All I want for Christmas is...
Superintendents from around the country reveal their wish lists, p. 19

ICE, WIND AND FIRE

Startling snowstorm buries Midwest
By Peter Blais
The Halloween snowstorm that blanketed the upper Midwest horrified superintendents, forcing many to close courses early and leaving them shaking their heads for failing to blow out irrigation systems or make chemical and fertilizer applications earlier than usual.

Hurricane slashes, floods East Coast
By Mark Leslie
Fronted by ferocious winds and coinciding with high tide, Hurricane Grace blasted the East Coast from Maryland to Maine on Oct. 30, leaving some areas looking like a war zone—complete with National Guard troops. Golf courses built for beauty along the coastline paid the price for that location in a frightening few hours that brought chaos from which it took a week to recover.

Runaway blaze terrorizes Oakland area
By Peter Blais
OAKLAND, Calif.—One golf course suffered major damage and several others barely escaped the intense flames that engulfed the hills west of the city in late October.

The 12th green, 14th tee and several fairways at Claremont Country Club were severely burned by falling embers, according to superintendent Randy Gai.

"We turned the irrigation system on in the early afternoon to stop fires from springing up in the more outlying fairways. It looks like a disease outbreak where the cinders landed. We'll have to re sod some spots," Gai said. At least 300 trees along the course and another eight to 10 acres of wilderness area belonging to the Jim Smith-designed facility were also destroyed during the blaze, Gai added.

The course closed from Oct. 22-28, re-opening the front nine on the 28th and the back nine a day later. No temporary greens or tees were needed.

Gai's crew re-seeded and re-sodded the damaged turf areas and removed 200 trees, including many stately redwoods and cypress, while the course was closed.

"We leave some of the scarred trees in and see what happens. But I expect we'll have to at least 300," the superintendent said.

The cost, mostly labor, to remove burned trees and repair damaged turf could run as much as $200,000, Gai said.

EPA puts pesticide laws in states' hands
From staff reports
"The federal government will soon give more responsibility to the states to manage pesticides that could contaminate ground water.

The Environmental Protection Agency's recently released Pesticides and Ground Water Survey gives states a major role in tailoring programs to meet local conditions to avoid adverse effects on human health and the environment.

"Current findings do not indicate a public health problem," noted EPA Deputy Administrator Henry Habicht. "However, monitoring studies, including EPA's National Pesticide Survey of Drinking Water, will assist in making certain that the use of pesticides does not pose a health hazard.

CONTINUED ON PAGE 15
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USGA adding ‘quality control’ arm for construction

Making certain course developers get what they are paying for is the raison d’etre for the United States Golf Association Green Section’s newest venture.

Turf Renovation and Construction Services (TRACS) will act as the USGA’s quality-control arm, serving course developers and owners seeking assurance that major new or remodeling projects are done properly.

Newly appointed TRACS Director Jim Moore will evaluate whether builders have followed the USGA’s or other specifications in any major building or renovation contract.

“This is something we’ve always wanted to try” said USGA, Green Section National Director Jim Snow.

“We’ve been working on our Green Section specifications recently. Whenever we do that, the question always arises ‘What do you do in the field to make certain courses are built to those specifications?’

“A builder may have good intentions, but due to accidents or cutting corners, a developer doesn’t always get what he’s paid for. The developer might never find out until it’s too late. This new service can help avoid that.”

Any new course or course undergoing renovation are potential TRACS clients. TRACS will review greens reconstruction, bunker renovations, newly installed irrigation systems or any other major construction. The USGA’s environmental ecologist will also be available to review wetlands projects.

“Many clubs are having to rebuild features, like greens, because of age, incorrect management techniques, poor water quality, construction techniques that weren’t appropriate for that area and many other reasons. TRACS will help make sure the job is done right this time,” Snow said.

Moore will be available to help determine if a project is necessary; prescribe an appropriate construction program; oversee the process and any testing; establish a quality control program; and monitor progress through completion.

Unlike the Turf Advisory Service, which Snow said loses money, he expects TRACS will run on a break-even basis. He estimates construction projects will require five to 10 visits at a cost of $1,500 to $2,000 per day.

While that may seem steep, Snow said, quality control can save many times that amount in unneeded repairs down the road.

“Construction is the key time to reduce maintenance costs,” Snow said. “Not only can investments made now save on later repairs, but they can also lead to reduced water and pesticide use in the future.”

Some large golf course architectural firms may already offer these services, Snow conceded. But most smaller firms don’t and could benefit greatly from TRACS.

Lending the USGA name to a construction project may also lend it credibility, he added.

Prior to this appointment, Moore was director of the Green Section’s Mid-Continent region, making nearly 1,000 Turfgrass Advisory Service visits to 350 courses in a 10-state region over the past seven years.

“Construction is the key time to reduce maintenance costs,” Snow said. “Not only can investments made now save on later repairs, but they can also lead to reduced water and pesticide use in the future.”

The Mid-Continent is the most diverse region of the Green Section, which has given me the opportunity to develop expertise in extremely wide-ranging climatic conditions, turfgrass varieties and usage, and construction techniques,” wrote Moore in his biographical summary.

He has also been superintendent at Briarcrest Country Club in Bryan/College Station, Texas, and Ridgewood Country Club in Waco, Texas, where he built greens and tees, designed and installed irrigation systems, and hired and managed maintenance crews.

Moore will handle most of TRACS calls, with new staff added as necessary. Any additional employees will likely come from construction backgrounds, Snow said.

Western Region agronomist Paul Vermeulen will replace Moore as Mid-Continent Region director and a new agronomist hired to fill his former slot.
By Bradley S. Klein

The temperature outside had plummeted over the weekend into the 20s, an annoying reminder that golf in Michigan is a seasonal affair. But the 200 participants in Michigan Golf Summit II, who met Nov. 4-5 in Ypsilanti, were drawn there out of concern for other kinds of climate, namely legislative and economic.

Sponsored by the Continuing Education Division of Eastern Michigan University and Michigan Golfer Magazine, the meeting brought together golf association directors, state government officials, journalists and golf facility owner/managers. They exchanged ideas and sometimes crossed swords over the future of the phenomenal golf boom that has overtaken the state.

The chief issue in Michigan golf is defining and regulating wetlands. The Environmental Protection Agency is involved in complex negotiations about what constitutes a wetland. With so much land in northern Michigan devoted, or planned, for golf, the parameters of that decision will have an enormous impact on the game's growth.

One high-profile resort project, The Homestead, with land adjacent to Sleeping Bear Dunes National Lakeshore, is caught up in a jurisdictional dispute between the EPA and the state's Department of Natural Resources.

Meanwhile, a fascinating roundtable on "Golf and the Environment: A Compatible Team?" focused on cooperative efforts among superintendents, naturalists, and scientists in taking proactive measures to ensure environmentally sound practices.

Panelists agreed it is not the function of media to serve as industry handmaids. Jack Barry, golf writer for the Detroit News, opened eyes with a straightforward accounting of how difficult it is for one correspondent to cover an entire sport statewide. He encouraged members of the golf community to make more effective efforts to publicize good stories.

In response to criticism about too much "negative" news, Lynn Henning, editor of PGA Magazine, reaffirmed the integrity of the journalist's craft as simply getting at the truth—a truth, he said, "that is not always positive."

It remains to be seen whether Michigan will get a golf council like those in Florida and Arizona. There are great differences in the interests of the golf resort owners, who tend to be up north, and the private clubs, many of which are in the south.

Moreover, the limited funds available to the many family-owned operations may preclude their participation in a statewide effort that might benefit only some sectors of the industry.

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Palmer, Faldo, Langer involved in major German project

A world class destination resort and residential community outside Berlin, Germany, featuring golf courses designed by Arnold Palmer, Bernhard Langer and Nick Faldo, is being planned by International Management Group.

The Cleveland, Ohio, firm said the community, The Sporting Club Berlin, will be located in the town of Bad-Saarow Pieskow, Sir Winston Churchill and Max Schmelling also fought in Bad-Saarow in 1928.

The Sporting Club Berlin will be located in the town of Bad-Saarow Pieskow, Sir Winston Churchill and Max Schmelling also fought in Bad-Saarow in 1928.

The Newhall Land & Farming Co.'s original Westridge project included 18 holes and 1,872 housing units that would encroach on 300 acres of a Los Angeles County Significant Ecological Area, according to Los Angeles Times.

The original plans called for removing 339 oak trees to accommodate nine golf holes and 356 housing units in the SEA. The Los Angeles County Regional Commission ordered developers to reduce the number of housing units.

The revised plans call for just 202 units with the removal of only 159 trees in the SEA. The nine holes will remain in the SEA, but only half-a-million cubic yards of dirt will be removed, half as much as earlier planned.

"They've made some great changes," said Commissioner J. Paul Robinson, who objected to the previous plan. Other commissioners still objected.

"It's better than it was before, but I am still concerned about the removal of the oak trees, for one thing," Willager said.

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GOLF COURSE NEWS

December 1991 5
City, architect attempt to span gap
100-foot chasm left bridge-less on purpose, says designer Wyss

NORTH MANKATO, Minn. — The city and architect Patrick Wyss are trying to bridge the gap over which they would pay for building a 100-foot bridge spanning a chasm at the new municipal golf course.

City Administrator Bob Ringhofer says Wyss failed to walk far enough into the woods to detect the ravine before designing the course.

Architectural plans called for a path through the trees leading to just a 20-foot bridge spanning the gorge between the proposed 12th green and 13th tee, the city official said.

Wyss said he knew about the gorge and informed city officials that it would have to be dealt with later because the course was a rush job.

"On a fast-track project, issues like this surface," the Rapid City, S.D., architect told the Mankato Free Press. "Had it not been a fast-track project, those things would have been researched."

A compromise is expected that would call for the city, Wyss and the developer, First Golf Corp. of Denver, to share the cost of construction.

Ringhofer has suggested a miniaturization suspension bridge similar to San Francisco's Golden Gate Bridge, providing a superb view of the gorge and a unique feature that will attract golfers.

NGCOA names Rossi winner

The National Golf Course Owners Association has awarded its first Don Rossi Scholarship to Bill Anderson of Ashland, Ohio.

The $1,000 scholarship was created to honor the late Don Rossi, who was instrumental in forming the association and to aid students in the field of sports administration, especially those interested in golf.

Anderson will be receiving a master's degree in sports administration from Ohio University. He has recently completed an internship with the U.S. Golf Association. His duties with the USGA included on-site assignments at USGA tournaments in the areas of media relations, championship administration, and general operations.

He was a member of the Ohio State University Golf Team and a graduate assistant to the golf coach. He has also worked at Broadmoor Golf Course in Ashland in a variety of capacities.

"I am truly thrilled to be the initial recipient of the prestigious Don Rossi Scholarship," Anderson said. "The game has grown so much recently partly due to the efforts of Don Rossi and the members of the NGCOA. I only hope that one day I will have the opportunity to contribute to the game as well."

Mike Hughes, executive director of the NGCOA, said: "We are extremely pleased to provide this recognition to Mr. Anderson. He will certainly make the most of this opportunity."

"Members complained for years that the bunkers were too hard. We had tried everything from rototilling to power raking twice a day. In fact, the club was almost ready to spend $80,000 on new sand before the 1200 arrived."

"We demo'd it for one week and it made such a difference that members were actually coming over to see this new machine."

"The difference was, the 1200 had the power to turn more material than any other rake on the market. The center cultivator dug so much deeper that players never hit anything but soft sand. It improved playability immediately and reduced complaints by 95 percent."

"It's also faster. With the 1200, we save an hour a day compared to the rake we used to use. And after over 700 hours, we haven't had a bit of mechanical trouble. We kept the old rake as a backup for awhile, but after a year of its gathering dust, I finally decided to get rid of it."
Delay asked on N.J. project

JERSEY CITY, N.J. — Liberty State Park Advisory Commission member Audrey Zapp wants to place a moratorium on development of a golf course and other recreational amenities until hazardous waste issues are studied at the site.

Toxins are present in the soil at two sites the state hopes to develop into a golf course and a marina.

The proposed golf course location contains 95,000 tons of contaminated harbor silt, according to the Jersey Journal. The New Jersey Department of Environmental Protection and Energy operates the park and would develop the course.

Zapp wants a panel of state legislators to review the hazardous waste situation at the sites. The ultimate goal is to get rid of the waste by using some of the state's $991 million in toxic cleanup funds, Zapp said.

The study would result in time-tables for disposing of the waste, she added.

Rees Jones does first West Coast layout

LOS ANGELES — Rees Jones will design The Golf Club at Oakcrest in western San Bernardino County, his first original design on the West Coast.

Oakcrest Land Co. plans an exclusive golf and residential community for the 575 acres of rolling hills located 35 miles from Los Angeles. The gated project will include 205 custom-home sites.

Robert J. Allaways Jr. of Costa Mesa is the architect of the planned $10 million clubhouse.

The club will be patterned after traditional golf clubs in the Midwest and East Coast, according to Oakcrest Land Co. managing partner Patrick Crooks.

"We are very excited about the opportunity Oakcrest presents," Jones told the Los Angeles Times. "The elevation changes and 7,000 mature oak trees will allow for a magnificent golf course." The club is a joint venture between Oakcrest Land Co. and Harvest Development Co., also of Costa Mesa.

The principals have helped develop Castle Pines Golf Club near Denver; The Golf Club at Desert Mountain near Scottsdale, Ariz.; Marbella Golf & Country Club in San Juan Capistrano; and Marsh Landing in Jacksonville, Fla.

Construction is scheduled to start in late spring with an expected opening date of summer of 1993.

Ground water study slows Pa. golf course

ELIZABETHTOWN, Pa.— Plans for a golf course on a former landfill site here will be delayed at least a year while a ground water study is completed.

West Donegal Township and Elizabethtown officials remain committed to the project, partly located over a Waste Management Inc. landfill. But the course's irrigation plan cannot be completed until the ground water flow is charted and submitted to the state Environmental Protection Agency.

"I think we ought to use this time to educate the people. Let's not wait for them to educate themselves because they will misconstrue things the way they want," the Beaver County Times quoted West Donegal supervisor Barry Garman.

More than 1,400 citizens have signed a petition opposing the golf course. Opponents claim the course and studies regarding it are a frivolous use of taxpayer money.

Government officials have countered that the course could eventually generate enough revenue to purchase other recreational facilities and lower taxes.

Brent Wadsworth enters Illinois Hall

Brent Wadsworth, selected Golf Course Builder of the Year in 1989 and 1990 in Golf Course News surveys, was one of four prominent golf figures recently inducted into the Illinois PGA Hall of Fame.

Harry Pezzullo, director of golf at Bellerive Country Club in Palm Beach Gardens, Fla.; Bob Goalby of Belleville, 1968 Masters champion; and Marshall Dann of Glenview, for 29 years Western Golf Association executive director, also were honored.

Wadsworth, 62, chairman of Wadsworth Golf Construction Co. in Plainfield, Ill., has been described as literally the building force behind some of the finest golf courses in America. His company has built more than 350 courses throughout the country, constructing or remodeling more than 40 public and private courses in Illinois alone.
GCSAA’s 63rd int’l conference targets pesticides, wildlife

Nat’l pesticide control spokesman, others to take part in panel...

NEW ORLEANS—Perspectives on and perceptions of pesticide use on golf courses will be the theme of an Environmental General Session, scheduled for Friday, Feb. 14, as part of the 63rd International Golf Course Conference and Show. The session will feature three presentations.

