THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 7, NUMBER 9
SEPTEMBER 1995 • $4.50

INSIDE

Chemical Update
In the News: Relative toxicity; GCSAA working with EPA; 2,4-D cleared; Nemacur restricted
Mollusk Menace
Zebra mussels move into Southern waters, leaving a trail of clogged irrigation systems behind
Steps for Winter Prep
A GCN special report focuses on maintaining healthy turf in the face of winter kill & snow mold

STRAIGHT UP, ON THE ROCKS
Keith Foster (right) and Thomas Patrick chart their new desert course. For story and photo, see page 31.

COURSE MAINTENANCE
Aid turf's health by monitoring soil pH
Mechanics plan first national conference
Saving time, labor at your wash station

COURSE DEVELOPMENT
Atlantic City golf course in the cards?
Ross Forbes busy on Chinese mainland
GCBAA adds to board of directors

COURSE MANAGEMENT
Destination Hotels plans steady growth
Be cautious when ejecting members
Expo: Education for owners and managers

SUPPLIER BUSINESS
Penncross bentgrass turns 40
Trade show wars escalate in Asia-Pacific
What's new in the marketplace?

Practitioners cite success with ceramics
BY MARK LESLIE
Arnold Palmer, who wants nothing but the best for his home course, has taken the plunge with porous ceramics.
Old buddy Gary Player has, too. And arguably the most agronomically knowledgeable golf course architect, Ph.D.-carrying Michael Hurdzan, has been an engineer on the putting-green-sans-peat train for years.

Private clubs suffer under new tax code
BY PETER BLAIS
ALEXANDRIA, Va. — More than a quarter of the nation's private golf clubs experienced a drop in membership sales and one-third reported a decline in gross food and beverage revenues one year after the federal government eliminated the income-tax deductibility for club dues and reduced deductions for business entertainment, according to a National Club Association (NCA) study.

Par-3 development gains popularity, viability
BY PETER BLAIS
New golfers need a place to learn the game. Developers can't find reasonably priced land for larger facilities.
The solution: Build more par-3 golf courses.

Public-access boom pushing existing courses to upgrade
BY J.BARRY MOTHES
ORLANDO — Upgrade. Upgrade. Upgrade. Get used to that word. It just might be the golf industry mantra for the rest of the decade, and into the 21st century.

Conference Preview:
MARKETING & MANAGEMENT
SEE PAGE 46

CONFERENCE PREVIEW: MARKETING & MANAGEMENT
SEE PAGE 46

Golf Course EXPO
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA
NOVEMBER 9-10, 1995

BREATHE IT IN
Mountain Air Country Club in Burnsville, N.C., is the latest design from Pete Dye disciple Scott Pool. Mountain Air ranks as the third-highest golf course east of the Mississippi River. In fact, it boasts both the highest nine holes, not to mention the highest airport runway east of the Mississippi. For story, see page 31.

DEDUCTION Redux
Private clubs suffer under new tax code
BY PETER BLAIS

Alexandria, Va. — More than a quarter of the nation's private golf clubs experienced a drop in membership sales and one-third reported a decline in gross food and beverage revenues one year after the federal government eliminated the income-tax deductibility for club dues and reduced deductions for business entertainment, according to a National Club Association (NCA) study.

The Government Relations Education Fund surveyed NCA-member city and golf and country clubs to determine what economic changes they had experienced since 1993, Continued on page 36

Par-3 development gains popularity, viability
BY PETER BLAIS

New golfers need a place to learn the game. Developers can't find reasonably priced land for larger facilities.
The solution: Build more par-3 golf courses.

That's just what's happening as the shorter layouts are springing up as both additions to existing courses and as stand-alone facilities throughout the country. According to National Golf Foundation figures, the number of new par-3 openings increased from seven in 1989 to 24 in 1994. The most-recent figure represents 6.3 percent of the 381 courses opened last year.

"In a lot of cases, a par-3 makes sense," said Barry Frank, vice president of NGF Consulting. "You don't need much land, somewhere between 15 and 50 acres depending on the layout."

Continued on page 34

Public-access boom pushing existing courses to upgrade
BY J.BARRY MOTHES

Orlando — Upgrade. Upgrade. Upgrade. Get used to that word. It just might be the golf industry mantra for the rest of the decade, and into the 21st century.

Consider the following items from less than a week's worth of national news clippings:

• A $2.3 million upgrade is ongoing at the Salishan Golf Links, a 30-year-old resort course in Gleneden Beach, Ore. Holes have been remediated, a new irrigation and drainage system is being installed, and an 18-hole putting course is planned.

• The 27-hole, daily-fee Galloping Hill Golf Course in Union, N.J., opened in 1928, has embarked on a $4.8 million upgrade that includes a new automated sprinkler system, fairway reconstruction, new tees and greens, and new cart paths.

• The Golf Course Com...