Green Section to get 'huge investment'

BY MARK LESLIE

The United States Golf Association will make "a huge investment" in its Green Section in the near future, according to the organization's new president.

C. Grant Spaeth, a Palo Alto, Calif., attorney elected the USGA's 51st president at its annual meeting in January, said that outside of the governance of playing the game, nothing has a higher priority than research into the questions from drought-resistant grasses to environmental issues.

He said focusing on the Green Section is "absolutely in order."

"We don't see (research and development) happening in the private sector," Spaeth said. "Some research simply has to come from a place other than the laboratories and R&D investments of private enterprises."

"We're the only significant player in the field. We've been investing maybe $1 million a year. That will increase, I know."

Spaeth said the Green Section "may change its orientation to be more problem-solving because the relationship with the superintendent and the architect is sensational. It's wonderful. It works better than any collaborative thing we do."

Citing "extraordinary talents" in the USGA from Executive Director David Fay to Green Section National Director Bill Bengyfield, Spaeth said the staff is "absolutely committed."

"It's a matter now of stepping back and saying: 'Do we want to be more responsive to environmental and superintendent needs? Or are we being responsive enough?' We want an answer to that question," he said. "Also, what's the criteria? Do we look at regional issues? Do we hang in there with drought resistance (research)? There are some fundamental policy decisions to be made by the board."

Spaeth said the USGA has a lot of resources and he wants "an efficient and effective deployment" of them.

100th anniversary

Spaeth, who succeeds William C. Battle of Ivy, Va., said he is "very, very upbeat" about his two-year term in office.

The key to his excitement is that USGA turns 100 years old in 1994-95 and officials have been asked to be "as expansive as they can" to make 1995 the most important occasion in golf in this country.

Spaeth has asked that employees and board members "dream big."

"What should we do in research? We need $18 million? OK, let's raise it. How many more public golf courses should we build? Let's target it. Someone wants a Western Golf House. Let's say, 'Go for it.'"

"So everybody's in a 'go-for-it' mood, and that becomes an upbeat mood because you've got people dreaming."

These questions are all on everybody's agenda at the USGA until an April get-together.

"I'm looking very excitedly about in the next two years launching a five-year centennial-oriented program," Spaeth said. "I think it could be fabulous — and a very happy experience."

"By June we should have a very detailed blueprint of a set of goals and a way of achieving them between now and the summer of 1995."

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