**Forum Maintenance Program acknowledges super's business role**

*By MARK LESLIE*

**CHICAGO** — An increasing percentage of golf course super- 

intendents’ time is being consumed by management and busi-

ness duties. Therefore, the 1996 Public Golf Forum’s Mainte-

nance Track will focus on those functions, drawing from such 

experts as GCSAA President Bruce R. Williams; Pebble Beach 

Co. Vice President of Grounds Ted Horton and GCSAA Direc-

tor Tommy Witt.

Public Golf Forum, a national 
event Oct. 27-29 at the Marriott-

Lincolnshire Hotel here, is spon-
sored by *Golf Course News* for 
superintendents, owners and 
general managers at public-ac-

cess courses.

In its 1995 Compensation and 
Benefits Report the Golf Course 
Superintendents Association of 
America (GCSAA) said certified 
superintendents reported 44 per-
cent of their time on busi-

tess matters, 60 percent on main-

tenance and 4 percent on other 

duties.

Besides Williams, Horton and 

Witt, the Maintenance Track 

speakers will include Chicago 

Golf District Turfgrass Adviser 

Dr. Randy Kane; Legends Group 

Director of Agronomy Terry 

Buchen; Kevin Ross, director of 
golf course management at 

Country Club of the Rockies in 

Edwards, Colo.; Jerry Lemons, 

president of Golflinks; and U.S. 

Golf Association Green Section 

regional Directors Bob Bramle 

covington, Ky., and Paul 

Vermeulin of Mahomet, Okla.

Williams, superintendent at 

Bob O’Link Golf Club in High-

land Park, will speak on What 

Will Work for You in Staffing: 

Zone, Team, or a Combination 
of the Two?

Horton, who is in charge of 
Pebble Beach Golf Co.’s golf 
courses and lands on California’s 

Monterey Peninsula, will ad-

dress Getting the Most Out of 

Your Employees: Hiring, Firing 

and Motivating.

Witt, superintendent at 

Wynstone Golf Club in North 

Barrington, will speak on Mak-

your Course, regarding bud-

gets, course improvements and 
equipment purchases.

Kane, will zero in on The Fu-

ture of Disease Management 

Control — from biological-con-

trol agents to forecasting and 

modeling and new products.

Buchan, one of fewer than a 
dozen Master Greenkeepers in 

the world and head of agronomy 

for The Legends Group’s eight 
golf courses, will tell listeners a 

number of ways to make major 
savings.

Ross and Lemons will team up 
to address how to computer- 

ize the entire golf maintenance op-

eration — from the office to the 

shop and from the superinten-

dent to the mechanic. Brrame and 

Vermeulin will present an up-

date on maintenance issues re-

garding saving greens.

**Study: Buying patterns differ at public courses**

**CHICAGO** — Buying patterns at public-access facilities differ 

from traditional patterns, according to a recent survey conducted 

by *Golf Course News*. The study further showed that buying pat-

terns at daily-fee, municipal, re-

sort and semi-private courses vary 

wildly from course to course.

Conducted in anticipation of the 

Public Golf Forum — scheduled for Oct. 27-29, here at the Marriott 

Lincolnshire Hotel — the survey 

analysis of potential Public Golf 

Forum attendees discovered: At 

70 percent of the public-access 
courses surveyed, more than one 

person makes the buying deci-

sion. The study also showed that 9 

of 10 golf products and services 

are purchased in this way.

“‘That means to sell to public-

access golf facilities, in most 

cases, vendors need to talk to 

the manager, owner and super-

intendent,’” explained Charles 

von Brecht, publisher of *Golf 

Course News*.

“We have found that public-

access courses have a different 
pattern when it comes to buying 
decisions. Because the Forum 

will draw attendees from all 

points of the buying triangle — 

superintendents, owners, devel-
opers and managers — vendors 

and suppliers seeking to reach 

the public-access golf facilities 

marked should plan to exhib-

it their products and services at 

the Public Golf Forum.”

“In fact, more than 75 percent of 

those surveyed are planning to 

make a major purchase of prod-

ucts or services in the next 12 

months. They will surely be look-

ing to the Public Golf Forum as an 

important information source.

“That’s why *Golf Course News*

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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 microorganisms 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 MSSD has been doing for 70 years.

As you may notice, this issue of GolfCourseNews 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 GolfCourseNews had 38 advertising pages, and this year we have more than 65 ad pages. The remainder of the year looks strong not only for GolfCourseNews but for the industry.

It only makes sense! The latest NFGA figures show 188 courses have opened through July 92. 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 playing on a natural parkland that has been there for many years.

“It is a very serene, tranquil environment.”

Scrounging some of the great West Coast courses, Foster said, “we saw that each has towering trees, wonderful strategy, beautiful scale and a softness to the ground. When we went through Washington Golf Club, we felt there were similarities and started working off that. It is a tributary play of classic American architecture and their sites.”

Course builder Fore Inc. is constructing “wonderful stone walls reminiscent of Baltusrol,” Foster said. “For up 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 in Belleville, Ill., and give recommendations to restore both nines to the original design intact, (circa 1911), while also incorporating newer design elements where needed.

Public Golf Forum

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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-type conference for its ease of set up. “There will be 10 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 Lefaso, at (800) 441-9982 or fax (207) 846-0657.