Course a day? That’s chicken feed

Last year’s new openings

<table>
<thead>
<tr>
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<th>9-hole</th>
<th>18-hole</th>
<th>Total</th>
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<td>Daily-Fee</td>
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<td>Municipal</td>
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<tr>
<td>Private</td>
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<td>1</td>
<td>19</td>
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<td>Private</td>
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<td>4</td>
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<td>Total</td>
<td>126</td>
<td>13</td>
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<tr>
<td>Grand total</td>
<td>230</td>
<td>153</td>
<td>383</td>
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New openings: 9-hole 18-hole Total

Daily-Fee Municipal Private Totals Expansions

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* Source: National Golf Foundation (through Oct. 5, 1995)

Myrtle Beach to hit century mark amid oversupply fears

By PETER BLAIS

MYRTLE BEACH, S.C. — One would think the opening of the 100th course here sometime this year would be cause for celebration. But for some, it’s a matter of concern. Even with a healthy surge of golfers visiting Myrtle Beach, the eight additional courses scheduled to come on line this spring could mean fewer rounds per course and smaller profits, according to figures provided by the Myrtle Beach Tourism Coalition, a local group comprising tourism industry representatives.

According to the Coalition’s 1994 figures, golfers played 3.8 million rounds here, an average of 44,186 rounds per course. If 1996 projections...

Continued on page 35

PGA aims for new management standard at Reserve

By MARK LESLIE

PORT ST. LUCIE, Fla. — “Automatic adrenaline.” That’s how the head golf professional describes the PGA of America’s new home golf course.

It’s a showplace,” Bill Ciociletti said of PGA Golf Club at The Reserve which opened here Jan. 1. “Our mission is to meet and exceed the expectations of every golfer who comes through here.”

To achieve that mission, Ciociletti and boss Marty Kavanaugh, two acclaimed PGA golf professionals, brought together a core group of pros from a cross-section of the best merchandising facilities. They drafted a training program... sat down with course architect Tom Fazio and clubhouse architect Ward/Flora... worked with Club Car to design a state-of-the-art golf car storage structure and with superintendent Rick Wise and Toro to build a user- and environment-friendly maintenance facility. And, voila! When the world welcomed in the Year 1996, it also welcomed what the PGA hopes will soon be a model for the country.

Continued on page 36

PGA aims for new management standard at Reserve
I've been in business 33 years as a golf course superintendent, contractor, consultant and golf course owner. Of the nearly 500 greens I've built or rebuilt, 95% have been planted with Penncross creeping bentgrass. The customers specified PennLinks on the others.

As a certified golf course builder, my company is currently working on six courses in three states, and all will have Penncross greens. Why? Because I believe Penncross has already been where all of the other bents are trying to go. Penncross can take the extremes of heat, humidity and cold we experience here, plus the daily wear and tear of spikes, ball marks and divots. But the real value is in its rapid establishment. In today's economy, a golf course must generate revenue quickly to recoup land, construction and startup expenses. I can seed Penncross anytime the soil is warm enough to germinate and have green grass in five days. We're then mowing the greens in 13 to 16 days. This pleases both investors and owners.

We mow Penncross between 5/16" and 1/8", and this is fast enough to please the most demanding golfer we get.

I plan to specify Penncross for years to come. Why would anyone mess with success?
JUPITER, Fla.—Golf course superintendents and owners looking for perspective with regard to peer spending and budgeting would be well advised to pick up a copy of the National Golf Foundation's (NGF) latest publication, "Operating & Financial Performance Profiles of 18-hole Golf Facilities in the U.S."

Contained therein are important facts and figures galore, all culled this year from an extensive survey of more than 1,500 courses. The statistics are broken down by facility type (daily-fee, municipal and private), climatic region (see map at left), and revenue generation. The latter grouping scheme expresses information in five further subgroups.

For example, the average annual irrigation maintenance expenditure at daily-fees are listed in terms of the bottom 25 percent, the median, the top 25 percent and the top 5 percent. Using this subdivided information, the superintendent at an upscale daily-fee in Jupiter, Fla., might notice his fertilizer/chemical budget of $62,000 is well below the regional norm of $73,000. However, using the new NGF Performance Profiles report, the course owner might point out that his maintenance payroll is $303,000, or $11,000 above the regional norm...

Other interesting tidbits include:

• The average operating margin at daily-fee courses in Region 3 (mid-Atlantic) is 21.9 percent, while the margin is 31.1 percent in Region 8 (Southern California and Arizona). Resort-style margins are just one result of resort-style green fees, which amount to an average of $1.69 million annual revenues in Region 8, tops in the nation.

• The typical private course in Region 2 (Southeast) generates $112,000 annually in food & beverage sales, while its counterpart in Region 9 (Pacific Northwest) brings in an average of $369,000. Of course, it gets colder in Eastern Washington — no figures available on flask sales.

• The typical high-end municipal course in Region 4 (Chicago and the Rust Belt) spends $25,000 annually on advertising, marketing and promotion (AMP). This probably comes as no surprise to the average Region 4 daily-fee operator who spends only $14,000 annually on AMP. It's gratifying, no doubt, to see their tax dollars at work.

The "Operating & Financial Performance Profiles of 18-hole Golf Facilities in the U.S." are complimentary for NGF members, but they can be purchased by non-members.

For more information, contact the NGF at 407-744-6006.
GOLF MAY HELP LURE BEARS OUT OF CHICAGO

CHICAGO — A new nine-hole public golf course is part of the bait Gary, Ind., officials are using to lure the NFL’s Chicago Bears to a proposed $482 million multi-use sport and commercial development called Planet Park. In addition to the state-of-the-art stadium and generous concessions/parking guarantees, a group of Indiana businessmen is offering a nine-hole layout that one consulting company estimates would generate $4.7 million annually.

Four courses hit the auction block in mid-January

BY PETER BLEIS

ORLANDO — Four 18-hole, daily-fee golf courses, three near Orlando and a fourth near Corpus Christi, Texas, will be auctioned by Sheldon Good & Co. of Chicago.

The three Florida courses up for bid at the Jan. 23 open-outcry auction at the Orlando Airport Marriott are The Monastery Golf and Country Club (G&CC) in Orange City, Palisades Country Club (CC) in Clermont and Wedgefield G&CC east of Orlando. North Shore CC in Portland, Texas, is the fourth course on the auction block.

Successful bidders can buy one, two, three or all of the courses, said Alan Kravets, senior vice president of the auction firm. The European-based owners will provide seller financing. Minimum bids will be accepted on three of the properties and a fourth is subject to seller’s acceptance of the bid.

“Owners basically just don’t want to be in the golf business anymore and can better use the money elsewhere,” Kravets said.

Golf Communities USA has been managing the properties for the owners since a previous deal to sell the courses to Brassie Golf Corpora
tion fell through roughly a year ago.

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NEWS IN BRIEF

PONTIAC, Mich. — Cardell Corp., an automotive supplier formerly of Rochester Hills, recently bought the 27-hole public Arrowhead Golf Course in Auburn Hills near the sprawling Chrysler Tech Center and World Headquarters. Cardell reportedly has proposed a $32 million development for the site that will include five buildings and a new 18-hole golf course on adjacent property.

GREENVILLE, N.C. — Two new public access 18-hole courses recently opened near Greenville. The $2.5 million Bradford Creek Golf Community opened in November and features an 18-hole, 7,210-yard daily-fee course with 15 acres of ponds, 300-yard, three-tiered practice range and clubhouse. The second is Ironwood, which will have an 18-hole public-access course and an 18-hole private course, the first such facility in Greenville.

NOCONA, Texas — The Nocona City Council has taken control of the city’s 18-hole municipal golf course. Members of the Nocona Golf Association, who operated the course for years, ran into revenue problems in 1995 and decided they could no longer run the links. New 18-hole courses in nearby Nocona Estates and Muenster have lured golfers away from Nocona’s original course and the city is now trying to make it profitable, according to City Manager Joe Gambill.

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Golf Course News is distributed in the U.S. without charge to qualified personnel of golf course facilities and to golf course builders, developers and architects. Subscriptions to Canadian golf facilities cost $25 annually; other paid subscriptions cost $125 annually; to cover air delivery. All payments must be made in U.S. funds drawn on a U.S. bank. For subscription services, please call 215-726-7112. Address changes to Golf Course News, P.O. Box 3047, Langhorne, Pa. 19047-3047.
Davis Love III’s first course opens in coastal South Carolina

FRIPP ISLAND, S.C. — Golfers may recall Disney’s The Jungle Book when they play down the 11th fairway or walk the clubhouse area. And they may remember the Vietnam scene from Forrest Gump when they strike a ball along the 5th hole. But PGA Tour pro Davis Love III hopes those memories will be replaced by the golf course when golfers finish their rounds at Ocean Creek Golf Course here.

Carved out of the undeveloped south end of Fripp Island, Ocean Creek is Love’s first golf course design and adds to the wide-ranging amenities of the island’s resort/residential community. He designed the 18-hole layout with Paul Cowley, Robert Spence and younger brother Mark Love. 

“We’ve really been given a remarkable piece of land with ocean views,” Love said. “We’ve grown up in the South, and we wanted to design our first course where we have played the most golf. We are sensitive to the need to integrate the golf course with the landscape and the marshes and the wetlands. We want to let the course open windows to the beauty of Fripp Island.

Ocean Creek tracks through four distinct rolling dune lines, some as high as 15 feet, which cut across the otherwise level island landscape and provide the course with a dominant design element.

Vast coastal salt marshes and accompanying native wetlands also play a strong role in the playability and the character of the 6,510-yard, par 71 layout.

Myrtle Beach theme park may include golf course

MYRTLE BEACH, S.C. — Timberland Properties Inc.’s plans for a $260 million high-tech amusement park on the Grand Strand could also include a 27-hole championship golf course.

Timberland recently paid $3.9 million for 422 acres at the shutdown Myrtle Beach Air Force Base to build a $260 million theme park that will be larger than Disney World’s Magic Kingdom.

The high-tech, history theme park — called Isle of America — will be the largest construction job ever on the Grand Strand. It will include 52 buildings in seven areas, each with its own shops, amusement rides, restaurants and fast-food facilities. The park is being built by the Tishman Construction Corp. of New York, Florida and South Carolina.

Tishman has been involved in the development of Disney’s EPCOT Center, the World Trade Center in New York and the restoration of Carnegie Hall.

Timberland reportedly has five years to buy 600 more acres of base land for a golf course and several hundred homes.

Debate heats up over site of Tenn. courses

NASHVILLE, Tenn. — Tims Ford State Rustic Park is still in the running for a golf course in the ongoing saga of the state’s $20 million project to build four Jack Nicklaus-designed golf courses.

Two of the four sites have already been selected, but discussions and political wrangling continues over the remaining sites. Tims Ford and Harrison Bay are considered to be the likely candidates. However, Gov. Don Sundquist reportedly wants at least one course located in east Tennessee.

Harrison Bay is also considered a leading contender because it is near an urban center, Chattanooga.

State Architect Mike Fitts, who has worked closely with developer Golf Services Inc. of Houston, said Tims Ford is not completely out of the picture.

Meanwhile, a separate 18-hole development led by the Tennessee Elk River Development Agency is moving ahead not far from Tims Ford. The agency, which has been working on the project three years, put its plans on hold last year when the state began considering Tims Ford State Rustic Park for a course. But it decided at a fall board meeting to go ahead with plans.

III. track certified by N.Y. Audubon

MUNDELEIN, Ill. — The Ivancihoe Club, a private 18-hole course near Chicago, has been designated a Certified Audubon Cooperative Sanctuary by the Audubon Society of New York. Ivancihoe is the sixteenth course in Illinois and among the first forty-five courses in the country to receive the honor. To be certified, a course must demonstrate it is maintaining a high degree of environmental quality in areas of environmental planning, wildlife and habitat management, integrated pest management, water conservation and water quality management.

GOLF COURSE NEWS

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January 1996 5
Rulewich leaves Jones to start own firm

BERNARDSTON, Mass. — Roger G. Rulewich, a chief golf course designer for Robert Trent Jones for 34 years, has left the Jones Companies to become chief golf course architect for The Golf Group Inc., a new golf course design/construction firm.

Rulewich, 58, is a former president of the American Society of Golf Course Architects and Yale University graduate with a degree in civil engineering. As chief designer since joining the firm in 1961, Rulewich had a hand in the design of more than 150 Robert Trent Jones signature golf courses. His list of credits in which he had major design input include the Robert Trent Jones Golf Club in Manassas, Va., and the 18 golf courses that comprise the Robert Trent Jones Golf Trail of Alabama.

Rulewich is the latest to leave the Jones Companies for the The Golf Group (TGG) because of cutbacks with the Jones Companies. Rulewich will be a principal in TGG which includes Gary Darling as president and Pat McMillan and Jeff Bradley as officers and project managers. John Harvey, another Jones employee, has also joined TGG as a design associate.

