**Florida golf spending**

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-golf (150)</td>
<td>$1.3 billion</td>
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<tr>
<td>Related (450)</td>
<td>$1.8 billion</td>
</tr>
<tr>
<td>Direct (40%)</td>
<td>$0.6 billion</td>
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</table>

**Florida golf spending**

<table>
<thead>
<tr>
<th>Spending Type</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Direct</td>
<td>$4.0 billion</td>
</tr>
<tr>
<td>Operations</td>
<td>$0.9 billion</td>
</tr>
<tr>
<td>Construction</td>
<td>$0.3 billion</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5.2 billion</strong></td>
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</tbody>
</table>

**Pebble Beach course facelift going full tilt**

**By Frank Pollard**

Plagued by drought and turf problems, Pebble Beach Co., on California's Monterey Peninsula faces an aggressive renovation program at the hands of its new owners. Prior to the billion-dollar sale of Pebble Beach Co. to Ben Hogan Properties, Inc., officials at the facility had started an extensive program to restore Pebble Beach Golf Links to its original design. At the same time, though plagued by drought, Pebble Beach was undertaking a program of additional course changes to meet the stringent requirements of the U.S. Golf Association for the U.S. Open, scheduled there in June 1992.

The primary challenge was eradicating Kikuyugrass and all noxious weeds from the tees, aprons, collars, fairways and rough.

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**Will other states follow the lead?**

**By Mark Leslie**

In the wake of Florida's successful golf summit and with Golf Summit 90 set for Nov. 12-13, states where golf is big business may follow suit by adding lobbying arms and bringing together the industry and government agencies. Summits like Florida's are "very important because golf is not well coordinated in most states," said Gerald Faubel of Saginaw (Mich.) Country Club, Continued on page 22

**Flood hits Augusta National and others**

**By Mark Leslie**

Augusta National Golf Club lost its entire 11th green complex, Augusta Country Club faced washed-out riprap and one-quarter inch of silt on its 8th green, and other courses in Georgia and South Carolina dealt with their own problems after receiving as much as 15 inches of rain Oct. 10-12. Tropical storms Klaus, Lily and Marco converged in a deluge creating the equivalent of 50-year floods in some areas.

Many courses simply watched the heavens open for two days and waited as the water soaked into the ground. Others weren't so lucky. Augusta National superintendent Marsh Benson had to contend with a complete washout of the 11th green and retaining walls, a washed-out 13th members' tee, a flooded 12th green and damaged 13th green as Rae's Creek.

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Jarrell tackles Fla. issues head-on

'This was the overriding message during the Florida Golf Council's inaugural Golf Summit, Oct. 13-13 in Orlando. It was an important enough message for Gov. Bob Martinez to take a break from his re-election campaign to speak to more than 150 attendees, telling them: "This is an industry we want to see grow." It was important enough for the governor to sign a proclamation during the summit declaring Nov. 20 "Florida Golf Day." It was important enough for golf's icon, Arnold Palmer, to attend and declare: "You in this room, and those involved in building golf courses, have the responsibility to spread the word about golf. We must provide education about golf, and the good things that a golf course does for the environment.""
Florida summit

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- Disseminating this information through the council's clearinghouse.
- Developing a relationship with lobbyists in Tallahassee to monitor legislation and provide credible data to legislators.
- Communicating with the public and media.
- Developing a spokespeople bureau within the council.
- Creating strategic and business plans for the council.
- Initiating a fund-raising effort to insure continuation of the council.

A panel oferman and architects, including Palmer, Ed Seay of Palmer Golf Design, Pete and Alice Dye, and augmented by a phone link-up with Tom Fazio, reiterated the importance of insure continuation of the council.

Tom Fazio, reiterated the importance of insure continuation of the council.

