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<tr>
<th></th>
<th>1987</th>
<th>1988</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Golfers (played at least 1 round)</td>
<td>21.7M</td>
<td>23.4M</td>
<td>+7.8</td>
</tr>
<tr>
<td>Frequent Golfers (played 25 rounds)</td>
<td>4.86M</td>
<td>5.82M</td>
<td>+15.6</td>
</tr>
<tr>
<td>New Golfers</td>
<td>2.10M</td>
<td>2.23M</td>
<td>+6.2</td>
</tr>
<tr>
<td>Rounds Played Total Average</td>
<td>484M</td>
<td>507M</td>
<td>+4.7</td>
</tr>
</tbody>
</table>

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Jones challenges architects

Robert Trent Jones Jr. took over the gavel as president of the American Society of Golf Course Architects in April and promptly gave a rallying call for the building of 5,000 new golf courses in the United States in the next 10 years.

Jones, of Palo Alto, Calif., who took over the reins from Pete Dye, told ASGCA members at their annual meeting in Pinehurst, N.C.: “The National Golf Foundation says we must add at least one golf course every day for the next 10 years to meet the exploding demand for golf throughout the country.

“We should probably round that figure off to 5,000 before the year 2000 and consider it one of the greatest challenges that this organization has ever faced.”

Jones said it is also “a tremendous challenge to the creative energy and talent of each of us individually. The game has never been more popular than it is today, and it is our responsibility to meet that.

Oregon’s seed industry in trouble

BY MARK LESLIE
Oregon’s State Legislature is considering a field-burning ban that would endanger the country’s major providers of cool-season golf course grasses.

Oregon’s 70 seed companies provide all U.S.-produced ryegrass, bentgrass, Chewing and creeping red fescues, half the U.S.-produced tall fescue and about one-fourth its bluegrass.

But in the process, between mid-July and the end of September each year, the 800 farmers who grow seed burn their fields to purge them of the weeds and disease that endangers the grass seeds. And last year when one farmer was burning a field, the wind changed direction, blew the smoke onto a major highway, and a seven-death, 37-care pileup resulted.

ClubCorp. contracted for Moscow site

BY MARK LESLIE
A U.S.-Russia joint venture company has contracted Club Corp. International to build and then manage an 18-hole golf course, country club and conference center outside Moscow.

JV Dialogue, a company formed in November 1987 by Chicago Research and Trading owner Joe Ritchie and six Russian firms, plans the complex as part of a technical village it is building on the collective farm Leninski Lutch (Lenin’s Light) outside Moscow.

Ritchie formed Management Partnerships Inc. to formally separate CRT from the Russian project. But CRT Executive Vice President Gas Pellizi is working on the plan and is upbeat about its prospects.

“The concept of the Leninski Lutch project is to develop a village which would enable people to live and work in a pleasant place with a pleasant environment,” Pellizi said.

“We thought what we would like to do was another capital gesture of friendship between the two countries,” Pellizi said.

Continued on page 14

Construction up 45 %

The growing wave of golf course construction in the United States rose 45 percent in 1988, according to the latest research by the National Golf Foundation.

With Florida leading the way for the fourth straight year, 211 new golf courses opened for play in 1988, compared to 145 in 1987.

1988 Golf Facilities in the U.S.

<table>
<thead>
<tr>
<th></th>
<th>1987</th>
<th>1988</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Facilities</td>
<td>12,407</td>
<td>12,582</td>
<td>+175</td>
</tr>
<tr>
<td>New Facilities</td>
<td>110</td>
<td>161</td>
<td>+51</td>
</tr>
<tr>
<td>Total Courses</td>
<td>13,436*</td>
<td>13,626</td>
<td>+190</td>
</tr>
<tr>
<td>New Courses</td>
<td>145*</td>
<td>211</td>
<td>+66</td>
</tr>
<tr>
<td>Courses under Construction</td>
<td>223*</td>
<td>334</td>
<td>+111</td>
</tr>
<tr>
<td>Courses in Planning</td>
<td>290*</td>
<td>362</td>
<td>+72</td>
</tr>
</tbody>
</table>

* — Estimated.

