ORLANDO, Fla. — Arnold Palmer Golf Management has named Bob Blase senior vice president of marketing.

Palmer, who served in senior management capacities for 11 years, said he is looking forward to working with Blase.

Palmer added that the firm's Taco Bell division is doing well.

The company has also named Blake Sonne to senior vice president of marketing.

PROMOTES JONES, SONNE

ORLANDO, Fla. — PALMER ADDS HILBER, Z3PF DEFOAMER TiJettc^ STONE HARBOR G.C. NEW JERSEY

started applying Surf-Side at rates sufficient to eliminate watering problems. We start with a shock treatment. It's best to spike about an inch before treatment. It increases effectiveness like you wouldn't believe. To maintain collars we use 3-lbs/M of Granular Surf-Side and apply in sq.ft. with all our contact and systemic sprays. We've had no disease problems in the past two years. The Surf-Side gives us a quicker response on leaf absorption of nutrients. Surf-Side 37 can bring overall upgrades at three South Bend, Ind., municipal layouts — Ebel, Studebaker and Erskine golf courses.

- $400,000 for improvements to Eberhart-Petro Municipal Golf Course in Mishawaka, Ind.


That's an average renovation price of $1.52 million, roughly the cost of a brand new, 18-hole "plain vanilla" course, according to architect Michael Hurdzan.

Not exactly a change.

The glory in golf course architecture may be in designing a new course. But a great deal of satisfaction, and more than a few dollars, can be earned in course renovation. Just look at the famous architects plying their trade on existing courses — Pete Dye at Woodlands Country Club in Indianapolis; Jack Nicklaus at Castlewood CC in Brown, Miss.; Arnold Palmer at Buffalo Hill; Gary Player at Raleigh (N.C.) CC; Robert Trent Jones Jr. at Wailea; Mark McCumber at Sea Pines Ocean Course in Hilton Head, S.C.; Bill Coore and Ben Crenshaw at Brook Hollow CC in Dallas; Rees Jones at Duke University GC in Durham, N.C.

Robert Lohmann may be the numerical leader with 20 different renovations in various stages of completion, according to GCN Development Letter figures.

"A lot of new clubs have been built here in the Midwest," said Lohmann of Crystal Lake, Ill. "Existing clubs needed to renovate their facilities to keep up. Many park districts have renovated or expanded their courses because of the increased demand for public golf. And there are many public facilities that have put up to beat up over the years. The land is paid for, the owners are pushing through 20,000 rounds per year and figure they can double that by rebuilding a few greens.

Other multiple-renovation project designers include Ed Conner (6); Larry Platf and Rob Lohmann (5); Jack Nicklaus and Sig Schreiber and Robert T. Jones Jr. (4 each); Randy Heckenkemper, Clyde Johnston, Charles Ankom, Dick Nugent and John Harbottle (4 apiece); and Rees Jones (2).

Still, renovations are where "young architects generally get to cut their teeth," as Liddy put it. "The better-known architects want to do new courses."

The problem for a young architect is getting to establish himself and not turn away business is being able to say "NO" to an overseas greens committee member or course owner who fancies himself an architect. The amateur architect can destroy a perfectly good design if given his way.

"The relationship between the greens architect and chairman is the key to any successful renovation," said Barry Palm, president of the Donald Ross Society, which has charged itself with preserving the integrity of the master architect's 600-plus golf course designs.

"The chairman has to be an autocrat. You can't renovate a course by committee. But there has to be a solid reciprocal respect between the greens chairman and architect. Ultimately the greens chairman must trust the judgment of the person he's retained to renovate his course."

Not allowing oneself to be bullied into a bad renovation decision is not only the architect's job but his duty, Liddy said.

"Any architect's goal should be to preserve the intent of the original designer, no matter what the greens committee says," the Dye understudy said. "I've found that an architect is often called in to fix something a board member has done."

Lohmann agreed.

"People are beginning to realize that if they don't get an architect who knows what he is doing, they are getting to cut a bad project," he said. "An architect needs to be able to say to the doctors, lawyers, business people on a board that what they want to do is wrong. An architect better do what is right for the game or he won't be in the business for long."

As the country's golf course inventory continues to age, the number of renovations will only increase.

"You could probably make a living renovating maintenance greens that interfere with play," Palm said. "Renovation work is becoming a cottage industry."

STONE HARBOR G.C.

GOOD GRIEF... ANOTHER WETTING AGENT!

SURF-SIDE WALKED IN THE DOOR"

The golf course is a Muirhead design. Millions of dollars were spent moving sand in flat South Jersey to create a spectacular and challenging golf course (The 17th tee is one of the highest points in Cape May County). Hot, dry, summer conditions on our sand greens, tees & fairways planted to Penn Cross / Penn County. Hot, dry, summer conditions on our sand greens, tees & fairways planted to Penn Cross / Penn County. Hot, dry, summer conditions on our sand greens, tees & fairways planted to Penn Cross / Penn County. Hot, dry, summer conditions on our sand greens, tees & fairways planted to Penn Cross / Penn County.

The greens are about 98% sand and 2% organic matter making them extremely hydrophobic. We have used normal maintenance/aeration procedures over the past 4 years to improve the root zone but in 1991 we started applying Surf-Side at rates sufficient to eliminate watering problems. We start with a shock treatment in May of 12-oz/M on greens and if that isn't sufficient we go to 24-oz/M. This is applied at 6-gals Surf-Side in 160 gallons water and we do water-in at these higher rates. On high sand greens that repel water it's best to spike about an inch before treatment. It increases effectiveness like you wouldn't believe. To maintain collars we use 3-lbs/M of Granular Surf-Side and apply in two passes... syringing is one thing on collars; keeping the grass alive and looking well is another. We drench the grass faces of traps with 1-gal Surf-Side in 100 gallons of water as well as localized dry spots on fairways. We apply with a gun, and don't water-in the treatment. We've reduced springins 30 to 40% on the worst of hot, dry, summer conditions. We do find a residual using Surf-Side. After establishing control of our greens with 130-oz/M in 1991 we are now down to 64-oz/M in 1992. It is best to cure your watering problems up front with Surf-Side and then adjust rates accordingly. We apply 2-gals Surf-Side in 160 gallons water to 80,000 sq.ft. with all our contact and systemic sprays. We've had no disease problems in the past two years. The same Surf-Side mix is applied to fairways every 3 weeks at the rate of 3-oz/M. Lastly, we put 10 gallons Surf-Side in our 2000 gal FERTIGATION TANK and meter 450 gals of mix into our irrigation line per week. The Surf-Side gives us a quicker response on leaf absorption of nutrients. Surf-Side 37 can bring overall maintenance & watering costs into line. The product pays for itself.

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