Back to School
Architect Damian Pascuzzo says it's time the industry reeducates itself on what a course should be. 11

Targeting the End-User
The Kansas green industry has tapped a new research financing source: Golfers themselves 13

Golf Course Expo
Keeping pace in The Public Arena: Bringing maintenance, management and suppliers together 46

Off the market
Last mercury-based pesticide, Calo-Clor, obsolete this month 17

New cultivars show great promise
By MARK LESLIE
The hot button in today's world of bentgrass breeding is heat-resistance, and a half-dozen superior new cultivars entering the marketplace will reportedly antiquesome of their ancestors. 15

While turfgrass breeders and superintendents await the final results, this month, of the last five-year national bentgrass test, they know one thing: The new leading bentgrasses are finer, darker and denser than the old standard bearers. Expecting the newest cultivars, planted in test plots last fall, to be even better. Dr. Mill Engelke of Texas A&M said: "We've made one first good step. We're getting a biologically stronger plant. The new generation of bentgrasses is going to give much better uniformity and less tendency to segregate.

"We're concentrating more now on taking the desirable genes for disease, heat and insect-resistance and putting them into single [seed] populations." The Penncross-PennLinks-Penneagle line out of Penn State has dominated the bentgrass market for three decades. But "suddenly, just within the last year more new bentgrasses have been released than in the past 10 years or so."

Seven-course project planned for Virginia's I-64 corridor
By PETER BLAIS
WILLIAMSBURG, Va. — The state's largest landowner and one of the major operators of golf courses in Myrtle Beach, S.C., have joined forces to develop as many as seven golf courses along Interstate 64 between Williamsburg and Richmond. 15

Chesapeake Corp. of Richmond and The Legends Group of Myrtle Beach tentatively plan four courses, a residential subdivision and possibly a parmutual horse racetrack on 10,000 acres in New Kent County. Construction of the first course is scheduled to begin in early summer and could be ready for play by September 1995, according to Peter Johns, special projects manager for Chesapeake subsidiary Delmarva Properties.

Closer to Williamsburg, the 7,200-acre Stonehouse, which is now open, is owned by the same group. 31

Jim Scott takes the reins at NGCOA
By PETER BLAIS
Enhancing golf's image, forging closer ties with other golf associations and promoting more facilities for entry-level players are among the goals of new National Golf Course Owners Association President Jim Scott. 33

"Right now our biggest challenge is overcoming the negative environmental perception surrounding golf courses," said Scott, whose family owns and operates five golf courses and a hotel in Augusta, Mich.

"It's hard to imagine the game would have grown as much as it has if it had such a negative environmental effect. But no one seems to want to talk about the positives. It's up to us to do it."

"Us doesn't mean just course owners, but all members of the Allied Associations of Golf, the 25-year golf industry veteran said. He noted in particular the efforts of the Golf Course Superintendents Association of America to improve golf's environmental image and..."
said. "He's very interested with
the teaching of golf and repre-
sented us very well.

"Mike has done a terrific job.
He's organized our association
and focused on what we needed
to do, namely move us into a posi-
tive position as part of the Allied
Association."

... Other officers elected during the
meeting were Cliff Rampa, Tree
e Golf Club, Tomball, Texas, vice
president; Chuck Bennell, Tam
O' Shanter Golf Course, Canton,
Ohio, secretary; and Jerry
Hollingsworth, Singing Hills
Golf Club, El Cajon, Calif., treasurer.
Making up the rest of the board
directors are Darrell Boyd, Mt.
Frontenac, Frontenac, Minn.; Dan
Clark, Willow Creek Golf Course,
Des Moines, Iowa; Larry Giustina,
Tokatee Golf Club, Eugene, Ore.;
Jim Hinkle, ClubCorp, Dallas;
Mark Krause, Muskego Lakes
Country Club, Muskego, Wis.
Walt Lankau Jr., Country Club
of Stow, Stow, Mass.; Gibson Lunt,
Lake Shore Country Club, Roch-
ester, N.Y.; Carol Nill, Butler's
Golf Course, McKeesport, Pa.;
Mark Seabrook, Canadian Golf &
Country Club, Ashton, Ontario,
Canada; John Shields, Glenn Dale
(Md.) Country Club.
Rich Stahlhuth, Hale Irwin
Golf Services, Inc., St. Louis; Ted
Stavowy, Willowbrook Golf Course,
Belle Vernon, Pa.; Bill Stine, USA
Golf, Kissimmee, Fla.; Mike Tinkey,
Sports Management and Market-
ing Services, Mt. Pleasant, S.C.;
Peter Trenchard, Bay Ridge Golf
Course, Sister Bay, Wis.

Seeing double can speed up play!
The problem with placing yardage markers in the center of fairways is that most golfers rarely
hit the ball down the middle. When you add the fact that distances to the green can vary
dramatically from one side of a fairway to the other — especially
don doglegs — it's easy to see why doubling up with our affordable
Yardage Marker System makes sense. • Each pair
of bright, highly visible PVC Distance Markers
features colorful decals that specify distances of
100, 150, 200 or 250 yards. Since they slip into
ground anchors, they're easily
removable and replaceable for
mowing. The complete nine-hole system includes enough
markers to cover both sides of the fairways on each par 4 and par
5: 14 each of the white 100-yard, 150-yard and
200-yard markers, 4 each of the white 250-yard
markers and 46 ground anchors. • For more
information, contact your nearby Standard Golf
distributor and ask about our complete Yardage
Marker System. Once you're seeing double on
your course, you'll know why two markers are
better than one!