Summit '94 attendees: Listen up!

It seems like only yesterday that industry members gathered in Orlando for Golf Summit '92. Yet two years have passed — I checked my memory and it's time for the 1994 edition in Scottsdale (see schedule at right).

The National Golf Foundation (NGF) should be congratulated for its steadfast efforts in keeping the Summit alive and well. Conveying the larger issues to great masses of people is an undertaking that befits the big picture: isn't something this industry always grasps? It's a mistake, I believe, to attend an event like the Summit with self-centered expectations of immediate action. Every member of the industry has his or her own agenda, which varies as to the industry segment. Those of us in the golf course industry have concerns very different from those in, say, club manufacturing.

The beauty of the Summit, however, is the opportunity to step outside your specific area of expertise. Perhaps that is what we've done that, you can see how the larger, seemingly irrelevant issues do affect you. Player development isn't a primary concern to superintendents, the core readers of Golf Course News. But once you step back and look at the big picture, you can see how a dwindling player base would affect you.

The Summit's unique format makes it possible to address all segments represented in round-table discussion groups — allows attendees to voice their many and varied opinions. However, the format also exposes attendees to these same opinions.

GOLF SUMMIT '94 SCHEDULE

FRIDAY, NOV. 18
8 a.m. to 12 noon — Registration. 12 to 1:30 p.m. — Lunch & Welcome.
• Opening Address... Ed Von Dyke, NGF chairman.
• Session I: Conference Overview... Randy Albert, 2 to 3:30 p.m. — State of the Game and the Outlook for Golf
• Introduction... Joseph Bedditt, NGF president.
• New Insights on the Competition... Peter Yesnowich, Robinson, Yesnowich & Pepperdine.
• Why It's Available to the Game... Vern Churchill, president, Market Facch, Inc.
• New Research on Golf Segment... Robert Shuman, CEO, Cornerstone.
• The Prospects for Growth... Joseph Bedditt.
8:30 to 11:30 a.m. — Open Forum, SGA Session with Panels.
11:30 a.m. to 12 noon — Open Reception.

SATURDAY, NOV. 19
8 a.m. — Day Two Introduction
• Recap of Program on Selected Golf Industry Issues... Rob Bertolini, president, Club Corporation of America.
• Special Guest: Phil Guarnaccio, president of marketing, General Motors.
• Ten Issues Affecting the Game and Business of Golf.
9 to 10 a.m. — Open Forum, SGA Session with Panels.
10 to 11 a.m. — Breakout Sessions (choose one of the following):
• Golf Marketing and Positioning Strategies for the '90s... Robert Shuman and Peter Yesnowich.
• Responding to the Environmental Challenge... Dr. Michael Hurdzan.
• Creating Comforting Environments with Design and Architecture... panel moderator TBD.
11 a.m. to 12 noon — Open Forum, SGA Session with Panels.
12:15 to 1:15 p.m. — Special Guest: Tim Coffman, president, NGF. 1:15 to 3 p.m. — Breakout Session (choose one of the following):
• Golf Marketing and Positioning Strategies for the '90s.
• Creating Comforting Environments with Design and Architecture.
• Responding to the Environmental Challenge.
1:30 to 2:30 p.m. — Breakout Sessions (choose one of the following):
• Player Development... speaklers TBD.
• The Game and the Environment... Dr. Michael Hurdzan, golf course architect; and Dr. Michael Caffrey, author of "Saviors of the Earth." 2:30 to 3:30 p.m. — Breakout Sessions (choose one of the following):
• Golf Marketing and Positioning Strategies for the '90s.
• Creating Comforting Environments with Design and Architecture.
• Responding to the Environmental Challenge.
3:30 to 4:30 p.m. — Open Forum, SGA Session with Panels.
7 to 10 p.m. — NGF Awards Banquet.

Don't forget to listen. For more information on Summit attendees, contact the NGF at 954-744-0696.

Letters

The following report — filed by Golf Course News European Correspondent, Trevor Ledger — details two important British lawsuits having to do with construction specifications. Mr. Ledger took a few editorial liberties. That's why it appears here on the opinion page, not a news page — Ed.

To the editor:

Great Britain, a country with a long and proud tradition of "Grin and bear it," one whose inhabitants look more often than not with incredulity and only rarely with envy at the litigious exploits of the U.S. nation, is in the throes of litigation fever.

Well, perhaps there is too strong a word, but for two damaging and related cases against two British golf course architects building at the same time, that almost is feverish. It's unheard of, it's the talk of the industry; and there's big money at stake.

