An apology for Jimmy, after all these years

This year's Birdies... the envelopes, please

I'm not convinced Silence of the Lambs is better than the best the golf industry could have offered for the Oscars competition. Nor can I imagine that Anthony Hopkins was the year's superior talent. So I've devised my own list of choices for the sky in others.

Without further adieu, here goes:

Best Animated Short: Brian Silva. Small in stature but tall in humor, Brian Silva wins this Birdie with a dozen jokes to spare.

Best Special Effects: Bonnet Creek Golf Club, the new creation at Scottsdale, Ariz., whose work adorns books and is featured in magazine articles and on television advertise-
ments across the country. Plus he's an all-around great guy with a talented wife, Leslie, who makes sure he's in the right country at the right time. Come on down, Tony.

Best Script: Don of the new Fox Hollow golf course being built in Lakewood, Colo. Who could write a fictional piece that would compare to Tolson's retelling of the struggle to win approval to build this course? I especially love the statements from equestrians who declared that the golf course would do more damage to the terrain than the major erosion along horse trails.

Best Foreign Production: Devil's Paintbrush, the second of two golf courses designed by Dr. Michael Hurdzan of Columbus, Ohio, for Trivial Pursuit creators. Haney and Scott Abbott. A take-your- breath-away challenge in California.

Selling the game to land-use decision-makers

By Robert Trent Jones Jr.

Throughout 1991, economic forecasters gave ominous weather reports, and, to be sure, we have been financ-
ing dry up in once fertile areas. Any number of projects have been set on the shelf, and dismal financial storm clouds are predicted well into 1992. It is quite possible we arenessing an economic threat to golf out there. It is pervasive and it is building with each passing day in this country and to a slightly lesser extent around the world.

This threat makes news, real and imagined, and is the only news in newsprint that is not golf. In fact, almost impossible to construct in some areas of the United States and drives up planning and development costs to the point of parity.

The major concern to our industry is the so-called "environmental move-
ment," which has targeted golf courses for capital punishment.

These folks, a few of them well intentioned but most only hiding un-
der the "environmental cloak," have become a part of the golf course per-
mit approval process at every level of government, from the local planning commission to the Supreme Court. Everyone involved in them and the golf course architect can most call them by name in some parts of the country. Their familiar refrain is: The golf course is a good idea. It is just in the wrong place.

The fact is, they don't like golf courses anywhere. It's obviously a political feeling, but they just don't like the game. It's an antediluvian pastime. It occupies too much space. It takes too long to play. It is not the people's game.

Most of these people are not too crazy about the concept of private property, either, and they detest the idea of a private golf club. But, they play no favorites. They oppose public course proposals with the same zeal and frenzy ignored by a county courthouse.

Their strategy is to defeat the golf course at the earliest stage of the ap-
prov'al process. Do not allow any zon-
ing changes. Raise environmental is-
Sues. Bring as much lobbying pressure as possible on the planning commission or council as possible. Be loud and vocal at every meeting and planning session. Push hard for immediate de-

Failing that, the strategy shifts to elongating the process, in terms of both time and money.

You see, it is almost like the old cry of "Man is the measure of all things." If they can spin the story to a far more positive. Make the costs so burdensome that the developer will fold up his camp and head elsewhere. Just as soon as the gavel "Bangs!", they will find the very same crowd (or one that looks just like it) waiting to greet him.

Most of the uproar created by these hostile public relations savages revolve around environmental issues. They can make the golf course sound like a toxic waste dump. In spite of the fact that the developer always occupies some 30 people an hour, they can make the area around it look like a toxic waste dump.

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