Dedman, Family Dye to keynote Expo

Nation's only public-access conference and show returns to Orlando, Nov. 9-10

By Hal Phillips

ORLANDO, Fla. — Ground-breaking design and innovative management practices will set the tone when The Family Dye and Robert Dedman headline this year's edition of Golf Course Expo, scheduled for Nov. 9 and 10 here at the Orange County Convention Center.

While Pete and Alice Dye have played a major role in rewriting the book on modern golf course architecture, Dedman — founder and chairman of Club Corporation International — has been no less a pioneer in the world of course management. The Dyes — Pete, Alice and sons Perry and P.B. — will share the dais at 9 a.m. on Nov. 9, keynoting Day I of the second annual Golf Course Expo, the only national trade show and conference targeting superintendent managers and developers of public-access facilities. Dedman will keynote Day II, also at 9 a.m.

"We're thrilled to have them aboard," said Charles von Brecht, publisher of Golf Course News, which sponsors Golf Course Expo. "Robert Dedman has simply changed the way golf courses are operated, and the Dyes are one of the most famous families in the game, each of them meeting the very different, specific needs of public-access golf."

Dedman, who founded Franklin Federal Bancorp

Cities turn to non-profit management groups

By Peter Blais

Seattle recently turned over operations of its three public courses to a newly formed, non-profit corporation, a move being considered in a growing number of U.S. cities.

"It gaining favor throughout the country because it works," said Lynnie Cooke, executive director of the Baltimore Municipal Golf Corp., which is frequently cited as a model operation by non-profit advocates.

Since assuming control in 1985, BMGC has made $4.5 million in improvements to the city's five golf facilities and is planning a sixth course, all at no expense to taxpayers. Annual rounds increased from 185,000 in 1984 to 558,000 in 1990. Green fees, reportedly the lowest among major municipal layouts in the Mid-Atlantic, have remained at $10.50 since 1987. Two of its courses, Pine Ridge and Mt. Pleasant, are generally considered among the top 10 public layouts in Maryland, Pennsylvania, Delaware and Virginia.

In light of Baltimore's success, Indianapolis is set to hand over the reins to three of its public courses to a non-profit organization, Cooke said. Newark, N.J., officials visited Cooke in early July and are seriously considering establishing a...
Top supers, USGA directors to speak at Expo agronomy sessions

By MARK LESLIE

O HIO, Fla. — From the Rocky Mountains to the fruited plains to the sand and wetlands of Florida, agronomy experts will travel to Golf Course Expo here to share their knowledge Nov. 9-10.

One of three educational concentrations cornerstoning the Expo, the Maintenance Track, will feature three key U.S. Golf Association (USGA) Green Section regional directors as well as some high-visibility superintendent s. The nation’s only conference and trade show geared toward public-access golf course superintendents, developers and general managers, Golf Course Expo will also conduct Marketing/Management and Development Educational Tracks.

USGA Green Section Mid-Atlantic Region Director Stan Zontek, Mid-Continent Region Director Jim Moore and Florida Region Director John Foy will take the podium in the Maintenance Track, along with Keystone Ranch Resort’s Steve Cornellier from Keystone, Colo., and Terry Buchen from Double Eagle Club in Galena, Ohio.

Cal Roth, director of golf course maintenance operations for PGA Tour Investments, Inc. and its 14 Tournament Players Clubs around the country, will speak on course safety as part of the Management Track. And David Johnson, vice president of agronomy for Golf Corp’s 38 public courses, will participate in a General Session panel on upgrading daily-fee facilities.

Zontek will unveil his “Best Management Practices.” Moore will speak on “Environmental Common Sense: What We’re Doing Wrong and What We’re Doing Right.” Foy will address the notion of “Doing More with Less.”

Cornellier will tell how to renovate an entire golf course without closing it — a feat he has accomplished at Keystone Ranch Resort, where he is superintendent and the former vice president of Dedman College of Southern Methodist University and the Dedman Center for Lifetime Sports at SMU are named in his honor.

Dedman, who practiced law in Dallas until founding ClubCorp in 1957, has received numerous honors including the Horatio Alger Award in 1989, Entrepreneur of the Year Award for Texas in 1976, and Humanitarian of the Year Award in Dallas in 1980.

Dedman College of Southern Methodist University and the Dedman Center for Lifetime Sports at SMU are named in his honor. Dedman Memorial Hospital and Dedman Medical Center in Dallas also are named in his honor.

For the past 10 years Moore has traveled extensively to courses in the United States as well as in Jamaica and New Zealand. The Texas A&M University alumnus has made more than 1,000 Turf Advisory Service visits. He was a superintendent for seven years before joining the USGA, and has served as president of the Texas Turfgrass Foundation and on the board of directors of various industry and community associations.

Before the USGA in 1985, Foy was involved in several aspects of the turf industry, including field research and development for a major turfgrass pesticide manufacturer. A University of Georgia alumnus, he has traveled extensively throughout the Southeast and the Caribbean visiting golf courses.

Last year superintendents attended the event from the Atlantic Coast to Hawaii and Canada. The organizing Golf Course News conference division expects a greater turnout this year. For more information, contact the Expo conference division or Program Chair Hal Phillips at 207-846-0600.

This year’s event will benefit the Joseph M. Duich Endowment at Pennsylvania State University. Sponsorships are available from $1000 to $3000.

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