Jay Feldman, national coordinator of the National Coalition Against the Misuse of Pesticides, will outline his group’s concerns about urban pesticide use. John Stossel, ABC-TV’s “20/20” correspondent, will address issues related to how the media perceives and reports on the pros and cons of pesticide use, and how that influences the public’s perception.

Victor Kimm, the Environmental Protection Agency’s deputy assistant administrator for pesticides and toxic substances, will provide a regulatory viewpoint and explain the agency’s pollution prevention program and strategy regarding pesticides in groundwater.

A panel question-and-answer forum will follow the presentations. GCSAA President Stephen G. Cadenelli said: “There aren’t many opportunities, in a single two-hour session, to hear a leader of a national anti-pesticide group, an Emmy-winning environmental news correspondent and a high-ranking regulatory official talk about their views on the complicated issue of pesticide use. This should be an extremely interesting and highly educational exchange.”

Feldman is one of the founders of NCAMP, an organization formed in 1981 and dedicated to generating public awareness of the health and environmental risks of pesticides and promoting alternative pest management strategies that reduce or eliminate a reliance on pesticides.

The National Environmental Development Association honored Stossel last year for balance and fairness in journalism. He also has been honored five times by the National Press Club for excellence in consumer reporting, and is the recipient of 17 Emmy Awards.

Kimm joined EPA in 1971 and spent 10 years as head of the agency’s drinking water program before becoming deputy assistant administrator for pesticides and toxic substances in 1985. His professional career is divided between the management of environmental programs at EPA and consulting engineering work.

The 1992 conference and show will be held Feb. 10-17.

... while wildlife habitat opportunities explained

NEW ORLEANS — Learning how to create and enhance wildlife habitats on golf courses is one of the educational opportunities headlining the International Golf Course Conference and Show, Feb. 10-17, here.

The event will feature more than 60 continuing education seminars and sessions, many of which will be geared toward the environment.

One educational opportunity is a new seminar entitled, “Wildlife Management and Habitat Conservation.”

The seminar, developed by GCSAA in cooperation with the Audubon Society of New York, will be held from 8 a.m. to 5 p.m. Wednesday, Feb. 12, at the New Orleans Convention Center.

Ron Dobson, president of the Audubon Society of New York, will be the lead instructor for the one-day seminar.

Topics to be discussed include:

• how to use more native and naturalized plants to attract birds and wildlife to a course;

• how to increase the populations of insect-eating birds and wildlife on a course by constructing nest boxes and implementing other wildlife enhancement methods;

• how to incorporate insect-eating species into an overall integrated pest management strategy;

• how to implement water conservation and wetland conservation techniques; and

• how wildlife fits into the urban/suburban environment, and how to identify and promote wildlife species on a course.

The ASNY also is cooperating with the U.S. Golf Association on a sanctuary program for golf courses.

The Audubon Cooperative Sanctuary Program offers advice on how to take an active role in environmental conservation and become involved in a program that will benefit the environment as well as the game of golf.

Other seminars and sessions during the conference and show that will be aimed at assisting superintendents’ environmental efforts will cover such subjects as protection of water resources, introduction to integrated pest management, conserving irrigation supplies, hazard communication, use of organic fertilizers and practical environmental responsibility.

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Chipco 26019 Fungicide

Continued from page 1

Wells released last November, have shown that pesticide residues are occurring in some public and private wells in various locations across the country.

"While the well-water survey found pesticide residues in only 10 percent of the wells tested, and less than one percent exceeded health levels, the fact that residues are appearing makes it essential to focus on preventive approaches to minimize threats to ground water resources associated with pesticide use." The strategy document is not a regulatory measure. It describes how EPA intends to regulate some pesticides in the future. If the agency determines that a particular pesticide has or is likely to contaminate vulnerable ground water as a result of normal use, and that labeling and other national-level restrictions do not ensure adequate protection, EPA may require individual State Management Plans as a condition of continued use of that pesticide.

"It will be interesting to see the thresholds EPA will use to move a pesticide from general to restricted use." — Allen James

State Management Plans are an alternative to cancellation. Since risks to ground water are the result of localized conditions, national cancellation may not be necessary if an EPA-approved management plan is followed.

EPA’s determination that State Management Plans are needed for one or more pesticides is a formal regulatory decision. That means there is opportunity for public comment and certain appeal rights for pesticide registrants before a decision is final.

EPA expects to propose some pesticides for the State Management Plan approach in 1992. A final determination requiring State Management Plans for those pesticides could take about two years.

While applauding EPA efforts at federal-state cooperation, how the EPA will determine what pesticides would require State Management Plans concerns Allen James, executive director of Responsible Industry for a Sound Environment, a pesticide manufacturer and distributor trade association.

"The criteria has been detection. But that isn't the same as contamination," James said. "It will be interesting to see the thresholds EPA will use to move a pesticide from general to restricted use.

"There are products used on golf courses that have been detected in ground water. Any detected in the future could end up on a restricted-use list. It is possible a restricted-use product could only be applied by a licensed applicator, not a regular member of a maintenance crew.

"That is why it concerns us whether the criteria is potential leachability, detection or actual contamination. If it is just detection or leachability, then we have problems. It could take very little leaching potential to move a product to a restricted-use list."

According to the strategy, State Management Plans would focus on vulnerable areas of the state and may choose from a wide variety of measures including pesticide education for users, modified application practices, use restrictions or prohibitions in specific places, and best management practices to reduce risks of ground water contamination.

"A State Management Plan should reflect the degree of potential risks in a state, which is a function of both the degree to which a problem pesticide is used, and the vulnerability of ground water in the area," Holbolet said.

EPA will approve individual state plans and exercise periodic oversight to ensure they are effective.

EPA will also encourage non-regulatory approaches to ground water protection including development of safer chemical and non-chemical pesticide alternatives and transfer of new technologies in partnership with other federal and state agencies.

EPA, the U.S. Department of Agriculture and the U.S. Geological Survey will work together in supplying states with technical assistance and guidance on activities such as data interpretation, monitoring, ground water vulnerability mapping and applying best management practices.

The pesticide strategy was developed with extensive public participation by state agencies, health agencies, and agencies of social, agricultural and environmental protection, as well as the pesticide industry, environmental groups and farm organizations.

The general approach of state responsibility for designing individual management plans has broad support, according to EPA officials.
It is hard to believe Christmas is just a couple of weeks away, and 60 days from now many of us will be heading for New Orleans for the BIG SHOW.

It has been interesting to note recently the increased activity in the promotion of regional shows.

Ohio and Florida have always been popular, but this year it seems we have seen more information regarding regional turf shows than ever before.

I know it makes sense to turf managers to support their regional shows. But can the suppliers to the industry continue to add regional shows and regional support to distributors and sales efforts in these uncertain economic conditions?

A major supplier to the industry recently mentioned that the company will have supported 80 shows and exhibits in 1991.

That might be an extreme case, but let's stop somewhere. Don't know the answer - if you have any comments or suggestions, please let me know.

I am pleased to announce that we have invited two new members to the editorial advisory board. Tim Hiers, CGCS, manages the 54 holes at the John's Island Club in Vero Beach, Fla. I played the West course recently, which was in awe of the natural beauty Tom Fazio was able to retain and Tim and his staff maintain. It's hard to believe of some of the efforts that are part of the natural terrain of this unique property on Florida's east coast.

The other new member is Kevin Downing, CGCS. He manages Willoughby Golf Club in Sturta, Fla., and has started to get into some design work.

I've had the opportunity to work with Kevin on the cover of this magazine and found them to be true professionals.

Both Tim and Kevin participated in the Golf Course News Marketing Conference in September, and along with the other members of the panel, were right on target with the subject matter under discussion.

We look forward to having Tim and Kevin on our board.

The first week of December marks the start of the 14th annual JC Penney Classic and the second weekend at Innisbrook's Copperhead course, where vice president of golf operations Jay Overton and staff have a new starting hole for this mixed-team championship.

As we head for the New Year, I'm fortunate to be associated with this fine tournament and look forward to a fine field of PGA Tour and LPGA Tour players.

I've had the opportunity to work closely with the group the foursome was with playing through, skipping only the 15th green. His four some ended its game, but the rest of the group was engaged with playing, skipped only the 15th green where the man's body lay for two hours until authorities arrived and did their duty.

Tell me: Am I wrong or is this a bold print statement on our priorities and what we human beings think of life? I don't know where this particular golfer went to spend eternity, but was his death not worth mourning? - Or were the last three death holes for the golfers?

Tell me: Are we going to handle it - at Christmas time and on the golf course - if our priorities are in the right place. Get our priorities right, and the other things will fall into place.

Now, enjoy your Christmas, remembering why we celebrate it. And Jerry Faubel, Tim Hiers, Randy George Frye, Tom Fisher, Jim Faubel, Joe Marks, Joe Esposito, George Frye, Tom Fisher, Jim Burton, John Granholm and all you other superintendents around the country - I hope you all get your wishes this year.

"Pass my driver, please" punctuation mark.

All of us associated with the industry love golf. We depend on it for our livelihood. We practice it, play it, watch and read about it. But how all-consuming is it? And how all-consuming are our other pastimes?

Just how important is the Super Bowl, anyhow? Or the World Series? Or Wednesday night's bowling league? Or that Saturday morning round of golf?

Reality. We can handle it - at Christmas time and on the golf course - if our priorities are in the right place. Get our priorities right, and the other things will fall into place.

Now, enjoy your Christmas, remembering why we celebrate it. And Jerry Faubel, Tim Hiers, Randy George Frye, Tom Fisher, Jim Burton, John Granholm and all you other superintendents around the country - I hope you all get your wishes this year.

The scenes in the public hearing areas on this golf development area have been highly publicized.

The McLoughlin Group
dreaming is great. Planning is reality. And priorities take a breath to shock and disbelief and accept it as another tale of where our society stands. You might hope the story is one of fancy, but the word that comes to my mind is macabre. Stephen King would be proud to include it as a piece kind of aside in one of his novels. It seems a man died of a heart attack on the 15th green. His foursome ended its game, but the rest of the group was engaged with playing, skipped only the 15th green where the man's body lay for two hours until authorities arrived and did their duty.

Tell me: Am I wrong or is this a bold print statement on our priorities and what we human beings think of life? I don't know where this particular golfer went to spend eternity, but was his death not worth mourning? - Or were the last three death holes for the golfers?

Tell me: Are we going to handle it - at Christmas time and on the golf course - if our priorities are in the right place. Get our priorities right, and the other things will fall into place.

Now, enjoy your Christmas, remembering why we celebrate it. And Jerry Faubel, Tim Hiers, Randy George Frye, Tom Fisher, Jim Burton, John Granholm and all you other superintendents around the country - I hope you all get your wishes this year.

The McLoughlin Group
Publicity needed
Continued from page 10

Larry K. Hankins is president of GeoScience Inc., an environmental science and engineering firm specializing in golf development permitting, located in Gainesville, Fla. He is a frequent speaker at golf development conferences and contributor to golf magazines and journals.

N.Y. attorney general rep defends his position on Cape Cod study

To the Editor:

I wish to respond to a statement by GCSSA President Stephen Cadennell in your article entitled "N.Y. AG attacks industry chemical use." (GCN, September 1991) and to a letter by Stuart Cohen (GCN, October 1991).

Both concern the Cape Cod Golf Course study, which was conducted for the U.S. EPA and the Cape Cod Commission (CCC; formerly the Cape Cod Planning and Economic Development Commission). I had disputed the significance ascribed to that study by some in the golf industry.

GCN quoted Mr. Cadennell citing the Cape Cod study as proof that "properly applied golf course chemicals pose no threat to ground waters."

The Cape Cod study provides no such proof. Indeed, the study suffered from several deficiencies (discussed below) but nevertheless discovered no less than 10 pesticides/pesticide metabolites in the ground water sampled.

On Long Island and Cape Cod there is simply no question that golf course pesticides have already been detected in the ground water. Even so, the Cape Cod results cannot simply be extrapolated to Long Island. At the four Cape Cod courses, annual application rates ranged from 2.7 to 4.4 pounds of active ingredients per acre of golf course, while Long Island courses reported annual application rates up to 2.2 pounds of active ingredient per acre.

Clearly, differences in application rates and local hydrogeological factors contribute to differences in the impacts.

In his letter Dr. Cohen identifies himself as the Cape Cod study "director..." and first or sole author of two articles published. Certainly he must be aware of the fall report on this same study ("Cape Cod Golf Course Monitoring Project," June 1990) by the Cape Cod Commission (CCC) Water Resources Office.

The CCC report notes several deficiencies in the study which pointed out to GCN. Dr. Cohen apparently now denies these problems.

First, when interviewed by GCN, I explained that some of the wells were too deep to detect surface-applied pesticides. Dr. Cohen responded that all monitoring wells... were screened at or just below the water table. But the CCC report states (p. 46) that... study protocol called for the wells to be designed such that 3 feet of the installed 5-foot screen would penetrate the water table.

Unfortunately, the screens were not placed at sufficient depths at each of the golf courses. Many of the wells were drilled so that the whole screen was below the water table; in one, the top of the screen was 11 feet below the water table."

The CCC report continues to explain that... "the deeper wells would be sampling water from a different recharge event from a different area." And... Second, I explained to GCN that some wells were placed where they would not efficiently intercept leaching pesticides... Dr. Cohen claims that all of the green, tee and fairway wells... were placed at the edge of those areas so that ground water would be sampled that was influenced by turf management of greens, tees or fairways as appropriate.

The CCC report (p. 47) recognized that proximity alone is not enough, that the direction of ground water flow must be considered. It states that... "regional water tables were used to place the wells at points which were believed to capture ground water off designated course features (greens, tees, fairways)."

Unfortunately many of the wells receive flow that avoids or only partially captures flow off the areas of concern."

Third, as I reported to GCN, "The Cape Cod study authors acknowledged the deficiencies... some of which I have cited above. Dr. Cohen takes me to task for not consulting him or his "geologist-coauthor, Joe Senita" who, incidentally, is not even acknowledged as a study participant in the CCC report."

There was no need to consult him or the editors of the CCC report, when it spoke so clearly on these problems, perhaps he could explain why.

Finally, the attorney general's report is not an attack on the potential for ground water contamination from the use of pesticides on golf courses. On Cape Cod and Long Island, golf course pesticides have already been found in the ground water.

The challenge now is the development of appropriate means to help insure that golf courses coexist without damaging critical ground water resources. Rather than deny the obvious, Dr. Cohen, in his current role as consultant to the golf industry, might best focus his efforts on helping his clients choose wisely, and use sparingly, the pesticides they apply.

Sincerely,

Michael H. Surgan, Ph.D.
NY State Department of Law

Sunbelt used laser tech

To the Editor:

I found your October issue article on laser technology very interesting. It seems Mr. Connor was fortunate enough to witness our laser leveling unit operating at Palm Ceia Country Club. I like to think he "borrowed" our concept to promote a method of building better tee boxes. As was mentioned, we have used laser leveling for agricultural and preparation for many years.

I'm glad that Mr. Connor is promoting laser leveling to enhance the quality of the tee construction: however, this machinery, like any other, requires experienced and dedicated operators to assure that quality.