In one case, the owners of Brett Vale Golf Club, a course in Suffolk, England, and that of the architect Howard Swan Limited failed to build their course according to the plans drawn, plans which had been approved by local authority planners. The claim for damages of approximately US$3.1 million centers on their belief that the course will have to be closed for rebuilding, also for other breaches of agreement concerning course design, a US$1.2 million lawsuit having been specified, a 5,104-yard par 67 course having been delivered. Further allegations concern the sowing of an unspecified variety of seed on one fairway, some green and tee surrounds that are incomplete, and an irrigation system which they claim is incomplete, improperly constructed and lacking adequate pipework. The case has yet to go to court.

East Derset Golf Club Ltd. is the plaintiff in the second case, a US$5.4 million lawsuit against architects Hawtree, alleging that company principal Martin Hawtree was in breach of contract in that he was responsible for the choice and specification of the root zone and for ensuring the suitability of the root zone was suitable and fit for its purpose and the root zone was in fact unsuitable and unfit for its purpose.

As a result of this alleged defective condition, the club claims it has attracted fewer members, players or tournaments than they would otherwise have done and has lost members.
Asian roundup
Continued from page 23
designed course and an Arnold Palmer track.

Player’s Blue Canyon course in Phuket, Thailand, played host to the 1994 Johnny
Continued from page 25

hole Beihai Golf Course, located in the
gion, ground has been broken on the 18-
was issued directly after Beihai received
its go-ahead.

In Indonesia, construction continues
on Royal Jakarta, an 18-hole course inte-
rated with the Royal Sentul Highlands
development. A summer 1996 opening is
planned.

JAKARTA — Construction crews are
halfway finished on Imperial Golf Club —
course outside Jakarta, a private 18-hole
project designed by Desmond Muirhead.

“We’ve got nine holes rough-shaped
out,” said Ed Easley, Muirhead’s director
of construction. “They’re grassed No. 10
and are ready to grace the practice range.
“We’re trying to get construction done by
the end of this year.

Owned by Lippo Bank, the 88 million
project will have six sets of tees and cover
more than 7,000 yards from back tees, Easley
and his other sense of grace.
cause of heavy clay soil, crews are performing
the rare task of spreading 3-1/2 to 4 inches of
sand over most of the course. “It’s really
good to go helping because the clay is so bad,”
Easley added.

KOBE CITY, Japan — Six years after
developer Shigeru Matsuji dreamed up
Maibui International Golf Club, ground
is scheduled to be broken here in Octo-
ber.
The 18-hole Robert von Hagge design
received government approval in 1993,
but delays have dogged the project until
now, according to von Hagge design as-
so-called Mike Smeljek. Kajima Construc-
tion Co. is handling the course building
process.

Just north of Kobe, von Hagge Design
Associates has finished a 9-hole addition
to Arima Royal Golf Club. The new nine
should be open for play come spring 1995,
Rnovation of Arima’s fourth nine —
other von Hagge project — begins in
November.

Elsewhere in Japan, in Yamanashi Pre-
fecture, construction at von Hagge’s
Minobu Golf Club should be completed
by October, said Smeljek. The first five
holes are ready to plant and the course has
scheduled a summer 1995 opening.

SINGAPORE — Golden Bear Interna-
tional, which includes Nicklaus Design,
have moved its headquarters here. Mark
Hesemann, general manager of Nicklaus
Design, can now be reached at 133 New
Bridge Road, #21-01 to #21-01 Chinatown
Point, Singapore 0105. Telephone: 65-538-
6912; fax: 65-538-2648. GI will continue
to maintain an office in Hong Kong.

Pumping stations: Stopping the hammer
Continued from page 22

Patty Knaggs, superintendent at
Hazelwood Golf Club in Chaska, Minn., is a
Watertronics fan. “I inherited one and it’s been
great,” said Knaggs. “It does all the things
VFD does and their service has been
fantastic.”

Of course, the current technology can
outstrip a superintendent’s needs —
and our water source will never dictate
to us.

Pat Lewis is superintendent at
Portland (Maine) Country Club, where
the water main runs right by the
club entrance.

Lewis uses no pumphouse, much less
variable frequency drive — and doesn’t
plan on acquiring either one anytime
soon.

“We don’t have to tell any pumps to
come on,” he said with a laugh. “We
don’t have a pumping system because we
simply don’t need one. Straight city
pressure. I’ve checked with the city, and our
water source will never dictate to us.

One of the hard parts is my highest
pressure is 80 psi. So I can’t turn on all
the heads at once, but we can do the
whole course in two shifts.”

Ross, on the other hand, couldn’t be
happier with his VFD.

