The critical hire — superintendent — was omitted

To the Editor:

In the December 1990 issue of Golf Course News, the article "Golf Course Europe" contained comments by ASGCA (American Society of Golf Course Architects) President Dan Maples stating that "the key to a successful golf course development is assembling a strong professional team," and that should include an experienced land planner, civil engineer, golf course architect, housing architect, attorney, and financial consultant.

Maples said that golf course superintendent was omitted from his statement. Who is better qualified to assist in grass selection, irrigation costs and construction problems be reduced while maintainability is increased? Would developments be better prepared for the tremendous start-up costs of golf course construction and maintenance — primarily the first year, but certainly second and third years as well?

Food for thought, certainly.

Sincerely,
Mark J. Hoban, CGCS
President
Georgia GCSC

Not mixing irrigation with great architects

To the Editor:

In November's issue we listed golf course architects headquartered in the United States. I was honored to be on the roster with such great people as Jay Morrish, Tom Fazio, Bob Cupp, Art Hills, Roger Packard and Scott Miller. The truth of the matter is, Larry Rodgers is an irrigation consultant to golf course architects, not a golf course architect, as you listed.

My only attempt at design was a three-hole course on a friend's ranch. It was this humbling experience that taught me just how important selecting a quality golf course architect is. I am quite happy in my role as the irrigation designer on the many fine projects I have been involved with.

Thank you for putting my name in print in association with such great architects. My role in the golf course design field is an important one, but the art and strategy must come before the mechanics of golf course architecture.

Sincerely,
Larry Rodgers
LakeWOOD, Colo.

Comment

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tens of thousands of people who would no more have Sundays with their families? Let's be golf-ologists and be a part of the solution.

Jerry Gelnas, vice president of marketing with Club Corporation of America, said potential club members "want benefits that fit their's and their families' needs. We've found a strong trend toward the entire family becoming part of the club environment."

Gelnas said families offer a major opportunity and a more stable membership for a club. So, business-wise — as well as good neighbor-wise and plain good citizenship-wise — getting entire families involved in golf is a positive for golf courses everywhere.

What can you do? Ski areas are finding success with one tactic: Giving "first-timers" the opportunity to slide free of charge (including skis, poles and boots in some instances) on a particular day. Other ski areas are offering teaching programs for very little money.

This is all geared to teach young and old alike the sport so that they can enjoy it to its fullest — and return and keep returning.

Would this be difficult for golf courses to do? Courses could offer special "family" green fee discounts, or father-son discounts, husband-wife discounts... the list goes on. Raising the bullet today could mean eating a meal of success tomorrow.

Let's give the many "golf widows" new life by bringing them out, showing them respect, and honestly illustrating that they are welcome.

Larry Rodgers

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