Thought you may be interested to know that two of our most satisfied customers include Mr. Connor, who employed our laser leveling at Seminole Golf Club and Pinehurst No. 2, where we recently leveled tees.

Thank you very much for your consideration. I hope you don't mind me setting the record straight "a little bit".

Sincerely,

Roger Hruby, president
Sunbelt Services
Palmerton, Fla.

Editor's note: In our feature story Ed Connor indeed acknowledged that he first saw laser technology used by Sunbelt Services at Palmia Country Club. He said he saw the set at eye height and "it looked like it was sliced with a diamond cutter. It was perfect." The technology has also been used by Alan MacCarragh at MacCarragh Golf Construction, the PGA Tour's Dave Postwaite, and, perhaps, others.

Please mail letters to: Letters, Golf Course News, P.O. Box 9597, Yarmouth, ME 04096.
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The firms that run the courses. Pages 41-43

END OF DROUGHT WON'T SOLVE CALIF. WOES

As drought continues through the winter, California's golf courses face a growing threat to their survival. The state's water supply is already strained, and recent forecasts predict a severe shortage in the upcoming years.

Despite these challenges, California's golf courses remain committed to providing top-quality golf experiences for their patrons. Many courses have implemented water-saving measures, such as installing drought-resistant grass and reducing irrigation schedules.

However, the long-term viability of California's golf courses is in question. Without significant changes in water management and policy, it is likely that many courses will struggle to survive.

In response to these challenges, the California Golf Course Superintendents Association is advocating for increased investment in water infrastructure and conservation measures. These efforts are crucial to ensuring the continued success of California's golf courses.

As the state faces continued drought, the golf course industry in California is working tirelessly to adapt and thrive. While the road ahead may be challenging, the commitment to excellence and innovation is unwavering.

In the meantime, golfers can support these efforts by choosing to play at courses that prioritize water efficiency and conservation. Together, we can ensure that golf courses continue to provide a source of relaxation and enjoyment for years to come.

Golf Course News is dedicated to covering the latest developments in the golf industry, including the ongoing water crisis in California. Stay tuned for updates as the situation evolves.
By Mark Leslie

CARRABASSET, Maine — The ravages of flood damage caused by Hurricane Bob actually opened the door for Robert Trent Jones Jr., to improve a course he considers one of his best in the world.

"Sugarloaf is one of the most spectacular golf courses I’ve ever had anything to do with," Jones said after a recent visit. "And now it’s going to be even better."

When Hurricane Bob struck with 100-year-flood ferocity on Aug. 19, the Carrabassett River, which creates a chain of water holes (10th through 15th), turned angry. The fast-rushing waters washed away the 14th green completely, leaving it nearly surrounded by water. Forty percent of the 15th green was also lost, Jones said.

Superintendent Ed Michaud said when the river ran up against the greens it slowed down, dropping 4,000 yards of bedload (bed-rock) in the riverbed, which formed a dam and forced the water over the 14th green. The same scenario happened on the 15th green, where 3,000 yards of bedload formed a dam.

All 7,000 yards of bedload were removed from the riverbed and used for the reconstructed riprap.

The state Department of Environmental Protection granted a permit for reconstruction in three weeks, hoping to have the original river channel excavated before fall rains.

Soon, Jones flew into the mountain site, lying in the shadow of Sugarloaf USA ski area, and overviewed the reshaping that has him excited.

"We raised the greens, made them higher and changed the angles," he said. "The 14th is enhanced from a playing point. It is a dogleg left. We extended the fairway 25 yards, so now a driver can be used off the tee and you can pitch over the 75-foot river to the green."

"The 15th hole is very aesthetic. It’s an island hole now, with a channel mostly encircling it," Jones said. "Crews took the 506-foot bridge from the 14th hole and moved it across the new overflow channel to the 15th green. A new 76-foot steel bridge was installed across the channel to the 14th green."

Jones said fast-rushing mountain streams are more and more rare on golf courses simply because construction is not allowed near them.

The DEP reportedly is especially happy with the Sugarloaf reconstruction because the riprap was improved.

Jones said fast-rushing streams give us a chance to review and refine some things on the course.

We had a few pet projects, like removing a bunker from the 14th fairway to make it an easier driving hole," Michaud said he will dormant seed the greens with Penncross bentgrass and cover them for the winter. The surrounds of the greens will be hydroseeded and heavily macheted. He expected the soilscan in the hydroseeding process to hold the seed and prevent erosion.

He added that his crew cut bluegrass sod out of the roughs before reconstruction began, and will lay down that sod to prevent erosion around the edges of greens, tees and bunkers.

**Lake City institutes excellence program**

A newly formed Action for Excellence program has been initiated to benefit Lake City (Fla.) Community College programs in golf course operations, landscape technology and turf equipment management.

John Pierz, director of the north Florida programs, announced the kickoff of the $1.5-million campaign at an October Industry Advisory Board meeting.

"By working closely with golf, landscape and turf equipment interests, we will be able to use the endowed income from our program for a five-point enhancement plan," he said. "This unique approach to providing extra opportunities for students, faculty and industry will carry the GLG goals far beyond those realized in the past 24 years."

Action for Excellence is under the chairmanship of golf course architect Pete Dye, assisted by Bobby Weed, golf course operations graduate and chief designer for PGA Tour Construction Services.

It will offer expanded continuing education, certification, industry relations, seminar assistance and scholarship opportunities to students, faculty and industry throughout the United States and many foreign countries.

**Firm insuring underground tank liability**

PHILADELPHIA — Federal and state environmental laws soon will require that tank owners have the financial ability to pay for environmental damage and clean-up for the escape of petroleum products from these tanks, said Patricia Rowland of CIGNA Corp., an insurance firm here.

"This coverage, available through Montgomery and Collins, Inc., a CIGNA P&C surplus lines broker, can help country club and golf course owners, and others, meet EPA regulations for these tanks," said Rowland.

The policy pays for on- and off-site government mandated clean-up costs and third party liability.

**EPA offering environmental directories**

EPA’s Office of Information Resources Management has produced a series of environmental directories, called ACCESS EPA, to improve access to environmental information provided by EPA and other public-sector organizations.

The directory consists of about 500 pages of contacts and descriptions of clearinghouses, databases, libraries, documents, electronic bulletin boards and records programs.

A comprehensive subject index provides keyword access by environmental topic.

The directory is available through both the U.S. Government Printing Office bookstores across the country, and U.S. National Technical Information Service. NTIS is selling the chapters of the directory as individual publications. For more information on ACCESS EPA, contact Ann Dugan at 202-280-9536.
Canada's best: 'Just giving back to industry' he loves

By Peter Blais

Paul Dermott recalls the dilemma facing him as the oldest of four boys growing up on the family farm in Orangeville, Ontario. "There just wasn't room for me on the farm. Fortunately, I fell in love with the golf business," recalled the 1991 Canadian Superintendent of the Year.

Agriculture's loss has been the golf industry's gain, according to those in the golf business.

"At the age of 46, we believe Paul has done more to advance our profession than many individuals do in a lifetime," said Mark Hagen, president of the Ontario Golf Superintendents Association, which nominated its former president for the award.

Dermott said he is very proud at receiving the 11th Annual Superintendent of the Year Award, co-sponsored by the Canadian Golf Superintendents Association and SCORE Magazine. SCORE will present the trophy at an April awards banquet in Toronto, where it will recognize golfers and other industry professionals as well.

"I was very honored to win it," recalled last year's winner, David Sullivan of Capilano Golf & Country Club in Vancouver, who was also a member of the five-man Superintendent of the Year selection committee.

"There's nothing better than being recognized by your peers. I brought my mother and aunt down from New Brunswick for the dinner. It was a great thrill for all of us." 

"Paul is an exceptional superintendent. He's done so much to help the various industry associations and is being recognized for the extra he does. It's an honor he definetly deserves."

Dermott's resume is impressive. In addition to working his way up to head superintendent at Toronto's prestigious Oakdale Golf & Country Club, he was a founding member of the Ontario Turfgrass Research Foundation; helped gain a provincial turfgrass extension specialist through the Ontario Ministry of Agriculture and Food; served on many Golf Course Superintendents Association of America committees; chairs the Canadian Golf Superintendents Association pension committee; and has written extensively for local, regional and national trade association publications.

He is also chairman of the first Ontario Turfgrass Symposium scheduled for January at the University of Guelph, about 45 miles west of Toronto. More than 100 exhibitors are expected to sign up for the conference that will bring together 100-plus linked associations from the golf, sports, parks and recreation industries.

"Why do I do get so involved? The industry has been so good to me, I want to give something back. I want to see the profession do well," Dermott said.

A summer job on Orangeville's Chinguacousy Country Club grounds crew between semesters at the University of Guelph marked Dermott's first exposure to course maintenance. The head superintendent was Rene Mulyar, now a course architect. Mulyar has designed many courses, primarily in Ontario.

After graduating with an associate's degree in animal husbandry (Guelph had no turfgrass program) in 1965, Dermott enrolled in Pennsylvania State University's turf management program, receiving his degree in 1967. He returned to Chinguacousy, eventually replacing Mulyar as head superintendent. He assisted his mentor in constructing an additional nine at Chinguacousy and helped build several other of Mulyar's courses.

"Rene gave me a lot of leeway as his assistant. He's very creative. He builds good courses that can be maintained at a minimal cost," Dermott said.

Dermott moved on to Toronto's Islington Golf Club in 1972. The course needed major renovation. Dermott dove in and had the course in peak condition by the 1973 Ontario Open. The favorable reviews from players and fellow superintendents was a real confidence builder.

Dermott recalled a "very capable" staff for the turnaround at Islington. One of his major strengths, Dermott said, is his ability to attract, train and return to the marketplace expertly-trained assistants who eventually become head superintendents at other courses.

Dermott University graduates include Tom Charters of Weston Golf Club in Toronto; Jim Molenhuis of King Valley Golf Club in Aurora; Doug Holkins, formerly of National Golf Club in Woodstock; Ted Tom of Upland Golf Club in Toronto; and Don Czymlne of IBM Golf Club in Toronto.

"I enjoy seeing my assistants progress and do well as individuals," Dermott said. "Young people keep you on your toes. They don't know there are things you can't do, so they force you to challenge things."

Dermott's oldest son, Vincent, is head superintendent at nearby Markland Woods Golf Club, although he never worked for his father. His other son, Steve, is Vincent's mechanic at Markland. Daughter Lori Ann, a student at Trent University, has worked summers for Vince.

Dermott said he was very happy at Islington when the Oakdale job opened up in 1977. A friend told him he ought to apply and he did so at the last moment.

"Apparently they (green committee members) were waiting for it," he said.

Oakdale is a very prestigious course in golf-crazed Toronto, the third busiest city in the world in terms of rounds played per capita. Renowned Canadian architect Stanley Thompson designed the first 18 in 1926. Clinton Robinson added nine more in 1957.

But the course needed extensive work when Dermott came aboard. His crew installed a new drainage system to move water off Oakdale's heavy soils. A recently-installed irrigation system functioned poorly, but Dermott brought it up to snuff.

Dermott strives to keep the course in tournament condition, although Oakdale hosts few tournaments other than a yearly Ontario Better Ball Tourney for the province's top amateur players.

Dermott tries to play at least once a week as part of a regular group of four local superintendents, who rotate between each other's courses. He also jogs and plays in an adult hockey league.

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"The thing I admire most about Paul is his tenacity for making the O.T.R.F, a success when others might have given up and especially his tenacity on the golf course and the hockey rink," said Blake McMaster, head superintendent at Brampton (Ontario) Golf Club.

Borrowing a hockey term, Dermott describes himself as a grinder. "When I get onto something, I hang in there and see it through to completion," he said. "That's the way I approached the Ontario Turfgrass Research Foundation. It's a charitable organization supporting turfgrass research.

"We convinced the University of Guelph to start the Guelph Turfgrass Institute three years ago. The O.T.R.F provides the funding, the university the professors and the Ontario Ministry of Agriculture and Food the land. We've raised about $1.5 million and broken ground for a new building."
Hurricane Grace racks Atlantic Coast with wind, waves

Continued from page 1

houses out to sea. Seawater covered much of his course, depositing a tri-hull catamaran on the 10th fairway and assorted debris along the course’s shoreline.

Dick Barry saw the storm from two viewpoints — as a member of his local fire department and part-time grounds employee at Cohasset (Mass.) Golf Club.

"It was like a war zone here," he said. "There are natural gas leaks everywhere, soldiers keeping watch over homes..."

Superintendent Rich Caughey at Hatherly Country Club in North Scituate, Mass., perhaps told the most symbolic tale of the hurricane.

"There is a house on our course," he said. A week after the storm, the house was still sitting in a marshland.

Elsewhere, coastal courses in Maryland, New Jersey and Long Island’s Hamptons region were hit hard by the storm.

Jim Gilligan, superintendent at Richmond County Country Club at Inlet Belle Meade, N.J., said: "We were spared. The Jersey shore took over homes..."

Many said heavy rains helped flush the salt water through the turf, neutralizing the salt water. Others recorded no rain whatsoever.

"The best blessing was that no one was killed in the storm," Cowan said, relating how many homes and camps were washed into the ocean. "In the 25 years I’ve been here we’ve never had a storm this bad. Erosion went 30, 40 feet above sea level."

"The ocean came in with such fury it took out a portion of the 7th tee, went over the tee into the fairway, and flooded the fairway. Boats, dock, anything that wasn’t tied down broke loose. We have lumber, things on our shoreline."

Although one tee was torn apart and two greens were severely eroded, repairs at Eastward Ho are "in the distant future," Cowan said.

"We can’t do anything about it, yet. We’ve been in the permitting process since 1989 trying to get permission to build a seawall to prevent this from happening in Northeasters or tidal surges. Now it’s happened."

Eastward Ho still must get permits from a number of federal, state and town agencies, Cowan said.

The major loss?

The elevated green on the signature 15th hole (once declared by Golfdom magazine “one of the prettiest holes in the country”) was undermined by erosion.

"Erosion is so close to the playing surface I don’t want the liability of someone getting hurt," Cowan said, adding that golfers are playing a 14-hole course.

"Cowan’s crew had to pump water off the course for four days, and despite a four-inch rain, may still have to spread gypsum to neutralize the salt, he said.

Caughey saw 10 feet of water submerge much of Hatherly Country Club, which has ocean on two sides and marsh on the other two.

"Three holes were completely covered and five others were two-thirds under water for several hours," Caughey said.

He figures one major task next year will be digging out and refilling Hatherly’s bunkers.

Caughey felt the three inches of rainfall that fell flushed the salt past the root zone. "We’re lucky it didn’t occur at a stressful time of year for the turf," he said.

White waiting to get on their wet course for a "massive cleanup," Caughey’s six-man crew used the club’s two backhoes to clear area roads — which were three feet deep in sand — so residents in North Scituate and Minot could get to their homes.

Then, a week of work faced them at the course.

Courses along the South Shore of Cape Cod mainly faced cleanup from wind-blown debris.

Superintendent Curtis Niven at Duxbury (Mass.) Yacht and Country Club said: "We had a lot of wind that knocked down limbs. But our only water was on the 16th fairway."

And Charles Passios, whose Hyanisport Club suffered heavy damage from Hurricane Bob, said rains from Grace actually helped his course. The area has had a drought since Aug. 19 when Bob hit, and the turf welcomed rain to flush the salt out of the turf, he said.

