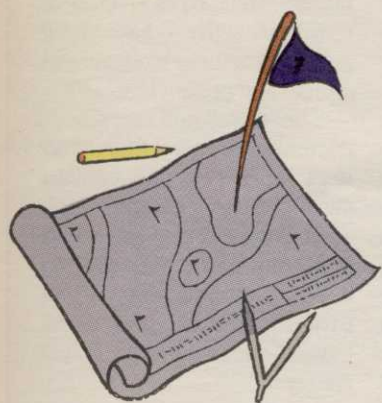


BRIEFS



PIERMAN EXPANDS TO SOUTHWEST

SCOTTSDALE, Ariz. — Pierman Golf Co. of North Palm Beach, Fla., has opened an office here to handle business in the Southwest. President Jerry Pierman said, "I am very optimistic about the Southwestern part of the United States. I think it is getting well again."



Jerry Pierman

Pierman has already contracted to build one golf course in the area. His firm will build the Keith Foster-designed, nine-hole Pebble Creek course that will be the centerpiece of a residential development in Goodyear. The Scottsdale office, under Vice President Mark Jaynes, is located at 7350 East Evans Road, Suite B103, Scottsdale 85260; telephone 602-483-1678.

EASTERN CITED FOR SAFETY RECORD

SHELTON, Conn. — Eastern Land Management, Inc., which specializes in landscape management and the construction and maintenance of golf courses, has received a safety award in the Associated Landscape Contractors of America's (ALCA) Annual Employee and Fleet Safety Contests. The Fleet Safety Contest recognizes landscape contracting firms with good vehicle safety records. Headquartered here, Eastern Landscape Management received a Fleet Safety Award for "No Vehicle Accidents" for not having any fleet accidents during the contest year.

JENSEN ADDS ARCHITECTS

DENVER — The land-planning and design firm of David Jensen Associates, Inc. has added five landscape architects/planners to its staff. They are Kevin Crehan, John K. English, ASLA, Dimitri Laddis, Matt Lancaster and Douglas K. Nicoll. Diana Duffy, a marketing promotions/graphics specialist has also been hired. David Jensen, president of DJA, attributed the additions to his firm's growth over the last year. DJA offers a broad range of planning and design services to developers and builders in Colorado and across the United States.

PATE CREATES AT BLUEWATER BAY

NICEVILLE, Fla. — With the opening of the Jerry Pate-designed Magnolia course, the golf complex at Bluewater Bay is complete. Bluewater now offers four nine-hole layouts — the original 18 holes by Tom Fazio, with "instrumental" consultation from Pate. Magnolia's four sets of tees create distances ranging from 2,499 to 3,307 yards.

ASGCA report

Wadsworth calls on architects to design parity into the game

By MARK LESLIE

PHILADELPHIA — The man who is credited with creating the profession of golf course construction accepted the annual Donald Ross Award here, then asked architects to design tracks to "equalize" golfers.

Accepting the award, Brent Wadsworth told members of the American Society of Golf Course Architects: "Handicaps help to equalize the scoring opportunities, but you as designers have the final power to equalize all types of players."

"By your designs, you can give the game — in addition to all the other enrichments — a parity that not even the handicap system can produce. I just hope you won't lose sight of this opportunity for the future of golf."

Wadsworth's call to action climaxed the ASGCA's annual banquet, held April 26 at

the Philadelphia Cricket Club. The Ross Award is presented in honor of the famous course architect whose name it bears and who was a founding member of the ASGCA.

"In the early years of golf course design, architects all had to have their own shapers and builders because there was no golf course contractor," said Rees Jones of the ASGCA. "Brent Wadsworth really started the profession of golf course contracting, which has made it easier for us to institute our ideas. And we are very, very pleased to honor him tonight."

In 1958, after three years designing golf



Brent Wadsworth

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Gary Roger Baird steps into a 'new frontier' — Mainland China

By MARK LESLIE

CHINA — Mainland China is "a new frontier" for golf, says Gary Roger Baird, who is designing golf courses for two projects in this country.

"It's similar to the development burst that is starting to happen in Vietnam," said Baird, of Nashville, Tenn., adding, "What is happening in Vietnam is probably what went on in Hawaii 30 or 40 years ago."

"China will be very, very active, particularly in the next 10-15 years."

For his part, Baird is involved in a 36-hole project about 70 miles north of Hong Kong and a 27-hole facility on an island.