“It’s been absolutely awesome since
we bought it,” said Ross. “Three pumps:
two big ones and one small jockey
pump. They used to be on and spin at
the same speed, but VFD changed all
that.”

“I’ll be honest with you: I used to visit
my pumphouse every single day. Now
I’m feeling a bit guilty because I hardly
ever go out there.”

Radio-controlled irrigation systems
Continued from page 22

Florida, I check with the water program
every day before I
leave.”

“If you were in a drying
situation where you were
watering every day, these
could see how it might be more
awkward.”

RainBird last year introduced its
Radio-Controlled Program, the Freedom
system, which
retrofits to all Maxi systems.

“The superintendent has the freedom to
run his irrigation system from anywhere
from anywhere on the property,” said
McWhirter. “What we’re doing is
actually accessing the main
computer, OSMAC, from a station or
two for water — we’re
going back to the central
controller. One of the buzzwords
today is flow management. We’re
able to do all that, without going
back through the central.

We both [Toro and RainBird]
might have a super standing there
ing the field, on a radio in
his hand. The difference is,
Freedom comes with telephone
cable, digital key pad and
transceiver. So you can
program over the phone... The
super has access to the irrigation system with any touch-tone
telephone.”

RainBird’s COPPS system has also
won its share of converts.

“With COPPS, basically you have
a receiver that plugs into a single controller,” explained Jim
Hodge, superintendent at
VaHalla Golf Course in
Cumberland, Maine. “Then
you can operate any station with that one controller. I can still commu-
nicate with my crew via the same
radio.”

“I like it a lot. I don’t use it a
lot. I use it when I need to
bring in a fertilizer and don’t have to stand
right there. I also use it when I’m doing
repairs. Saves travel time running in and forth from the
controller.”

British lawsuits
Continued from page 8

Formerly a somewhat routine and lack-
luster (albeit stinging Thomas
Hardy country) 18-hole course known as
Lakey Hill, the East Dorset course was
founded by local farmers in the late 70’s
and sold in 1985 to a new owner, who
added a driving range with artificial grass
lawns and a nine-hole putting pro shop. In 1989
the club was again sold, this time to the
Count and Countess Lerceh from Dan-
mark.

While recognizing what they had, the
Count and Countess clearly were not con-
tent to stick with their “vin ordinaire”
and immediately set into motion major de-
velopments which included the complete
destruction of the clubhouse, further
improvements to the shop complex, the
addition of a further nine holes and the
construction of all 18 tees and greens
on the existing course. It was a major
task, one that would offer a real challenge
for Martin Hawtree to satisfy the Count
and Countess Lerceh, who wanted three
loops of nine holes structured to an inter-
national championship standard while al-
lowing for equal competition between
men and women, as well as appealing to
players of all golfing abilities.

They were also keen to see the design
stimulate interest and surprise from be-
inning to end on a landscape character
in keeping with the Dorset heathland situ-
ation. The course, they stated, also was to
stimulate interest and surprise from be-
ing to end on a landscape character
in keeping with the Dorset heathland situ-

able root-zone mix, with too high a pro-
portion of fine particles resulting in ex-
cessive water retention and very poor
drainage capabilities.

Hawtree, having engaged the Sports
Turf Research Institute (STRI) to advise
on the testing of several root zones and
approving the selected root-zone mix, has
brought them into the action by serving
them a Third Party Notice (analogous to a
writ), claiming that they (the STRI)
should indemnify Hawtree against the
allegations made by East Dorset Golf
Club, should the architect be found li-
nable.

In a report dated Jan. 17, 1990, the STRI
stated that Hawtree should... the existing greens
had been designed and built to a poor
standard and required complete recon-
struction, that the topsoil on the existing
greens was unsuitable and should be
stripped away, and that new greens
should be formed, using an imported and
very sandy growing medium mixture.

In June of the same year the STRI re-
ported to Hawtree on the various samples
as tested and concluded that the sample
identified would be entirely suitable for
use on its own as a golf green growing
medium and would provide the ideal
growing medium.”

At a site meeting in July 1990 the mate-
rial recommended by STRI was consid-
ered and in reliance, thereon the con-
tractor was instructed to commence the
importation of the said material.

Hawtree denies allegations of negli-
gence and breach of contract, while the
STRI admits no liability to Hawtree’s claim
“that they were in breach in failing to
advise that the root-zone mix recom-
ended was unsuitable and unfit for its
purpose.”

The Count and Countess Lerceh have
gone on record as saying, “We wanted the
best, we ordered the best, we paid for
them but the best was not delivered.”

The trial date was set for March 6,
1995.

Trevor Ledger
Market Drayton
Shropshire, England
GOLF COURSE NEWS