On Long Island, superintendents John Carlone and Richard McGuinness, both near Kennedy International Airport in Queens, saw Hurricane Grace submerge their courses.

Carlone’s Middle Bay Country Club in Oceanside was closed for two days after 20-30 feet of water from the hurricane submerged fairways on six holes. The greens and tees, all elevated, remained above water.

Carlone said two things saved the day, and his turf: the tide receded quickly — four hours — and it irrigated at 30-minute cycles.

He reported: "West Hampton got blasted pretty good. Maidstone had one tee flooded. All South Shore courses did the same as we did — irrigating in cycles. Also, the winds were high and there was a lot of debris on courses."

McGuinness, from the Woodmere (N.Y.) Club, had to stop play for four days on this Robert Trent Jones–designed layout.

Woodmere is so close to sea level that it "has trouble at moonrise," McGuinness said. Luckily, Grace brought little wind and no rain — just high tide, he said.

When the hurricane struck, the 17th and 18th greens were underwater for 36 hours. "But we turned on the irrigation to flush them out one hour on, one hour off."

It worked.

Rehoboth Beach (Del.) Country Club assistant superintendent Ed Brown said high tides flooded about 80 percent of his course, all fairway. The greens and tees are elevated.

"The bay surged over tide gates and bulkheads and onto the course. It stayed flooded for two days and drained by itself," Brown said.

He said crews have applied gypsum in the recent past, so they did not need to apply it again. "We irrigated heavily as soon as it started to dry," which proved sufficient, he said.

Oakland fire frightens area courses

Continued from page 1

estimated. The figure could have gone much higher, especially if the flames had gotten much closer.

The ocean bore down on the area with no warning.

"Smoke was visible over the ridge separating Orinda County Club from the interior," said McGuinness. Luckily, Grace brought little wind and no rain — just high tide, he said.

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He said crews have applied gypsum in the recent past, so they did not need to apply it again. "We irrigated heavily as soon as it started to dry," which proved sufficient, he said.

While the fire stopped about 1-1/2 miles short of Oakland Golf Course, the blaze has severely affected business at the par-3 facility.

"Many of the people who play here live in those homes," said owner Fillim Lee. "We were the closest public golf facility, so we’ll feel a big impact."

Smoke was visible over the ridge separating Orinda Country Club from the interior, although flames never reached the course, said assistant pro Bob Tomasin.

A catamaran takes up residence on a fairway at Eastward Ho Country Club on Massachusetts’ Cape Cod.

Photo courtesy of George Cousan, Eastward Ho Country Club.
Snow buries Midwest courses

Continued from page 1

As the snow settles and temperatures drop, Poa annua, which is common at Northland, will be particularly susceptible to root rot because it lacks the natural resilience to dehydration that bentgrass possesses, he said.

The Minneapolis area, which has enjoyed several consecutive mild winters, was caught short by the storm. The snow began falling midday Thursday (Oct. 31), and continued all day Friday before tapering off Saturday afternoon.

"This is my 10th full season here and I've never seen anything like this so early," Hague said. "I've asked neighbors, who have been here even longer, and they say this is the worst," said Chris Hague of Hazeline National Golf Club in Chaska, Minn., site of the 1991 U.S. Open.

"Many people hadn't blown out their irrigation systems," he said. "They're bleeding the heads through two to three feet of snow. The ground didn't have a chance to freeze, though, so they should be able to pull it off." Hague devoted three crew members exclusively to removing snow from greens and tees so he could administer a final snow mold fungicide treatment.

"You couldn't get down your winter protection in time," Hague said. "People are going to have to put down granular applications instead of spraying. It's a real mess."

Keith Scott at Oak Ridge Country Club in nearby Hopkins is also moving snow from tees and greens, hoping to get down a second snow mold fungicide application.

"By removing the snow this week we should be fine," he said in early November. "The fairways could have a few rough spots next spring. Otherwise, we should be OK."

Minneapolis-area superintendents who use snow covers were unable to get them down in time. Hague stated, "But with this much snow for insulation, we won't need covers as long as the weather stays cold. We're better off if it stays like this (15 degrees the day he was contacted) than having the snow melt and freeze again later."

The ground's failure to freeze before the storm could prove a silver lining. If it does not freeze all winter, the snowmelt will drain through the soil quicker next spring. That would require less clean-up than water running off frozen ground, Hague said.

Missed snowmold treatments, canceled fall projects (bunker renovations, tree clearing) and being able to lay off seasonal employees earlier than usual also saved on the maintenance budget, he added.

But those projects will have to be done next spring, Hague noted. Repairing snow mold-damaged turf could prove costly. And irrigation lines that weren't drained before the storm could show leaks once the system is restarted.

"Overall, there are more negatives than positives," Hague said.

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** Our Reelmaster® 335-D gives...
Faibel proves prevention theory versus gypsy moths

By Peter Blais

Homeowners near Saginaw (Mich.) Country Club are about to get a dose of the old adage concerning an ounce of prevention being worth a pound of cure.

Over the past seven years, superintendent Gerald Faibel closely monitored the consistent build-up of gypsy moths, which can defoli ate an entire golf course in a few weeks.

"We reached a threshold last fall that, if we allowed the population to keep growing, we were going to suffer significant damage," said the immediate past president of the Golf Course Superintendents Association of America.

Faubel decided on an aerial spraying of BT was in order. He informed the owners of the 200 neighboring home sites this spring that the application was about to take place and invited them to participate.

They declined.

"People usually wait until fecal matter is actually falling from the trees before they'll do anything. By then, it's too late," Faibel said.

"It's difficult to get homeowners to agree to spray. A single person can stop a spraying project, even if all his neighbors want it.

"It usually takes a county-wide mandate. But, by that time, the situation is often too bad to save the trees."

Saginaw Country Club is isolated enough that it did not need its neighbors' approval.

Faubel said he received no negative reaction after informing neighbors the application would go ahead. In fact, many were out with cameras at 5:30 a.m. the day the plane swooped over the golf course, he added.

"We got excellent control of the moths within a few days," Faibel said.

"We knocked the population back to the point where we won't have to spray next year and probably for a few years after that..."

"By monitoring the population closely, you can alleviate most problems with a single pesticide application. We'll keep monitoring. We're willing to suffer some damage, but not wholesale devastation.

When the population reaches a critical level again, we'll treat it.

"We save money by not having to treat yearly and also make the trees healthy enough that it's cheaper.

"And what of Saginaw Country Club's neighbors?"

Studies of the gypsy moth larval population already show that trees at many home sites will suffer significant damage by next spring, according to Faibel.

"It's a shame," he said.

Snowstorm

Continued from page 15

Country Club, in southeastern Minnesota.

"It's strange. We usually get a lot more snow than they do up there," said assistant superintendent Jeff Anderson.

Anderson was shoveling off the snow so the sun could melt the underlying ice, allowing a final snow mold fungicide application. Power outages, fallen trees and downed branches were major problems.

"We lost three full trees, including a big willow, and a lot of large branches," Anderson reported.

Sioux Falls, S.D., and Omaha, Neb., roughly marked the western edge of the storm, which tracked from south to north.

"We just got the lines blown out the morning the storm hit," said Tom Jansa, assistant pro at Elmwood Golf Course in Sioux Falls, recipient of a dozen inches of early-season snow.

"It wasn't as good of a job as we would have done if we could have waited a little longer," he said. "We also moved up the snow mold application and got it done that same morning. The course closes Nov. 1. So, we basically lost just one afternoon's worth of play.

Omaha got three inches of ice, followed by eight inches of snow and 40-mile-per-hour winds, according to Omaha Country Club assistant superintendent Joe Adams.

The course received less than 24 hours notice of the storm's arrival and had no time to blow out the irrigation system or apply fall fertilizers and fungicides.

"We usually have to do those things a couple of weeks before the ground freezes," Adams said during the first week of November. "We've been digging up drains and bleeding the sprinkler heads. We've had to chip through ice to get at them.

"The ground is still soft, so we should not have any cracked pipes.

"The ice insulated everything."

The storm tracked as far east as Dubuque, Iowa, on the Illinois border.

"We got 1-1/2 inches. It's stopped us from getting a few things done," said Jim Burton of Dubuque Golf & Country Club.

"My wife is in the landscaping business. She's got $3,000 worth of perennial plants sitting in the garage that she wanted to plant on the course and other places."
A new study on pesticide and fertilizer use will help guide scientists reviewing the environmental impact of golf course management.

The study, which documents chemicals typically used to control weeds, insects and diseases on America's courses, is being provided to the United States Golf Association's Environmental Research Committee thanks to funding from the Golf Course Superintendents Association of America Scholarship and Research Inc., a non-profit science and education foundation.

"This survey and subsequent report continues GCSAA's commitment to working closely with the USGA in turfgrass and environmental research," said GCSAA President Stephen G. Cadenelli.

"The information from this report will assist researchers who are carrying out work funded by the USGA by providing them accurate data as to which materials are being used on America's courses." William Roberts, vice president of the GCSAA Scholarship and Research Committee, said "it was critical to know exactly what chemicals we should be studying rather than just making assumptions. This report allows us to efficiently direct the researchers' efforts to get the most from the investment USGA is making."

The study, which is based on a nationwide survey of golf course superintendents, examines insecticide, fungicide, herbicide and fertilizer usage in terms of the type of turfgrass, region of the country, type of fairway and exact products used.

The USGA Environmental Research Committee will pass the information along to the various independent researchers involved in pesticide and fertilizer fate studies at universities around the nation. GCSAA Scholarship and Research Inc. is a 35-year-old charitable foundation that provides funding for educational and scientific advancement in the field of golf course management.

The Environmental Protection Agency's dioxin-related regulatory activities, "at this time," should continue as planned, according to EPA Administrator William K. Reilly.

Issuing a memorandum, Reilly endorsed recommendations of a committee of senior agency managers. However, he directed EPA investigators to continue the scientific reassessment in every future dioxin-related regulatory decision and to consider whether to include a provision for reopening the decision if that should prove necessary once the reassessment is completed.

In April, Reilly directed Erich W. Brethauer, assistant administrator for research and development, to undertake a re-evaluation of the risks of exposure to dioxin based on recent scientific advances. That reassessment began in May and is expected to take more than a year to conclude.

At the same time, Reilly directed the general counsel to convene a group of senior managers to evaluate the potential impact of this reassessment on the agency's ongoing regulatory programs. The counsel's committee found that at this time it is very difficult to predict how the scientific review might alter the risk assessment for dioxin.

Therefore, the committee concluded that it is too early in the process of scientific reassessment to support major changes in either the substance or the timing of EPA regulatory decisions related to dioxin.

Masters joins Pinehurst course

Chandler Masters has been hired as superintendent for Talamore at Pinehurst, Talamore at Pinehurst is a 18-hole golf course located on Midland Road that opened this fall.

Masters, formerly with Woodsdale Plantation in Aiken, S.C., was selected from the field of applicants primarily because of his previous grow-in and maintenance experience with bentgrass greens said general manager John Misto. Talamore will feature a Rees Jones-designed championship course with bentgrass greens.

Masters has been involved with construction and grow-in stages of three courses. He is familiar with the planting and growth of bentgrass, Bermuda, centipede, Zoysia and other grasses. He also has experience in preparing the Augusta National for three Masters Tournaments.

"I have worked with Rees Jones and his staff before and know how he likes his course. I am excited to be working with Rees and his experienced team again," said Masters. Jones was the architect for the first course at Woodside Plantation, Masters' previous employer.

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Dioxin status remains same for time being

The Environmental Protection Agency's dioxin-related regulatory activities, "at this time," should continue as planned, according to EPA Administrator William K. Reilly.
Okay, it's the Christmas Eve office party. Caught up in the holiday spirit, the greens committee chairman/city manager/resort general manager walks over, throws his arm around your shoulder and says:

"Bob, you've done such a grand job, we've decided to give you anything you want to maintain the course for a Christmas present. You name it. Price is no object. Take a few seconds to think it over."

Could happen.

Anyway, being a quick-thinking superintendent trained to pounce on every opportunity, you cut him off before he has a chance to begin a conversation with the next group and yell, "I WANT A "Lake," said Joe Adams, assistant superintendent at Omaha (Neb.) Country Club. "We don't have water anywhere on the course. And there's supposedly more ground water in Nebraska than anywhere in the country. If they ever start talking about water rationing here, the country is in real trouble."

"We've discussed creating a lake. It would be pretty easy to do. But our memberships are made up largely of senior citizens. They want to hear about things to make the course easier to play, not harder."

"I'd like a double- or multi-row (irrigation) system."

"We have a Toro single-row system. It works fine, but we really need a system that gives us more control in capable of doing more like a double- or multi-row system. We're getting quotes and taking a serious look at how we could fit it into our budget."

Hiers said the irrigation system is 18 to 20 years old and needs replacing at the two beach courses at John's Island Golf Club in Vero Beach, Fla.

"It is obsolete and has undergone a lot of wear and tear," he said. "You can spend any amount on a system, but we're looking at roughly $1.6 million for those two courses."

"We need something that won't be obsolete in six to eight years and will distribute water as we want it rather than as it is capable. The system we're looking at should significantly reduce our water usage."

"The members know we need a new system. It's just a matter of when we get it — 1992, 1993 or 1994."

While Adams, Faubel and Hiers are looking for new ways to get water on the course, Joe Esposito would like to keep it off. August's Hurricane Bob battered Esposito's Riverside Municipal Golf Course in Portland, Maine. The Presumpscot ground water in Nebraska than anywhere in the country. If they ever start talking about water rationing here, the country is in real trouble.

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New Publications From NGF

Golf Participation in Canada: 1991 Edition

A comprehensive demographic profile of the nearly four million people who play the game throughout Canada's 10 provinces. The format of this 50-page report is almost identical to the one the NGF publishes annually on participation in the U.S. $175.00


An overview of Canada's 1,659 golf courses by facility type (private vs. public and semi-private), by size (number of holes), length (regulation, par-3, executive) and location. The format of this report is also very similar to the one the NGF produces each year on golf facilities in the U.S. $175.00

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North Central

MERCURY BAN

The Minnesota state Legislature has passed a bill that will ban mercury products as of July 1, 1994.

Mercury, lead, cadmium and hexavalent chromium are being banned from fungicides, dyes and paints.

Recipients report that alternatives to mercury-based products have not worked effectively under those conditions.

University of Minnesota researchers are studying different management procedures to control snow mold.

MAINTENANCE SHORT COURSE SYMPOSIUM

The 6th annual Ohio State University Golf Course Maintenance Short Course, providing general and basic information on turfgrass maintenance, will be conducted Jan. 13-17 at Holiday Inn on the Lane in Columbus, Ohio.

Designed for all golf course personnel, the course will emphasize agronomy, soils, entomology and plant pathology.

Registration fees, which were approved by the Ohio Department of Agriculture for Licensed Pesticide Applicators will be $175.00 for the 3-day program, $225.00 for the 4-day program.

More information is available from Sue Whitlet at 614-292-7457. People may register through the Department of Conferences and Institutes at 614-292-4230.

OTF SCHOLARSHIPS

The Ohio Turfgrass Foundation will award nine S1,000 scholarships this year.

The OTF scholarship program, which has given $50,000, will be made at the OTF Conference and Show, Dec. 2-5 in Cincinnati.

One is given to a college freshman who commits to study turf. The Max F. Szturm Memorial Scholarship Fund has been established this year in honor of the golf course superintendent who greatly influenced the turf industry in the Cincinnati area.

