Introducing: Two new editorial features for '94

Last year at this time, Golf Course News introduced three new features that appeared each month during 1993: "Tour of Duty," "Marketing Idea of the Month" and "QA&A" with architects in the news. All three features have been well received and will continue in 1994.

But the golf course market never stops changing, so we added two new features to keep pace. The "USGA Off the Record" (get it?) is a monthly spotlight report appearing in the maintenance section. Each report will discuss a specific piece of turfgrass research, conducted by university and field stations across the nation, or an innovative maintenance technique.

USGA Green Section Director of Research Mike Kenna penned the first installment, which appears this month on page 48. Each month the Green Section regional directors and staff will weigh in with month with scientific studies of interest both to superintendents.

The second new feature, called "The Public Arena," will appear monthly at the newspaper's rear — where "On the Green" used to appear. (Don't worry, innovative equipment fans: "On the Green" has been moved to the Maintenance section, page 26).

The "Public Arena" will concentrate on the stupendous growth of public-access golf in America. This month, we look at the city of Williamsburg, Va., which proves that municipalities can, if they determine the nature of golf developments within its borders...

A quick glance south will reveal a letter to the editor from Jerry Matthews, president of the American Society of Golf Course Architects. Go ahead and read it — I'll wait...

As you can see from his letter, Matthews believes the annual Golf Course News poll of architects, which determines Architect of the Year, Builder of the Year, Best Mountain Course, etc., is not fair to architects who don't have big "names." He observes that architects don't make a habit of - Continued on next page

Hey, no offense intended... None taken?

Please, I don't mean to offend, but can anyone get through 24 hours nowadays without piercing something? The peoplehood of America is speaking up, and it's silly and disgusting... It seems that someone from every neck and cranny, every tier of social strata and every ancestry thinks they have to be offended by something — anything. And if they're not offended, they should be, say the self-proclaimed spokespeople. It seems some are making careers out of being offended and claiming they offend... well, offensive. A group of African Americans stands before the television cameras and dispatch missives against this, that and the other thing. At the University of Mississippi in Oxford (pop. 23,000) a group of 30 protesters wants the school to change its nickname from the Ole Miss to the Native Americans. This is emotional, intellectual tripe, causing divisiveness and anger. And it is being given credence.

Do we have nothing better to do in the United States than dig for reasons to get upset? Whatever happened to our nation under God, indivisible, with liberty and justice for all? Oh, no, they've kicked God out of it, so now it's open season.

Are the Frenchpersons of hardy stock up there in Canada who have a National Hockey League team called the Canucks? They don't seem upset. Maybe they don't need a CAUSE. I've got Native American blood mixed in with Scottish and there is a bunch of people who think they can speak for me. They can spit out epithets against the Atlanta Braves, the Cleveland Indians, the Dalhousie Warriors. The tomahawk chop offends them. Give me a break? These people know the world of golf will be met here and there with the likes of protesters picketing the names of golf courses. So, here's the bottom line: I think Golf Nation should be proactive here and be these poor offended persons to the punch. Be thinking of what incriminatingly offensive name you can give your facility. But, in doing so, keep these aside(s) or it's hypocrisy in mind: - Continued on page 81

Letters

ASGCA HEAD TAKES ISSUE

To the Editor:

I would like to take this opportunity to tell you that Matthews & Associates, Inc. respectfully report and appreciate the solid, concise golf information which Golf Course News provides. It is one of the few publications in the golf industry which is consistently read in our office. It has always been a magazine which maintains a certain level of credibility due to the accurate content of its articles.

Therefore, I feel it necessary to express my views regarding your recent article titled "Best Architect of the Year," "Best Builder of the Year," etc. Your publication has the distinction of selecting the entire United States, keeping this in mind, I find it next to impossible for your respondents to determine the "Best" in any category. The respondents cannot possibly realize what it means to have traveled throughout the entire United States to evaluate with any consistency the "Best" courses, architects, or builders. Each respondent will, of course, be biased towards his/her geographic location and as such the votes in each category will reflect this.

In addition, I feel these surveys tend to be more politically motivated and less reflective of actual talents/designs. Many lesser known courses, designers, and builders are overlooked, not because of their achievements but, because of their lack of votes, due mainly to lack of name recognition acquired through large publicity and advertisement.

Thank you for taking the time to review my comments and I look forward to hearing from you.

Jerry Matthews
American Society of Golf Course Architects, P.C.

MORE DAILY-FEE ATTENTION

To the Editor:

I had the pleasure of attending your Public Golf 1993 Conference at Wild Dunes. I congratulate you and your organization on a very professional conference with great speakers and well organized material.

I am looking forward to next year and I would like to make one suggestion: That considerable attention be given to the up-scale, daily-fee facilities. This type of operation needs to be separate from the resort and other daily-fee operations.

Again, congratulations on a great conference. Looking forward to seeing you in Orlando.

Richard B. Craig
President and general manager
Jack Nicklaus Sports Center
Mason, Ohio

LOYAL LETTER READER

To the Editor:

This is just a quick note to let you know that our company finds your Golf Course News Development Letter an extremely valuable piece of information.

We look forward to receiving our newsletter every other Monday, and we appreciate the accuracy and up-to-date nature of its contents. Keep up the good work!

Enclosed, please find our renewal of the subscription, and one of our brochures. Just thought you might like to know one of our customers, as we like to know ours.

Jody Downing
Manager, Earth Sculptures
La Quinta, Calif.

REGIONAL NEWS HOLE

To the Editor:

I fully enjoy reading Golf Course News. The information is always timely, thought provoking and useful. The Regional News section, however, does not include information from the south central section of the country (Texas, Louisiana, Oklahoma, Mississippi and Alabama). I would appreciate information from this area.

Earl A. Tonjes
GM, Old Cross Bayou Club
Bossier City, La.

Ed. You're right. We depend on state superintendent associations and various other groups to provide us information for this section. Frankly, we don't get very much from any of these states, with the exception of Texas. We'll try harder if folks in this region do, too.
Solving the puzzle of weed problems on a golf course requires the right combination of professional experience, proven skill and reliable product performance. With The Andersons’ selection of mini-granular Tee Time fertilizers with new DIMENSION herbicide, you’ve got the formulas you need to keep your course in peak, weed-free condition.

An early, pre-emergent application of Tee Time fertilizer with DIMENSION can set up an effective, season-long defense against weed growth, while simultaneously delivering important turf nutrients.

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