Another 716 were either under construction or being planned, compared to 513 in 1987, the study found.

Florida accounted for 35 new courses, while Texas followed with 20, Georgia with 19 and California with 18.

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Golfing public again grows

The number of golfers grew by more than 7 percent for the third straight year in 1988, according to a survey done for the National Golf Foundation. In the survey not yet published, the NGF also reports that 211 new golf courses were opened in 1988. The survey found that the number of golfers was played at least once round last year rose from 21.7 million to 23.4 million, up 7.8 percent. The number of frequent golfers — those who played 25 or more rounds — grew from 4.86 million to 5.62 million, up 15.6 percent. The rounds played, which translates into money at the courses, rose from 434 million in 1987 to 487 million in 1988, or a 12.2 percent jump. The study found that of the 2.21 million new golfers in 1988, 1.3 million were male and 910,000 were female. The number of facilities, which in 1987 grew by 110 to a total of 12,407, rose another 161 in 1988. The NGF also estimated the number of courses under construction in 1988 at 334, up 50 percent from the 223 being built in 1987. It said another 326 courses were being planned, a 32-percent jump from the 249 in 1987.

Rossi happy

Golf Course Builders of America Executive Director Don Rossi is supportive but cautious of the call to build 500 new courses over the next 10 years. "I think it's great," Rossi said from his Florida headquarters. "No question there's in that country — whether people are going to have to start to face reality. "There's a demand for public golf but (developers) have the EPA (Environmental Protection Agency) to fight, they have the cost of land to fight, money problems to fight, politics to fight."

Rossi also noted that while there is a call for more public courses, 87 percent of the tournament players and the golf media to proclaim emphatically that we need 5,000 more golf courses in the next 10 years. "Because up to 70 percent of these new courses should be public rather than private, we especially need them in the cities, suburbs and counties where a town council or board of supervisors holds sway," he said. "Instead of groundless and blind opposition, we should be finding encouragement and the anticipation of great opportunity."

He added that "in addition to the obvious beauty and recreation it provides, golf is also a great training ground for honor and integrity, and never before have more young people picked up their golf clubs looking for places to play."

Saying that a golf course has "at least a two- to three-year gestation period before it can be played," Jones said, "If we are arbitrarily slowed or stopped by the political process, and therefore unable to meet the rapidly evolving demand, I fear that the game of golf will go on a day return to the elitist and expensive sport it once was, and none of us can afford that ... that organization, not the game itself, and certainly not the precious environment of our sprawling towns and suburbs."

Jones, 49, is the son of Robert Trent Jones Sr., the only living member of the 13 golf course architects who founded the ASGCA in 1947. His father and brother, Rees, have previously served as presidents of ASGCA.

Dye: Expect busy 1989

Golf course architects can expect the busiest year in a quarter century this year, according to Pete Dye, who in April completed a year as president of the American Society of Golf Course Architects. Interest in new golf courses and remodeling projects continues to build, Dye said. "Our members report an increasing number of inquiries for all types of projects," he said, "and society members project that 1989 will be the most active year in golf course construction and remodeling that they have seen in the past 25 years."

A recent ASGCA survey indicated that 305 new courses and 268 remodeling projects are in progress. Dye said that while most new courses are still being built as part of residential developments and resorts, more municipal and public courses are on the drawing board.

"Our members are working diligently with municipalities and individuals interested in building good public courses to come up with cost-effective designs that will attract golfers and provide a long-term recreational benefit to the communities involved," he said.

Dye added that well-designed and maintained public courses, if properly managed, will generate substantial profits for municipalities and owners.

Moscow

Continued from page 1

Europeans and some Soviets who will become involved but that's a lesser number." The golf facility will include 40,000 square feet of clubhouse and conference rooms. CCI would add to that bedroom accommodations, based just purely on what the demand will be at the time, Poole said.

Poole said "at the very best we could be pushing dirt next spring."

The major holdup is the 26- to 27 different agencies' signatures needed to get land use. The golf facility will include 40,000 square feet of clubhouse and conference rooms. CCI would add to that bedroom accommodations, based just purely on what the demand will be at the time, Poole said.

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