Memorial scholarships are also given in the names of Dick Duke of ChemLawn and George M. Biddulph of the Northern Ohio Golf Course Superintendents Association. Additional money is being awarded from Central Ohio GCAs and Nor-Ang Chemical Co.

OSU PERSONNEL CHANGES

A dramatic effect in the philosophy and direction of research, extension and teaching programs in agriculture is expected from major personnel changes in the four top administration positions in Ohio State University's College of Agriculture.

Dr. Bobby Moser, director of the OSU Cooperative Extension Service, has been named vice president of agriculture and dean of the College of Agriculture.

Mosser's priorities will be to bring stability to the Ag College leadership; fill several key positions in the college including director of the Cooperative Extension Service, director of the Ohio Agricultural Research and Development Center and director of Agricultural Technical Institute when Dr. Don Garrison retires in March.

He also expects to expand satellite hookups to other universities for cooperative teaching efforts from faculty to students; improve the teaching curriculum; develop an environmental science to blend good science with a concern for the environment; and attract students to careers in agriculture.

HAGCSA ANNOUNCES SCHOLARSHIPS

University of Missouri student Michael N. Griswold was awarded the $1,000 Chet Mendenhall Scholarship and four other turf management students received $500 scholarships from the Heart of America GC SA.

University of Missouri's David R. Budnick and Kansas State University students Delos Buseman, James "Woozy" Moriarty and Karl V. Weding were the other recipients.

The scholarships are open annual to students for their leadership qualities, achievement, outstanding character, ability to write and speak well, interest in golf course management as a career, and superior performance as employees of a golf course.

The Scholarship Committee is chaired by Jim Heine and the selections were approved by the board of directors.

South Central

SWRGA GETS AID

FAR HILLS, N.J. — The U.S. Golf Association, in an effort to encourage minority participation in all levels of golf, has awarded a grant to the Southwest Regional Golf Association to help develop the SWRGA's junior golf program.

The grant was presented to Jerry Reddy, president of SWRGA, by Mark Passey, manager of the USGA's South Central Regional Affairs office, during the USGA's annual Golf Classics Awards banquet, held in Wichita, Kan.

The SWRGA is an association of 13 clubs located in Shreveport, La.; Memphis, Tenn.; Lawton, Tulsa, and Oklahoma City, Okla.; Fort Worth, Longview, and San Antonio, Texas; Wichita and Kansas City, Kan.; Kansas City, Mo.; and Albuquerque, N.M.

This grant will provide funds to initiate junior golf programs for 400 youngsters in SWRGA communities.

These junior programs will feature clinics, professional instruction, practice time at driving ranges, and tournament administration.

Lee Richardson, of Forest Park, Okla., a member of the USGA's Public Golf Committee, helped arrange for the grant.

GOLF COURSE NEWS

REGIONAL REPORTS

West

LOW WATER USE HELPED FIRE

Reduced outdoor watering and smaller-sized lawns contributed to the devastation caused by the fires in Oakland and Berkeley, Calif., according to Dr. James Beard, professor of soil and crop sciences at Texas A&M University, College Station.

Because of the six years of drought, and "in the mistaken belief" that lawn watering is wasteful, many Californians had been convinced by local ordinances and official statements that they needed to severely restrict outdoor watering and even eliminate grass from their landscapes, Beard said.

He said, "When the fires began, they were fueled by dry landscape plants, many of which had replaced turf, and because they were viewed as water-saving."

"Turfgrasses are about 70 to 80 percent water, by weight, and even a moderately maintained lawn can serve as a fire barrier," Beard said it should now be obvious that Californians and others need to take "a close and careful look at the benefits turfgrasses can provide."

"They can, in fact, save lives, with minimal amounts of supplemental water."

As the area begins the clean-up and re-building process at a time when heavy winter rains can be expected to cause mud slides, American Sod Producers Association Executive Director Douglas Fender said turfgrass sod roots establish very quickly and stabilize embankments within a few days.

"Roots moving through grass will soak into soil more deeply and could recharge underground aquifers, rather than rush down a slope, forcing silt and sediment to loosen large areas that result in mudslides," he said.

IPM SEMINAR

Reservations are due by Dec. 15 for a two-day seminar, Introduction to Integrated Pest Management, to be held Jan. 16-17 in Tempe, Ariz.

The seminar will present an overview of the concepts of integrated plant management with "practical, progressive suggestions for use in implementing a program."

Dr. Pat Vittum and Gail Schumann of the University of Massachusetts will teach the seminar.

They will discuss the politics of pesticides, general agronomic principles, and the limitations of IPM.

They will present environmentally safe maintenance practices for control of disease, insects and weeds, as well as discuss diagnostic aids, monitoring techniques and preventative versus curative treatments.

The seminar will be held at the Embassy Suites Hotel-Tempe.

The GCSSA will present 1.4 continuing education units, while the Arizona Structural Pest Control Commission has accredited the seminar for 12 hours.

It is being co-hosted by the Cactus & Pine GCSSA and GCSSA, and people may register by contacting GCSSA at 913-832-4444.

CAIN PASSES AWAY

Earl S. Cain, a long-time member and SWRGA junior golf program participant, died Oct. 15.

Mr. Cain, who replaced turfgrass because they were "in the mistaken belief," was a member of the Roosevelt Council of Boy Scouts of America and a graduate of George M. Biddulph of the Northern Ohio Golf Course Superintendents Association. He was also very active in the SWRGA and was a contributor to the UGA's golf course maintenance program.

In addition to the Grant awarded for his leadership qualities, achievement, outstanding character, ability to write and speak well, interest in golf course management as a career, and superior performance as employees of a golf course.

The Scholarship Committee is chaired by Jim Heine and the selections were approved by the board of directors.

GOLF COURSE NEWS
**Florida Green Roundtables**

Florida Green, the magazine of the Florida GCSCA, will soon feature roundtable discussions on various topics. Different chapters in the state will conduct the discussions.

**N.C. Golf Council Organizes Roundtables**

RALEIGH, N.C. — The North Carolina Golf Council officially organized Aug. 29, and is seeking “to unite all segments of North Carolina golf into an effective statewide coalition.”

NCGC’s focus is to promote the interests of golf enterprises in North Carolina through a coalition of owners/managers, developers, designers, manufacturers/suppliers and affiliated corporations. The council involves a partnership between golf sporting associations and golf-related businesses.

NCGC hopes to increase awareness of golf’s contributions to the state. The organization will act as an advocate for golf enterprises, fostering a political and regulatory climate that is responsive to industry needs.

NCGC elected four officers during its August meeting. Chairman is Kelly R. Miller of Pine Needles Country Club in Southern Pines, while Dean A. Walters of Sea Trail Corp. in Sunset Beach is vice chairman; E. Spencer Robbins of Elk River Development Corp. in Banner Elk is secretary-assistant treasurer; and M. Stuart Frantz of Carolinas Golf Group in Raleigh is treasurer-assistant secretary.

The association also appointed 20 members to its advisory board of directors. Rick McKeel will serve as executive director of the Raleigh-based trade association.

**International Society Endorsed**

The board of directors of the Georgia Section of the Professional Golfers Association has actively endorsed the program of the International Golf Society. This endorsement will result in test marketing the format of the society’s proposed Pro-Am golf tournament to eventually raise $50 million to $100 million for children’s charities throughout the world.

The Georgia PGA committed to run the society’s golf tournaments. The proposed format was tested in November at clubs in the metro Atlanta area. If the model designed for men, women and mixed teams — were accepted, the tournament would be expanded nationally and then internationally, according to Georgia PGA Executive Director John Bryan.

**Northeast**

CHLOROTHALONIL ALTERNATIVES STUDIED

Many alternative fungicides are available for all diseases for which a fungicide may be recommended, according to Extension specialists at the University of Massachusetts. After studying viable alternatives to chlorothalonil (example trade name: Daconil 2787).

Dr. Gall Schumann reported that the final analysis is that a fungicide choice reflects the best judgment of the turfgrass manager. According to the UMass Cooperative Extension’s Turf Notes newsletter, Schumann said that in a good integrated pest management program, no fungicide application should be considered for a specific disease without considering secondary problems. The broad spectrum activity of chlorothalonil is part of its value as a fungicide as reflected in its frequent use on turfgrass.

According to Turf Notes, she reported that before it is determined that alternatives exist for use of chlorothalonil, it is necessary to consider all disease problems in an area and in a particular season. The evaluation did not determine that no alternatives to chlorothalonil exist, but that determining viable alternatives in a complex task involving more than a single disease evaluation.

This information may be used in the future to help turfgrass managers meet the requirements of the state’s new ground water regulations, Vittum said. In her study, she evaluated chlorothalonil’s use on anthracnose, copper spot, dollar spot, pink snow mold, leaf spot disease, red thread, brown patch, rusts and gray snow mold.

The evaluation included rate used, efficacy, expense, ease of use, reliability and specific disadvantages of alternatives.

Cultural practices were listed as an alternative for all disease, with the caveat that fungicides may still be required on golf greens and tees and on any turfgrass during particularly conducive weather conditions.
Burch takes super post at Glenmoor CC

Paul Burch has been hired by Glenmoor Country Club as golf course superintendent. Burch is responsible for the total maintenance of the Jack Nicklaus signature course. Burch is certified by the Golf Course Superintendents Association of America. His experience includes 16 years in landscape horticulture and golf course management. He most recently served as superintendent for the golf division of the Cincinnati Recreation Commission.

Prior to Pebble Creek, Burch was superintendent for Lakota Hills Golf Course in Cincinnati and a superintendent for the golf division of the Cincinnati Recreation Commission. Burch is responsible for the total maintenance of the Jack Nicklaus signature course. Burch is certified by the Golf Course Superintendents Association of America. His experience includes 16 years in landscape horticulture and golf course management. He most recently served as superintendent for the golf division of the Cincinnati Recreation Commission.

Annual Canadian show many-faceted

TORONTO, Canada — The 43rd Canadian Turfgrass Conference and Trade Show at the Westin Harbour Castle here, Dec. 8-11, is the largest of its kind in Canada. Buyers, manufacturers and distributors of golf course maintenance products and services will mingle among 50,000 square feet of turf maintenance equipment, supplies and accessories.

Tom Mascaro of Florida, inventor of the aerifier, and Rod Ferrentino of New York will speak at pre-conference seminars Sunday, Dec. 8. Mascaro will review and update basics for golf course assistants and others, while Ferrentino will discuss implementable pest management for golf superintendents.

Goo die Tapp, entertainer, actor, writer, singer and storyteller, will deliver the keynote address at opening ceremonies Monday. The CGSA's 25th anniversary celebration features the annual general meeting Tuesday morning. The original board of directors has been invited. John Charest, minister of environment, has been invited to speak on the Canadian government's Green Plan and the relationship of golf to the environment.

Steve Cadenelli, president of the Golf Course Superintendents Association of America, will speak. He is superintendent at Metedeconk National Golf Club in Jackson, N.J. Cadenelli will be among a dozen internationally known speakers who will present a variety of subjects pertinent to golf course maintenance and development.

American architect Robert Trent Jones Jr. has been invited. David Sullivan, 1990 Canadian superintendent of the year, 1991 choice Paul Dermott and several Canadian superintendents will discuss problems faced daily.

Comedian Dave Broadfoot will entertain at the closing banquet.

New Publications From NGF

Who are the players? This research report has the details. Gender, age, income, regional, education and occupation level breakdowns for America's core, occasional and junior golfers. Other important populations are also highlighted, including beginners, females, and public and private golfers. Want more? How about the number of rounds all categories played last year? The number of years they played? The North, South, East and West of the statistics? There could be more details here than you need to know -- unless you need to know your customers better than your competitors do. $175.00

Where do the players play? If you are providing goods and services to golf courses, or if you are involved in golf course development, this report is an invaluable resource. It describes the number, types and distribution of facilities throughout the U.S. Several chapters focus on supply factors: national, state and metropolitan breakdowns of course data are given, plus indexes of oversupply and undersupply for 320 urban areas. Course openings in the past year, as well as courses under construction and in planning are highlighted. With the information in this report, America is truly the land of opportunity -- golf course business opportunity. $175.00

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Briefs

LAFOY HAPPY WITH N.C. COURSE

HOLLY SPRINGS, N.C. — "Each hole is different, each has a unique character," says architect John LaFoy of his newest creation — Devils Ridge Golf Club here.

Opened for play Nov. 30, the design is LaFoy's first complete course in the Triangle area.

"It's going to be very challenging from the championship tees for low-handicap golfers, and from the other tees, it will still be challenging, yet very enjoyable," he said.

With many hardwoods on site, Devils Ridge has a mature look.

It was developed by Carolinas Golf Group, a firm that owns, develops and manages golf courses in the Southeast. It is part of the Sunset Ridge development.

POPA JOINS GRAHAM/PANKS

SCOTTSDALE, Ariz. — Thomas Popa has been named director of marketing for Gra-

ham/Panks International, a Scottsdale-based
golf course architectural design firm.

Popa, a former collegiate golfer, has more

than 10 years of experience in sales and

golf course architectural design.

Popa and his wife, Michele, live in Scottsdale

with their three daughters.

Graham/Panks International is a partner-

ship formed in 1987 between architect Gary

Panks and former PGA and U.S. Open

champion David Graham.

FREE LAYS OUT ECHO FALLS CC

PGA professional and course architect Jack

Frei is designing a golf course. Echo Falls Country Club, which will be public, but also

serve as the centerpiece of a 79-home community outside Woodinville, Wash., in south

King County.

Developed by Steve Burnstead, the 18-
hole, par-70 course will cover 6,350 yards.

Burnstead said: "There's a pent-up demand

for new, high-quality public golf courses in the Puyallup Sound area.

We're being held back, home and lot sales despite the flat, upper-end market because opportunities to live in a golf community are rare.''

THREE-COURSE PROJECT READY TO GO

ST. AUGUSTINE, Fla. — A golf course, 120 homes and commercial and industrial space have been approved by the St. Johns County Planning and Zoning Agency for the northwest portion of the county.

Construction could start in January.

First houses hopefully will be finished by


COURSE DEVELOPMENT

Canadians build in face of recession

By Mark Leslie

A nationwide recession and regional permitting hangups have hampered golf course development in Canada, but pent-up demand for public courses remains strong.

"In 1986-89 the future looked tremendous. A lot of people put shovels into the ground," said John Gordon, executive director of the Canadian Golf Foundation. "But building a golf course isn't like building a car. You don't turn one out every 12 minutes. And by the time the courses came on stream, there was a glut in the upper end of the market. Had they been decent-calibre semi-private or public golf courses, I don't think they would have suffered."

Mike Hurdzan of Hurdzan Design Group in Columbus, Ohio, who has three courses under construction in Canada, said: "The Canadian economy is much worse than ours. It's a lot harder to borrow money. Plus, they've instituted a value-added tax that has tightened up the money supply.

"But the demand for golf is so high, they're building anyhow. They are even more golf-crazy than we are."

Hurdzan added that obtaining permits to build is also more difficult than in the United States. "It's more bureaucratic. An example is Vancouver, where there is a tremendous need for golf, but you can not take land out of production for golf," he said.

Douglas Carrick, of the architectural firm Robinson, Carrick & Associates in Willowdale, Ontario, said: "(More difficult) permitting is an irreversible trend. Money is temporary."

