First Soil Labs Certified
Brookside Laboratories and Thomas Turf Services beat others out of the block

Personnel Perspectives
Golf Course News begins a new monthly column from management consultant Vince Alfonso Jr.

Georgia aquifer off limits
BY HAL PHILLIPS
BRUNSWICK, Ga. — Salt water is invading the Floridan Aquifer, the primary source of drinking water for the state's southeastern region, the Hilton Head area of South Carolina and Jacksonville, Fla. If a Georgia Department of Natural Resources (DNR) proposal gains approval, new golf course developments here in coastal Georgia will no longer be allowed use of the Floridan. Further, the DNR has warned existing golf courses now utilizing the aquifer that other irrigation options should be explored.

"We will be talking to
Continued on page 49

Court backs club's right to privacy
BY PETER BLAIS
CHICAGO — The recent Chicago Court of Appeals reaffirming the exempt status of private clubs from certain federal employment provisions is a victory for the club industry, but should serve as a warning that clubs, including golf clubs, must be prepared to defend themselves against discrimination charges.

"There are groups out there willing to litigate and the private club industry needs to be ready," noted James Singerling, executive director of the Club Managers Association of America, adding that The
Continued on page 58

Jacobsen to keynote Public Golf Forum
BY HAL PHILLIPS
CHICAGO — Touring professional and course designer Peter Jacobsen will keynote the Public Golf Forum here at the Lincolnshire Marriott on Oct. 28. Sponsored by Golf Course News, the Forum is the only national conference and trade show specifically serving superintendents, owners, managers and developers of public-access golf courses. Jacobsen/Hardie Golf Design, a joint venture with Houston-based golf course architect Jim Hardie, has specialized in the development of public-access courses. All four of Jacobsen/Hardie's finished products, in addition to five under construction, are open to the public. At the Forum, Jacobsen's keynote address will explain why the public-access market continues to dominate not only his firm's attention but the nation's golf course development market, as well. During his keynote, Jacobsen will also discuss life on tour and take questions from the audience.

A six-time tour winner, including back-to-back victories at Pebble Beach
Continued on page 37

Irrigation solves biological application problems?
BY MARK LESLIE
EAST LANSING, Mich. — Sparkling results despite horrid weather and soil conditions have researchers and golf course superintendents predicting a bright future for once-disparaged biological-control agents.

"We're right at the beginning of what should be a fairly long road to biological control," said Dr. Joseph Vargas of Michigan State University here. "At least we have the key to open the door. That key is a means of frequent application."

The frequency provider to which Vargas refers is Bioject, a sort of on-site brewery for disease-suppressive bacteria manufactured by EcoSoil Systems of San Diego, Calif. Because it is connected to a course's irrigation system, the 75-gallon Bioject "bioreactor" can deliver the bacteria like Vargas' Pseudomonas aureofaceans — to the turfgrass daily. Thus it overcomes the major roadblock to effectiveness of the biological-control agents: the need for frequent application to build up a population in the soil. Until now, the only method of applying Pseudomonas aureofaceans was by mixing dormant bacteria from a bottle into a spray wagon.

When Vargas discovered Pseudomonas, a broad-spectrum, general-contact fungicide, and tried applying it once a week, or
Marketing track touches all bases at Public Golf Forum

By Peter Blais

CHICAGO — With more new courses opening every year, owners and operators must find new and inventive ways to attract golfers to their facilities. That's why marketing is expected to be one of the most popular tracks at the 1996 Public Golf Forum scheduled for Oct. 27-29, here at the Marriott-Lincolnsie Hotel.

Sponsored by Golf Course News, this national event will draw owners, managers and superintendents of public-access golf courses seeking better ways to manage their courses from a nationally acclaimed line-up of guest speakers.

Recent news that rounds were finally heading in the right direction — up 5.5 percent in 1995 according to the National Golf Foundation — was welcome news to an industry that has seen demand remain stagnant while the supply of courses has increased dramatically in recent years.

"There hasn't been any material change in rounds played, though we have been adding 2 or 3 percent each year to the course supply," NGF President Dr. Joseph Beditz said of the pre-1995 statistics.

