Florida Golf Council's back to wall

By Mark Leslie

It was a nightmare of force. Driven by 90- to 100-mile-per-hour winds, Hurricane Bob washed thousands of tons of sand and seaweed and as much as six feet of deadly salt water onto Cape Cod golf courses on Aug. 19, leaving them inundated with destruction.

Cleanup chores, turf treatment, reseedings, replantings and repainting kept groundskeeping and clubhouse crews busy into September.

Taking a breather 10 days into cleanup, a crew member at Fall River (Mass.) Country Club summed it up succinctly: "It's a mess." Water was five to six feet deep over parts of Kittansett Club in Marion, which sits

Continued on page 17

EEC to intensify competition in golf industry

By Peter Blais

The European Economic Commission's efforts to create a single European market by the end of 1992 has created opportunities and intensified competition among golf course developers and industry suppliers.

The 12-member European Community, which traces its roots back to the 1957 Treaty of Rome, is debating nearly 300 legislative initiatives designed to further enhance the free movement of goods, persons, services and capital between member countries. Most are scheduled for adoption by Dec. 31, 1992.

Continued on page 26

Gold Course Europe gaining numbers

WIESBADEN, Germany—The third Gold Course Europe Conference here Oct. 7-9 looms so large that organizers already are planning the next show in Paris late in October of 1992.

Ellen MacGillavry of Expoconsult anticipates between 400 and 450 exhibitors, including a first-ever Japanese exhibit. Shunsuke Kato is involved in a

Continued on page 27

Bob blasts Cape Cod courses

By Mark Leslie

It was a nightmare of force. Driven by 90- to 100-mile-per-hour winds, Hurricane Bob washed thousands of tons of sand and seaweed and as much as six feet of deadly salt water onto Cape Cod golf courses on Aug. 19, leaving them inundated with destruction.

Cleanup chores, turf treatment, reseedings, replantings and repainting kept groundskeeping and clubhouse crews busy into September.

Taking a breather 10 days into cleanup, a crew member at Fall River (Mass.) Country Club summed it up succinctly: "It's a mess." Water was five to six feet deep over parts of Kittansett Club in Marion, which sits

Continued on page 17

EEC to intensify competition in golf industry

By Peter Blais

The European Economic Commission's efforts to create a single European market by the end of 1992 has created opportunities and intensified competition among golf course developers and industry suppliers.

The 12-member European Community, which traces its roots back to the 1957 Treaty of Rome, is debating nearly 300 legislative initiatives designed to further enhance the free movement of goods, persons, services and capital between member countries. Most are scheduled for adoption by Dec. 31, 1992.

Continued on page 26

Golf Course Europe gaining numbers

WIESBADEN, Germany—The third Gold Course Europe Conference here Oct. 7-9 looms so large that organizers already are planning the next show in Paris late in October of 1992.

Ellen MacGillavry of Expoconsult anticipates between 400 and 450 exhibitors, including a first-ever Japanese exhibit. Shunsuke Kato is involved in a

Continued on page 27

Florida Golf Council's back to wall

TAMPA, Fla.—The continued existence of the fledgling Florida Golf Council is on the line as the state trade association conducts its second annual Golf Summit Oct. 3-4 in Tampa.

"There's a chance we won't be here next year," said Jack Mathis, president of the year-old association formed to promote the interests of the state's $5.5-billion golf industry to state legislators and regulators.

"I think we'll make it, but

Continued on page 31

A call for data

Cape Cod Study director asks for information on independent ground and surface water studies...

Laser technology

Speed and precision are Ed Connors' hallmark as he renovates tees and greens nationwide.

For a look at Europe, see pp. 15, 29, 37.

