skilled irrigation technician doing the work. Once you've raised the sprinkler head, you've created an area what looks like you exploded a land mine. The damage is incredible.

"As a landscaper, I've installed a few

trees in my lifetime. After you dig a hole, fill it with water and put the tree in, if the tree is too low, you raise it with the help of water and soil. I woke up in the middle of the night and realized that this same principle could be used

continues on page 53



Florida Silica Sand Co., INC.

Special
GOLF COURSE MIXES
Sterilization Available

Complete Line of
NURSERY AND LANDSCAPE
Materials

Dade County

949-3521

Broward County

923-8323

Since
1948

Turf Industry Roundup

GCSAA report reveals buying habits

The Center for Golf Course Management, a subsidiary of the GCSAA has released its first marketing research report, *Buying Habits of Golf Course Superintendents*.

The report, scheduled to be published annually in August, was compiled from the results of surveys mailed to more than 11,000 superintendents. It includes information on course demographics, purchasing behaviors, equipment inventories, expenditures, customer satisfaction, and planned improvements.

A second report, *Maintenance Trends*, studies current and emerging golf course maintenance practices based on the results of a survey sent to 1,200 certified superintendents. This year's report features deep-tine aerification, poa annua control, lightweight fairway mowing, 72-inch rotary mowers for maintaining roughs, and computers.

Buying Habits is \$945. *Maintenance Trends* is \$100. Both are available from the Center for Golf Course Management, GCSAA 1617 St. Andrews Dr., Lawrence, KS 66047; phone 913-841-2240.

Ciba-Geigy, Greensboro, N.C., and **Biosys, a Palo Alto, Calif.**, biological pest control company, have agreed to jointly evaluate nematode-based product that controls cutworms and armyworms on turf, and black vine weevils, fungus gnats and white grubs on ornamental plants.

Ciba Geigy will gather field data, test-market the product, which is based on the nematode *Steinernema carpocapsae* (See *Research Report*, page 33), and conduct market research with turf managers and ornamental growers.

The Biosys formulation, exempt from EPA registration requirements, can be applied with standard spray equipment.

PBI/Gordon Corp., Kansas City, Mo., has acquired amidochlor, the active ingredient in Limit Turf Regulator developed by the Monsanto Co. of St. Louis.

PBI/Gordon has developed a new tank-mix program combining Limit and Embark 2S.

The products work in different ways, according to Douglas Obermann, PGR product supervisor for PBI/Gordon. Limit is taken up through the roots and Embark through

the foliage. The tank mixture reduces the amounts used of each product with results that combine the best features of both, according to John Van Haften, PBI/Gordon director of research.

Jacobsen Division of Textron, Racine, Wisc., sponsored a three-day turf seminar in Manchester, England, for 25 students from the United Kingdom and the Netherlands.

Among the featured speakers was John Piersol of Lake City Community College., who discussed the U.S. golf industry.

Lofts Seed Inc. conducted a field day for turf professionals at the company's farm in Martinsville, N.J. in July. Among the speakers was Dr. Virginia Lehman, who recently worked on developing heat-tolerant bentgrasses at Texas A&M University (*Florida Green, Spring 1990*) and now heads Lofts West Coast Research Center in Oregon.

Lesco Inc., Rocky River, Ohio, has promoted Carl Meermans (PIX) to vice president/operations. He joined Lesco in 1987 as a systems analyst and was promoted to operations manager a year later. He will add transportation



Carl Meermans

Turf Industry Roundup

Companies doing business with golf course superintendents in Florida are invited to submit their news releases to The Florida Green, c/o Janlark Communications, 1206 Kimberle Court, Auburndale, FL 33823. We cannot accept items for this section over the telephone.