Rulewich is expected to provide hands-on direction of his designs while Darling will lead the construction expertise. The Golf Group is based in Bernardston adjoining the Crumpin-Fox Club, a public course designed by Rulewich and ranked among the best 75 public courses in the country.
USGA rules address environmentally sensitive areas

FAR HILLS, N.J. — A new Local Rule designed to address the growing number of environmentally sensitive areas on golf courses headed changes that will debut in the 1996 Rules of Golf, which took effect Jan. 1. Environmentally sensitive areas on golf courses include environmentally sensitive areas (ESA), which are areas on golf courses and at universities with incredible turfgrass performance.

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Two St. Louis tracks could be headed for major facelifts

ST. LOUIS, Mo. — Two heavily used public golf courses at the city's Forest Park could be headed for a major facelift. The Forest Park Master Plan Committee, a 69-member group made up of institutional representatives, park-and-urban-planning experts and environmentalists, is completing plans to reconfigure the 18-hole and nine-hole golf courses as part of a $98.6 million rehabilitation of the park.

If proposals under consideration are adopted by the city, as many as 11 holes of the 18-hole course and four of nine would be eliminated or significantly altered. And the nine-hole course, built in 1914 for beginners, will be gone.

The park plan committee employed Hale Irwin Golf Services to create three conceptual designs to conform to the master plan. Two of those designs are being considered seriously. The one getting the most attention is a plan calling for an 18-hole course with practice facilities (including three full-length practice holes), driving range and new clubhouse. The other design calls for 27 holes with no practice facilities.

One key issue driving the makeover of golf and golfers away from the Art Hill (which includes a museum), the Grand Basin and surrounding waterways within the park. American Golf Inc. manages the park's golf facilities and has 12 years remaining on a 20-year lease. The company has remained neutral during the planning discussions, but reportedly prefers an 18-hole design that includes practice facilities. Under its contract, American could eventually reject the redesign plan the city presents and force more debate and negotiation. The financing of the project must also still be determined. The estimated cost of redesigning and reworking the golf courses as part of the master plan is $4 million.
Arizona, course site of Costner’s latest movie

TUSCON, Ariz. — The Tubac Golf Resort has gone big-time Hollywood. Mike Miller of FIRS Inc. and movie star Kevin Costner spent a week at the resort recently for the filming of “The Tin Cup,” a story about a down-and-out former golfer — played by Costner — who turns his life and game around and makes it back into the top tournaments. The character’s metamorphosis occurs on Tubac’s 16th hole, a 540-yard par-5 surrounded by trees and mountains, which was transformed for the movie and will become the course’s signature hole.

The hole has natural rough from which Costner plays a miraculous shot that is central to the plot. The only thing missing from the hole for the producers was a lake. Tubac owner Al Kaufman checked with the course architect about the idea of adding a lake. He agreed with the idea and an artificial lake was born.

While conceding that movie crews, filming schedules and helicopters shuttling stars back and forth were disruptive to regular course business, Kaufman hopes the exposure will help the resort in the future.

Major resort proposed for So. Ore. coast

BANDON, Ore. — A Chicago businessman wants to build three 18-hole golf courses along with 300 luxury homes, a lodge, clubhouse and conference center as part of a multi-million dollar resort on the southern Oregon coast.

Michael Keiser’s proposed Bandon Coastal Dunelands Resort would be set on 1,215 acres of duneland backed by rolling hills and marine terraces. Keiser would like one of the three golf courses to be an authentic Scottish-style links-style layout. The limited partnership has hired Gleneagles Golf Developments of Scotland as course architects.

The development is planned in two stages, according to Bruce Johnson, a contract planner and project architect. If permitting and reviews go as hoped, construction could begin in late 1997 with completion by 1999. The first phase calls for one 18-hole golf course, restaurant, pro shop and overnight accommodations for at least 75 guests.

Miller has big plans in Utah

LEHI, Utah — Johnny Miller has said the course he designed at Thanksgiving Point will be unique to Utah and potential site for a future U.S. Open.

One thing that will clearly be unique about Miller’s design is its length. To accommodate the course’s 4,500-foot elevation and Utah’s dry air, Miller plans a 6,600-yard layout from the tournament tees. It will be the longest course in the state when completed in 1997.

The course will be laid out on hills along the Jordan River. The fairways and greens will be protected in and around a 70-acre, European-style botanical garden.

 Owners Alan and Karen Abrahamson want to build a lodge, restaurants and gardens. Miller, a former Brigham Young University golfer, said the course will be mature enough to stage a major tournament just prior to the 2002 Winter Olympic Games in Salt Lake City.
San Jose developers plan to double size of existing layout

SAN JOSE, Calif. — Owners of Riverside Golf Course in Coyote Valley are set to create the largest golf complex in Santa Clara County.

The owners want to expand the 18-hole public course to 36 or 45 holes. The second course will also be open to the public, but developers hope to bring in a name architect to design a more upscale and challenging daily-fee layout, said Randy Wheeler of Castle & Cooke Homes Inc.

Castle & Cooke, a division of Dole Food Co., originally had ambitions to develop a new town of homes, industry and recreation on the Riverside property west of Highway 101. But plans now are for golf only, which satisfies local residents and environmentalists.

Castle & Cooke reportedly will first renovate the existing course by installing new irrigation and reseeding the putting greens next year. Eventually, the existing clubhouse will be torn down and rebuilt in an area south of the existing course bordering the new holes.

The entrance to the course will also be shifted from Monterey Highway to the Scheller Avenue exit from Highway 101. The decision to build 18 or 27 new holes will depend on the recommendations of the designer.

Seattle proposal creates a stir

SEATTLE, Wash. — The first course Cupp in the planning.

Couples recently pledged to make The Golf Club at Newcastle the permanent home of the Ernst Championship in 1998, when the private Coal Creek and the public China Creek are both expected to be finished. The Ernst Championship is an invitation-only event where Couples hosts 30 fellow PGA Tour pros.

The hilly 350-acre site atop three former underground coal mines offers spectacular views of downtown Seattle, downtown Bellevue and Lake Washington. Cupp has said “it has some of the most incredible potential of anything I’ve ever seen.”

Scott Oki, a former executive with Microsoft who owns the Seattle Sounders soccer team and the Echo Falls Country Club, is the developer for the project that could run as much as $30 million. Oki has said the private Coal Creek club will be “ultra-private” with no men’s days, no ladies days, no juniors days and only four tournaments of any kind during the year.

RTJ II gives all to Eagle Point GC

MEDFORD, Ore. — Robert Trent Jones Jr. has spared little if anything in the design and construction of the extravagant 18-hole Eagle Point Golf Course — his first venture as designer and owner of a golf course.

Jones ordered the reconstruction of the 18th green twice because he wasn’t satisfied with the original version.

He reportedly changed the bunkering and elevated the 18th green another 3 feet so that it could be seen better from the clubhouse.

And, to ensure quality turfgrass and bentgrass greens, Jones spent another $1 million to put a 6-inch layer of sand under the entire golf course.

The course, which is scheduled to open in late spring 1996, will stretch to approximately 7,100 yards from the back tees and play to a distance of 5,200 yards from the forward tees.

David Day, a former golf course superintendent who worked for Jones’ Greenscape course construction company for the past seven years, is general manager of the course.

Dave Stephens is Eagle Point’s golf course superintendent.

CORRECTION

A new course listing in Kendallville, Ind., that appeared in the November issue had an incorrect contact name. Dykstar Design (219-854-9821) is the correct contact for Noble Hawk Golf Links. Construction began in October and the course will open in May 1997. Ryan Inc. Central is the course builder.
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Turf Supply Co.
Eagan, MN 612-434-3106

United Horticultural Supply
Aurora, OR 503-678-9000

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Tampa, FL 813-628-0496

United Horticultural Supply
Tucson, AZ 520-293-4330

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Winter Haven, FL 800-329-4238

Wilbur-Ellis Co.
Auburn, WA 206-351-6591

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SANDOZ

A little optimism wouldn’t kill us

When I joined Golf Course News in early 1992, one of the first stories I wrote concerned the record number of courses that had opened for play the previous year. Three hundred and fifty one, to be exact. Frankly, I had expected a great deal of flag-waving from the various industry sources. I mean, who could possibly find something negative to say about a new course coming online virtually every day?

Nevertheless, because I was new, I determined to write a straight and sober business story concerning the industry’s future prospects. To my shock and surprise, experts from all corners of the market made my job remarkably easy, as they were nearly unanimous in their caution. Further, their Lockstep explanations of the aberrational boom and coming downturn were positively eerie; as if Marlin Fitzwater had briefed them all before my call.

“The industry really can’t support this type of growth every year,” they explained with great reserve. “It would be wise to view 1991 as a peak year, after which the annual openings should slide off to about 250, which is a far more sustainable figure. You see, it was very difficult to find the financing for all those courses before the early 1990s, which should significantly affect the pipeline in years to come.”

Ah, the infamous pipeline: That mysterious road down which all golf course projects must pass — some more quickly than others. I even learned how the pipeline could be used to rationalize almost anything that takes place during the development process.

A year later, in 1993, the staff here learned another 354 golf courses had opened for play the previous year. Certainly no market correction there, but the pundits steadfastly refused to be seduced by optimism.

“The pipeline takes at least two or three years,” they reminded me. “The courses opening now were funded before the financing collapse of 1991 and ’92. Besides, the environmental permitting restrictions are becoming tougher and tougher every year. This 354 figure probably constitutes our high-water mark. In the years to come, 250 openings a year is a more reasonable goal.”

This pipeline, as one executive told me, is an ongoing saga. It’s impossible to define. The pipeline is a living organism. It was also told, and can’t be relied upon to deliver a consistent flow of new courses.

Mirtas, of course, another ‘peak’ year was to follow. Here’s the lead from my 1994 story: “A whopping 358 golf courses opened for play during 1993, as public-access development continues to dominate a market that — despite a bevvy of cool-heads — has sustained its considerable momentum.”

I vividly remember writing that story because 1) I really like the word “whopping,” and 2) I was beginning to get wise. Indeed, further along in the same story I actually tried to pin the superintendents that my company needs to Ratcliffe Golf Services, Inc. insight and understanding and tion heads, and drainage systems.


tory, and have found it a very useful source for products and services that my company needs to be competitive in today’s mar- ket. Please keep up the good work with the magazine.

I was extremely pleased with Golf Course Expo. The topics covered in the seminars were very informative, and the quality of the speakers was excellent. I took two of my staff members with me and we could conclude all of the things we wanted to hear. I would highly recommend this event to others in the golf course industry. Both the Dye family and Mr. Robert Dedman were fantastic keynote speakers, and the entire atmosphere of the event was conducive to exchange of information and interaction with others in the business.

Thanks again for the excellent work, I am looking forward to receiving your magazine in the future.

Del Ratcliffe
President Ratcliffe Golf Services, Inc.

IS THAT LEADERSHIP?

To the editor:
I was delighted to congratulate you on your October “Members, General Managers: Summer of Their Discontent?” [Leslie commentary, page 8] You wrote some very interesting comments. It is unfortunate that the American golfing public and those possessing leadership roles have such minimal understanding of golf course management-related issues.

Unfortunately for the golf course superintendent, those same members, green chairmen and general managers are so quick to terminate someone, you know it has to be closed. From joining the facility in the Audubon Signature Program to overseeing construction of a magnificent maintenance complex that is a model for environmental protection, Wise is as much a key golf professional Bill Ciafotetti are for pros, Congress is due them all. Pros and superintendents working in concert... What a concept!

If a person plays golf every day for 70 years, his chemical exposure level is one-third below the federal “no-effect” levels. That according to a University of Florida risk assessment.

The USGA Green Section’s Jim Moore has coined a new term: “The USGA Green Section’s Jim Moore has coined a new term: "The pipeline takes at least two or three years," they reminded me. "The courses opening now were funded before the financing collapse of 1991 and ’92. Besides, the environmental permitting restrictions are becoming tougher and tougher every year. This 354 figure probably constitutes our high-water mark. In the years to come, 250 openings a year is a more reasonable goal.”

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Continued on opposite page

Measuring Green Size

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Management companies have helped more than they've hurt

By ROGER MAXWELL

In the early 1970s the golf industry was witness to the creation of primarily two management companies — American Golf, and ClubCorp of America (CCA) — each of which moved in uniquely different paths in their quest to grow their portfolio of golf management properties. Of course, as we know them, each is highly successful and each plays a major role in our industry today.

In the mid- to late-1980s our industry saw numerous new groups enter the arena seeking opportunities. Much of this surge of new players in the management business came as a result of the National Golf Foundation's (NGF) "State of the Game" report. It cited a need to develop one new golf course per day until the year 2000, in order to keep up with frequent player demands, as estimated by the NGF.

At one point in 1989-90 it was documented that some 30 golf management companies were actively seeking facilities to manage. Indeed, it was a crowded playing field. Then came the early 1990s, when the nation's economy slid, much due to the savings-and-loan debacle and the downturn in real-estate values. The result was an inability of developers, corporations, etc., to locate the financing necessary to develop new facilities. Even the most seasoned corporations and golf-savvy groups were unable to secure financing for public golf facilities, not to mention upper-end golf facilities.