COURSE MAINTENANCE

UK's 'brain drain' to Europe said serious

Dave Portz fulfills dreams at Hammock Dunes

Regional reports filled with where's, when's

COURSE DEVELOPMENT

El Conquistador conquers transformation

The Paintbrush exhibits Hurdzan's artwork

New courses approved, planned

COURSE MANAGEMENT

New NCP president to paint positive club image

Ethics, profitability exist hand in hand

Tax watchdog council formed

SUPPLIER BUSINESS

Europe a bonanza for some companies

Innova adds infrared photography to services

New irrigation products hit the marketplace
DENVER — Dunlop Japan Ltd., which owns 33 percent of Dye Designs Inc. of Denver, has ended negotiations to increase its ownership.

Dunlop's representative cited as pullback factors:
• Donald Hagoboom, president of Dye subsidiary Dye Designs International, pleaded guilty to fraud charges;
• the Internal Revenue Service is investigating company loans to shareholders;
• company founder Perry Dye has moved from the company's headquarters; and
• company earnings don't measure up to Dunlop's expectations.

Dye Designs is developing 11 golf courses around the world. Perry Dye said the company made money last year, but predicted it would post a loss this year because of the effect of the Persian Gulf War on overseas operations. Dunlop's lawyer said Dye Designs lost more than $1 million last year on revenues of $8 million.

ASPA CONFERENCE HITS VEGAS

Las Vegas, Nev., will host the American Sun Producers Association's Midwinter Conference and Exposition, Feb. 5-7. Bally's Casino & Resort will be conference headquarters and house the educational program and exhibits.

Seminar topics range from media relations to production alternatives, with an emphasis on marketing.

Manufacturers and suppliers of machinery, products and technology will be featured in three days of open displays. The exhibit hall will open Wednesday, Feb. 3, amid a welcoming reception and reopen Thursday, and Friday, Feb. 4-5, for extended luncheon hours.

An ASPA-sponsored, members-only seminar focusing on marketing strategies will offer hands-on techniques for marketing in varying economic conditions. Jim Whitt, a trainer and consultant with expertise in marketing, agriculture and turfgrass sod will conduct the seminar.

NCA REVISES CONFERENCE SCHEDULE

WASHINGTON, D. C. — The National Club Association has revised the Club Leadership Conference schedule in order to concentrate on the Pinehurst and Broadmoor conferences.


For registration information, write NCA headquarters, 3050 K St. N.W., Suite 330, Washington, D.C. 20007, or phone 202-625-2080.

Golf summit marks critical juncture for fledgling group

Continued from page 1 sand dollars annually to operate effectively. The state golf industry, which funds the summit, is looking to operate effectively. The state golf industry, which funds the summit, is looking to operate effectively.

The first wake-up call will be delivered during Thursday's opening joint session with representatives of the state's five water management districts, who are also in town for their 10th Annual Conference on Water Management.

An opening panel discussion titled "Exploring Direction in State Water Policy" will include State Rep. Sandy Sadley and House Dean W. C. Fred Jones, co-sponsors of a bill that would add a 10-cent tax on every 1,000 gallons of ground water used on golf courses. Joining them will be Carol Browner, secretary of the state Department of Environmental Regulations and Peter Hubbell, executive director of the Southwest Florida Water Management District.

The response panel includes representatives from major water users including Raymond Finch, chairman of the Florida Golf Course Council; Carl Longshore, Florida Farm Bureau Federation; and Paul Parks of an association called For Everglades.

"It should be a really interesting session," deadpanned Mathis.

A second opening morning panel entitled "How Do Golf and Water Mix" returns Browner and Sadley along with Jacksonville University Golf Course Superintendent Highland Simmons and Florida Golf Course Superintendents Association President Thomas Benefield.

Other speakers and panelists during the two-day conference include Tom Faute, Ed Seay of Arnold Palmer Design; Miller Rippey of Links Management; Mike Hughes of the National Golf Course Owners Association; and Rick Norton of the National Golf Foundation.

Dr. John Mathis, of the Harris Organization, said the state golf industry, which funds the summit, is looking to operate effectively.

