On the road again: Impressions of a golf market on the move

By CHARLES VON BRECHT

From time to time I like to get my two cents worth into *Golf Course News* with some thoughts on the golf industry and to bring readers up to date on the commerce side of this publication.

Having just returned from a nine-day trip to the Midwest, I'm off to Phoenix and Florida for another nine-day trek (I did drop by for a quick hello to the office in late July). Fortunately, this trip ends with a family gathering, where I hope my children will recognize me — even though we live under the same roof.

The Midwestern trip was anchored by a two-day celebration of a combined 145-years, honoring Jacobson (75) and Milorganite (70). These Racine- and Milwaukee-based organizations invited editors and publishers for plant tours, product & equipment presentations, and the required golf outings. It seems like summer is my plant-tour season, and I learn more and more with every tour!

The Jake plant, though physically antiquated, has been updated with millions in capital equipment. Jake president Phil Trailes seems to have initiated some vital changes in plant rehab during his relatively short tenure. More improvements are planned to keep up with demands for Jacobson equipment.

The Milorganite facility, as most of you may know, is contained in the MMSD (Metro Milwaukee Seven District). This facility is truly amazing. Warning: Do not take a tour on a hot day with a hangover... Fortunately I had

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SECOND OF TWO PARTS

Focus your attention on the 10 to 20 basic irrigation system components

By LARRY RODGERS

A well-written irrigation plan, like a construction blueprint, instructs users on how to create the best system for their exact needs. The plan reflects current course watering demands, as well as irrigation requirements 20 to 30 years in the future. While the plan specifies the absolute functional necessities of how your station affects the total irrigation system, it's important to pick out 10 to 20 basic components on which you should focus your attention.

These items should be part of the review process and should be evaluated as to how they compare to the intent of the specifications.

1. Industry Standards: U.L., NEMA, NEC, ASME, and uniform plumbing code. If a component is to be built within ASME standards does that mean the same as ASME code construction? No, only an ASME certified shop can provide ASME code equipment. Determine what industry standards are important and use this to influence the final decision.

2. How is the start-up, installation, testing, and training going to be provided? Determine how many visits will be provided in the base cost and ask for the fees of the additional visits.

3. Service contracts and warranty: Determine what conditions are covered under warranty and why service contracts may be required during the warranty period.

4. The skid construction: Determine if it is channel, bent steel, or I-beam and how that affects the integrity of the system. Identify and follow the pump mounting plate thickness. If the system is a vertical turbine, determine how access to the wetwell will be achieved.

5. Pumps: Determine the speed — 3600 rpm pumps are generally less initial cost than 1800 rpm pumps but tend to wear out quicker. On a turbine pump, determine if the head is cast from a mold or fabricated steel and the features of

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Larry Rodgers is an irrigation consultant based in Lakewood, Colo. The first part of his irrigation series appeared in the July edition of *Golf Course News*.
Von Brecht comment: Anniversaries

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behaved the night before and we had mild weather, but I can imagine the result under extreme conditions.

This waste-water recycling plant is truly incredible. It was developed in the late 1920s and updated over the years. The plant cleans as much as 250 million gallons of wastewater per day and pumps it back into Lake Michigan. As a by-product of the wastewater treatment, Milorganite is actually microbial organisms which are systematically injected into the process. It sounds confusing, but you can call AI Nears or Terry Ward (414-225-3395) for a more thorough explanation.

I came away asking myself why every major metro area isn’t doing what the MMSD has been doing for 70 years.

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As you may notice, this issue of Golf Course News is quite hefty for a summer edition. Past years have seen smaller issues during the summer months, but the industry trend in marketing is changing. Suppliers to the industry are advertising, marketing and selling products year round. As an example, the 1995 August issue of Golf Course News had 38 advertising pages, and this year we have more than 65 ad pages. The remainder of the year looks strong not only for Golf Course News but for the industry.

It only makes sense! The latest NGF figures show 188 courses opened through July. As the summer and fall are the busiest months for course openings, we’re right on target for 400-plus in 1996. While growth in course construction continues, let’s all remember that player participation is flat. We can all lend a hand to encourage new players to take up the game and stick with it.

I hope you are enjoying Golf Course News as much as ever. These larger issues allow more editorial coverage and more news for you. Please contact me with any questions or comments.