This all changed as we moved into the mid-1990s with the emergence of a handful of groups, to include the original pioneers in the golf management area aggressively competing. At the same time, there was a shake-up of management companies, with some fall-out and consolidation, and with the two original pioneers that began it all in the 1970s gaining strength in numbers and in their management talent.

Today, we find what must be American Golf, CCA, Cobblestone and Brassie Golf as the major players in terms of numbers of facilities either owned or managed. With these follow a host of players, including Hyatt, Marriott, Hilton, TPC, KKR, etc. Ownership vs. Management seems to be the norm today as compared to earlier years. "Cash" being "King" clearly identifies the major players.

I believe the advent of today's golf management companies to have been extremely positive on both the game and for those who make their living in the golf industry. They have provided a strong sense of security for young golf professionals and grounds superintendents. They have, in most cases, provided an infusion of capital improvements to facilities that were in need of improvements. They have instilled a strong sense of business direction to an otherwise cottage industry.

Through clustering of multiple facilities within one metropolitan area, golfers have benefited in terms of their cost to enjoy the game. I also firmly believe that the golf professions have been enhanced through their involvement with management groups and corporate ownership of facilities, as likewise can be said of golf superintendents. No question, the traditional roles of both individuals have been radically altered, causing many onlookers to become critics.

If I were to agree that there were any shortcomings with respect to corporate involvement in golf, it would be that the support structure evident in corporate golf tends to diminish one's "creative spirit" and power to learn all aspects of their respective roles.

Corporate ownership of golf facilities will continue to grow in dramatic proportions. I believe pure management companies not operating under "real-estate investment trusts" will exist and provide a service to many clubs, yet not become any more dominant than they are today.

The golf industry and those involved have benefited because of management companies and corporate golf ownership. Their continued involvement is positive and should be encouraged by all golf organizations and associates.

Phillips comment

Continued from previous page

low-ball prognostications of years past. They admitted the market was strong, but...

... Some areas of the country are seriously overbuilt. Besides, did you know that nearly a third of avid golfers agree that fertilizers and other chemicals used on golf courses pollute lakes and streams?" This time last year, I stubbornly refused to publish an actual story on the record 381 (!!!?) courses that opened during 1994. Why bother? Instead, Golf Course News ran a chart that spelled it all out in black and white, (we did throw in some color to spice things up).

This year, after a two-year hiatus, I couldn't resist writing another installment in the "Poor-mouthing Golf's Growth" series (see page 1). Despite the christening of more than 400 courses — an all-time record, for Pete's sake — the general industry outlook remains one of studied practicality. Putting the damper on things this year is a recent study showing that rounds are flat.

"If we keep building courses at this rate and rounds don't increase," the report warns, "the whole thing could collapse of its own weight! If that should happen, the industry would be lucky to open 250 blah blah blah..."

Where did these people come from, the tennis industry?...
Confused By Particle Size Claims?

We Asked An Independent Laboratory To Level The Playing Field.

The Andersons SGN specification for ideal greens grade performance is 90 to 100.

SGN (Size Guide Number) ...this has to do with the size of the granules. For greens, the particles need to be very small to penetrate the turf canopy and not interfere with playability. On the other hand, particles can't be too small or they can be blown away - dust-like - during application.

The Importance of Proper Sizing and Uniformity

There are two key measurements that help determine the performance of a greens grade fertilizer product.

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Ul (Uniformity Index) ...this has to do with size uniformity. Granule uniformity is critical to ensuring the even distribution of product during application. Granule ballistic characteristics change according to size. The more uniform the granules the more controllable the application. The Andersons Ul specification for ideal greens grade performance is 50 to 60.

Lab Results For Greens Grade Products

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Application Uniformity

Trajectories For Several Sizes Of Granular Raw Materials (Granular Urea)

- .33 mm / .62 ft.
- .63 mm / 1.2 ft.
- .93 mm / 2.4 ft.
- 1.5 mm / 4.2 ft.

The importance of uniformity in application is demonstrated here. If a wide disparity exists in particle sizing, the risks of uneven - and improper - product coverage increases.

Count On The Andersons for "Right-Sizing" and Uniformity

All of The Andersons Tee Time professional golf course products are 'right-sized' for specific application requirements. And with our innovative uniformity processing, you can be sure you get the sizing you need particle after particle.

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MILLER-SENN PROMOTES TWO: FRAZZEI, WARRREN

ORLANDO, Fla. — Neil Frazee, and Eric E. Warren have been promoted to posts as vice presidents at Miller-Sellen Associates. Inc., urban planners and engineers who perform golf course consulting. Frazee has served as senior project manager for the firm since 1990. Warren has served as senior project manager, water resources/ civil engineering and as project engineer since joining the firm in 1990.

Leslie comment

Continued from page 12

a hot spot, it’s on the opposite side of the sprinkler head."

... Did summer ever truly come to Colorado? After a spring lengthened to August by lingering snowstorms, Veil! Snow again, in October. As irrigation specialists Larry Rogers said: "Denver winters are like a schizophrenic wife. You don’t know what you’re going to wake up to next."

... You’ve heard of word-of-mouth successes. How about a word-of-computer success? We give two thumbs-up to the USGA and its entrance into the world of the Internet (see story, page 15). Congratulations to Netmeister Dean Knuth and the gang. Here’s an ecletic kind of plea: Please more fully address the concerns of golf course superintendents; keep a check on the number of requests for information from the Green Section agronomists, who already are inundated with "paid" work.

Somebody sign up those golfing superintendents in Georgia to a long-term playing contract! In September, superintendent Terry Vasey of Berkeley Hills Country Club made his first hole-in-one (and won $10,000) on the challenging 8th hole at The Fields Golf Club in LaGrange, Ga., at the Georgia GCSSA’s Superintendents/Vendor Tournament. In November superintendent Jimmy Geter of Marietta Country Club dropped in an ace from 142 yards out at Jekyll Island Golf Club. What was it worth? A Bahamian vacation that includes a cruise ship sail for two to Freeport, with deluxe accommodations at Xanadu Beach and Marina Resort. Could this degree of accuracy scare away future donors? Feh!?

... One of my favorite comments of the summer came during a talk with Palmer Golf Design Co. President Ed Seay. Talking about the use of porous ceramics in root-zone mixes, he said, "We’re getting so high-tech in soil now that dirt’s no longer dirt."
Like father, like son: Williams passes the torch

By PETER BLAIS

If the name Williams sounds familiar when it comes to the Golf Course Superintendents Association of America presidency, well, it should.

Incoming President Bruce Williams' father, Robert, was president of the GCSSA in 1958 and is considered one of the major players in elevating the superintendent profession to the prominence it enjoys today.

Bruce, 46, who has been on the GCSSA board of directors since 1991, not only follows in his father's footsteps as GCSSA president but also succeeded his dad as head superintendent at Bob O'Link Golf Club in Highland Park, Ill., back in 1979. Together they are the first father/son combo to ascend to the top post.

"When your dad is considered an icon in the industry, you grow up knowing somewhat differently when you take over for him," the younger Williams said.

An icon. High praise, but well deserved.

The elder Williams first became involved in the golf business at his parents' course, which they developed in the 1920s as part of a residential development. The entire family began working on the course when the Depression struck in 1929. By 1937, his parents had sold the course, but Robert had fallen in love with the golf industry and determined to remain a part of it.

He enrolled at the Massachusetts State College of Agriculture in Amherst, Mass., and eventually earned his degree in the department of horticulture. He first worked at a variety of courses, including in New York and New Jersey before landing his first superintendent position at Long Branch Country Club in New Jersey.

Williams also worked at New Jersey Country Club in Basking Ridge, New Jersey, where he began working in 1972 and worked his way to the top post.

Continued on page 22

The 'scout' foreseen as new golf profession

By MARK LESLIE

ORLANDO, Fla. — A new occupation is about to emerge on golf courses, according to the director of the U.S. Golf Association Green Section's Mid-Continent Region.

"We will see a whole new profession: the scout," Jim Moore predicted at Golf Course Expo, held here by Golf Course News.

The superintendent is often too busy to check the course. A scout can save thousands of dollars in pesticide applications, catching problems before they start.

"The new leaves that emerge the following year are much more tender and perform tree maintenance. If you have limited funds and resources, pruning and planting tasks will help make effective use of this time. Proper winter care will get trees off to a good start. During the winter you can prune trees, inspect recently planted trees and select new planting sites for the spring. By helping to prevent problems, proper pruning and planting reduces tree repair and replacement costs.

Although maintenance pruning of most shade trees can be done year-round, intensive pruning should be performed in the dormant season. Late winter to early spring, just before new growth begins, is a good time to prune trees. Proper pruning cuts made in the winter close more rapidly than cuts made at other times of the year.

When trees lose their leaves in the winter, it is easier to spot problem areas and place pruning cuts, said Richard Rathjen, a technical adviser with The Davey Tree Expert Co.

"The new leaves that emerge the following spring will help hide cuts made in the winter," he said. "Also, pruning in late fall and early winter minimizes sap flow from pruning cuts on trees such as conifers, maple, birch and walnut."

Winter pruning also minimizes damage to some tree species. The bark of coniferous species is shed in the fall, so winter pruning will not cause damage.

Continued on page 20

Winter months are the best time to doctor trees

By LAURA MILLER

A winter decrease in golf activity on courses throughout the United States provides many golf course superintendents with time to plan and perform tree maintenance. If you have limited funds and resources, pruning and planting tasks will help make effective use of this time.

Winter pruning also minimizes damage to some tree species. The bark of coniferous species is shed in the fall, so winter pruning will not cause damage.

Continued on page 18

I SS INKED AT PORT MALBAR

ISS Golf Services of Tampa has reached an agreement with Port Malabar Country Club to manage the maintenance operation of the golf course. The agreement calls for ISS to manage the golf course. The agreement calls for ISS to manage the golf course.

ISS Golf Services of Tampa is the off-site experts), materials, and supplies for ISS to provide the personnel (both on-and off-site experts), materials, and supplies for the ongoing improvement and maintenance of the 18-hole facility.

MASS. SHOW TURNS REGIONAL

BOSTON, Mass. — The Massachusetts Turfgrass Conference & Trade Show will be held Jan. 15, 16 and 17 at the Boston Marriott Copley Place, a new location for the annual golf turfgrass conference and trade show.

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TACKLES THE HASTY SPOTS
That's The Beauty Of A National.

Trust a National's flexible, four-wheel, low, low center of gravity design to make simple work of berms, banks and bunkers — all of your course's toughest spots. Better yet, we invite you to test the rugged, hill-hugging tenacity of a National for yourself.

Call us, or your dealer today for a demo.

GOLF COURSE EQUIPMENT MAINTENANCE

GREENS
1-Wheel Behind Greenseamowers @ 3,500 $25,000
6-Maintenance Carts w/Trailers @ 4,000 24,000
2-Wheel Behind Topdressers @ 4,500 9,000
1-370 Gallon Sprayer w/Attachments 1 2,000
1-Drop-type Stainless Steel Fert. Spreader 500
2-Topdressing Drag Mats @ 300 600
2-Topdressing Drag Harrows
1-88-in-wide Riding Rotary Mower-4 WD 20,000

FAIRWAYS
4-5 Plex Fairway Mowers @ 30,000 $ 1 20,000
2-Triplex Greensmowers @ 22,000 44,000
2-Pull Type Fairway Topdressors @ 7,500 15,000
2-Fairway Aerifiers
5-String Line Trimmers @ 600 3,000
7-Flymo Rotary Mowers @ 700 4,900

CLUBHOUSE
2-21 in. Self-Propelled Hydrostatic Walk Behind Blowers @ 2,500 5,000
1-Gasoline Powered Firewood Splitter 2,000

SHOP EQUIPMENT & HAND TOOLS
Knee-riding equip. washed up using recycled water: $100
Accompany Mower Height Adjustment Bars 500
Electric Wire Locator 1,000
Hand Truck/Dolly 150

FAIRWAYS AND DRAINAGE
1-1/2 -Inch Rotary Mower-4 WD 30,000
1-48-inch Rotary Mower 20,000
1-370 Gallon Sprayer w/Attachments 2,000

IRIGATION AND DRAINAGE
1-1600-gal. Sprinkler/Water Tank 17,500
1-1600-gal. Sprinkler/Trailer 17,500
1-88-in-wide Riding Rotary Mower-4 WD 20,000
1-PTO Tractor Mounted Blower 4,000

SOUTHWEST SUPERINTENDENT
FINISHING TOOLS

By TERRY BUCHEN
It's time to prepare the annual capital equipment budget for the coming year and to visit the GCSSA International Golf Course Conference and Show in Orlando, Fla., Feb. 5-11 to view prospective equipment and make buying decisions.