The practice range is complete and construction is about to begin on the first 18 holes of the 36-hole International Dongguan Ban Woo Country Club — "a

very exclusive resort/country club," Baird said. Developed by Camdor Harbor Group of Taipei, its second course is expected to be built in two or three years, he said.

The 600-acre facility is near a new international airport and across the highway from a major business and industrial complex that is being built.

"The government has chosen to develop resources and bring people in there. Golf is part of that attraction," Baird said. "Essentially, it is providing recreational amenities to businessmen from various countries — Taiwan, Japan, China, Korea and Asean countries. It's kind of a new frontier."

International Dongguan Ban Woo Country Club sits on farmland owned by

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QA

President Matthews speaks his mind

Editor's note: This is the first of a new monthly series in *Golf Course News*. Each month we will interview a person involved in golf course design and construction.

Golf Course News caught up with Jerry Matthews at the annual meeting of the American Society of Golf Course Architects in Philadelphia.

Matthews, of Lansing, Mich., was elected president of the organization for 1993-94.



Jerry Matthews

Golf Course News: Over the last few years the golf industry has faced a number of issues — the nation's financial problems, environmental restrictions, the Allied Associations of Golf maybe not being as coordinated as it might be. What do you expect will be the major challenges in the year that you'll be president?

Jerry Matthews: The financial picture to me is important because I think it is rather important for us in the industry to somehow get to the banking industry and inform them that golf courses aren't all bad from the financial aspect. I think the banking industry needs to know that golf courses are not necessarily financial failures because a real-estate development failed somewhere that was poorly planned and badly financed to begin with. Virtually all the courses I have ever done are still in business and still making money. I work in a

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Sand: The good, the bad & the ugly in construction

By BOB SELIGMAN

Selecting sand for a golf course bunker would seem to be such an easy procedure. You just contact a company dealing in the material, buy several tons of the stuff, and let players experience all the joys and frustrations a bunker shot can provide.

But choosing what you feel is the right sand for your bunkers is, as Mike Beebe, an architect for Orange Park, Fla.-based Mark McCumber and Associates, says, "an inexact science."

According to Judith Gockel, president of Agri-Systems, a Tomball, Texas-based firm that tests sand for playability, there are 22,000 to 23,000 types of sand, each one slightly different from another.

David Oatis, director of the United States Golf Association

Green Section's Northeast Region, estimates that approximately 2,000 companies sell bunker sand. If you take into account such factors in selecting bunker sand as texture, size, and color, as well as cost, the odds of buying the perfect sand for your golf course are probably equal to the odds of winning the lottery.

"It gets involved, to say the least," says Bob Plechner, general manager of H. Bittle & Sons, a sand supplier based in Medford, N.Y. "With so many people (suppliers) and so many different types of sand, it all depends what the buyer wants."

One generally accepted rule of thumb is that buyers want small grains of sand for their bunkers. The USGA has no specifications for the size of sand, but recommends that particles be one-

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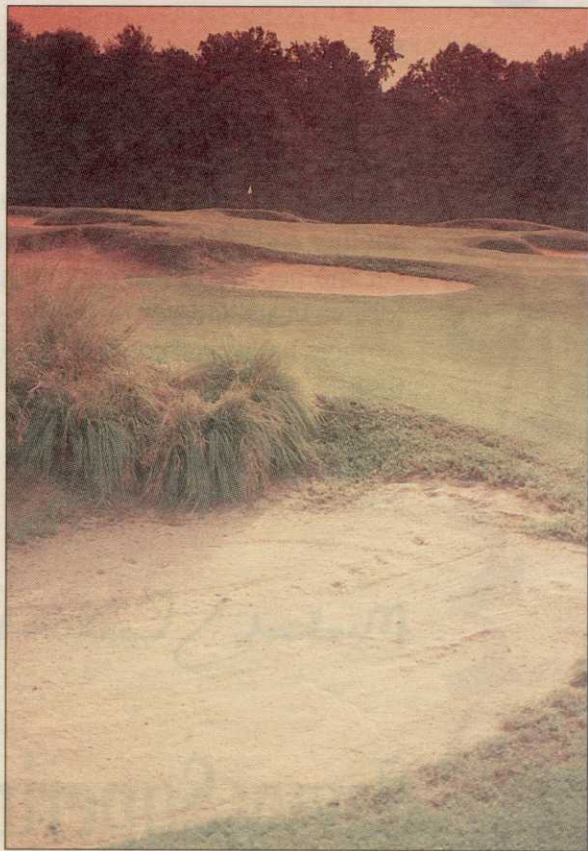


Photo by D. Michael O'Bryon

Tanglewood, designed by Robert Trent Jones Sr., exemplifies the importance of sand with numerous large bunkers.