Ted George, of the golf course building company Bruce S. Evans Ltd. in Scarborough, Ontario, said: "Quite a few builders are worried that environmental controls will get stiffer and slow things down... Two years of studies are needed before most courses get approved. Twenty-eight agencies are involved."

George said it is estimated this procedure costs $300,000 to $400,000.

"Permitting has gotten steadily tighter over the last 10 years," he said, but added: "I think it's all for the good. It does not restrict you other than it costs more money to build that way. We can build a course with hardly a drop of water leaving the site with a sprinkler system, and framed by a waterfall."

Evans usually includes in his bids a $100,000 allowance to meet new, tougher environmental requirements for an 18-hole course.

"In the West, with high elevation changes and other factors, it can go way beyond that," George said.

And yet, George said builders agree, if anything is slower, it's "the ability of new owners to raise funds. Banks have never been

Canadian golfers per hole compared to nat’l average for public & all facilities

Source: National Golf Foundation

Course development by decade

Source: National Golf Foundation and Canadian Golf Foundation

Johnston’s touch a traditional one at Southerness

ATLANTA, Ga. — Southerness Golf Club, the city's newest daily-fee golf course, designed by Clyde Johnston, opened Nov. 1.

Located 20 minutes from downtown Atl-

anta, next to the Panola Mountain State Park, Southerness is being developed and operated by The Club Group, Ltd. of Hilton Head Island, S.C.

Adjoining South River on the grounds of an antebellum cotton plantation, its builders feel Southerness combines Southern hospitality and resort service with some of the best traits of Scottish golf.

Southern touches include: the original plantation house (circa 1822 and spared by General Sherman, who passed on the other side of the river), which stands at the club entrance; 200-year-old oak trees throughout the course; and historic Flat Bridge, which crosses the South River near the 10th green.

The most visible Scottish touch is the use of a traditional wicker basket to top each flagpole. The rolling hills, grass bunkering and eight different grasses found on the golf course also add a Scottish flavor.

The course's signature hole is the 16th, a 175-yard par-3, playing across Alexander Lake and framed by a waterfall.

A golfer shows off the traditional wicker basket atop the flag on a green at Southerness Golf Club in Atlanta.

December 1991 23
Canadian doors shut in some regions, open in others

Continued from page 23

big supporters of golf course building. It's usually been private money, and that is tougher to find right now.

"But, I don't think anything will stop it (golf course growth), thought it might slow it down a bit." Carrick said his clients have found "a variety of financing methods - some limited partnerships, others joint venture partnerships, various lending institutions. Not many are getting money from banks and, when so, they are foreign banks."

His developers have numbered some Canadians, some Asians, and some Swiss, he said.

Carrick said construction has tapered off since an active 1990. He attributed part of the reason to a recession that hit in 1990.

"A lot of businesses - especially retail - have gone under. But it hasn't hurt the golf industry that much," he said. "Some high-end private clubs are hurting a little. It's usually been private money, and when it's private, it might slow it down a bit."

Carrick said most of the courses he has designed in the last few years are stand-alone courses.

Citing a "huge pent-up demand" for courses in southern Ontario and elsewhere, the Canadian Golf Foundation's Gordon bemoaned: "But we're building the wrong kind of courses. We should be building the easily accessible golf course that you don't have to pay $40,000 or $50,000 to join."

REGIONS VARY GREATLY

Gordon said golf development takes on a "distinct regionalization in Canada. Basically, it is a country 3,000 miles long and 100 wide (in terms of population)," he said.

The Niagara Escarpment Commission has put a moratorium on development on the escarpment, which is from five to 10 miles wide and runs hundreds of miles from Niagara Falls to the tip of the Bruce Peninsula, which separates the bulk of Lake Huron from Georgian Bay.

Yet, "There are areas where you can build a golf course carte blanche - especially where the provincial governments are involved. In our Atlantic provinces the development is very welcome. They need golf courses and courses are going in there with very few environmental problems. The federal and provincial governments are very involved in some places, like Prince Edward Island. Getting a province and feds involved is key to getting a course built," Gordon said.

With the recession, Gordon said, development slowed in Manitoba, Ontario and Quebec. And with a strong environmental lobby, construction has slowed in particular in Ontario and British Columbia. Looking from the Atlantic provinces westward, Gordon described golf development this way:

• Southern Quebec - "A fair amount of construction is going on but much is in limbo because of the recession and the political climate."
• Southern Ontario - "There's been a slowdown... We got on the equity bandwagon in the past three or four years. There are a number of excellent courses that went to an equity membership plan and they are having problems filling their equity rolls. That pool of equity money shrunk quickly when the recession hit in 1990."
• Southern Alberta - "Golf course development is booming. It's huge."
• Southern British Columbia - "It is saturated with people but there are no new courses. There are a lot of mountains. Plus, it very tightly regulates its agricultural land. There are 100 to 200 proposals, but they can't be built because of the ban."

THE FUTURE

So what does the future hold? If moratoriums or bans are held in place, the Niagara Escarpment and British Columbia will have frustrated golfers. In the Atlantic provinces, happy golfers.

Gordon points to three plans he expects will benefit the industry.

First, he said the CGF is "trying to plant the seed" for more government involvement in course planning. He is optimistic about Micmac Bands in Nova Scotia, who are forming an incentive program to build courses.

Second, he is optimistic about the Churchill District on the west coast of Manitoba, who are forming an incentive program to build courses.

Third, he is optimistic about the development of cursos in northern Saskatchewan, which is one of the last regions in Canada to develop. He believes this area has great potential for golf development.

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CIRCLE #124

CIRCLE #125

CIRCLE #144
Williamsburg's newest opens with a blast

WILLIAMSBURG, Va. — An 18th-century musket volley signaled the opening of a second championship golf course Oct. 28 at Colonial Williamsburg — the Golden Horseshoe Golf Course designed by Rees Jones. In lieu of a traditional shotgun start, costumed fife, drummers and Colonial militia provided the starting signal for an invitational tournament celebrating the first day of play.

The Links-style course complements the Gold course, designed by Rees father, Robert Trent Jones Sr., and opened in 1963.

The Green course's design features abundant woodlands and native terrain. "This is rugged land, with a lot of ravines and draws. We had to be very careful routing the site," Jones said. "The routing really fits the land. We were able to avoid the really rugged terrain and develop a course that combines different types of holes that fit the site. We tried to make this a shotmaker's course."

The Green course plays 7,120 yards from the back tees. Water comes into play on six holes. "We want to make this a shotmaker's course," he said. "I think the future for golf is shotmaking. "

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Courses newly approved in North America

Golf Course News is publishing these lists monthly from our sources, and, starting this month, with the assistance of Forecast Golf Marketing & Financial Systems, Inc. of Richmond, Va. The list at right includes courses that have been approved in North America in the past month. The chart below contains the sites and contact names for new courses and renovations in the planning stages. When those courses are ready to begin construction they will be listed again in this "Courses newly approved" chart. We would appreciate your help in updating these lists. To contact us call 207-846-0600 or write Golf Course News, P.O. Box 997, Yarmouth, Maine 04096. With Forecast's help, we have added "Class" and "Work" to our categories. Their meaning is explained below.

Under "Type" — D = Daily Fee; P = Private; M = Municipal.
Under "Class" — R = Regulation; E = Executive; P = Par 3; J = Junior.
Under "Work" — N = New; R = Renovation.

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<tr>
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Courses newly planned in North America

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Sources: Golf Course News and Forecast Golf Marketing & Financial Systems, Inc.
Golf Asia '92 increases booking

Organizers of Golf Asia '92 claim that exhibition space is 75 percent booked for the event being held March 26-29, 1991 in Singapore. Last year's exposition drew more than 30,000 visitors with Golf Asia '92 expected to draw 45,000 attendees between the show and golf tourments.

"With the Asian need for education comes an overwhelming necessity for golf infrastructure, be it equipment, bags and clubs, fairway mowers, irrigation equipment, etc. "

said Stephen S. Allen, vice-president of Connex Private Limited, organizers of the event. "Asians haven't seen state of the art irrigation systems, for instance, and need to be exposed to this level of equipment. The volume of equipment at our show has never been assembled before in Asia."

"Our attendance last year of 30,000 visitors at a first time show illustrates the hunger this market has for golf products and services,"

said Allen.

The projection is only part of the event. In addition, an international conference, expected to draw approximately 450 trade visitors, is planned along with two golf tournaments.

The Golf Asia International Open is open to professionals and amateurs. The Golf Asia Junior Championships is open to golfers under 21 years old. Invitations will be extended to all golf clubs in the Pacific region.

Further information may be obtained from Stephen S. Allen, Golf Asia '92, 7500A Beach Road, #07-308/9, The Plaza, Singapore 0719; Telephone 2566961.

Sanford, Green combine in Mich.

HOUGHTON, Mich. — Sanford & Associates, in conjunction with Ken Greens, has completed the design of an 18-hole course for The Quest at Houghton Lake, which broke ground here in October.

Developer Tom Weideman is former golf director at Shanty Creek Resort.

The par-72 design, which measures 6,868 yards, features four or five tees on each hole.

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Wabash Valley opens Kerners' latest design

GENEVA, Ind. — Wabash Valley Golf Club has opened its 18-hole golf course for play.

The course was expanded from nine to 18 holes by constructing 10 new holes. The old 7th hole was abandoned and is used as a practice area. Six of the new holes play along The Limberlost Swamp, a 3.5-acre lake and 4.5 acres of wetlands were constructed as a part of the project.

Architects Ron and Gary Kern designed the course to take full advantage of the natural features of the site.

"We designed a course that is enjoyed daily by its members. It challenges yet does not overpower them. However, from the back tees it will extract the best players' shotmaking abilities."

"The course definitely has a classic appearance. We have always believed in the classic elements and architectural features of golf course design."

The contractor, Eichmiller Golf of Cannelburg, Ind., overcame an extremely rainy summer and fall to construct the course.

Course superintendent Max Augsburger grew in the course. Even though seeding was not completed until October 1990, he was able to have the course ready for the grand opening on June 28. The member-owned Wabash Valley Golf Club is now planning to renovate the remaining existing eight holes and plans to build a new clubhouse in the near future.

Pinehildd CC's new clubhouse under construction

PINEHURST, N.C. — With a traditional ground-breaking ceremony on Sept. 20, construction began on Pinehills Country Club's permanent clubhouse. Actual construction began in October. Completion is targeted for late next spring.
JAPANESE WILL INVEST IN DYE

A spokesperson for Dunlop Japan Ltd, which owns 33 percent of Dye and Co., International, said his company intends to invest “much more” into the American firm.

But Eddie Morimoto, advertising director for Dunlop Japan, said in November that Dunlop had in the past agreed to increase its investment in Dye and Co. And here Morimoto said: “Once we make an agreement we never give up because of tiny problems. We will overcome the tiny problems.”

Morimoto added: “Every thing we do is based upon trust. This is a necessity...I'm sure we've never given up on this project. In the long run it will benefit us much.”

Dye President Perry Dye said he isn’t worried about Dunlop buying another 16 percent, one way or the other. “It makes little difference,” he said. “If they do, it will make our year better. We won’t have to pay interest on a $3 million bond they gave us. That $300,000 interest is equivalent to 10 days’ income to us. That’s a lot but not terrible.”

Morimoto said part of Dunlop’s interest in Dye Design stems from the fact Dye builds many courses in Japan. Dye said he has 11 areas make Lakewood a unique and enjoyable course.

And the fact that it was built as a private facility provides a level of quality not normally found at a public facility.

Lakewood Golf Club was designed as a private club by Roger Packard and was built over 240 acres of rolling countryside in McHenry County, northwest of Chicago. The course features 60 acres of marsh and wetlands preserved in their natural condition.

It has two island greens and one tee, plays to four different yardages and each hole has as many six separate tees, many of which are elevated. The par-72 course plays between 5,400 yards from the red tees to 6,920 yards from the back tees.

Briefs

Progress of women’s role in golf will be re-checked at 1993 gathering

By Kit Bradshaw

The inaugural Women in Golf Summit in Orlando, Fla., on Oct. 24-26 opened the door to several issues and set an agenda that will take several years to more clearly define, to formulate solutions and coalesce into action.

This summit’s success was illustrated by the promise for a second conclave in 1993.

Women honored at Florida golf conclav

Two outstanding women were honored during a special awards dinner at the Women in Golf Summit.

Judy Bell, treasurer of the USGA Executive Committee, won the Leadership Award for Women in Amateur Golf. She was presented the award by Lyn St. James, president of the Women’s Sports Foundation.

Betsy Rawls, LPGA Hall of Fame honoree, received the Leadership Award for Women in Professional Golf from fellow Hall of Famer Patty Berg.

Bell accepted the award “on behalf of all volunteers at the club, state and regional levels of women’s golf.”

Berg described Rawls as a “true ambassador of the game of golf—a lady with the heart of a champion.”

Rawls told those at the awards dinner that “it seems strange to get an award for something that was so much fun.”

Also honored for their work with the Women in Golf Summit were summit organizer Kenny Graham, and keynote speaker Kathleen Sullivan.

ABC sports commentator and author Rhonda Glenn closed the dinner with a brief

daytime from 1 p.m. to 6 p.m. The session will feature six presentations on legal, environmental, business, and golf course management issues.

• “How Important is Your Superintendent's Education to your Club?”

• “Decision Making When a Course Needs Restoration”

• “It’s Time We Put the Green Back in Green Speed”

• “Environmental Issues, Liability, Firing and Firing and Workers Compensation”

• “Communication, communication, communication”

• “A Pension Plan for the Golf Club Staff”

At the LEADERBOARD, the bi-monthly newsletter published for golf and club leaders by the Center for Golf Course Management, is sponsoring the Green Chairman Session. CGCM is the marketing research subsidiary of GCSAA.

Rounding out the schedule is the United States Golf Association Green Section session, “Practical solutions for Today’s Problems,” which is scheduled for 8 a.m. to noon Monday, Feb. 17. The agenda includes coverage of USGA/GCSAA research results, USGA green specifications, environmental and wildlife concerns.

Registration for the entire program is $225 per individual. To register or request more information, contact GCSAA at 1421 Research Park Drive, Lawrence, Kans 66049-3859 or telephone 913/841-2260.

Penn State program to address management shortage

UNIVERSITY PARK, Pa. — A new Pennsylvania State University program will address the shortage of golf management professionals.

Dr. Frank B. Guadagnolo, coordinator of the golf management program, said it was introduced this fall as a specialization for students in leisure studies. It is one of only four such college-level efforts nationwide endorsed by the Professional Golfers’ Association of America.

“We plan to admit 60 to 70 new students each year until we cap the enrollment at 200,” said Guadagnolo. “As part of our recruitment efforts, we hope to attract substantial numbers of women and minorities — the two fastest-growing segments of the golf playing population.

According to estimates, about 42 percent of all new golfers are female and the number of black/African-Americans playing the game has nearly tripled since 1984.

“As an industry, golf is expected to grow from a $2 billion to a $4 billion-a-year concern in the 1990s,” Guadagnolo said. “Tremendous opportunities exist for persons with the kind of classroom and on-site training Penn State now offers.”

In addition to general education requirements, students will take courses in leisure studies, business, hospitality, turf management and communications. Practice in the game itself will be available on the university’s two 18-hole courses, both of which are scheduled for redesign and expansion.