To help in the decision process, we're highlighting New York turf expo seminars on Feb. 28 from 8 a.m. to 5 p.m. Expos seminars will be held on turf and grounds Expo II on Feb. 28 and 29 at the Holiday Inn Suffern. The exposition features a variety of speakers on current trends, environmental issues and lawn-care principles as well as a trade show. There is also a one-day Golf Course Superintendents Association of America (GCSSA)-sponsored seminar for maintenance duties right.

They are also very helpful for new course going through the grow-in and initial budget process for all items.

Next month Savvy Superintendent will conclude with lists for office and lunchroom equipment; golf course accessories; and golf course maintenance buildings and amenities.

Seminars highlight New York turf expo
SUFEEN, N.Y.—The New York State Turfgrass Association will host seminars two-day Turf and Grounds Exposition II on Feb. 28 and 29 at the Holiday Inn Suffern. The exposition features a variety of speakers on current trends, environmental issues and lawn-care principles as well as a trade show. There is also a one-day Golf Course Superintendents Association of America (GCSSA)-sponsored seminar on Feb. 28 from 8 a.m. to 5 p.m. —January 1996

GOlf COURSE NEWS
Fringe insurance coverage saves big money after storm

By DOUGLAS L. SMITH

COLUMBUS, Ga. — Can your insurance come to the rescue after a storm? That was the case at Maple Ridge Golf Club here.

This past summer was a destructive weather-maker. There were several devastating hurricanes and many strong thunderstorms throughout the Southeast. An enormous amount of damage resulted. Maple Ridge was no exception as Hurricane Opal made its path through Florida, Alabama and Georgia. Opal caused thousands of dollars in cleaning expenses to Maple Ridge. The 60- to 65-mile-per-hour winds were sustained for about two to three hours. That was not what laid the ground work for the damage, it was the six inches of rain received just before the winds. The ground had become so saturated the trees just toppled like dominos.

Maple Ridge had more than 200 trees damaged by the late-season hurricane. A complete tour of the course was impossible without a chain saw in hand, because the trees were strewn over cart paths and fairways. Very few holes were left unaffected. Fortunately, a chain saw was purchased the day before the storm, "just in case." Due to the widespread damage, another chain saw was bought the following day. Having the chain saws really helped accelerate the cleaning process. In all, it took two days and more than 200 man hours to get the course reopened. Although the damage was severe, Maple Ridge was lucky in comparison to some area clubs. Some were closed for almost a week, and one had to use helicopters to remove downed trees that littered its fairways.

The work at Maple Ridge was far from being finished when the club reopened. Many damaged trees still lay outside the playing areas. The entire cleaning process was having a big impact on our limited maintenance budget. So, the decision was made to check the club's insurance coverage and to phone the insurance agent. Maple Ridge explained there was no structural damage to the buildings or greens, but there are many trees were damaged. The agent, John Capolla of Haynes, Peters and Bond in Jacksonville, Fla., said the club might be able to receive some repayment from the storm damage.

Capolla explained that Maple Ridge was one of a limited number of clubs that had a "fringe coverage" clause in their insurance coverage that provided repayment for tree removal from playing surfaces and traffic routes. The coverage was offered by Royal Insurance Co., of Atlanta to encourage more clubs to sign with it. Capolla explained that Maple Ridge was part of the insurance company's special program because the club met the three requirements necessary for participation: It is semi-private, has at least 50 percent membership play, and is a member of the Southern Golf Association. The policy covered the costs involved in removing storm-damaged trees from immediate playing surfaces such as greens, tees, fairways and cart paths. Also, the damaged trees had to prevent the club from normal daily operation.

It was evident Maple Ridge was most likely eligible for repayment and a claim was warranted. However, some ground work was necessary to have the claim put into action. This included taking photographs, writing a letter explaining the storm damage and how it affected the club's daily operation. The letter also broke down the compensation the Maintenance Department was seeking. Usually an insurance adjuster would assess the damage by visiting the site and taking photographs. However, due to the vast region damaged by the storm, it took a few weeks before an adjuster was even available. Submitting the required information enabled the club to begin tree removal without delay. Later, when the insurance adjuster visited to confirm the damage, he explained what was covered in the claim and what was not.

Maple Ridge Golf Club was able to claim:

• Labor expenses: The time necessary to cut trees into sections, haul them off logs, chip branches and remove stumps. (Payroll taxes and employee benefits were not covered.)

• Equipment use: A backhoe, chipper, dump trailer, and utility tractors were used to aid in cleaning. Since not all clubs have access to this type of equipment, Maple Ridge was allowed to figure what equipment rental costs would have been, less the rental cost — which is what the saws would have been purchased for if the insurance company tried to resell them. Though the "fringe coverage" was a clever marketing tool, it saved Maple Ridge unforeseen expenditures. Capolla, the insurance agent, said: "In many cases, indirect losses, such as labor and equipment expenses can be much more expensive than direct losses, such as structural damage."

Without question, such was the case at Maple Ridge. Fortunately, with its fringe coverage, Maple Ridge was able to ride out the storm.
Tree pruning: The kindest cut

Continued from page 15

and appearance of trees and prolongs their life by removing dead, weakened, diseased or insect-infested branches.

Arborists place pruning cuts just outside the branch bark collar, the swollen area where the branch attaches to the main trunk. You can easily see the branch collar on many trees. "The whole idea behind proper pruning is to avoid injuring the trunk," Rathjens explained. "Once the trunk is damaged, it can lead to decay and death of the tree."

A common pruning mistake is making one straight cut through a branch. When cut this way, the branch's weight can cause the wood to split and pull bark from the tree. To avoid tearing, a cut should be made on the branch underside, a foot or two out from the trunk, about one-third of the way through the branch.

A second cut should be made on top of the limb a few inches farther out from the first cut. These two cuts remove most of the branch's weight. The stub is removed with a final cut made just outside the branch bark ridge and through the collar.

Another frequent error is painting a cut. In most cases, painting is not recommended because the paint traps moisture on the freshly cut surface, which provides an environment conducive to fungal growth. Painting should only be done in rare instances, such as on trees that are susceptible to oak wilt and Dutch elm disease during periods of beetle flight.

SCHEDULING PLANTING

Although properly prepared and protected planting stock can often be successfully transplanted during any season, there are specific times of the year when planting is most successful. Winter is a good time to determine which trees you want to plant. Planting at the correct time encourages the growth of healthy trees.

In general, plants are best moved when shoots are not actively growing — the resting or dormant stage. Deciduous trees are normally planted in the fall after leaf drop and before the soil freezes or in early spring before bud break.

Narrowleaf evergreen may also be planted in the fall or in the spring before new growth starts. Broadleaf evergreens should be planted in the spring in climatic zones where soils freeze. In northern regions where the soil freezes early and deep, spring planting of evergreens is perhaps the safest, says Len Burkhart, Ph.D., a horticulturist with Davey.

"In the South with its mild winters, fall planting is preferred," Burkhart said. "Winter planting is fine for plants with a root ball large enough to contain undisturbed roots that supply branches with water until spring."

Transplant success often depends on soil temperatures. The soil must be warm enough to permit the growth of new roots immediately after planting and continue until adequate root growth can support the plant's water-absorbing potential. "Roots grow best when soil temperatures are between 40 and 90 degrees F," Burkhart says. "Trees should be transplanted at least four weeks before soil temperatures drop below 40 degrees F to allow proper root development in the fall."

Heart of America elects Eldridge president

Superintendent Jeff Eldridge of the Deer Creek GC in Overland Park, Kan., was elected president of the Heart of America Golf Course Superintendents Association (HAGCSA) at its annual meeting in November at Loch Lloyd CC. Eldridge succeeds outgoing president Chuck Haby of St. Joseph CC.

Bill Bologna of Swope Memorial GC in Kansas City, Mo., was elected vice president and Gary Highbe of Trails West GC in Leavenworth, Kan., was elected secretary/treasurer. Dave Detner of Lawrence CC in Lawrence, Kan., Woody Moriarty of Hillcrest CC in Kansas City, Mo., and Jim Naudet of Leawood South CC in Leawood, Kan., were all elected to two-year terms on the HAGCSA's Board of Directors.

Jon Kindlesparger of Alvamar CC and Tyler Koch of Hodge Park Golf Course both have one year remaining on their terms as directors. One other person will be appointed by the president to fill the one year remaining on Bologna's term as director.

The HAGCSA also passed a by-law change that the nominating committee for the Board of Directors shall now consist of three past presidents of the association with the immediate past president serving as chairperson as appointed by the president with board approval.

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Invest a few minutes daily and reap mega-savings

By MARK LESLIE
PONTE VEDRA, Fla. — Spend a few bucks and save yourself thousands. Sound too good to be true? Not if you listen to Cal Roth and how the 14 Tournament Players Clubs under his charge liquid-wax their equipment every day after use.

"Liquid-waxing makes a huge difference," Roth said from his PGA Tour headquarters here, where he is director of golf course maintenance operations. "It was the missing key to keeping equipment looking good and extending its life."

In the pre-liquid wax days, TPC crews were expending too much effort getting the equipment clean enough to wash, Roth said. "It was collecting a lot of dirt and grass stains that would not come off."

Liquid-waxing at the end of the day has changed all that. When the operators come off the course, typically they air-blow or wash off the grass clippings, dirt and sand that has accumulated. Then they apply the liquid wax, which takes only three to four extra minutes on the average, he said. And the cost is minimal.

"It's a little plastic applicator that can be purchased at any hardware store for $20, and it costs pennies to apply. You just mix the wax with water, spray it on and wipe it dry," he said.

In addition to the daily liquid-waxing, the equipment is hard-waxed every four to six weeks. The routine "adds to the life span of the equipment," Roth said. "It increases value at trade-in by hundreds and, in some cases, thousands of dollars because of the appearance and overall working conditions. It protects paint, surface, rubber parts, looses, seats — all areas of the equipment.

"We have 5-year-old equipment that is in absolutely perfect condition. I wouldn't consider trading it in."

The functional benefits of liquid-waxing, according to Roth:
- The mechanics, who do a routine check before putting equipment away, can give it a more thorough visual inspection. They can also work on it without having to clean it up themselves.
- It protects paint and plastic surfaces from degradation from the sun, and keeps grass, rocks and sand from collecting on the machine.
- It keeps equipment cleaner, so it is easier to clean up again.
- "This perpetuates the effect we're trying to establish," Roth said. "It's part of a whole package that affects the mentality of the operators. We believe in good housekeeping throughout the maintenance facility. If we provide a neat, clean place to work, employees will carry that source of pride out onto the golf course. We feel the same way about equipment.
- People get demotivated when you give them a job to do with equipment that won't work well. Our plan is to keep our staff motivated and the operations very efficient."
Tips abound at Golf Course Expo

Continued from page 15

Tenure costs courses a lot of money. Attendees at the Expo's Maintenance Track received a bevy of suggestions and comments from Moore and Green Section colleagues Stan Zontek, director of the Mid-Atlantic Region, and John Foy, director of the Florida Region. Among them:

- "If we could convince golfers that a 1/4-inch height of cut is all right, we could reduce fertilizer and pesticide use by 30 to 50 percent overnight," Moore said.
- "Every golf course has an indicator green — one that sits low, in the shade, with no air movement," Zontek said. "That's where brown patch, Pythium, general wilt, all sorts of disease and pests strike. Every morning, check your indicator green and you'll know what to look for elsewhere."
- "Typical to Florida is the golf course being manicured right down to the bank of a pure water body," Foy said. "We have to stop this. Use buffer strips, shoreline plantings, a 4-inch cut on the rough to filter water. And establish no-spray zones."
- Reduce pesticide use by increasing air movement. "Weak light means weak grass," Moore said. "No air movement, and you have no chance. Remove the trees and add electricity (with fans) if you have to."
- "What looks good design-wise can be a disaster agronomically," Zontek said. "It's a real battle between aesthetics and agronomy. I suggest most golf courses can remove 10 to 20 percent of their trees. They are too close to the greens, tees and bunkers."
- "We need to find a balance between the needs of the golf course and what is pretty. For the best golf course you need air, water and sunlight."
- "Never exceed one-half pound of nitrogen application per 1,000 square feet," Foy said. "Fertilization is a very useful tool, but watch out where the spray is going." Foy said, showing a slide in which the spray went into a body of water.
- "Near trees, use solid pipe, not perforated. "You'd be amazed how far tree roots go and what damage they do filling up pipes, etc.," Foy said.
- Try more spot treating. "For instance, spot treat for nematodes rather than walk-to-walk, because you don't have the problem everywhere," Foy said. "That saves money and could prevent an environmental nightmare."
- "When cutting tree roots, Zontek said, "Trench in both directions and the tree root won't regraft. Do it just once and it can." Superintendents used to spray bunkers to kill mole crickets. "Do not do that!" Foy emphasized.

He suggested:
- Blow-cleaning equipment, thereby keeping clippings out of sewers.
- Installing pesticide storage buildings, which can be bought for $50.
- Above-ground storage tanks are a big advantage although, he said, they are "finding fast. The public perception is that ugly pesticide-application equipment means danger."
- Aggressively advancing crew education.