Q&A: Matthews

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pretty small area — Michigan, the Midwest — but golf's doing very well. We're doing a lot of courses for people just doing golf courses. Now if they were failing left and right, we would be out of business. We are not out of business. We are still doing them. Our family has owned a golf course for 25 years, and it does very well year after year. I find when I talk to bankers they say the risk of failure is quite great. But I have to disagree.

GCN: Last year the ASGCA put together its treatise on environmental issues. Are you proposing a treatise on financial issues, addressing golf in development?

JM: I'm not sure we will publish anything in the form of a treatise. But we must look into the aspect of the positive side of golf as a financial investment. There is a message and information there that the banking industry simply doesn't know about.

GCN: So are you thinking to put together a package of financial data to present to financial institutions?

JM: It's my desire to see if we can assemble some relatively touchy information on the profitability of golf.

GCN: Shouldn't that be a simple thing to gather — not in time, but in substance?

JM: It would take time because I think from a business standpoint, not everybody wants to release the figures of their operating business. I can understand that. On the other hand, I think there is a pattern out there, and if we can get some general figures we can show that these golf courses have been operating for years and make a profit. And they don't have to be tied in with real-estate and they will stand on their own as an operating golf course and be profitable.

GCN: Do you intend to take a proactive position and be an active president in participation with other golf associations, being out there as a visible spokesman for the architects?

JM: I'm going to represent the society in the best way I know how. I tend to speak my mind. So, yes, if that's what the society adopts to do (and we have not done that yet with this meeting).

GCN: Governor Engler of Michigan has been proactive in business as witnessed by his action for the Homestead project. What effect has that had on development in your home state?

JM: I understand that the governor has gone to bat for the Homestead project to try to get it off second base and stand behind it, which is a pro-business venture. I think anything we can do in Michigan, and in this country, that promotes golf is good for us and good for the golf industry. I don't think we should just run around building golf courses where they don't belong. But to have the extremely negative aspect that we have — not in the banking industry, but in the envi-

ronmental community — about how bad golf courses are, is incorrect — totally incorrect. It's in the architects' best interest to try to correct that. It's very frankly in the interest of every organization in golf to join in and correct that image, which to me is a totally false image.

GCN: To that end, do you anticipate more action coming out of the Allied Associations of Golf?

JM: It would delight me no end to see them take action, and if I can be a part of that, I will certainly be willing. But, I can't do it alone.

GCN: Do you think there should be one spokesman for the golf industry speaking for all the industry,

rather than the fragmented ASGCA, GCSAA, GCBA, and infinitum?

JM: I would like to see us work together a lot more closely than we do, instead of giving it, if I may, lip service. Whether we can get down to one spokesman or not I simply don't know at this time. I think that would be nice, because we're just not coming together on the bigger issues.

GCN: Do you think the industry should have a lobbyist in Washington, D.C., like the Florida Golf Council does in Tallahassee to speak its position on issues that come before Congress?

JM: Not at this time, no. Not until we settle our own issues.

GCN: Which issues do you mean?

JM: Working together on common causes. Instead of just talking about it, we must do something. If that something is to hire a lobbyist, all right. But we haven't gotten there yet.

GCN: Do you think the [golf] summits have adequately addressed the issues and also had sufficient results?

JM: I think they have certainly addressed the issues. It's hard for me at this time to say that they have gotten the results that we all would

like. I think it's an extremely complex problem to get everybody interested in golf throughout this country, to come to a meeting of that short duration and arrive at something and take action on it. It's an extremely difficult process to do that.