"The state's golf industry is looking to operate effectively. The state golf industry, which funds the summit, is looking to operate effectively.

"It should be a really interesting session," deadpanned Mathis.

A second opening morning panel entitled "How Do Golf and Water Mix" returns Browner and Sadley along with Jacksonville University Golf Course Superintendent Highland Simmons and Florida Golf Course Superintendents Association President Thomas Benefield.

Other speakers and panelists during the two-day conference include Tom Faute, Ed Seay of Arnold Palmer Design; Miller Rippey of Links Management; Mike Hughes of the National Golf Course Owners Association; and Rick Norton of the National Golf Foundation.

New NCA President seeks to overcome discrimination, pollution

By Peter Blais

Spreading the word that private clubs benefit society will be his most important task for the next year, according to Victor Mauck Jr., recently elected president of the National Club Association.

"Private clubs serve their communities well," Mauck said. "They do a lot of good things. There are some areas of club operations that should be reviewed. But private clubs are not bad things."

Private clubs have come in for a lot of abuse over the past few years. Charges of discrimination have haunted the industry since last summer's debacle at Shoal Creek. Private golf clubs have been targeted by environmental groups claiming golf courses pollute the environment with pesticides.

Lest amid those headlines, Mauck noted, are the private clubs that open their facilities free of charge for charity tournaments; the amount of money clubs pump into their local communities; and the many jobs the private club industry provides.

Mauck knows whereof he speaks. He is president of the St. David's Golf Club in Wayne, Pa. and past president of the Golf Association of Philadelphia, which he has served as director the past 18 years. He has been a NCA board member since 1983 and succeeds George Squibb as president of the 1,000-member association.

"The increasing number of right to privacy cases involving private clubs in the state and federal courts has been the biggest change," during his tenure on the NCA board, Mauck said. "That continues to be the key issue. Some of the rulings have presented real challenges that the industry's had to deal with."

"The continuing environmental problems with wetlands and underground storage tanks will be the major issues. It will be confusing until the federal government draws up guidelines that everyone can work with. Unfortunately, we still have 50 states interpreting environmental laws in 50 different ways," Mauck received a bachelor's degree from Princeton University and attended the Wharton School of Business at the University of Pennsylvania. He was an administrator with John Wood Co., a metal fabrication firm, for 20 years before opening a radio station and box manufacturing company of his own.

He is currently president of the Montgomery Foundation, a fund-raising agency for Morristown, Pa.'s Montgomery Hospital.

Mauck said he will be "very active" in setting the NCA's agenda and coordinating the association's efforts with other groups, like the Golf Course Superintendents Association of America and United States Golf Association.

"Victor is very active in the golf industry, not to mention being a handi-capper," said NCA Executive Vice President Gerald Hurley. "He knows and understands golf clubs."

Managers can run clubs ethically and profitably

By Peter Blais

Private club managers can run their businesses ethically and profitably, according to a professor of ethics.

"The words 'Shoal Creek' should remind managers that private clubs have not escaped the debate over ethics that has swept the country in the past 10 years. Not that ethical dilemmas are new to club managers according to Mark Pastin, professor and director at the Arizona State University Center for Ethics and consultant to major corporations, presidential candidates, political bodies and clubs throughout the world.

Club managers have long dealt with ethically difficult situations such as doing business with members; hiring members' relatives; becoming personal friends with members; and avoiding favoritism.

It is just that with the rapid change of society, ethics has become a hot topic in every arena — medicine, law, accounting, business, defense, media, and government. Golf clubs are no different, Pastin said.

"There are some people in clubs who are racist and sexist and all those things. But that's not what the ethical crisis is about. The crisis is that people are being caught within the dynamics of change and not knowing how to survive," Pastin said.

The two biggest ethical problems facing managers on a daily basis are being close to members while remaining impartial and expecting a high performance level from employees who are poorly paid.

"You're asking too much to get more than the baseline effort for base-line pay," Pastin said.

continued on page 35