Dye, Dedman the perfect match for Golf Course Expo

The funny thing about Pete Dye, who, along with his family, will key-note 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’s routinely termed a “radical” designer, yet the great preponderance of his so-called innovations — plank-faced bunkers, elevated greens with closely shaved approaches, pot bunkering and island greens — have been long-standing features on “golf course” builders, owners for Pete is often chided for being too macho, for making his courses too heroic and needlessly difficult... First of all, he designs courses with his wife, Alice. How macho is that? Further, he and Alice have pioneered the idea that courses should be designed to include multiple tees so that anyone of virtually any skill level, can play. Indeed, the TPC at Sawgrass, with the exception of the knee-knocking 17th, is very playable and forgiving from the middle tees.

The Dyes’ interest in public-access golf makes them a perfect match for Golf Course Expo, the only national trade show and conference for daily-fee, resort and municipal golf facilities.

The elder Dye has also been tagged with a big-budget label; one who moves lots of dirt and spends lots of the... and P.B., have made their careers catering to the ever-growing numbers of municipal and daily-fee developers.

One thing that does hold true about Pete? He doesn’t do a lot of public speaking, which is why we’re so... of America (GCBAA) function a few years back. After paying hilarious tribute to his friend, Joe Jemsek — jumping

SOD VS. SEED, PART MCV11

open more than 60 days ahead of a seeded one; there will be more than 100 rounds played every day and $50 per round may be low. The sod cost will be recovered very quickly and continue to be more profitable than a seeded course.

As far as the sod/soil interface concern raised by one of the seed salesmen your article quoted, millions of... As someone once said, “The sweetness of low price too often becomes the sour taste of mis-spent money.”

In Martin County, where she lives, all but two or three schools will belong to the School Program by August, she said. Although the GCSSA has just signed on to sponsor that program nationally, the Florida GCSSA has been active in it for 1-1/2 years.

The Treasure Coast’s Blue Pearl (that’s what the earth looks like from outer space) Charity Tournament last... the owner of the closest ball to the cup winning $1,000.

But the helicopter drop? With the help of Greg Norman’s helicopter, the Hobe Sound Women’s Club raised $3,000 for the Schools Program. That’s enough to adopt 10 schools and provide them with reference materials and supplies for environmental projects. The North Florida GCSSA is about to adopt five schools, Shelly said. And the beat goes on.

It’s a great educational tool for the students and teachers, and for their [GCSSA] members,” Shelly said.

Ohh, the helicopter drop? With the help of Greg Norman’s helicopter, the Hobe Sound Women’s Club raised $3,000 for the Schools Program and $3,000 for schools by selling golf balls at $10 apiece, numbering the balls, and dropping them from the helicopter, with the owner of the closest ball to the cup winning $1,000.

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To the editor:

I have taken exception with anything in your usually fine publication, but the June article (page 20) chalking “Sod equals ‘huge cost savings’ for superintendents,” is incomplete at best, inaccurate at worst.

Golf course superintendents 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 superintendents, as a rule, have greater player appeal, and play better while it provides the owners a faster return on their investment.

For example, let’s agree it will cost $300,000 more to sod a seed a course. If the sodded course is 60 days ahead of a seeded course, there will be more than 100 rounds played every day and $50 per round may be low. The sod cost will be recovered very quickly and continue to be more profitable than a seeded course.

In addition to the direct cost/investment return comparisons that favor sodding an entire course, there are other cost and environmental benefits such as less watering, fewer chemicals, virtually no patching of wash-outs and less equipment damage.

As far as the sod/soil interface concern raised by one of the seed salesmen your article quoted, millions of square yards of sod, installed on hundreds of thousands of sites every year are all not a real problem for the superintendents at professional golf course superintendents. As someone once said, “The sweetness of low price too often becomes the sour taste of mis-spent money.”

We trust your readers will look beyond the initial price of seed and consider the long-term potential available to them through sodding.

Douglas H. Fender, CAE
Executive Director
Turf Producers International
In the context of our story — that is, establishing a playing 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 a golf season. And opening early and sodding have their benefits and disadvantages. In the end, superintendents, owners and developers must decide between seed and sod based on their particular needs — most critically, how quickly the start-up debt be needed returned.

To get in touch...

To the editor:

Thank you for the opportunity to share some of the examples and trends in cooperative marketing and purchasing that I have seen and been associated with through my work as a Golf Course News field editor, July 1995.

Strength in numbers does pay exponentially.

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The Treasure Coast’s Blue Pearl (that’s what the earth looks like from outer space) Charity Tournament last... the owner of the closest ball to the cup winning $1,000.

Held in conjunction with the Blue Pearl Tournament, $13,000 was raised in one day to educate the public on the environment. Will the helicopter drop be an annual event? “Any time you can find a fundraiser that’s fun for everyone, keep it,” Shelly advised.

Now, she and friends want to create a statewide resource committee for the Audubon program, disseminating helpful information. This is an idea supported by Green Section National Director Jim Snow, who said, “We will work on the idea of state coordinators. We will probably try it out.”

Continued on next page