WASHINGTON, D.C. — Kevin Hammock, most recently director of golf at Marriott's Seven Golf Resort, has been advanced to the newly created position of associate director of Marriott Golf at the unit's headquarters here.

Hammock is involved with development acquisitions, golf marketing efforts and career growth programs for the more than 150 golf professionals on the Marriott golf staff nationwide. He is succeeded at Seaview by Rick Hammock, new associate golf professional and was named superintendent of the Year. He has also earned PGA Merchandiser of the Year honors in the Philadelphia section the past two years.

DENVER, Co. — In 1986, 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-Designed golf courses.

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 Baman, commissioner of the PGA Tour, at a luncheon on Jan. 15 at Catamaran Resort Hotel in San Diego.

The award is presented annually for achievements that “reflect the proud traditions, elevate public awareness, and contribute to the advancement of golf as a life-long recreational and competitive activity.”

During Baman's tenure, the PGA Tour has experienced tremendous growth. PGA Tour Investments, a member of the NGCOA, has grown to include more than 14 golf facilities in the United States.

The Tour has also opened "Family Golf Centers" that are designed to provide a venue for the whole family to learn and enjoy golf. The Tour has brought countless players to the game by conducting golf tournaments throughout the country, many of which are televised to millions of house-holds each year.

During these tournaments, members of the PGA Tour put on clinics to encourage youngsters to play and enjoy the game.

Dye-Designed golf courses have been built and managed throughout the world, including the U.S., Canada, and Europe.

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NGF sponsors seminars for course owners and operators

Course owners and operators will get a chance to learn ways to improve their bottom lines at National Golf Foundation symposiums this spring in Florida and California. A conference March 15-17 at the Marriott at Sawgrass Resort Hotel in Ponte Vedra Beach, Fla., entitled “Obstacles Overcome by Successful Golf Course Operators” will feature sessions on creating new customers and knowing the ones you’ve got, increasing play among existing golfers and marketing the facility.

The California conference, held April 5-7 at the Newport Beach Marriott Hotel & Tennis Club, is entitled “Issues Affecting the Future of Successful Operations.” It includes sessions on controlling operational expenses, keeping golf affordable in a time of increasing costs, maximizing water resources, low maintenance turf and other technical advances. Each program is preceded by a golf outing.

NGF plans three other 1992 seminars with topics like how successful developers are overcoming today’s barriers to golf course construction. Conferences are planned for May 3-5 in Irving, Texas; June 7-9 in Falls Church, Va.; and Sept. 22 in Newton, Mass.

NCA conference set for late March

The National Club Association Club Leadership Conference, focusing on critical trends and changes in legal, legislative and environmental concerns, will be held March 22-25 at Pinehurst (N.C.) Resort and Country Club.

The conference is designed for private club directors, owners and general managers, especially incoming officers.

Three half-day sessions will target the topics understanding your legal/legislative arena, defining your club’s general managers, especially international hospitality consultant managers, and counting, tax and advisory services to private clubs.

Among the speakers will be Harold B. Berman, senior partner of Berman and Mitchell of Dallas, director and past president of the NCA; Stuart Cohen, president of Environmental & Turf Services, Inc. of Silver Spring, Md.; Edward D. Coleman, former director of the exempt organizations division of the Internal Revenue Services and currently a partner with the law firm Webster, Chamberlain & Bous in Washington, D.C.; James E. Maser, vice chairman of Club Corp International; John Metelski, chairman of The Front Royal Group, Inc. of Sterling, Va., which addresses environmental liability issues; James E. Petzing, whose Duluth, Ga., firm is an international hospitality consultant specializing in clubs and resorts; and William F. Wernersback, a partner of McClure & Pullen of Ft. Lauderdale, Fla., which provides audit, accounting, tax and advisory services to private clubs.


Scholarship

Other students are currently enrolled in the Dye Designs’ Scholarship Program. Dye also offers summer internships to students seeking the opportunity to hands-on approach to learning golf course architecture. These student interns spend the summer at Dye Designs working closely with senior Dye staff. This two-year program gives the intern exposure to all of the elements of golf course design and construction as practiced at Dye Designs.

Owners honor PGA Tour

Continued from page 64

The contribution that the Tour has made to the popularity of the game is incalculable. The quality of the play, the professionalism of the events, and the sportsmanship of the players continues to bring people to the game in record numbers.

“We are also pleased to be presenting the Award of Merit to a member of our organization for the first time. The PGA Tour has also contributed to the game by providing the golfing public with some of the finest facilities in the world,” Berman said. “We are pleased that the Tour has been recognized for playing a part in the growing popularity of the game. It is not only a tribute to the integrity and skill of the players but also to the influence of the tens of thousands of volunteers.”


Mow-Less Brand Tall Fescue Blend

- Lower vertical growth means less clipping removal!
- Darker blue-green color requires less nitrogen.
- Dense growth habit reduces competitive weeds.
- Natural insect and disease resistance reduces chemical tools.
- Heat, drought, and shade tolerance mean wider range of adaptability.

Mow-Less Brand Tall Fescue blend was developed to save conscientious turf managers time, money and clippings.

Mow-Less is a blend of the latest generation of dwarf tall fescues. Today, Mow-Less is composed of Silverado, Tomahawk (5DX), Monarch and Eldorado. As newer varieties are developed, like SPM and 59D, they will be included in Mow-Less.

The components of Mow-Less all contribute dark blue-green color, heat, drought, shade and insect tolerance naturally. Mow-Less has made inroads into areas that tall fescue has not traditionally been adapted. Is this the start of something big? We think it’s the start of something small... with a big savings in mowing.