Study focuses on spike impact on surface, compaction

AMHERST, Mass. — With the advent of debate over "spiked-up" golf greens from spiked shoes, University of Massachusetts Turf Program Director William Torello is studying a number of variables including surface quality and compaction.

Turf Diagnostics & Design of Olathe, Kan., is involved in the Titleist-funded study, which began in October at the UMass National Turf Evaluation Plots. Turf Diagnostic will define the soil physics of the plots and apply the newly developed STRIFE (Sports Turf Rebound & Impact Performance Evaluation) Program to assess the compaction potential of various spike and non-spike systems.

Stephen McWilliams, president and CEO of Turf Diagnostics, said: "Our concern is the impact on the long-term agronomic operation of golf greens. In my opinion, the long-term cost-benefit agronomic performance of the spikeless technology needs further examination to deserve the industry's endorsement."

The Titleist research, in part, is needed to determine that the new technology is not pushing the turf toward dysfunction due to surface compaction, McWilliams said. "We will always have the disruption of golf green surface uniformity from foot traffic, whether it is from spikeless depressions or surface eruptions from spikes," he said.
Champions of years past vie for GCSAA honors

By J. BARRY MOTHES

ORLANDO — When superintendent Todd Barker of Fore Lakes Golf Course in Taylorsville, Utah, competes in the 1996 Golf Course Superintendents Association of America (GCSAA) Golf Championship next month, he’ll try to do what only five of his peers have done before him: win back-to-back titles.

Barker, 42, won the 1995 GCSAA golf championship in Monterey, Calif., posting an impressive 70-74-144 over the Bayonet and Poppy Hills courses. He was one of more than 100 superintendent/golfers with handicaps between 0 and 2.9 competing in the Championship Flight Division A.

“I’ll give it a whirl and see what happens,” said Barker, who had played in the 1989 Palm Springs and 1993 San Diego tournaments before winning the 1995 Monterey event. Interestingly, Barker’s father, Vaughn, won the 1977 GCSAA tourney — the last time it had been played in Monterey.

Barker entered last year’s tournament apparently playing “the worst golf of my life.” He can’t say the same this time around. He was a medalist in the 1995 Utah state amateur tournament and advanced to the quarterfinal round of match play before losing.

Other back-to-back GCSAA golf winners over the past 45 tourneys, going back to 1938, include six-time champion Emil Masciocchi, Marcus List, Bob Martino, Dave Powell and Roger Null.

This year’s 52-year-old Null, a scratch player from Boone Valley Golf Club in Augusta, Mo., outside St. Louis, claimed the championship the last time the convention was held in Orlando, in 1990. Null, a 5-time qualifier for the U.S. Amateur, will not play in this year’s tournament. He has recently moved from full-time superintendent at Boone Valley into the general manager’s position.

“It’s more for the superintendents,” said Null of the tourney, “even though I look after all our grounds. I’ve had my day in the sun. But it’s a great tournament. It was a hard decision after playing the tournament.”

This year’s 46th GCSAA golf tournament will be held Feb. 5 and 6, at five different 18-hole courses in and around Walt Disney World’s Contemporary Resort. Three of the five tournament courses — Eagle Pines (a Pete Dye design), Lake Buena Vista (designed by Joe Ley) and The Magnolia (also by Lee) — are located at the resort. The other two, Falcon’s Fire (by Rees Jones) and MetroWest Country Club (a Robert Trent Jones Sr. design), are nearby.

Each of the flights will play the same two courses, although GCSAA tourney officials hadn’t decided which flights would play which courses when Golf Course News went to press. Practice rounds are scheduled for Saturday, Feb. 3, and Sunday, Feb. 4, with a pre-tournament reception Sunday night. The Four-Ball Championship will be played on Sunday.

The official purpose of attending the annual GCSAA convention each February is to keep up with the latest trends and technologies in golf course maintenance. But the GCSAA’s annual two-day 36-hole golf tournament has a 4-year tradition and competitive spirit to match at least a top-flight amateur tourney. The tourney draws everyone from top-flight players with handicaps of 2.9 or less to players with handicaps in the mid- to high 20s.

Last year’s tournament field included more than 450 GCSAA members and affiliates who were spread across 11 flights according to handicaps, including two seniors flights and a super seniors flight. As of early December, GCSAA officials had received more than 600 entries.

“The numbers are always high in Florida,” said Lisa Wick, a press relations official with the GCSAA. “We’ll probably get at least 650 golfers. We had a very big field the last time we were in Florida (1992 at Ponte Vedra Beach, won by Gary D. Bennett).”

Last year was also the first year the GCSAA’s annual golf championship had an outside commercial sponsor. Toro subsidized door prizes and trophies and is back again this year as a sponsor. Heading into last year’s tournament, several superintendents had expressed concerns over the sponsorship, and whether it was appropriate for the tournament. But several players interviewed said that Toro’s presence was welcome.

“They certainly made the tournament seem very professional,” said Barker. “It took on a little more prestige.”

Null, a three-time GCSAA golf champion, agreed. “We need the exposure and the corporate backing helps. Our business is growing.”

January 1996 21
College (today called the University of Massachusetts) won the tournament in 1956, 1937 and 1939, where he was a classmate of Tom Morris' award winner Sherwood Moore. During that time, Williams worked at Ohio State University's golf course and spent three years in the service during World War II before taking over at Beverly Country Club outside Chicago. Robert spent 12 years at Beverly before being offered the job at Bob O'Link while finishing out his presidency in early 1959.

"I got a call during the 1959 conference from the people at Bob O'Link asking me if they could get some advice on how to go about selecting a new superintendent," Robert remembered. "I talked to them, but never had any intention of applying for the job, nor did they intend to hire me. I gave them my sales pitch about how the superintendent's profession was advancing and what a club could be with the right person in charge. They weren't aware of how the profession had progressed. They didn't have anyone in mind like the person I was describing and asked if I'd be interested."

The elder Williams said his career has benefited from the fact that he and a handful of others weren't aware of how the profession had progressed. They didn't have anyone in mind like the person he was describing and asked if he'd be interested."

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"I enjoyed studying English," Bruce said, "but I knew I couldn't make a living teaching or that it was a career I could do the rest of my life. I kept thinking about the things I'd done, the areas where I had experience, and what I enjoyed most. I kept coming back to golf course superintendent."

With his parents' help, Bruce enrolled in Michigan State University's two-year turf management program, where he studied under Dr. Ken Payne and received the outstanding student award in his second year. After graduation, he worked for his father for a season and was ready to move onto another course when his father decided to retire.

"Dad's recommendation wouldn't have been to hire me, his sense of fair play wouldn't have allowed it," Bruce said. "But the members wanted someone in the same mold and offered me the job."

Continued on next page
Membership tops bylaw decisions

Continued from page 1

Lawrence, Kan., and was approved by the national board of directors at its October meeting.

"We're trying to strengthen the local and national associations by doing this," said GCSAA President Gary Grigg. "Of the 95 chapter delegates at the Lawrence meeting, 50-plus were in favor." The opposition to the original Chapter Relations Committee proposal that would have required all head superintendents to hold dual membership rather than grandfathering existing members, Grigg said: "The initial idea that everyone be required to join GCSAA was a problem for many of us," said Bob Mitchell, head superintendent at The Greenbrier in White Sulphur Springs, W. Va., and delegate of that state's local chapter. "But pretty much everyone agreed on the July 1, 1997, compromise."

Sandy Queen, past president of the Kansas GCSA and head superintendent at Overland Park Golf Course, said he was one of several people named to the Chapter Relations Committee two years ago who was likely to question any GCSAA efforts to extend its reach. "I was skeptical at first," he said. "But eventually we came to the conclusion that if we wanted a strong national association it was in everyone's best interests for everyone to be members of both organizations."

As for the second proposed bylaw change, Grigg noted that GCSAA's 2,000 assistant superintendents currently pay the same $210 annual fee charged the 10,000 Class A and B head superintendents. This is a hardship for many assistants since clubs are more likely to pay GCSAA dues for their head superintendents rather than their assistants and the $210 is often a financial strain on an assistant's salary, he added. In theory, reducing dues to $105 for assistants would attract more of them to the association. "We'll take a hit on our budget over the next few years," Grigg said. But we could eventually see twice as many assistants join. That will help us in the long run.

Meanwhile, GCSAA lawyers have been inspecting the association's often-ignored chapter-relations department headed by his immediate predecessor, Randy Nichols of Dunwoody, Ga. A chapter relations department headed by GCSAA staffer Don Bretthauer and a regular newsletter for affiliated chapters are among the fruits of those labors, Grigg said.

Williamses

Continued from last page

Inevitably, there have been comparisons between the father and son who have overseen Bob O'Link Golf Club in Highland Park, Ill., at February's annual meeting. It has been a hectic year for Grigg, who began his term last February on the same day he was appointed head superintendent at Royal Poinciana Golf Club in Naples, Fla. The course is just finishing up a 36-hole renovation that included rebuilding all the greens, constructing new tees and bunkers and installing additional drainage.

"My message all year has been that superintendents need to become part of the decision-making process at the local and national levels," Grigg said.

He said he has spent much of his term carrying on the efforts to improve chapter relations initiated by his immediate predecessor, Randy Nichols of Dunwoody, Ga. A chapter relations department headed by GCSAA staffer Don Bretthauer and a regular newsletter for affiliated chapters are among the results of those labors, Grigg said.

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## GCSAA Candidates at a Glance

### BOARD MEMBER

Name: Ken Mangum  
Age: 54  
Course: Director of golf courses and grounds at Atlanta Athletic Club, Duluth, Ga.  
Former head superintendent at: Idle Hour CC in Mason, Ohio; Gateron Park in Montgomery, Ala.  
Years GCSAA member: 28  
GCSAA posts held: Member of certification, education, government relations, membership, and scholarship and certification committees.  
Other associations: Past president board member, Georgia GCSA; member of Georgia State Golf Association, Atlanta Junior Golf Association and Abraham Baldwin Agricultural College Alumni Board.  
Education: Associate’s degree in golf course operation from Lake City (Fla.) Community College.  
Goal: “Running for the board and secretary/treasurer is the best way to continue my commitment to GCSAA and see through the mandates the membership has set.”

Name: Paul McGinnis  
Age: 47  
Course: Burning Tree Club, Bethesda, Md.  
Former head superintendent at: Chey Chase (Md.) Club; Benderson GC, Fairfax, Va.; Gorse Creek CC, Leesburg, Va.  
Years GCSAA member: 13  
GCSAA posts held: Board member since 1993, chairman of public relations, career development and public relations committees; member of certification, education and government relations committees; member of scholarship and research, membership, chapter relations, certification and research committees; past president and past president-elect, Poole and Prairie GCSA; and member of the Association of Montana Turf and Ornamental Professionals.  
Education: Bachelor’s degree in landscape management and business management from South Dakota State University.  
Family: Wife, Kendra; children, Marc, 22, Kari, 20, Michelle, 18, Troy, 15.  
Goal: “Honestly, I think we just need to keep the momentum that we received last year. We’re nowhere near done. We need to improve the image of the superintendent, tell our side of the environmental issue and keep working on public relations.”

### MORE CANDIDATES FOR BOARD OF DIRECTORS, NEXT PAGE

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Course</th>
<th>Former head superintendent at</th>
<th>Years GCSAA member</th>
<th>GCSAA posts held</th>
<th>Other associations</th>
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<tbody>
<tr>
<td>Bruce Williams</td>
<td>46</td>
<td>Bob O’Link GC, Highland Park, Ill.</td>
<td>In charge at Bob O’Link since 1979.</td>
<td>28</td>
<td>President, board director member since 1991; chairman of chapter relations, planning, finance, industrial advisory, certification appeals and technological information services advisory committees; vice chairman of chapter relations resource group; member of seminar resource, conference and planning, CEU guidelines, certification and education, public relations, scholarship, research, finance and planning committees; government relations liaison to the board of directors.</td>
<td>GCSA; member of Chicago District Golf Assoc. Turfgrass Research Advisory Committee, Chicago Botanical Garden Advisory Committee, International Golf Museum and Hall of Fame Advisory Board.</td>
<td></td>
<td>Bruce Williams.</td>
<td>“I’m more interested in continuing the positive development of the turfgrass management program, Michigan State Univ.</td>
</tr>
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<td>Paul McGinnis</td>
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<td>GCSA; member of federal Americans with Disabilities Act Golf Advisory Committee.</td>
<td>George Renault.</td>
<td>“Running for the board and secretary/treasurer is the best way to continue my commitment to GCSAA and see through the mandates the membership has set.”</td>
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**GCSAA Candidates at a Glance**

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**Show Preview**

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**Golf Course News**

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**More Directors on page 25**
Wardell is a former college gymnastics coach who holds a PhD in sociology and counseling.

Promise Keepers' disciple of education and public speaking.

My primary goal is to help the association continue to reach its current and future goals. My experience on the board has been increased to four days, both at the national conference and local levels."