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Florida summit
Continued from page 21
by the Florida Golf Association; and the Army Corps of Engineers’ position that golf courses are non-water dependent activities for dredge and fill permitting.
Other areas of regulatory concern, he added, are proposed regulations that protect preserve upland species habitats and possible rules on buffer zones for isolated wetlands.
"Those involved in developing a golf course must create a consulting firm, and without a pro-active position, it will become more difficult to build golf courses. A major problem in developing a golf course is that the approval process is multi-jurisdictional. There are too many cooks in the kitchen."
Fishkind offered some practical advice for sorting through the approval maze.
"Consider interim agricultural use for the property before you develop a golf course," he said.
"Integrate your storm-water designs with tree, shrub and ground cover plantings. This will help integrate the golf course into the natural environment."
He suggested that when developers present the plan for a course, they make it the initial plan, not the final one.
"The regulators want to see the steps involved in the evolution of the plan, and if you show them the steps taken to eventually create the final plan, it is much better."
Fishkind said working with local governments to create a golf course as a recreational amenity will help fill the demand for public courses while providing an economic advantage to the developer.
A golf course can have a wonderful economic impact on the community while providing recreational space for the citizens," he said.

Other summit sessions discussed water resources in the 1990s, the growing importance of recycled water, communications and marketing, and public and private joint ventures to develop a municipal golf course, detailed course design, and financing and refinancing of new and existing golf courses.
Raymon Finch, chairman of Emerald Dunes Golf Club and one of the summit’s organizers, said the catalyst for the creation of the Florida Golf Council was the realization that "there was no organization that was interested in the business aspects and interests of golf in the state."
The council had put together a successful summit in three months, but its future depends upon strong financial support, development and dissemination of empirical data on the environmental impact of golf courses, interaction with regulators and legislators, and communication with members, the public and the media.
The challenges facing the fledgling organization were spelled out by Ed Gowan, executive director of the Arizona Golf Association. The AGA has tackled many of the issues facing Florida golf, and has successfully provided input to legislators and regulatory agencies in Arizona.
"You need to be active, to be there when the legislature discusses the issues, and provide them with facts," Gowan said. "You must also communicate to the members of the council, to the public and to the media the importance of golf, the issues that are affecting the industry."
Despite a $23,000 donation by the Florida Golf Course Superintendents Association, the need to raise funds to continue the work of the council is paramount to its success.
Nancy Oliver, interim executive director of the council, said a major fund-raising campaign will focus on Nov. 17 — three days before Florida Golf Day and the World Cup event at Grand Cypress in Orlando.
The council is asking each of the state's 1,014 courses to donate $1 per round played Nov. 17 and challenging the golfers to equal that amount.

The council will then take calls at Grand Cypress on Nov. 20 and tally up the donations. Oliver said she hoped $25,000 could be raised.
"There is a lot of enthusiasm," Oliver said. "The teamwork has been incredible. We received a powerful message: that we're in this together, for the good of golf."
She said she hopes the council hires a director by the first of the year.
"When we go into political forums we need someone strong," she said. "We can't afford to wait much longer..."
The legislature convenes in April-May, and they're not going to wait for us. They won't table their decisions until we get our act together."
Kitt Bradshaw is a freelance writer based in Jupiter, Fla.

We chose Triathalawn Tall Fescue for Deer Creek based on National performance trials for our region ... and some sound advice from Williams Lawn Seed.
Larry Hanks, VP Golf Operations; North Star Development Co., Inc. at Deer Creek, Overland Park, KS.
"When planning our World-class, Robert Trent Jones II designed golf course in the Kansas City area, we had to seriously consider our hot, dry summers. We simply could not leave the all-important turf areas to chance. Penncross bent was selected for the greens, zoysia for the tees and fairways, and tons and tons of Triathalawn blend was seeded into the roughs. Our tees, greens and fairways will receive adequate water, but we're counting on Triathalawn's deep-rooting to look good in the unirrigated areas ... especially around our stately trees."
Deer Creek is a privately owned course open for fee play. After observing how tall fescues handled the wear, shade and 1988 drought at neighboring private and public courses, we agreed that the new turf-types were up to the task. When it came to selecting a brand name, we picked Triathalawn blend, to make the very best of a real good thing."