“Freshmen with a golf handicap of six or lower can be admitted directly into the program at University Park,” Guadagnolo said. “Successful completion of the program will provide 24 of the 36 credits required for Class-A PGA membership.”

A series of extensive co-op experiences will also be required under the supervision of a Class A member of the PGA. Training will take place at a variety of private and public golf facilities, the PGA headquarters, and regional PGA offices.

GOLF COURSE NEWS
Women golfers provide many of same opportunities

Continued from page 27

4) Media views women in golf as a market segment, but not as potent as is needed to have a high profile in the marketplace. For women in golf to create this higher profile, more women must be in the game; more events must be televised and reported; and more women must support LPGA events.

5) Finally, although women in golf are viewed as a burgeoning market, their numbers need to grow, they need to become more adept at promoting their events and their concerns, and, in the words of one of the panelists, "get their act together" in order to succeed.

Keynote speaker Kathleen Sullivan, well known for her television sports reporting, set the theme for the meeting when she asked, "How do we harness that force of women golfers in the marketplace?"

LPGA Commissioner Charles S. Mechem Jr. noted, "Important and exciting things are beginning to happen at every level of women's golf."

And National Golf Foundation President Joe Bedtitz struck a chord with the nearly 400 attenders when he said, "Fan the flames. The torch is already lit."

Statistics show women represent approximately one-quarter of the golfing population. NGF's Karen Fountaing and Cooper's Lybrand's Michelle Mace gave a statistical profile of the women golfer.

Mace's research broke female golfers into three categories: the occasional player, 59 percent; the average core golfer, 23 percent; and the avid core golfers, 18 percent.

Mace noted that women begin playing golf for social, athletic or business reasons. They plan to play more as their business and family obligations diminish. However, they would also play more if they played better.

Jim and Melissa Emory of Viewfinder Research and Consulting conducted focus groups of women golfers to discover the people behind the statistics.

When the Emorys asked these women to describe their first golfing experience, such adjectives as awkward, anxious, nervous, self-conscious, frustrated, clumsy, inadequate and incompetent emerged. Although some in the focus group said they were eager, challenged and even happy with the experience, these women often felt their introduction to golf was difficult and frustrating.

This is in contrast to men golfers, many of whom view their first golf experience with such words as competitive, bold, powerful and proficient.

This difference was accentuated during a later session with leadership trainer and author Pauline Lyttle. She noted: "Men and women view things differently. Men tend to have a set of skills called influencing skills, while women see the world through relationships."

The Emorys' discussions with women golfers also revealed that many go directly to the course, without practice or introduction to the game. No one explains the rules; and they don't know they've broken a rule of etiquette until they are reprimanded. They use borrowed or hand-me-down clubs, have no idea how to play on a course, and are certainly not ready to hit their first tee shot in front of a crowd.

PGA Master Professional Craig Shankland, and a panel composed of Pat Lange, S. Annette Thompson, Chuck Hogan and Peggy Kirk Bell focused on this learning experience. They agreed the learning experience has to be a positive one for women. "The game should be kept simple," said Hogan. It is also important for women golfers to first practice and take lessons before heading out to the course.

"Women need help and encouragement to hit the ball better," said Shankland. "They need to be made more comfortable and we need to relate golf to their other experiences and to motivate them to play better."

Lange, an LPGA master professional, emphasized proper equipment. "The clubs need to be fitted to the golfer," she said, "and the industry needs to create options in good quality equipment."

Fine Needles owner Bell said, "Anyone can learn to play golf."

Thompson, former LPGA Teaching Division president, said: "Teachers must employ the skills that golfers already have. Some women feel they will never create a swing that is good enough to use on a golf course."

This sense of inferiority was noted in other panel discussions, especially in relationship to women playing golf in business situations. Nell Frewin, general manager of American Golf Corp., said, "It seems there is a value judgment for men golfers, but not for women. For women in business, there is a minimum skill level before they can play golf. This doesn't hold true for men."

Other panel members had further suggestions for those involved with beginning golfers.

Mark Darnell, PGA master professional, emphasized the need to have women instructors available for teaching, although Frewin disagreed, saying: "A successful instructor is not necessarily a female one. The key is to focus on what a woman does well."

Renee Powell, head professional at Seneca Golf Course, added it is importan to teach etiquette and the rules, a recommendation that the Emorys made in evaluating their focus groups.

Laurie Glass, of the USGA, said, "There must be a supportive golf professional at the local level."

THE COURSE AS A FACTOR

The golf course itself came under scrutiny. While architect Alice Dye advocates forward tees to help women, juniors and senior golfers have a more successful golf experience, architect Jan Beljan said, "Multiple sets of tees are common now, but they must be properly designed and constructed."

Judy Bell, treasurer of the USGA, pointed out that women players themselves sometimes thwart the change to multiple tees. Some don't want to play on a shorter course.

Continued on page 29

To produce the only completely proven, longest lasting, hardest working, and

AMERICAN ACADEMY OF ABRASIVE ENGINEERING

To achieve superior results for abrasive-wheel applications
and share same problems as juniors and minorities

Continued from page 28

"Some would rather have a par 5 hole than a more reasonable par 4. We must convince women the new tees are more fun, ... It is necessary that the women at a club become involved in the greens committee and understand club maintenance."

INSTRUCTING JUNIORS

The problem of instruction is not limited to older women golfers. It affects junior golfers as well. Sandy LaBanke, an LPGA/PGA teaching professional, discussed an innovative program that introduces girls to the game of golf, and enables them to become gradually acquainted with the course before moving on to actual nine-hole play. "The goal is to have the girls learn to play," she said.

Junior girls and their older counterparts share some similar fates when learning golf, according to those in this panel. USGA Women's Committee Chairman Ann Beard noted that "while junior boys think it's funny to make mistakes, junior girls are embarrassed. When this happens, they just give up and play another sport."

Because of this dearth in young female golfers, high school programs see few girls on golf teams. This is a problem for colleges, who view the junior and high school programs as a feeder system for college players. Diane Thompson, president of the Golf Coaches Association, said: "The girls need to have good instruction. They need a place to play. And they need people to play with. There are not enough junior players coming into the college level."

The problem of instruction is only compounded when you are both young and a member of a minority, according to Rose Elder, president of Rose Elder & Associates, Inc. Unlike other sports, schools are not a point of entry for golf. Elder said. Adding to the problem is a negative image of golf and the lack of equipment. "We need funding for programs for African-American junior golfers," she said. "And we need to compile data showing the number of African-American golfers in the United States, to demonstrate the impact this group can have."

Elder estimates there are 6 million African-American golfers in the country.

Paul Miner noted that his PGA Met Section has been involved in inner-city junior programs since 1989, and in 1992, this program will involve 2,500 juniors.

Lynn Marriott discussed the Ama- teur Athletic Foundation program in Los Angeles, which was created from profits from the 1984 Olympics. "This program is the largest of its kind in the country, and it has drawn blacks, Hispanics, Asians and whites," Marriott said.

The program's success hinged on the partnership with parents, parks and recreation departments and local and regional associations. It also depended on an organized transportation system and training of teachers. Finally, there was an emphasis on rules. "The kids have to exhibit proper behavior to continue in the golf program," Marriott said.

BUSINESS REALITIES

Although the juniors in this program were able to overcome the problem of access to courses, many women and certainly juniors overall have difficulty getting on a course to play.

The Minnesota Model, which couples tax breaks with course access, has been successful, but not without cost, according to Reed and Jane MacKenzie. Clubs had to re-structure their memberships, with some women players finding they could no longer afford a membership. However, overall, the model gave access to courses, with only one club declining the tax incentive.

The business realities of women in golf showed a divergent view.

Those in the vacation and real estate markets feel women are a dynamic force in decision making, and that focused marketing is needed to cater to women golfers. They agreed it is important to ask women what they want, to act upon their suggestions, and to continually monitor changes in the marketplace.

Those who manufacture apparel, shoes and golf equipment face a changing scenario. The manufacturers of apparel are involved in a fractured market, which changes quickly, according to Izod/Lacoste's Chuck Saltmann. Even those who have entered the golf market recently, such as Nike, are seeing challenges.

"Women are active, and this helps our image with women golfers," said Mark Bisbing. "But the challenge is to understand women's needs in a retail market that is apathetic."

Equipment representatives Chuck Yash of Spalding, George Nichols of Square Two Golf and Robert MacNally of Tommy Armour Golf cited other challenges.

Nichols pointed out that the demographics for emphasizing women are attractive, but it is important to listen to the customer to learn just what women want in their clubs.

McNally said fit is vital, but a good, simple system to fit clubs is needed in the market.

And Yash added that technology in golf balls has changed rapidly, and many women are not aware of the difference in trajectory of golf balls which would give them a golf ball to suit their game.

LPGA event-sponsoring companies, such as Mazda, have focused on the business woman golfer, because statistically this golfer is a key purchaser of Mazda cars.

This is a reflection of the change in marketing overall, according to Hill & Knowlton's Austin Tanner, who noted that the old reasons to sponsor events — ego-driven or event-driven — were being replaced by a market-driven scenario where the demographics, geography and lifestyle of the woman golfer match that of the sponsoring corporation.

Mazda's Janet Thompson agreed. The Mazda event, the LPGA Champion's event, the LPGA Champions-
Summit shows women as growing part of golf market

Continued from page 29

...onship, was moved to the Washington, D.C., area to capture the professional women's audience in that location. JC Penney's Ron Shuler added that the JC Penney Mixed Team Classic gave the company good exposure, but said, "The only valid reason to participate is because of the bottom line." John Somisky of Gatorade/Quaker Oats Co. said his corporation's strategy has always been promotion-oriented, but the promotion has to be tied into incremental sales to be a success.

There are still some obstacles to sponsorship, according to the panelists. Included are development of long-term contracts with sponsors, offering options in sponsorship, maintaining the charity tie-ins of the LPGA events, and most importantly, increasing exposure of the LPGA and other golf events in the media.

This latter goal is not going to be easy, according to the media panel, consisting of Sullivan, Golf magazine's Peter Bonanni; Golf for Women's David Cohen; Golf Digest's Don Wade; and ESPN's Rich Caulfield.

As Sullivan noted, "At the base of it all is the bottom line for business."

Bonanni said that although they support women's events, the majority of their readers are men.

"Remember that Golf Digest and others are businesses," Wade said. "This is an extraordinarily difficult time in publishing. Of my 1.4 million readers, 85,000 are women. Any editor who says he'll edit away from his subscriber base is crazy."

Bonanni added: "There needs to be a fusion between amateur and professional women's events, and women need to support the LPGA events. I'd like to think we can all buy into this great game."

While only 10 percent of Golf's readership is women, 100 percent of Golf for Women's readership is female, according to Cohen.

"We are involved because the number of women golfers is growing and the household income is going up," Cohen said.

Caulfield added that even though more LPGA events (eight) will be televised in 1992, there is competition for the prime viewing times of Saturdays and Sundays.

"The LPGA needs to establish dates for events early and maintain them year after year. And the LPGA needs to come to the network and say, 'We have the sponsors and the money for the production,' so it is an attractive package for television."

As Bonanni said: "Women have to grow and become more of a force in golf. The jury is the marketplace."

Shephearding the Women in Golf Summit was LPGA Teaching Division President Kerry Graham, assisted by Cindy Sisson, LPGA director of promotions, and a steering committee comprised of the key organizations in golf.

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December 1991

CIRCLE 4129

CIRCLE 4130
Ransomes America realigns company

Management shake-up and new responsibilities at turf products company

By Peter Blais

Ransomes America Corp. has changed its management structure, top executive personnel and headquarters as part of the company's realignment plan and in response, some say, to lower-than-expected sales resulting from the worldwide recession.

Ransomes America, a subsidiary of Jacobsen Textron Inc., has consolidated the marketing, sales and finance functions of its various North American holdings under Ransomes America Corp.

Those holdings include Cashman Inc., Ransomes Inc., Steiner Turf Equipment Inc. and Brouwer Turf Equipment. All will take on the identity of Ransomes America Corp., a change from the decentralized management style of the past few years.

What does that mean for the golf business?

"We'd like to see all our turf products eventually moving through one distribution channel," said Irv Aal, recently appointed president of Ransomes America. "The same styling, the same price point for different products. It will be an evolution, not a revolution."

Ransomes America — whose four business units include professional lawn care, turf, industrial and commercial, and consumer — will be headquartered in Minneapolis, the company's new headquarters. He will also serve as a member of the Ransomes plc board of directors.

Ransomes America Corp., a subsidiary of the Ransomes Group plc of Great Britain, includes Ransomes Inc., based at Johnson Creek, Wis.; Cashman Inc., with manufacturing facilities at Lincoln, Neb., and Edgewater, Fla.; Brouwer Turf Equipment, Keswick, Ontario, Canada; and Steiner Turf Equipment Inc., Orwell, Ohio.

Before joining Ransomes, Aal was a founder of Phoenix International Corp., a specialized electronics company based in Fargo, N.D. Previously, he was involved in the farm equipment industry, executing positions with Sperry New Holland, International Harvester and Steiger Tractor Inc.

"Ransomes plc has demonstrated its vision and commitment to serving the worldwide markets for professional turf care equipment," Aal said.

"With the acquisition of Steiner Turf in 1988 and Cashman in 1986, Ransomes has moved into position to be a major player in the industry," Aal added.

Pennington Enterprises reorganizes . . .

Pennington Enterprises, Inc., the parent company of the various Pennington Seed subsidiaries, has made several organizational changes.

Legal counsel Brooks Pennington III will also serve as vice president of finance, while Dan Pennington will be vice president for all Pennington Seed manufacturing divisions.

Richard Best vice president for distribution operations, Keith Kelly vice president for product development specializing in lawn and garden chemicals and fertilizers, and Steve Trippelt director of national accounts.

"We realized that the Pennington Seed operations had grown so quickly that we needed to beef up our home office management team in order to help our subsidiaries..." Continued on page 32

Pennington Enterprises, Inc., will build a new Pennington Forest products and soil amendments plant.

The new facility, located on Pennington Road nine miles South of Madison, Ga., near Shady Dale, will be a state-of-the-art facility for basic ingredient manufacturing, processing, and packaging of pine bark nuggets and mulch, Cypress mulch, composted cow manure, peat moss, potting soils, play sand, and decorative rocks, Pennington said.

"We'd like to see all our turf products eventually moving through one distribution channel."

— New Ransomes America President

Irvin E. Aal

Pennington said dealers now will be able to buy direct from the manufacturerized truck docks of Pennington forest and soil products, seed, lawn and garden chemicals and fertilizers, and bird seed.

direct their growth in a positive manner," the company announced.

Brooks Pennington III is chairman of the board of the Pennington County and is a director of Allied Bankshares of Georgia.

Dan Pennington is widely recognized for his expertise in the development and operation of high-tech manufacturing facilities.

Best's new position will provide constant supervision for the various Pennington Seed distribution centers. Best will also serve as senior buyer for the distribution centers, which have experience in the Pennington Seed organization in processing, manufacturing, sales, and as general manager of the Alabama and Georgia distribution centers.

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Ransomes names new managers

continued from page 31

the turf equipment markets for the coming decade.
Coupled with growing opportunities in North American market areas, we expect the Ransomes companies to show significant growth through the 1990s.