"I'd like to see us increase the depth of our membership, conference and show committees. "

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"I'd like to put a little bit back into an industry that has given me and my family quite a bit. The professional image of the superintendent is one of the most important things the board should work on."

To that end, I think entry-level standards are very important, just as they are for accountants and lawyers."

Board Member

Name: Michael Wallace
Age: 55
Course: Hop Meadow CC, Simsbury, Conn.

Former head superintendent at Rockledge, California;蹩满 accomplished Golf Course Conference (GCC) of Pennsylvania; Grandview CC, Harrisburg, Pa.; Sheraton Colonial CC, Hartford, Conn.

Wardell is a former college gymnastics coach who holds a PhD in sociology and counseling.

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Board Member

Name: Robert Tilluma
Age: 56
Course: Sherwood Forest GC, Sanger, Calif.

Former head superintendent at Rancho del Rey Golf Course, Azusa, Calif.

Name: Paul Dermott
Age: 50
Course: Oakdale Golf & CC, Downview, Ontario, Canada.

Former head Superintendent of Pittsburgh GCSA; president of the Western United States. It's been nine or 10 years since we've had someone on the board from California.

Now that the kids are out of the house, it's time for me to pursue a board position. I've been asked to run several times, but haven't had the opportunity until now. I would like to see the depth of our seminars.

"It's tough to get a good education in a two-day seminar. I'd like to see them increased to four days, both at the national conference and local levels."

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Quicker attachment, harder blades improve reel technology

By PETER BLAI S

In the past year, mower manufacturers have introduced several innovations to their reel technology, ranging from quicker attachment systems to harder, longer-lasting blades.

Jacobsen's patented Flash-Attach reel attachment system allows mowing attachments to be replaced simply and quickly. It is available only on Jacobsen's new Greens King V triplex greens mower.

With FlashAttach, operators can change the 11-blade reels for greens to seven-blade reels for tees in a matter of minutes rather than the normal half hour. The same time savings are possible when changing to verticut reels, spikers and Jacobsen's QuickRoll greens rolling system.

In 30 seconds, an operator can remove the FlashAttach pin, hydraulic motor and attachment; install the new attachment; reattach the hydraulic motor; and insert the FlashAttach pin. No tools are needed. "It is a big time savings," said Bob Bittner, director of golf course operations at the Club Pelican Bay Golf Course in Naples, Fla. "The equipment is ready faster, with much shorter lag time between jobs. I haven't calculated the overall time savings - maybe 300 percent or more. I know it's significant." FlashAttach is available exclusively with the Greens King V, which comes with either the 19-hp Kubota diesel or an 18-hp Briggs & Stratton Vanguard gas engine.

Jacobsen also has introduced the Tri-King 1900D triplex reel mower. Although it does not have the FlashAttach system, the new steering wheel, power steering and automatic three-wheel drive make it easier to operate. Tri-King features 72- and 84-inch cutting widths, with five- and 10-blade reels. Seven-blade reels will be available by mid-year.

Toro began offering new hardened reel blades on the Greensmaster 1000 greens mower in mid-1995 and will introduce them on all other Greensmaster greens mowers this year, according to Helmut Ullrich, marketing manager for the company's walking greens mowers.

The new blades contain more carbon, are 13 percent harder than Toro's old blades and hold their sharpness up to twice as long as other blades, Ullrich said. They were first introduced to the Japanese market two years ago to deal with the kikuyugrass and volcanic ash that quickly wear down blades on those courses.

"They were very satisfied with the results," Ullrich said, "so we introduced them on the Greensmaster 1000 in this country this past summer. We have gotten some very positive responses from our American customers and will be doing more field research this year."

Toro has introduced other new mower products, the Greensmaster 3200 and Reelmaster 6700-D fairway mower.

The quiet-riding Greensmaster 3200, three-wheel riding greens mower has the quietest combustion engine in the industry (74 dBA emission level), according to Toro. The three cutting units provide a cutting width of 59 inches. Owners can choose from eight- or 11-blade reels.

Toro claims the Reelmaster 6700-D is the industry's first riding seven-plex mower. The lightweight mower cuts up to 10 acres per hour and features seven fully interchangeable cutting units, each 22 inches wide and 7 inches in diameter. A single joystick allows operators to raise and lower any combination of five, six and seven cutting units for cutting widths of 96, 114.5 or 133 inches. Superintendents can choose from five- or 11-blade reels.

Ransomes reel mowers include the 3500 fairway mower, with six-, eight- and 11-blade reels; Greens Super 55 greens mower with an 11-blade reel; T-Plex 185 triplex with five, seven or 11 blades; Greensplex 160 greens mower with nine or 11 blades; 250 fairway mower with seven, nine or 11 blades; 300 Fairway mower with seven or 11 blades; and E-Plex electric greens mower with nine or 11 blades.

The reels for the Ransomes 300, Ransomes 250 and T-Plex 185 are interchangeable.

Ransomes reel mowers include the 3500 fairway mower, with six-, eight- and 11-blade reels; Greens Super 55 greens mower with an 11-blade reel; T-Plex 185 triplex with five, seven or 11 blades; Greensplex 160 greens mower with nine or 11 blades; 250 fairway mower with seven, nine or 11 blades; 300 Fairway mower with seven or 11 blades; and E-Plex electric greens mower with nine or 11 blades.

The reels for the Ransomes 300, Ransomes 250 and T-Plex 185 are interchangeable.

National Mower has introduced its Hydro 70. The triplex trim mower has belt drive to the reels and hydrostatic drive. It is very effective for grooming tees and aprons. "It's gone over very well with superintendents," said Director Stan Kinkhead.

Proven a winner under every weather condition in trials throughout the world, 18th Green Bent Grass delivers the goods to keep you on top of your game.
It's a quieter shop with enclosed reel grinders

Dave Pellerin, equipment technician at Portland (Maine) Country Club, said "With OSHA (Occupational Health and Safety Administration) saying it isn't safe to have your shirt sleeve dangling into the machinery or dust flying through the air, you're probably going to see more of those enclosed machines." Pellerin said he would consider asking the club for one if he didn't have the luxury of a sealed-off room dedicated solely to his 1990 Foley United open-air unit.

Foley is among the firms manufacturing enclosed grinders. Foley introduced the AccuMaster in mid-1994. A simple computerized control and automatic indexing of the reel for relief grinding allows the mechanic to perform other tasks while grinding. It can reproduce any reel configuration. An overhead hoist built into the grinder protects the operator from back strain and injury.

"It's doing very well in the golf market," said Foley Vice President Jim Letourneau.

Ransomes offers its Supreme System, an enclosed precision reel grinder with an optional bedknife attachment. The cast-iron design has 2-inch diameter precision ground rails to ensure stability and accuracy. The self-contained cooling system and fully enclosed canopy reduce noise and dust levels. It grinds reels in-frame with universal mounting systems or out-of-frame with bearing adapters. The automatic in-feed system allows for presetting the amount and duration of in-feed. The unit grinds reels up to 36 inches long.

"We've sold quite a few to golf courses in the past few years," said Ransomes Mark Beelek. "They complement our other items nicely."

Neary Manufacturing Inc. has three different enclosures to go around its units, including one of its most recent developments, a completely self-contained rotary blade grinding work station with an integral, two-stage vacuum for dust control. It also has built-in, blade-balancing capabilities and a valve stem grinding guide.

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Image: The Toro Fairway Aerator also exemplifies our core values. 1.5 acres per-hour productivity. Extra-strength steel components. And Toro's legendary durability. For even more productivity, our 686 and 687 Turf Aerators feature a 78-inch coring width combined with speed.

Image: The Toro HC4000 handles smaller areas too. Smoothly maneuverable, it has a turning radius as sharp as the tractor itself.

Image: The Toro HC4000 is built to withstand punishment and penetrate to extra depths with ease of all kinds.

Image: The HC4000 is the best in-class vertical reciprocating in-turf. And penetration to extra depths with ease of all kinds.

Image: The Toro HC4000 and other large area aerators are the ones you want. Because our longtime partnership with golf course superintendents has told us the values you expect. Down to the very core.

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World gets smaller with e-mail

The advent of computer e-mail capabilities within the U.S. Golf Association Green Section has brought major strides in solving agronomic problems around the country, according to Jim Moore, director of the USGA Green Section Mid-Continent Region.

"The greatest thing about it to me," Moore said, "is that when somebody hires one of us, they get all of us. That's been true since our inception, but even more so now."

Every night Moore and his colleagues sign onto their e-mail addresses and exchange questions and information.

"I have five or six notes every day from other fellows on the staff," he said. "Our whole staff is doing this, so for the first time in my 12 years here I feel very close to the staff."

Green Section logs on to cyberworld

Continued from page 15

"It represents the first phase of widespread use of our material. It will mean really serious industry access at a level that I'm comfortable saying, 'Anyone can use it for the first time.'"

Until now, TGIF's library has been accessible only through modem-to-modem hookups or through Telnet, an Internet site basically accessible only to academics.

"But once it's on the web that changes the nature of access," Cookingham said. "There is a lot of other material becoming available and, with the web, things can be linked together readily and easily."

The web environment will alter the nature of TGIF's material, he added, saying: "TGIF has been text-retrieval. Within web structures, however, those limitations come off and we anticipate more presentation of non-text materials."

Noting that superintendents don't have a good way to inform the general public, USGA Green Section Mid-Continent Region Director Jim Moore said: "I'm hoping this [web site] bridges the gap."

"People who come to this page are golfers. I have access to them now and they have access to me. They will see things they don't normally see."

Meanwhile, as golfers explore a plethora of ever-increasing topics on the USGA's home page (computer address), golf course superintendents also may want to take a look.

Long-term, Moore wants to try to build a forum with superintendents and USGA staff.

The entire Green Section staff, who have been on-line on CompuServe, will have Internet e-mail addresses soon, so inquiries can go directly to them.

Green Section brochures and reprints of Green Section Record articles have been entered into the site.

 Asked if any in-house columns are planned, Knuth said: "I don't know yet. We're going to see how popular the Green Section part is and take it from there."

Moore, who wrote an article on soft-spike shoes, reported that one superintendent downloaded the piece and planned to put copies at every member's locker.

As Cookingham said: "From the end-user's perspective it's [Internet] much tidier, cleaner, easy to use and easy to understand. And it looks fancier."

"We've been printing and routing the questions people are sending in to the different departments and helping them respond," said web master Knuth.

"We're going to look at inputting a guided tour of the [USGA] museum and have all the USGA championships over 100 years," he said. "And there will be live scores during the three Opens. We have handheld computers at the greens. They are punched into a mainframe at our scoring trailer. Within 17 seconds after we get a score at the trailer, the golfer's hole-by-hole score will be on the Internet."


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One course, 18 green types stir expectations

**By Mark Leslie**

SITUATE, Mass. — A land mark project for the golf industry — promising answers to all sorts of environmental questions — is being built here with the full blessing of townspeople and environmental organizations and agencies.

Widow’s Walk Golf Course "will have lots of ramifications," said Dr. Michael Hurdzan, whom town officials chose to design the municipal course because of his history of concerns for the environment.

"There was virtually no opposition," Town Administrator Richard Agnew said of the project. "It’s on an old gravel operation that looks like a strip mine. We’re going to turn something that is dead into something that is very environmentally pleasing and sensitive, building wildlife corridors and creating wetlands as opposed to destroying them."

Any way you cut it, Widow’s Walk will be a winner, according to all interested parties. The town Conservation Commission, Massachusetts Department of Environmental Protection, Audubon International, Massachusetts Audubon and various other groups were involved in the project, all brought together by Roland Bates of Golf Realty Advisors in Hingham.

The townspeople are excited about it.

Cornish chosen to receive Rossi Humanitarian Award

**By Mark Leslie**

His crowning achievement? "One has a large family, he shouldn’t mention his favorite child," Cornish said.


Commins on his own

**By Mark Leslie**

JACKSONVILLE, Fla. — He cut his teeth working for one of the top "same" firms in the country. Now Chris Commins, senior vice president of McCumber (read: Mark McCumber) Golf, has opened his own golf course design practice here.

Sunshine Design opened for business Jan. 1 amid "unbridled enthusiasm" on the part of Commins.

"This is something I’ve wanted to do for a long time," he said. "Now, my wife and my personal situation makes it possible."

Indeed, Commins’ firm sits under the same roof as his wife’s, Sunshine Marketing, which markets a

Lazzari leaves Matthews

**By Mark Leslie**

OKEMOS, Mich. — No sooner had he hung out his shingle as a golf course architect than Dave Lazzari was facing some unique — and major — challenges.

Lazzari, a design associate with Matthews & Associates in Lansing since 1992, has formed Terra-Link Inc., a multi-disciplinary firm specializing in master planning golf course/multi-use projects in North America.

Starting a new business was "fairly daunting," Lazzari said. "But I think I can look at a project from a unique perspective. Our focus will be on larger scope, more complex projects because I think I can..."