Foster projects

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parkland setting. They cleared the trees and underbrush between holes. You feel like you’re in the trees and underbrush being a forest. When we went through the project, it was reminiscent of Baltusrol,” Foster said. Forty to 50 homesites are planned on the property.

In other Foster news, Zion Park District, located directly north of Chicago, has retained Keith Foster Golf Course Design to design its upscale municipal golf course.

Design work will begin immediately and construction is expected to begin in early 1997. Foster has also been selected to study St. Clair Country Club north of Chicago, has retained Keith Foster Golf Course Design to design its upscale municipal golf course.

Public Golf Forum

Continued from page 39
is sponsoring the Public Golf Forum,” added von Brecht. “It’s the only national golf conference that draws the entire buying team from public-access golf courses — the manager, owner, and superintendent. With educational program tracks dedicated to management, marketing, maintenance and development, the Forum will attract each member of this highly qualified buying team by meeting their educational needs.”

Vendors who exhibit at the Forum will also appreciate the hotel, restaurants and daily-exhibit case of setup. “There will be 12 hours of exhibit time — plus vendors will receive a seminar package to attend sessions if exhibits are not open,” noted von Brecht. “This makes exhibiting easy and cost effective.”

Interested vendors should contact the Public Golf Forum Exhibit Sales Manager Mike Lafaso, at (800) 441-6982 or fax (207) 846-0657.

Calendar of Events

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November
5 — GCSAA Seminar on Maximizing Job Satisfication in St. Louis.
6 — GCSAA Seminar on Developing Your Hazard Communication Program in Wichita, Kan.
7 — GCSAA Seminar on Drainage Systems in New Brunswick, N.J.
8 — GCSAA Seminar on Managerial Productivity in Boise, Idaho.
9 — GCSAA Seminar on Design and Construction of Chemical Storage Buildings in Dayton, Ohio.
11 — GCSAA Seminar on Turfgrass Stress Management in Myrtle Beach, S.C.
12 — GCSAA Seminar on Preventive Maintenance of Turf Equipment in Eau Claire, Wis.
13 — GCSAA Seminar on Drainage Systems in Rochester, N.Y.
15-16 — Turf and Grounds Exposition in Rochester, N.Y. Contact NYSTA at 585-873-7773.
16 — GCSAA Seminar on Preconstruction and Construction Management in Bismarck, N.D.
17 — GCSAA Seminar on Spanish for Golf Course Management in Tijuana, Calif.
18 — GCSAA Seminar on Writing IPM and Environmental Monitoring Programs in Salt Lake City, Utah.
18-19 — GCSAA Seminar on Golf Course Restoration, Renovation and Construction Programs in Myrtle Beach, S.C.
19-20 — GCSAA Seminar on Plant Nutrition and Fertilizers in Long Island, N.Y.
21 — Turfgrass and Ornamental Seminar in Lafayette, Ind. Contact Ben Bratton at 317-494-8059.
21-29 — GCSAA Seminar on Public Relations and Presentation Skills, scheduled to be held in

Nicklaus track getting underway

PALM COAST, Fla. — Grand Haven officials are hoping to break ground for the Jack Nicklaus Signature 18-hole course sometime in August.

The golf course is scheduled to be completed in the fall of 1997. The course will reportedly be a semi-private layout that will not have condominiums and other housing lining the fairways, according to John Gann, senior vice president of sales at Lowe/Palm Coast Inc., which recently purchased Palm Coast Golf Courses Pine Lakes, Cypress Knoll, Matanzas Woods and Palm Harbor.

Lowe/Palm Coast Inc., purchased the Grand Haven layout from 700 acres of ITT property bordering the Intracoastal Waterway and several holes are expected to extend to the waterway.

Development book offered

A free booklet, Golf Course Development Planning Guide, from the American Society of Golf Course Architects (ASGCA) is available to help anyone taking the first steps to developing a new golf course. The 16-page brochure covers the key components involved in a golf course project. It provides data on the growing consumer demand for new golf facilities, the average cost of a new course, proper site selection, a guide to finding assistance, financing and sample operating projections for a daily fee course. To obtain a free copy, send a self-addressed, stamped business-size envelope to the ASGCA, 221 N. LaSalle St., Chicago, Ill. 60601.