USGA deciding fate of last $300,000

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sired the most debate among the review committee, Kenny said. “Eighty-five percent of the population knows about golf,” he said. “Basically, we know that when people drive by a course, they look at it. But that’s about it.”

“We know people enjoy open space. That’s why urban planners usually try to include parks in their designs. Golf courses are like parks, but they have the advantage of also generating revenue.”

“We’re wondering how funding that type of project would appear to USGA associates. That’s what we’re debating. The psychological effect proposals have come from schools and parks, but they have the advantage of also generating revenue.”

The recent PGA Tour stop at the Tournament Players Club of Sawgrass in Jacksonville, Fla., drew rave reviews from competitors for course conditions. Much credit goes to the golf maintenance management staff.

Left to right are Mark Sanford, chief mechanic; Bob Clarkson, assistant superintendent, Stadium Course; Cathy Macomber, office manager; Gene Baldwin, assistant superintendent, Valley Course; Lee Rowe, landscape assistant; and Fred Klauk, superintendent.

Rocco Mediate, Sawgrass resident and the Tour’s leading money winner, best expressed fellow pros’ feelings during a practice round. Attached to his bag was a button reading “Fred Knows Greens.”

Maintenance staff members also wore these buttons, supplied courtesy of Don Kepler, Klauk’s junior high school coach in North Palm Beach, and former high school teammate Larry Mueller.

Greens 1 and 2 were no longer verbal targets. They matched the others in immaculate grooming.

Greg Norman, perhaps the No. One course critic in 1990, summed up the 1991 layout in one word — “perfect.”

Eldrick said of Sawgrass: “I don’t think there’s a harder course in the world to play than this one when there is this kind of wind (42 miles per hour the second day), but course conditions couldn’t be better.”

Sawgrass’ reputation as a destroyer of titles seems to have evaporated. This procedure became 80 percent bentgrass, instead of the other way around. The week’s shutdown permitted persons were added to the work force. Weekly payroll amounted to $300,000.

At the same time, other major concerns were stirred over a week-end during the week. The dotted line on the map is now more than 100 acres.

A key element was shutting down the course Monday prior to tournament warm-up. Players were notified Saturday before Thursday’s opening day round were anxious at the playing surfaces that looked like huge carpets for a king’s royal entry. In what was believed an unprecedented effort, ball marks on all greens had been completely eliminated.

A few minor adjustments are planned next year. Despite the 1990 media battering, Klauk enjoys excellent press relations. He pointed out that the print media were most favorable from 1987 through 1989.

Klauk works at media exposure. He’s friendly with the press and the players.

“The big thing is that the public now has a better perception of how important the superintendent is to the success of the PGA Tour and golf in general,’” — Fred Klauk

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