**Continued on page 30**
Lazzari now Terra-Link
Continued from page 29
lend a lot more beyond just the golf course portion of a project.

"We want to look at golf from a lot of different aspects, not just the 10-handicap-and-below golfer. How can these work within a community? How can we use golf courses to solve environmental problems, like creating wetlands and native species areas, or bringing back dunes and prairie species that are endangered?"

Lazzari, who has worked in golf course planning and construction since 1985 but who didn't obtain his college degree in urban planning/landscape architecture from Michigan State University until 1992, said he foresees working often with golf course architects on projects "where we may be able to provide more of a planning role."

Already, he is working with former employer Jerry Matthews on Groesbeck Municipal Golf Course in Lansing, an existing facility where two water districts send their storm water.

"It is so wet it is unplayable about one month a year," he said, "so we will create retention ponds and wetlands to store 20 acre-feet of water. They are also looking at planting endangered species in the wetlands."

Another interesting challenge, Lazzari said, is in Livingston County, where schools, a commercial district and housing are planned. "Eighteen very high-quality public golf holes are planned now and 18 more in the future," he said of the temporarily named Livingston Highlands. "The first 18 include a practice facility and, potentially, nine executive-length holes for the growing market of women and juniors."

Terra-Links will upgrade a third project, Wicker Municipal Golf Course in Hammond, Ind. The 360-acre property is being master-planned to include commercial development as well.


Commins solo
Continued from previous page
variety of products including a garment tape that she invented. "There is a clear divide," he said, between 'name' architects and young, or lesser-known architects. "It's fee-driven. There are people who get paid because they are looking for architects other than the 'name' guys. I didn't run that trail before and was not familiar with it in the beginning."

Commins, who worked for McCumber since graduating from the University of Florida with a bachelor's degree in landscape architecture in 1978, intends to supplement his golf course design work with landscape architecture assignments. Landscape design is "a love I've always had," he said, adding that he is a registered landscape architect as well as a member in the elite American Society of Golf Course Architects. "My background and original employment with McCumber was with their landscape concern. I'm doing custom landscape architecture and doing landscape for homes in the area."

Golf courses, on the other hand, offer a huge difference in scale — sometimes hundreds of acres. "I've been fortunate to work on a half-dozen courses right here in Jacksonville," he said. "Every year going to the TPC at Sawgrass, it's a thrill seeing either residents, or members, or frequent users wearing shirts from the clubs I've been involved with. It strikes you that you've left an imprint that will far outlast your time on earth and provide enjoyment for folks."

Both landscape and golf course design "have their merits," Commins added, "because on the other end of the spectrum, in the landscape arena, you get more of an immediate impact. From conception to implementation, you're only dealing with months."

Saying his "initial thrust is to get off the ground and I'm looking at all options," Commins said he intends to concentrate on the Southeast United States but his first golf project may take him to India.

"Because I'm on my own for awhile," he said, "I will give personal attention to all facets of the design and development process. I'm looking forward to that. It's one of the most enjoyable parts of the job. Often you spend 80 percent practicing your craft and 20 percent on the other aspects. But sometimes you get the inverse of that equation. And you wonder, 'When will I get back to designing golf courses here?'

Having grown up to North Shore Country Club in Chicago, Commins' first — and lasting — idea of golf design is etched in the traditional, he said. "Most of the work I've done over the years has evolved from those beginnings."

---

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A real-life greens test

Continued from page 39

turning a gravel pit into a scenic
golf course with views of the At-
lantic Ocean. They are excited
golf course with views of the At-
tantic Ocean. They are excited
about bringing an abandoned
dump back to life, about unique
new areas of recycling such as
recycled-asphalt cart paths and
palletized effluent from the Mass-
achusetts Water Resource Au-
thority for soil nutrients.

But for the golf world, Widow's Walk
is unique. The hope for the
hoped-for real-life research re-
sults, contrasting differently con-
structed putting surfaces and
showing the effects of a golf
course on the environment.

Perhaps the most intriguing
research involves the greens.
"We're building nine different
types of greens and duplicating
each of those, so we can compare
side by side to see which one
works," said David Welchel, a
designer for the Columbus, Ohio-
based Hurdzan Design Group.
"We may build one green in a
high, exposed spot and another
just on a low area with little
air movement. It's an experi-
mental process and you want ex-
traneous for comparison's sake."

Specifically, the contractor will
build three different drainage
systems on each of the different
types of greens. One drain-
age system is the typical U.S. Golf
Association (USGA) her-
ing-bone-type pattern. Another is
a drain tile drain (ADS Advantage)
system that is laid at the subgrade
rather than trenched. Third is no
drainage except a "smile" drain at
the low point where the water will
leave the green.

"With each of these three types
of drainage, we will build three
types of green," Welchel said,
including:
• a USGA-specified green with
a 12-inch root-zone layer, inter-
mediate layer, if required, and
pea gravel layer;
• a California Method green,
which is essentially 100-percent sand
12-inch profile on the subgrade and with a micronutri-
ent package in the top 2 to 3
inches of the green; and
• a New England native sandy
loam green, using the best avail-
able sand from the site as the
greens matrix.

"This gives us the opportunity
to really say, The green built to
a specific type in a certain loca-
tion works or doesn't work," Wel-
chel said. "It gives us a bar-
ometer. We're trying to maxi-
imize our resources and minimize
the superintendent's headache in
maintaining a given green.

"When we can show this type
requires less fertilizer, chemi-
cals, etc., then we will accom-
plish our goal."

Taking this research a step
further, the water applied to each
green will be metered and a
leachate collection pit will be
installed at every green to sample
the water for chemicals.

Initial results from the greens
research should be available in a
year after opening, according to
Terry Bastian, a maintenance

and landscaping expert and
owner of Waterflowers in North
Reading, who is overseeing the
research.

"Within a year, we'll have a
sense of what grass is working
and what's not," he said. "Hope-
fully, within the first few years,
we'll have some good informa-
tion on other research. But we
won't have [conclusive results]
for at least five years."

"First, it will allow us to really
assess the impact of different con-
struction and management tech-
niques," said Hurdzan. "Second,
it can save construction money. If
we find topsoil greens perform
just as well in that area as 'techni-
cal' greens, we can cut costs by
hundreds of thousands of dollars.

"The third major benefit is that
we're going to significantly im-
prove the wildlife potential and
value of that site. Right now, it's
biologically impoverished. We
will enrich that manifolds."

Wetland areas will be pre-
served or reestablished. Fair-
ways and tees will be seeded to
fescue grasses. Many out-of-play
areas will be revegetated with
native vegetation, coordinated by
Bill Burbank of Abelline, Inc. in
Worcester and East Sandwich.
A turfgrass maintenance pro-
gram was submitted for Conser-
vation Commission review, com-
ment and approval. "This golf
course will need the bare mini-
um in chemicals because of
less acreage [130 acres] than
usual and because we are using
fescues everywhere," Welchel
said. "Except on the greens, we
will use half or less of what a
normal golf course uses."

Was making Widow's Walk a
guinea pig of sorts a hard sell to
the community? "We held a town
meeting to float a $4.7 million
bond," Town Administrator
Agnew said, "and the vote was
850 to 50 for it."

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Cornish honored
Continued from page 29

of course design from its beginnings to the present, with an encyclopedic listing of architects and their courses. He has also spoken widely on golf course design and development. He and colleague Robert Muir Graves presented course design and development. He and

of architects and their courses.

playing in society. Many are interested in are golfers but also realize the part golf is

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Continued from page 29

Q&A: Bob Cupp
Continued from page 29

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of architects and their courses.

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AGCC REASSIGNS CLARK
SANTA MONICA, Calif. — American Golf Country Clubs (AGCC) a division of American Golf Corp., has reassigned Vice President Terry Clark to Palm Desert, Calif. Prior to this assignment, Clark was regional director of AGCC’s eastern division. He will be based at Monterey Country Club, one of more than 38 private country clubs in AGCC’s portfolio.

KSL PROMOTES PAIR
MANASSAS, Va. — KSL Fairways recently announced the promotion of two top executives. Eric Affeldt was named president and chief operating officer while Donna Kellerman becomes vice president of sales and marketing. KSL Fairways owns and operates 20 courses from Pennsylvania to Florida.

PORT MALABAR RECRUITS ISS
MELBOURNE, Fla. — ISS Golf Services has reached agreement with Port Malabar to manage the palm tree course in the course management industry.

KIAWAH HIRES BOLES
CHARLESTON, S.C. — Kiawah Island Resort has named Kathy Boles director of marketing for the Ocean Course. Boles previously served as tournament director for the 1991 Ryder Cup held at the Ocean Course and most recently as event manager for the BOC Challenge, an annual world yacht race for vessels sailed solo, starting and ending in Charleston.

CORSO MOVES UP AT CLUB RESORTS
DALLAS — Patrick Corso, president and chief operating officer of Pinehurst Resort & Country Club since 1986, has been appointed executive vice president of operations for Club Resorts Inc. Corso was formerly senior vice president for Club Resorts. He will remain Pinehurst’s chief executive.

IGM in midst of ambitious expansion
By PETER BLAIS
LAKELAND, Fla. — International Golf Management’s (IGM) recently signed agreement to maintain Brevard County Florida’s three municipal courses enhanced the company’s self-proclaimed image as the fastest-growing contractual maintenance organization in the country.

The Brevard County deal — which involved Habitat Golf Course (GC) in Valkaria, Spessard Holland GC in Melbourne, and Sykes Creek in Merritt Island — brought the number of IGM-maintained courses to 17, all in Florida. The Lakeland-based firm planned to increase that number to 24 by year’s end, according to General Manager Scott Zakany.

“Among our competition, no one has more than 13 or 14 courses,” Zakany said. “We’re looking to expand into the Southwest United States, Georgia and the Carolinas during 1996.”

Contractual grounds maintenance has been popular for many years in the commercial real-estate business. But it is just in the past five to 10 years that municipal, public and private golf course operators have begun turning over all aspects of their maintenance operation to outside firms.

IGM Golf Services has been one of the most successful contractual maintenance companies. Zakany — a certified golf course superintendent with 18 years of course management experience — worked at IGM for eight years and advanced to vice president, before leaving the Tampa-based firm 18 months ago to start IGM.

“We started as a smaller firm with less overhead,” Zakany said. “And we’ve associated ourselves with some other golf companies that have helped to make us more cost-effective.”

When a golf facility first approaches IGM, the company initially reviews the club’s entire maintenance operation, analyzing expenditures, course condition, manpower allocations, environmental compliance and liability concerns.

Continued on page 37

PALMER MGT. ANNOUNCES MARKETING PARTNERSHIP
ORLANDO — Arnold Palmer Golf Management Co. and Robinson, Yesawich & Pepperdine Inc. recently announced a marketing partnership to advance Palmer Golf’s $80 million expansion program in the course management industry.

Palmer has been acquiring, leasing and managing private and public courses since 1984. Palmer Golf specializes in adding value to courses and adjacent real estate, including hotels, resorts, residential and commercial developments.

A recent business study of Palmer properties reported premiums of 19 to 20 percent on adjacent property while dramatically increasing absorption and occupancy rates.

“In aligning ourselves with RY&P, we add the professional marketing services of a major agency to the roster of unique capabilities Palmer Golf provides to add value,” said Peter Nanula, president and chief executive officer of the Arnold Palmer Golf Management Co. “The national alliance between our marketing and brand assets and RY&P’s extensive experience will help us accomplish our overall marketing and growth objectives.”

RY&P has offices in Orlando, New York and Los Angeles and specializes in serving hotels, resorts, destinations and travel companies.

Continued on page 38
Six Years Running

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Sixth Asia Pacific Golf Conference (APGC)

The APGC, undoubtedly Asia’s most recognised industry forum, will once again be held in conjunction with the exhibition. Complementing both the exhibition and conference, will be a series of educational seminars conducted by the Golf Course Superintendents Association of America (GCSAA). These seminars are traditionally well attended by golf course superintendents from clubs throughout the region. Golf Asia ’96 promises to continue the success of past exhibitions. All efforts are geared towards attracting more visitors and participants than ever before.

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Myrtle Beach

Continued from page 1

tions for a 17-percent increase hold true, rounds per course would jump to 50,505. But new courses about to come on line could dilute that down to 44,000 rounds per facility. More courses but fewer rounds per course is not a good situation, according to industry representatives.

"Myrtle Beach courses are averaging 44,000 rounds, and that's a need that to survive," said Charles Staples, chairman of KSL/Fairways, a management company that has been looking to buy a Myrtle Beach property for several years. "But if that's the average, that means some courses are doing over 50,000 rounds while others are under 40,000. Somebody isn't getting their fair share and those courses are hurting." Competition for golfers has already led some courses to aggressively discount their fees. To save a few dollars, many visitors have begun ignoring the traditional play-and-stay packages in favor of simply making hotel reservations and trying to book their own tee times.

"Myrtle Beach is experiencing an alarming decline in green fees. This problem is commensurate with increased market competition," states the Tourism Coalition report.