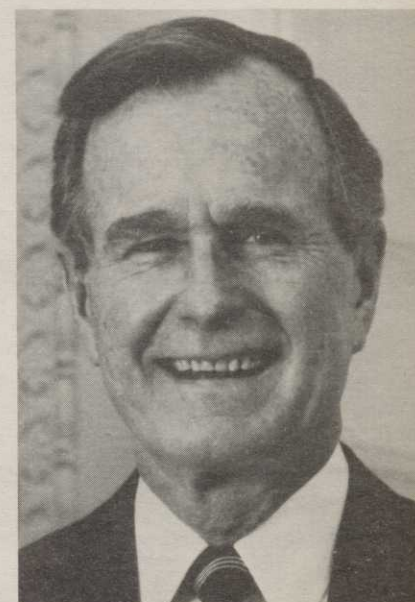
GCN: It seems they gather information on proposals and send it to all the participants. The participants look at them, say, "Yes, that would be nice." But they never take the step in unity to do the things that sound so good on paper.

JM: It's a hard thing to get done. If we can get together and decide to

Continued on next page



Many leaders have come and gone since 1964.



By MARK LESLIE

PHILADELPHIA — Hinting that a sequel may be in the future, members of the American Society for Golf Course Architects [ASGCA] suggested at a skull session here that their new environmental booklet be distributed to targeted groups.

"It's a smashing piece," Executive Secretary Paul Fullmer said at the ASGCA's annual meeting. "We've noticed that once people see it, they become believers."

Various ASGCA members, and colleagues from The Irrigation Association which funded publication of "An Environmental Approach to

Architects eye environmental book distribution

Golf Course Development," supported a concerted effort to get the booklet to a wide selection of people. Among them are major golf course developers and builders, state departments of natural resources, the Army Corps of Engineers, landscape architecture and other university faculty, environmental consulting firms and non-profit organizations, local and national Audubon societies and environmental agencies, county supervisors, the Association of Irrigation Consultants, parks and recreation direc-

tors, and municipal departments and boards.

New ASGCA President Jerry Matthews told of a project in Michigan which led the state to ask for 10 copies of the 43-page, four-color booklet.

"After seeing it," Matthews reported, "they ordered 40 and sent them to every regional representative in the state. This proves my point, that we should be selling this [booklet]. Once we can get it in front of certain groups, I don't think selling it will be a problem."

Bill Love of Kensington, Md., the main author, said: "It should be used immediately on an individual case basis to put out any fires. The next level is the state level."

"You all would do well to open up lines of communication [with state agencies] because the whole objective is: Let's work together. Let's find the best way to do the work... We're not adversarial."

Noting that government decision-makers rarely have knowledge or interest in golf, Love said: "We're trying to turn the tide..."

We have something to hand the people who are naive about golf but have to vote on golf-related issues, and let them become more educated so at least we can get back to even ground instead of having people who are somewhat reactionary about the environment sway their opinion before we even get there."

He urged architects to submit more case studies to further embellish a second printing some time in the future.

Saying the book is "right on target" and "provides ammunition" for the golf industry, Ed Shoemaker, director of golf sales for Rain Bird Sales, Inc., suggested indexing the second edition.

"Irrigation, at all levels, is under fire," said Charles "Pepper" Putnam, executive director of the 1,100-member Irrigation Association.

Adding that although the irrigation industry has done "a lot to clean up our act in the last 10 years," he suggested that a reprint "add comment on the advantages of irrigation—water conservation and chemical conservation."

"I think our association can participate with your society in the future in other endeavors because we all need to work together," he said. "There is a cadre of people who are opposed to development of any kind, and who are opposed to irrigation specifically. That includes irrigated agriculture as well as [golf courses]... Most of what they say isn't true and we have to be able to fight that. This booklet ... is a very good start at fighting that sort of thing. We are not only proud to have played a small part in it, but we take it as an obligation that we did."

Q&A: Matthews

Continued from previous page

really do something, make a commitment, then I would probably agree some one person has to be retained to take it from there because we all go home and do our respective jobs. We don't really donate the time to sticking with a single issue.

GCN: At the end of this year, with your reflection behind you, and you wish you had another year, would you propose a longer term?

JM: If I felt that, I would certainly start talking about it. I'm not one to hold back.

GCN: At the last Summit did you get the impression that the GCSSA wanted to go off on its own and take over the leadership of the industry?

JM: I got that impression, but I certainly don't want to say that's what they want to do.

GCN: Should they be?

JM: No, I don't think that any one organization in golf can stand up and say, "We are it." No matter how big they are. We're in this together. When you start doing that, to me you're starting to put yourself in a category of speaking for everybody. And I don't think one organization can speak for everybody. We all have different interests. We come at it from different views. And we must bring those together for a common cause.



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