INSIDE

16 COMPUTERS the future of irrigation
21 IRAQI neighbors non-plussed by crisis
23 COURSE cover sales increase

Golf course water use in U.S.

News
- FF-II problems worse than thought 3
- Pebble Beach sale complete 3
- Coeur d'Alene island green in place 4
- Yeutter to talk to agronomists 5
- Golf, government forces gather 6
- Regional reports from superintendents 15

Departments
Comment
Florida could lead to something big 8
Letters
Notes of appreciations 9
Super Focus
Kocher on maintaining the 'revered' #2 10
New Courses
Crumpin-Fox Rulewich's personal favorite 11
Government Update
Sherman Hollow project shot down 12
Association News
New association targets public courses 13-14
Business News
Barenberg Holding buys into Normarc 24
On the Move
Backner makes management changes 25
New Products
New irrigation equipment hits market 27
On the Green
Stoffel mixes art and greenskeeping 30

War stories
Reaction to Gulf mixed...

BY MARK LESLIE

As the Persian Gulf crisis turned 1 month old, investors, builders and archi-
tects in the U.S. golf industry reacted with varying degrees of caution and
optimism.

The length of the crisis is crucial to deciding its impact, everyone agrees.
Michael Hurdsen, an architect based in Columbus, Ohio, predicted an "in-
credible impact" from the crisis and hardened back to the Arab oil embargo
of 1974 when the golf construction "virtually dried up."

"I think this situation is so unsettling that developers in the U.S. who have
not already committed (to a project) are going to wait and see. I think that some
of those who are committed and who are on the fine edge are going to say,
"Hey, I'm going to cut my losses and stop right now."

Perry Dye, president of Dye Designs in Denver, Colo., and of the Golf Course
Builders of America, said: "We're in the recreational, extra-dollar industry.
We're the first to go and the last to come back. But until it happens we won't feel
it."

Dye said developers whose projects have been in the permitting process
Continued on page 20

Club directors face tests

BY PETER BLAIS

The biggest threat facing the private club industry is that its members are per-
ceived as elitists, according to a National Club Association lawyer.

The typical private club member appreciates traditions, is trying to conserve
something of worth, likes to relax and enjoys some financial success, said Tho-
mas Ondeck at the recent NCA Annual Club Director Conference in Pinedurg,
N.C.

But private club opponents often view that same person as "reactionary, Repub-
lican, elitist and rich," said Ondeck, who has represented the club industry in more
than 20 lawsuits, including three selective admissions cases before the U.S. Supreme
Court.

Because of this inaccurate perception, private clubs are sometimes portrayed as
bastions of racial and sexual discrimination, said Ondeck. That has led to local and
national legislation — like Congressman Charles Rangel's proposed national tax
code amendment denying tax-exempt status, deductibility of dues and charitable
contributions — that threaten the private club industry, he added.

Legislative volleys and media assaults have mounted over the past 25 years,
coming to a head this summer at Shoal Creek in Birmingham, Ala., said Ondeck.

Things looked pretty good for private clubs in 1964 when Congress exempted
Continued on page 9

Fla. summit will draw all parties

BY PETER BLAIS

Item: A Florida water district considers instituting a $1 per 1,000-
gallon surcharge on golf courses for water pumped out of courses' own
wells. The move could add $10 to the average round and $800 to the
typical private club membership fee.

Item: The governor and cabinet shoot down a golf course develop-
ment on an environmentally-sensitive stretch of Panhandle shoreline, even
Continued on page 22
Continued from page 1

Act, Ondeck said. The industry's last "flashpoint" private clubs weren't under attack," he said. "Today, clubs are the 'flashpoint.'"

What happened? The two biggest changes were the advent of single-interest groups and a media that moved from infomercial to adversary, said the NCA lawyer.

Groups like the National Organization for Women and the American Civil Liberties Union spearheaded many needed reforms in the 1970s, said Ondeck. By the 1980s, they had accomplished their major goals. But the organizational structure was still in place. To justify their continued existence, they had to find secondary targets. Private clubs were one they aimed at, he added.

As for the press, Ondeck recalled the days when reporters and cameras ignored the difficulties a sickly President Franklin Roosevelt had getting out of his wheelchair or the extramural affairs of President John Kennedy. "In the 1960s, the media still reported rather than inflamed stories. Today, they see themselves as adversaries. They have the same backgrounds as the single-issuers. And they've realized that media can influence public opinion and targets-controversy-eating-money," he said.

What the media is zeroing in on now is discrimination, Ondeck said. But every club discriminates in two ways.

First is economic. To run the operation, clubs charge hefty up-front fees to members. Critics will argue in the 1990s that dues should be eliminated and replaced with daily fees that allow everyone access, Ondeck said.

Second is an ad hoc selection process that accepts some potential members and rejects others. Critics will continue applauding those allowing all-black, all-Jew or all-women clubs, while taking issue with those that are all-white, the NCA lawyer predicted.

The major legal argument opponents will throw in the face of private clubs is the U.S. Constitution. "They'll argue the Constitution forbids discrimination, so clubs must be illegal under the 5th and 14th amendments," said Ondeck. "But the Constitution says the government is not allowed to discriminate. They forget about the 1st amendment, the right of free speech and the right to associate with whoever one wants. Justice William Douglas argued in favor of the right of people to open their homes or private clubs to whoever they want."

Opponents will attack clubs on other fronts, Ondeck said. They will claim the government passively accepts discrimination by making public land available to clubs, granting liquor licenses, offering reduced property taxes under greenbelt laws or bestowing tax-exempt status.

Existing members will continue bringing lawsuits against their own clubs if they sponsor a potential member person who isn't accepted.