Inaugural Buyer's Guide coming your way

Why has USGA questionnaire raised so many hackles?

People have taken enough shots at the U.S. Golf Association recently to sink the Good Ship Golf House. TRACs... Green construction specifications, tough tournament preparation... But really, folks, in the spirit of friendship, this poll of theirs should be no reason for them to be drawn and quartered.

The USGA is on golf's side, for heaven's sake. It just wants to update the public's and golfers' perceptions of golf and the environment today's ever-changing equipment technology.

I'm not even sure of what I speak.

HYDROPROJECTIONS

To the editor:

I enjoy reading Golf Course News.

The September issue of GCN carried an article about the Toro Hydroject. I believe you also published another Hydroject article earlier this year, which read more like a press release from Toro.

The Hydroject is a good machine and has a place in turf management. However, reading some of the promo material originating from the manufacturer, aimed at both Superintendents and players alike, the implication one might get is that the Hydroject is a cure-all for many of our existing soil problems.

As many in the field are finding out, it is not. Advertising revenue aside, as a reader I would benefit from a more objective article, similar to one we gave to our Met GCSA membership last month, copy attached.

Patrick Lacaes, CGCS

Innis Arden GC
Old Greenwich, CT

Editor's note: When you're right, you're right. The above mentioned story has been reprinted in this month's Golf Course News, on page 11.

REPORT FROM BURNING SANDS

To the editor:

I read with great interest the article about Furnace Creek Golf Course in your August 1992 Golf Course News. United Golf News, the soil is alkaline, water is extremely high in mineral content (non-potable) and maximum flow is only 275 GWP, the winds blow almost constantly from the west, and temperatures vary seasonally from 100 degrees to 105 degrees Fahrenheit down to as cold as minus 15.20 F at night in the dead of winter, though winter daytime temps usually are above freezing.

We, too, had the same problems with our sand traps. Available DG is decomposed granite which crusts over after it gets wet, and good sand merely blows away.

After reading the article and discussing it with the local golf club, we decided to try turf bunks and will lay sod tomorrow in the number 4 and 7 bunkers. If this is ready accepted by the local golfers, the others will be converted to solve a long-standing problem. Furnace Creek can no longer lay claim to be the only course with turf bunkers.

We have a feature I'm sure no other course can claim. It is open to the general public and it is free. No greens fees! And, there is no reservation requirement and no waiting list. Though it is open year-round, there is no maintenance after the grass goes dormant.

Kenneth McCurdy, town manager
United States Gypsum Co.

GOLF COURSE NEWS

Next month at this time, when you settle down to read your new issue of Golf Course News, don't be surprised to find a complete, cross-referenced listing of nearly 400 suppliers to the golf course industry. Instead of a December issue, we're sending along our first-ever Buyer's Guide.

Now, don't panic. Golf Course News will return in January, complete with a blockbuster special section devoted to the GCSSA show in Anaheim, not to mention the thorough news coverage you've come to expect from this publication.

The Buyer's Guide is actually more of a buyer's companion, providing superintendents, architects, builders, and club managers with all their purchasing options. This is not a true directory because it does cost a penny to be included.

Competitive directories charge suppliers for space in their guides — this hinders some firms from taking part, thus rendering the guides incomplete. The Golf Course News Buyer's Guide is different, because it serves the reader: If you're a supplier of the industry, you're in the guide at no charge.

As you discover early next month, the Golf Course News Buyer's Guide is a magazine-sized, square-bound publication that will fit nicely on a shelf. It looks nice. But its good looks have a larger, lasting purpose: To provide industry reference assistance for the coming year. It's indexed by company (in alphabetical order) and product/service, so it's easy to find what you're looking for.

We hope the Golf Course News Buyer's Guide helps our readers make more informed purchasing decisions. That's why we've compiled the directory; that's why we'll do the same thing next year.

However, I would be remiss if I closed this column without addressing the suppliers out there. By the time you read this, it's probably too late to be included in this year's Buyer's Guide. For those of you who've missed out, bear the following in mind:

• The information in our Buyer's Guide will reach all 22,000, qualified Golf Course News subscribers, whereas the competing guide reaches only 11,000.

• And remember: Our subscribers include superintendents, architects, builders, club managers, developers, club presidents, club owners and green chairmen — anyone who's anyone in the golf course industry.

• The Golf Course News Buyer's Guide will be delivered to 7,987 superintendents, and we'll provide bonus distribution at the 1993 GCSSA Show in Anaheim.

We believe it will be useful and warmly received because the Buyer's Guide — like everything we do at Golf Course News is intended to serve the entire golf course industry. That's all for now. Enjoy the holidays, and we'll see you in January, 1993.