Courses that have survived and prospered are those that have done the best job of selling their facilities to the golfing public. Among the speakers who will instruct attendees how best to do that are former National Golf Course Owners Association President Vince Alfonso; professional golf photographer Mike Klemme; president of Golf Digest Inc.; Mike Petty, president of Communication Links, a public relations firm; Laurence Hirsh, president of Golf Property Analysts and past president of the Society of Golf Appraisers; Dave Richards, president of Golf Marketing Services; Paul Beachman, executive director of the Gaylord (Mich.) Golf Mecca; and Peter Hill and Rich Katz, chief executive officer and director of sales and marketing, respectively, with Billy Casper Golf Management.

Alfonso, president of Alfonso Creative Golf Enterprises Inc., will kick off the marketing track on the morning of Monday, Oct. 28, with a session titled Turning on to TV and Radio. Following Alfonso on the first day schedule are:

- Klemme, whose work has appeared in numerous national consumer and trade golf publications, will speak on Using Photography to Sell Your Course.
- Petty, whose Scottsdale, Ariz., PR firm represents some of the top courses in that part of the country, will give a talk on Making Public and Community Relations a Marketing Advantage.
- Hirsh, who has appraised golf courses throughout the United States, will discuss 10 Ways to Upscale Your Course.

The second day will begin with a general session on customer service. Following lunch and the exhibitors' floor show, the marketing track will resume with:

- Richards, known for his expertise in destination marketing, will discuss Non-Traditional Marketing Techniques.
- Beachman, who oversees the marketing of 21 courses and a $200,000 promotional budget for Gaylord-area facilities, will give a talk entitled Group Marketing: More Together Than We Are Alone.
- Hill and Katz, who together head one of the most-respected management companies in the country, will talk on Sustaining The Cash Flow Lifesaver.

Jacobsen to keynote Forum

Continued from page 1

Jacobsen is one of the PGA Tour's most versatile, affable characters. Not many pros, for example, have competed for the Ryder Cup, authored best-selling books ("Buried Lies") and played lead guitar for Lake Trout and the Flounders, a group that used to perform at PGA Tour events.

Despite his strongest play in years — he finished 7th on the 1995 PGA Tour money list with two victories, two seconds and third — Jacobsen has stepped up design schedule this year. Portland, Ore.-based Jacobsen/Hardie Design has five projects in the works: the 27-hole Cypress Ridge development near San Luis Obispo, Calif.; The Oaks, an 18-hole project under construction near Sacramento; Fox Hills, an 18-hole course in Los Banos, Calif.; an still-to-be named 18-hole project in Mendocino, Calif.; and a 36-hole project in Houston.

Jacobsen is also responsible for a quartet of finished products now garnering acclaim in the Pacific Northwest: Oregon Golf Club in West Linn, Genoa Lakes in Lake Tahoe, Creekside in Salem, Ore., and Eagle Point in Medford, Ore. Oregon GC has received considerable praise while Genoa Lakes was named 1994's third best public course, according to Golf Digest. Like Genoa Lakes, all Jacobsen/Hardie Design projects — those in planning, under construction and open for play — are public-access.

"We couldn't be happier to have Peter keynote The Public Golf Forum," said Golf Course News Publisher Charles von Brecth. "Peter's a star on the rise in the design field and it's gratifying to see he has displayed such a commitment to public-access golf. Further, I can't think of a more witty, interesting speaker in golf today."

Jacobsen's commitment to affordable, accessible golf is also good business, as the U.S. golf course market has been dominated by public-access development since 1990. Of the 2,000-plus courses which have opened for play during this decade, an astounding 80 percent have been either daily-fee, municipal or resort. Public-access facilities now account for more than two-thirds of the nation's 15,000 golf courses.

By sponsoring the Public Golf Forum, GolfCourseNews has also shown its commitment to the increasingly competitive public-access market. With record numbers of daily-fee, municipal and resort courses openings each year, only sophisticated operations that emphasize customer service, manage efficiently, market aggressively and maintain for quality will thrive. The application of these sound business principles to public-access course operations will dominate the four-track education conference at The Public Golf Forum.

With Marketing, Management, Maintenance and Development programs designed specifically for owners, managers, superintendents and developers of public-access facilities, The Forum will provide attendees the edge they need.

For information on attending or exhibiting at the Forum, contact the Golf Course News Conference Group at 207-846-0600.