CMAA conference draws record crowd

Club managers focus on many golf course maintenance issues

By Peter Blais

The environment, club manager/superintendent relations, golf course renovations and financial trends were among the topics covered at the Club Managers Association of America's 60th Annual Conference and Show last month in San Diego.

More than 3,000 people attended the five-day conference's 80 educational sessions. Vendors displayed their wares at the accompanying 15th Annual Exposition's 350 booths, an association record.

It also marked the passing of the CMAA presidential torch from James Pearce of The Dallas Club to John Sullivan of Grosse Pointe (Mich.) Yacht Club.

"It's been an honor and a privilege serving you and our great association," Pearce told the gathering at the opening business session, highlighted by keynote speaker Art Holst, a humorist, author and National Football League official.

The Environment

Today's golf course superintendent is as concerned about the environment as any member of the Sierra Club or Audubon Society, said Dave Fears, superintendent at Blue Hills Country Club in Kansas City, Mo.

Superintendents strive to avoid ground water contamination, protect wetlands, reduce noise and scree water supplies and stop underhitting water tanks from leaking petroleum, Fears said.

Ground water tests near golf courses at Cape Cod, Mass., West Palm Beach, Fl., and Ohio State University revealed no pesticides or levels well below federal health advisory limits.

An Environmental Protection Agency study of 1,300 wells nationwide showed wells near homeowners were 2-1/2 times as likely to contain traces of pollutants as those near golf courses.

President Bush has called for zero tolerance of pesticides in drinking wells. But it is an unrealistic goal because of technological advances allowing measurements as small as a part-per-trillion, the equivalent of one second every 32,000 years, Fears said.

Turf traps the bulk of properly applied pesticides in the top two to the will increase and filters out many other contaminants before they can reach ground water, Fears said.

Continued on page 66

Scholarship program recipient joins Dye Designs

DENVER, Co. — In 1988, Dye Designs Inc. established a scholarship program to encourage candidates to seek a college degree in a related field of study which would lead to full-time employment in the golf industry.

On Dec. 14, Daryl Dinkel graduated from Colorado State University in Fort Collins, with a degree in landscape/horticulture specializing in turfgrass management. The achievement is significant because Dinkel never wanted to go to college, but now has a degree in a field of study which Dye Designs Chairman Perry Dye feels will make him a valuable employee.

Dye saw in Dinkel the potential to be the first role model in an educational plan with Dye-Designs providing financial assistance for the college classroom resulting in a degree and with the promise of full-time employment after graduation.

Five years ago, Dye and Dinkel discussed four options of study. Dinkel picked landscape/horticulture because he knew he did not like working indoors and could never be an "office person."

Dinkel now awaits his first assignment on one of Dye's golf course design and construction projects. His goal is to become involved in construction and then manage as a superintendent.

Continued on page 69

Course owners recognize contributions of PGA Tour

The board of directors of the National Golf Course Owners Association has presented its Award of Merit to the PGA Tour.

The award was given to Deane Beman, commissioner of the PGA Tour, at a luncheon on Jan. 15 at Catamaran Resort Hotel in San Diego.

"The award is given to rising leaders of the industry who have made significant contributions to the advancement of golf as a life-long sport," said Robert Page, president of the NGCOA. "We are extremely pleased to present our Award of Merit to the PGA Tour.

Continued on page 69

Player perceptions of the cost of golf over the past five years

Percent of golfers

<table>
<thead>
<tr>
<th>Core golfers</th>
<th>Occasional golfers</th>
</tr>
</thead>
<tbody>
<tr>
<td>70.8</td>
<td>63.3</td>
</tr>
</tbody>
</table>

Increase in the cost of golf in the next five years perceived by golfers

Percent of golfers

<table>
<thead>
<tr>
<th>Core golfers</th>
<th>Occasional golfers</th>
</tr>
</thead>
<tbody>
<tr>
<td>65.2</td>
<td>56.4</td>
</tr>
</tbody>
</table>

SUMMERVILLE, S.C. — Kemper Sports Management designed, built and will manage Pine Forest Country Club, which opened Jan. 4, to "Pine Forest widens the choices we offer area golfers," said Kemper spokesman Tom Lenz, adding he is pleased Kemper has expanded its presence in the "attractive" Charleston market.

Pine Forest is an 18-hole, par-72 semi-private facility. The course requires accurate tee shots and approaches to avoid Carolina pines that line the rolling fairways and sand traps and plateaus greens.

Water comes into play on all 18 holes.

The layout measures form 5,007 yards from the forward tees to 6,905 from the championship tees.

CMAA conference draws record crowd