Dye, Dedman the perfect match for Golf Course Expo

The funny thing about Pete Dye — who, along with his family, will keynote Day I of Golf Course Expo on Nov. 9 — is that almost everything that’s been said about him (and there’s been quite a bit) is patently false.

First of all, his given name is Paul, not Pete. Second, he designs courses with his wife, Alice. How macho is that?

Pete is often chided for being too macho, for making his courses too heroic and needlessly difficult... First of all, his given name is Paul, not Pete. Second, he is routinely termed a “radical” designer, yet... pot bunkering and island greens — have been long-standing features on “traditional” British courses for 150 years.

Golf course builders, owners and superintendents are proving what bankers have known for centuries. The return on investment is more critical than initial cost. No one can argue that 50 pounds of seed costs less than a pallet of sod. But neither can anyone play golf on that bag of seed. It will take many months and thousands of dollars of additional input costs for that seed to reach the turfgrass sod’s delivered level of maturity. The golf club owner, developer, and superinten-dent, have greater player appeal, and play better while it provides the owners a faster return on their investment.

One thing that does hold true about Pete? He doesn’t do a lot of public speaking, which is why we’re so pleased to have him at the Expo. I did hear him speak at a Golf Course Builders Association of America (GCBA) function a few years back. After paying hilarious tribute to his friend, Joe Jemsek — jumping surface — seed is cheaper than sod. However, as Mr. Fender points out (and as Golf Course News has reported many times in the past), an earlier course opening means the earlier onset of cashflow. Obviously, seed and sod based on their particular needs — most critically, how quickly the start-up debt need be recovered.

Committed, influential Foes? Florida is blessed with two

In Golf Nation each state should have its hero- heroine-wunderkind. Florida is blessed with several, but one who has turned around the three courses mentioned Shelly. It was Shelly and the helicopter drop... Shelly and the Audubon Cooperative Sanctuary Program (ACSP)... Shelly and the School Program... Shelly and the Hobe Sound Women’s Club... So let’s call Shelly, Call it curiosity.

Why, and how, can we deserve so much time and effort advancing the public awareness that golf and the environment are co-friendly?

"I think this job 10 years; these people [superintendents] are like family to me,” Shelly said. “And I’m tired of seeing my friends take a beating in the media.”

The solution is to get the word out to The People that men and women who care for golf courses are true environmentalists. As stated by the Treasure Coast GCASA: “At a time when the entire industry is struggling against image problems, we must bring the truth, disseminated by ill-informed sources, it’s very important that we publicly draw attention to our case so that the general public... can see how environmentally sensitive and aware our industry really is.”

To the editor: Thank you for the opportunity to share with your readers some of the examples and trends in Florida Golf that have been associated with recently [Guest Commentary, July 1995]. Strength in numbers does pay exponentially.

I inadvertently left out my phone and e-mail addresses when I sent in the material for the guest commentary. Thank you for running them.

TO GET IN TOUCH...
Young increases design presence in Southeast

Golf course designer Mike Young has several projects underway in the Southeast, including The Heritage Club in Atlanta; River Point Golf Club in Albany, Ga.; and Old Cove Golf Club near Tuscaloosa, Ala. Another course, the Henderson Golf Club in Savannah, opened in March.

Young began construction in March on the 18-hole Heritage Club. Located just five minutes from downtown, the new daily-fee course will offer the kind of close-in convenience not seen in the city for more than 25 years. It also includes a 23-acre practice facility which is likely to become home to a national golf school.

Young recently broke ground on Old Cove Golf Club. Located on a 500-acre piece of farmland dotted with coves, the 7,000-yard course is expected to emphasize high-level maintenance. It should open this fall.

Developed by Whitecrest, Ltd. of Atlanta, The Heritage Club plans a spring 1996 opening. Scheduled to open this fall is River Point Golf Club, an 18-hole layout. Located along the Flint River in Albany, the course is being built in conjunction with development of upscale family homes.

In the town of Northport, near Tuscaloosa, Young recently broke ground on Old Cove Golf Club. Situated on a 500-acre piece of farmland dotted with coves, the 7,000-yard course is expected to emphasize high-level maintenance. It should open this fall.

Phillips comment

Continued from page 10

from story to story, dropping one-liners with deadpan precision — Pete sat down to thunderous applause. But the master of ceremonies, GCBCAN Executive Director Phil Arnold, couldn't resist: "Pete Dye," Arnold told the audience, "gives speeches like he designs courses: No notes."

I want to make sure Robert Dedman Sr. — the Day II keynoter at Golf Course Expo — isn't overlooked when discussing the upcoming conference and show. Sure, he doesn't have his own American Express commercial, but Mr. Dedman has been one of golf's most prescient observers for more than 35 years.

His company, Club Corporation International, got its start with the management of private clubs. As its portfolio of private golf and city clubs grew, ClubCorp was soon acknowledged as the premier golf management firm in the world, a position it occupies to this day.

Yet when the golf industry changed, so did Dedman and ClubCorp. As the daily-fee and resort markets began to overtake private course development in the 1980s, Dedman created new divisions — ClubResorts and GolfCorp — to deal specifically with the very different needs of public-access courses.

And isn't that what Golf Course Expo is all about? Owners, managers and superintendents at daily-fee, resort and municipal golf courses face different challenges from those faced at private courses. They have different vendor needs, different educational needs, different operational needs.

Seeing as public-access courses outnumber private courses by 2:1, isn't it time we addressed them? Come November, Dedman and Golf Course Expo will do just that.

A Tillinghast tale

Continued from page 29

"What if the duffer is able to get a par on the new course once in a while that he doesn't get now? Why continue to torture that already harassed person with sand traps?"

Tillinghast, who lost millions in the Depression and would leave golf completely by 1937, apparently had plenty of criticism for his own courses, especially 20 or so in the Midwest. He also allowed that everyone has his own opinion as to what constituted a good golf course.

Tillinghast was reportedly approached by U.S. Government officials in the 1930s to create several hundred golf courses under the auspices of the Works Progress Administration (WPA).

"I refused for two reasons," Tillinghast told the Press Herald. "First, because all my time is occupied by my PGA duties; and second, because in six months I don't expect to see any WPA."