Also joining the Ransomes America management team are Doug McCormick and Ed Nachtsheim. McCormick is Ransomes America's new vice president of sales and marketing. He is responsible for sales and marketing for all Ransomes companies with a network of 300 dealers in North America. He will also have support responsibilities for international marketing efforts of Ransomes Sims & Jeffries in Great Britain.

McCormick joined Cushman in 1989 as market manager for industrial and commercial vehicles. He was promoted to director of sales and distribution for Cushman & C products in 1990. Previously, he was sales executive for RPI Inc. and Air Power Equipment Corp. in Minneapolis.

Nachtsheim has been named vice president of finance and treasurer at Cushman. He formerly was chief financial officer for the Reach All Co., a manufacturer of aerial platforms in Duluth, Minn., and executive vice president of operations for FWD Corp.

GCSAA releases

continued from page 31

product reports

The Center for Golf Course Management, the marketing research division for the Golf Course Superintendents Association of America, has released its second and third 1991 marketing research reports.


The golf car and utility vehicle report presents statistics on the market share, typical lifespan and product ratings of golf cars, modified golf carts for maintenance tasks, and light and heavy-duty turf utility vehicles, cross-tabulated by manufacturers. Capital expense data is presented for each product category.

The Mower and Maintenance Equipment Report provides information and statistical summaries, broken down by manufacturer.

The reports feature data on product inventories, market share and superintendents' ratings of specific products' performance, reliability, service and support. It also includes sections on demographics and capital expenditures.

GCGM will release one more marketing research report later this year — the Buying Habits of Golf Course Superintendents Report.

Putnam Continued from page 31

managing, then national sales manager and ultimately vice president and corporate director.
He also held positions at Turbo, Inc., in Seattle, Wash.; Bay Irrigation and Turf Supply in Los Angeles; Ewing Irrigation Products, in the San Francisco Bay area; and Champion Irrigation Products in Los Angeles.

Putnam has been active and an officer in a number of industry and commerce groups, including the Sprinkler Irrigation Association, the Texas Turf Irrigation Association and the California Green Industry Council.
He will reside in the Washington, D.C. metropolitan area.

Pennington Continued from page 31

Triplett's national accounts department has been increased from six to 12 employees. Floyd Allen, long-time Pennington Seed, Inc. of Madison employee, has transferred to the national accounts department. He will be assigned certain accounts and will assist in coordinating shows and public relations.

Meanwhile, Grady Gill will remain as vice president for accounting and computer operations and Ronnie Stapp will continue as vice president for all seed operations.

Stapp is responsible for all aspects of the corporate bookkeeping network.

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Management changes reportedly in works for some time

Continued from page 31

"Irv was brought in to try to salvage those situations," said former Cushman President and Chief Executive Officer Stu Rafos, among the executives dismissed in the Ransomes America reshuffling. "In no manner should he be held responsible for the problems there. He was brought in at the final hour in two difficult situations."

Other new Ransomes America officers include Doug McCormick, vice president of marketing and sales, and Ed Nachtsheim, vice president of finance. Both were promoted from Ransomes America divisions.

Additional appointments include Jerry Ogren, general manager of Lincoln, Neb., operations; Tom Stuart to general manager at Johnson Creek, Wis.; Tom Meier to acting general manager at Orville, Ohio; and Wally Stuart to general manager at Keswick, Ontario.

Each general manager has full responsibility for all manufacturing, engineering and support activities, excluding marketing, sales and finance.

PRESIDENTS FALL

Gone in the shake-up are several Cushman presidents and vice presidents including Rafos, Ransomes America President and Chief Executive Officer Helmut Adam, Ransomes America Executive Vice President Dave Foundrie and Steiner President Bill Mason.

Some of the former executives said they knew a management change was inevitable ever since Ransomes PLC purchased Cushman from Outboard Marine Corp. for $150 million in September 1989.

"Once Outboard Marine decided to sell Cushman, I knew my days were numbered," Rafos said. "When you spend $150 million for a company, you expect the buyers to bring in a new management team."

Aal said the changes were planned at the time of the Cushman purchase, but were delayed for several reasons. He didn't say what those reasons were. One of them might have been the strong year Ransomes America enjoyed in 1990. Cushman, for example, met all its profit and volume goals last year, Rafos said.

But 1991 has reportedly proved less fruitful.

Cushman's North American sales were off 10 percent in 1991, Rafos said. Sales for the industrial and commercial vehicle unit — which provides vehicles for police, warehouses, hospitals and the like — were "off significantly," he said. "Turf and professional lawn care sales remained flat."

Still, Ransomes plc's North American holdings are doing reasonably well, compared to Europe.

"The recession has hit harder in Europe, which has also been saddled with a three-year drought."

European sales of Ransomes consumer mowing machinery are down 50 percent over the past three years, Rafos said. Ransomes plc's property division's industrial park in Ipswich, England, has also shown a lower-than-expected return on investment, he added.

"The decision to change management was made prior to the economic slowdown," Adam said. "The changes probably would have been made anyway, although they might have been made more slowly."

Aal described the turf market as "soft." Ransomes plc is also more highly leveraged than management would like and is looking for ways to reduce its debt load on a worldwide basis, he added.

"But I don't think the economy accelerated the decision-making process," he said. "(Ransomes plc Chief Executive Officer) Robert Dodsworth made the decision to bring in new players long ago. We are executing that strategy."

Added Aal: "What was done in North America is not as a result of the economy in Europe."

Ransomes America Corp.'s goal is "to emerge stronger," from the recession, Aal said.

"Ransomes America," the former Cushman president said, "will weather the current economic storm and probably come out of it stronger because a number of its smaller competitors will fall by the wayside."

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GOLF COURSE NEWS

CIRCLE #132

December 1991 33
Cushman offers new aerator

LINCOLN, Neb. — Golf course superintendents and other turf managers now can deep aerify greens and large turf areas with the new Ryan Deep Greens Aerator 30-06. The 30-06 is a riding aerator that can aerate up to 19,920 square feet per hour, depending on hole spacing. Aerating depth is adjusted by the operator, from the seat, in 1/2-inch increments from 4 to 6 inches. Aerating pattern can be adjusted on-the-go, from 1 inch to 3.75 inches (38.4 holes per sq. ft.) up to 5 inches x 3.75 inches (7.7 holes per sq. ft.). Aerating width per swath is 30 inches.

The operator raises and lowers the aerating mechanism by means of a foot-controlled hydraulic cylinder. For more information contact Cushman Inc., P.O. Box 8240, Lincoln, Neb. 68501 or call 800-228-4444.

CIRCLE #301

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CIRCLE #133

Kubota markets front-end mower

COMPTON, Calif. — Kubota Tractor Corp. has introduced the FZ2100 front mower, featuring a combination of zero diameter turn and auto-assist differential (AAD) 4-wheel drive. Designed for precision and maneuverability, it is ideal for commercial and golf course grounds maintenance.

Equipped with a 20-horsepower, liquid-cooled diesel engine and hydraulic transmission, the FZ2100 is able to work at peak efficiency over all types of mowing terrain. When activated, the zero-diameter turn system immediately cuts power to the front wheels, while simultaneously providing power to the rear wheels. Front wheels rotate freely and never remain locked in one place during turn, minimizing turf damage.

The FZ2100 eliminates the need for trimming jobs usually accomplished with a walk-behind mower.

Contact Kubota Tractor Corp., 550 West Artesia Blvd, Compton, Calif. 90220.

CIRCLE #302

Landstrand helps prevent erosion

ARLINGTON HEIGHTS, Ill. — Landstrand, a product to enable highway departments, landscape contractors, developers and others to protect against soil erosion, has been unveiled by Synthetic Industries Inc.

Landstrand is easily applied as a continuous-strand mowing system to anchor newly seeded areas while providing a mulching effect to hasten seed germination. It is tack coated with an overspray of emulsified asphalt or soil stabilizers to further reduce potential overland flow erosion.

Manufactured of fibrillated polypropylene, Landstrand needs no mask, gloves or skin protection to handle and apply.

Contact Synthetic Industries Inc., Construction Products Division, 4091 Industry Drive, Chattanooga, Tenn. 37416 or call 615-892-8080.

CIRCLE #303

Trencher fulfills many functions

PERRY, Okla. — Ditch Witch has introduced the Model 5110, a 50-hp class, multi-purpose underground construction machine for trenching, vibratory plow and related work. The 5110's components are powered with an advanced mechanical drive system. An enclosed gear box protects drive components and virtually eliminates periodic adjustments. Interchangeable modules include specialized retrenching components; vibratory plow; combination offset trencher and vibratory plow, and utility.

Contact Ditch Witch, The Charles Machine Works, Inc., P.O. Box 66, Perry, Okla. 73077 or call 405-336-4402.

CIRCLE #304

GOLF COURSE NEWS
Golf Course Marketplace
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December

5 — Business management and aquascaping seminar in Sanford, Fla. Contact Seminole County Extension Service at 407-325-2500 ext. 5559.

6 — TCI Expo '91 in Columbus, Ohio. Contact Tom Clancy at 800-733-2622.

7 — GCSSA Seminar on Introduction to Integrated Pest Management in Fort Worth, Texas.


9 — 11th Texas Turfgrass Conference in Fort Worth. Contact David Byrd at 915-852-7363.

10 — 2nd Annual Georgia Turfgrass Conference & Trade Show in Atlanta. Contact 912-841-5559.

11 — GCSA's Seminar on Scouting, Sampling & Monitoring Golf Course Pests in Portland, Maine.

11 — Massachusetts Association of Lawn Care Professionals Annual Meeting in Marlboro. Contact 508-462-8111.

1992

January

6 — GCSSA Seminar on Safe Pesticide Management in Nashville, Tenn.

6 — GCSSA Seminar on Golf Course Restoration, Renovation and Construction Projects in St. Charles, Ill.


8 — GCSSA Seminar on Implementing Strategies & Plans for Turfgrass Environmental Systems in Charlotte, N.C.

8 — GCSSA Seminar on Maximizing Job Satisfaction in Pittsburgh.

9-10 — New Hampshire Turf Conference in Manchester.

12-16 — Club Managers Association of America Annual Conference and Exposition in San Diego, Calif. Contact Kelly Byrce at 703-728-9900.

13-14 — GCSSA Seminar on Environmental Considerations in Golf Course Management in Cromwell, Conn.


14 — Landscape and Nursery Expo in Sacramento, Calif. Contact Kenny Kakutani at 916-442-4470.

16-17 — GCSSA Seminar on Introduction to Integrated Pest Management in Tempe, Ariz.

16-17 — GCSSA Seminar on Golf Course Design Principles in Atlanta.

16-18 — Mid-Am Trade Show in Chicago. Contact 708-250-3280.

19-21 — New York State Arborists Assoc. Empire State Tree Conference in Albany. Contact 518-783-1322.


24-27 — PGA Merchandise Show in Orlando, Fla. Contact 407-624-8400.
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GOLF COURSE MARKETPLACE

Continued from page 36

31 — Mid-Florida Turfgrass Conference in Sanford, Fla. Contact Seminole County Extension Service at 407-323-2500 ext. 5559.

February
3-5 — Midwest America Green Industry Convention in Kansas City, Mo. Contact Olivia Golden at 816-765-7616.
5-6 — Massachusetts Landscape Conference in Bathborough. Contact 617-964-0432.
5-7 — American Soil Producers Association Midwinter Conference in Las Vegas, Nev. Contact Thomas Ford at 702-765-9898.
10-12 — GCCSA Annual Conference & Show in New Orleans. Contact 913-841-2245.

March
3-4 — GCCSA Seminar on Golf Course Design Principles in Cincinnati.*
9-10 — GCCSA Seminar on Landscape Design & Plant Materials in Bloomington, Ill.*
10 — GCCSA Seminar on Turfgrass Stress Management in West Chester, Pa.*
14-15 — GCCSA Seminar on Environmental Considerations in Golf Course Management in Minneapolis.*
24-26 — USGA Regional Conference in Wakefield, Mass. Contact 908-234-2300.

April
6-7 — GCCSA Seminar on Landscape Design & Plant Materials in Bolton, Mass.*
9 — Water conservation and quality seminar in Sanford, Fla. Contact Seminole County Extension Service at 407-323-2500 ext. 5559.

May

June

October
* For more information or to register, contact Kathy Exum, education coordinator, Golf Course Superintendents Association of America, at 800-472-7878 or 913-841-2245. The seminars are dependent upon the availability of the instructors, and are therefore subject to change. One-day seminars cost $100 for GCSAA members and $120 for non-members; two-day seminars cost $180 for members and $210 for non-members.

December 1991

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A green by any name...

By Bob Spinauk

Washington sewage design and construction company, together with a couple who run a bed and breakfast, have combined engineering know-how and innovative hospitality into a new dimension in land use.

Call it a "B&B pitch and putt."

Guests at Brown's Farm, a hostelry run by Jeff and Alicia Brown in Mazama, Wash., will find a putting green and a bucket of golf balls in each housing unit.

Outdoors, the visitors will be able to use balls and putter on a special golf green. Built with the same care and similar sub-strata as a USGA putting green, the green lies atop a "sewage mound" — a system found where normal drain fields cannot be utilized.

When the Ice Age retreated from the valley 8,000 years ago, it left a hardscrabble layer of thin soil in most places. Beneath this highly permeable surface was a giant aquifer.

Now, as more people have moved into the area, the natural topography has made groundwater contamination a problem. Traditional drain fields, where sewage is run into pipes buried in the earth, are no longer acceptable.

Engineers have devised a system whereby, at its simplest, sewage is delivered to an elevated earthen mound — or sewage mound — that replaces the deeper topsoils of other areas.

From the residence, the wastes go to a 1,000-gallon septic tank. Here, the solids are deposited by gravity.

The liquids move on to a second 1,000-gallon tank at least four feet above the surrounding terrain.

Beginning with a layer of rough cobbles that performs the same function as the herringbone perforated pipe at the bottom of a USGA green, layers of gravel build up the substructure of the mound.

The pipes rest on a gravel bed, perfectly level, and are covered with filter cloth, then a top layer of several feet of sand. The liquid wastes are propelled into the laterals and released into the sand and gravel through the holes in the pipe, to filter naturally through the ground.

When the Browns decided they wanted more than an obtrusive mound on their property, they consulted Bob Monetta, of R.A. Monetta, a sewage design and construction firm in Winthrop.

Among them, they decided to build a putting green that would tie into the mound. The mound was 70 feet long and eight feet across.

Next, 10 inches of sand were spread over the gravel, then compacted according to a rough grade of the green profile and shape of the potting surface.

At this point, the early snows of the North Cascades began falling, leaving time only to finish grade the burrow pit into a lake, and cut two bunkers to guard the green.

The putting surface will comprise about 2,500 square feet of the 4,000-square-foot mound/green complex.

Winter snows in this area average three to five feet, and the Browns and Monetta decided to let the weight of the snow and subsequent spring runoff compact the surface before final grading next spring.

Penncross bentgrass will be used on the putting surface, with a bluegrass-ryegrass-fescue mix for the rough and fairway.

The hole will play a maximum of 120 yards, and Brown plans to add an intertee or two.

Integrating the mound system with the green should keep irrigation and fertilization to a minimum.

Traditional mounds, planted with alfalfa and other coarse grasses, have thrived as they are fed and watered by the liquid effluent.

If the Monetta/Brown brainstorm catches on elsewhere, sewage may become a blessing, not an abomination.
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