Unless the number of golfers continues its healthy increase, adding the new facilities scheduled to open this spring to the current 92-course Myrtle Beach golf supply will do nothing to diminish market competition. More courses without a proportionate increase in demand means green fees will continue to fall, according to Donald Wizeman, president of International Resort & Golf Resources, which generated the report for the tourist business group.

The report claims Myrtle Beach is, in effect, competing with itself through heavy off-season discounting that ultimately impacts in-season rates; having hoteliers play golf courses against one another, thus driving rates down; and creating an inferior image for Myrtle Beach by promoting "cheap" golf. Among other threats are the possibilities that shrinking profit margins could affect golf course maintenance and thus course quality; cooperative efforts have diminished rapidly in the past three to four years; courses are too dependent on hoteliers for golf supply will do nothing to diminish market competition. More courses without a proportionate increase in demand means green fees will continue to fall, according to Donald Wizeman, president of International Resort & Golf Resources, which generated the report for the tourist business group.

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"Myrtle Beach has always had the image of a blue-collar golf destination because it advertised price over quality," said Larry Young, owner of six upscale courses, including the Heathland, Moorland and Parkland courses at The Legends. "Golf Holiday realized that we [course owners] are a diverse group with many interests. Any upscale advertising is done on an individual basis."

Wizeman said such unsettling economic news has been reflected in the recent prices golf course sellers have received for their properties. A Japanese investment group recently purchased 27-hole Back Creek Plantation for $59 million. "That $59 million is what you would have paid for just 18 holes not so long ago," Wizeman said. "It was the first acquisition in quite awhile, which shows the softness of the market."

But all is not doom and gloom along the Grand Strand. Myrtle Beach tourism continues to generate $5 billion in revenue annually, with golf making up $877 million of that, according to Tourism Coalition figures. Myrtle Beach tourism is growing at twice the national average and South Carolina ranks first in the United States in golf vacation travel (followed in order by Florida, Arizona and California).

Myrtle Beach long had the advantage of having 60 percent of its visitors live within a day's drive. But local industry realizes it needs to pull golfers from farther away and make it easier for them to get there. Last February's addition of Myrtle Beach Jet Express, serving Newark, New York City (JFK Airport), Philadelphia, Chicago, Cleveland and Detroit, has increased the number of visitors, 14,884 more in October alone. Coupled with U.S. Air's new service from New York's LaGuardia Airport and Atlanta and Air South's service from Atlanta, these seven cities are the main source of fly-in vacationers.

"The air service has been very successful," said course developer Gary Schaal, who opened Wicked Stick in Myrtle Beach Oct. 1. "It takes longer to get your bags out of the airport now, but that's okay. It means more golfers."

Also in its favor, Myrtle Beach has an established product; more golf than anywhere else; a varied recreational menu that includes the beach, conference facilities, entertainment and shopping; the PGA/Energizer Battery Senior Tour Championship to stimulate market awareness; and a Golf Holiday membership that recently had the foresight to raise its dues 50 percent to increase its advertising budget.
The most exciting new material in golf looks and feels like granite and is available in all the right colors.

Just what you'd expect from Standard Golf.
PGA seeks new standards for golf pros

By Mark Leslie
}
PORT ST. LUCIE, Fla. — There are no industry standards for golf pros, and PGA Golf Properties Inc.'s senior director of operations would like to solve that problem.

"The golf industry is one of the major leisure-time industries in the country. But it's run pretty much as a cottage industry," said Marty Kavanaugh from the PGA's new home golf course here. "Everybody's doing something a little bit differently. We [at PGA Golf Club at The Reserve] would like to develop some definable industry standards."

Standards would speak to such questions as: What should be the average number of employees for a 12-month season at a public facility's golf shop? What is the average golf ball loss at a driving range in a season? What is the optimum labor for a 36-hole facility — how many full-time and part-time?

"The answer is: Nobody has these figures," said Kavanaugh.

IGM expands

Continued from page 33

cerns. IGM then provides a maintenance proposal and, if the course operator is interested, negotiates a fixed-price contract.

Among the advantages, he added, of signing an IGM contractual maintenance agreement are:

• reduced management headaches and employee problems
• one check to cover all needs;
• professional budgeting and planning;
• reduced employee liability;
• reduced environmental liability; and
• reduced capital expenditures.

Reporting to Zakany are three regional managers — Jim Wells (oversees eight courses), Jim Witt (five courses) and John Carlin (two courses). Wells, a Mississippi State University graduate and certified superintendent who most recently worked with Golf Ventures and Professional Turf Managers Inc., joined the staff in November.

Each course has its own superintendent. Staffing depends on a course's individual needs. Overall, IGM has 230 employees.

"Most of our superintendents have turf degrees," Zakany explained. "We offer a good overall benefit package and more job stability than a superintendent employed directly by a course. If our company were to lose a maintenance contract at a particular course, chances are that superintendent could transfer to another one of our courses. Or an up-and-coming superintendent could transfer to a larger course without having to leave the company and losing the benefits he'd gained."

GOLF COURSE NEWS

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Tony Jacklin is the winner of 11 PGA European Tour events (including the 1980 British Open) and 11 other international events (including the 1974 U.S. Open). Tony is also a four-time European Ryder Cup captain, and can be seen on the Senior PGA Tour.
Legal corner

Continued from page 33

port (EIR), a lengthy and expensive undertaking.

California's Environmental Quality Act (EQ"
requires such a report when development may
significantly impact the environment.

However, local planning authorities apparently did not believe the impact would be signif-
ificant. Some commissioners felt such reports were a waste
because "in the long run"

felt such reports were a waste
towards a report when development may

continue the project, according to

projects are approved anyway,

Continued from page 33

find compliance with the EQA

was "not optional."

Meanwhile, the golf project, which was first proposed in 1989,

was sent back to the drawing board.

The court found the multiple reports and public hearings conducted over the years were

insufficient. Project planners are re-evaluating the viability of con-

trolling the project, according to

the Wills' attorneys.

If the golf development were to proceed, the court held, the
county planning department must prepare a full-fledged EIR
to fully evaluate any environ-
mental impact the project might have. This will add further delay
and expense.

Central to the court's decision was the inherent attractiveness of golf courses to residential development. In determining
the need for an EIR, the court looked to various reports prepared by
the county planning department to determine if there would be a "significant" effect on the neigh-
boring environment. The plan-
ing staff concluded the project
had the potential for "growth in-

duction" because there was "a
potential for a golf course of this
to attract housing."

The court reviewed all docu-
ments and reports generated on
the project and found a fair argu-
ment could be made that the
course may cause significant im-
pact on undeveloped land. The
decision analyzed various tech-

al legal arguments. The court
decided not to defer to the local
planning authorities who ap-
proved the project.

The justices noted a planning

report stated: "Experience tells
us that quite often a golf course project of this nature acts as a catalyst which triggers requests for residential development...

Primary concerns relate to

and wildlife.

The county report added: "The
1,900 acres still under the Wills
family control could, as a result
of golf course approval, subse-
dually be removed from agricul-
tural production. In its place,
the golf course could develop into
culture hazards. Cumulatively,
this concept of housing tracts could spread to

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FAX: 913 385 3355

Division Headquarters

Ray McPhedran, Vice President

5901 A Peachtree Dunwoody Rd.

Suite 300

Atlanca, GA 30378

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**BRIEFS**

**E-Z-GOLYMPICS IN 1996**

AUGUSTA, Ga. — The Atlanta Committee for the Olympic Games (ACOG) has announced that E-Z-GO Textron will be the official golf car of the 1996 Olympic Games. Joining sister divisions Bell Helicopter and Cessna Aircraft Co., E-Z-GO will provide golf cars and personnel/cargo carriers for behind-the-scenes logistical support. "Since E-Z-GO is a Georgia-based company, we are especially proud to be able to play a part in the 1996 Atlanta Olympic Games," said E-Z-GO President L.T. Walden.

**THORLEY TO LEAD BAYER T&O**

KANSAS CITY, Mo. — Trevor Thorley has been named director of specialty products for the agriculture division of Bayer Corp., replacing the retired Schuyler Iowa. Thorley joined Bayer in the United Kingdom in 1981 as a sales rep, serving in various sales and marketing roles there prior to his United States transfer in 1992. In his new position, Thorley will also serve on the governing board of RISE (Responsible Industry for a Sound Environment), the specialty chemical trade association.

**ONE BILLION AND COUNTING...**

DENVER, Colo. — The Watersaver Co., Inc. has produced its one billionth square foot of flexible geomembranes, according to Jim Miller, manager of lining operations at the firm. Watersaver, which fabricates liners for lakes, landfills and potable water reservoirs, is "the first company in the United States to reach this achievement," said Stan Slifer, Watersaver national sales manager.

**NEW PRODUCT OF THE MONTH**

GREENSBORO, N.C. — Ciba Turf & Ornamental Products has hired Dr. Dennis P. Shepard as a technical support specialist. Shepard, who holds a doctorate in crop science, spent the past three years as an assistant professor with the Louisiana State University department of horticulture. Form 1978-85, he worked as a golf course superintendent. He will work from his Overland Park, Kan., office.

**Marketing coups increase Ransomes' visibility**

**By HAL PHILLIPS**

SINGAPORE — The Golf Course Superintendents Association of America (GCSAA) has taken its corporate sponsor strategy abroad.

GCSAA, which has aggressively pursued corporate sponsorships in connection with its domestic trade show and conference, has signed a three-year agreement with Ransomes. Cushman Ryan to stage the Golf Asia '96 turfgrass seminar programs at the Golf Asia '96 International Golf Exhibition and Conferences, scheduled to take place here March 25-31.

Golf Course News Asia-Pacific, the official publication of Golf Course News, is the official trade publication of Golf Asia '96. The conference program features development and design content, in addition to course maintenance seminars administered by GCSAA. Ransomes, a consistent exhibitor at the Golf Asia since its inception, will assist the association in formulation of conference programs.

**Changes in Environmental Steward format**

ORLANDO — Together with the Golf Course Superintendents Association of America (GCSAA), the four sponsors of the Environmental Steward Award have announced format changes for the 1995-96 program.

Ciba Turf & Ornamental Products, Rain Bird's Golf Division, Jacobsen Division of Textron Inc. and Lebanon Turf Products will present the award during the Environmental General Session at the GCSAA International Golf Course Conference and Show Feb. 11, 1996 here at the Orange County Convention Center. In addition, according to GCSAA officials, the Environmental General Session now is sponsored by Ciba, Rain Bird, Jacobsen and Lebanon.

"GCSAA's Environmental Steward Award program provides an outstanding opportunity to recognize our members who have implemented progressive and effective environmental programs," said Gary Grigg, CGCS, president of GCSAA.

"By combining this program with Environmental General Session, we will increase the exposure of the award winners not only within our own association, but also on a national basis as well. We would also like to thank the four sponsors for supporting the program and promoting environmental stewardship," continued Grigg.

**PEBBLE BEACH signs exclusive turf deal**

PEBBLE BEACH, Calif. — The Pebble Beach Company has selected Ransomes as its exclusive supplier of turf maintenance equipment. The three-year rolling agreement with the Pebble Beach states that all new equipment for its golf courses and ground maintenance will come from the Ransomes product line.

Pebble Beach considered the leading turf maintenance companies before arriving at their decision, said Ted Horton, vice president of resource management for Pebble Beach. "Ransomes regained our attention early this year when after the torrential rain we had experienced in California, their fairway mowers enabled us to get our course into tournament condition prior to the AT&T Pebble Beach National Pro-Am," said Horton. "During our consideration of potential suppliers, we were impressed not only by their total range of equipment, but also by the commitment of their management to support the program," concluded Horton.

**NEW PRODUCT OF THE MONTH**

The Kerlyn Co. has introduced a versatile golf bag rack. According to Kerlyn's Richard Thompson, the fast-paced firm is the only North American supplier of specific golf bag racks. Said Thompson: "Not only does the rack handle both pro and standard bags, but it can also be used to control pedestrian and golf cart traffic." These lightweight racks are maintenance-free and available in custom colors or a galvanized finish. They're stable on both turf and hard surfaces and are available in free standing or wall-mounted versions. The 6-foot rack holds 14 bags and a 5-foot rack can handle eight. For more information, call 800-260-7599. For more new products, see page 42.
Rain Bird promotes Bednarski, hires Liron

Rain Bird's Golf Division has announced the promotion of Janet Bednarski to satellite controller product manager. Mindy Donenfeld Liron was recently hired as rotor brand manager. Bednarski is responsible for all aspects of the field satellite product line including quality control, new product development and product enhancements. Rain Bird's line of field satellites interact with the Maxi central computer control system which monitors climate conditions and calculates precise irrigation needs. Prior to her promotion, Bednarski was marketing program manager for the Golf Division.

Liron's new responsibilities include the development, marketing and management of Rain Bird's line of impact and gear drive rotors. Prior to joining Rain Bird, Liron was an independent marketing consultant. Her background also includes brand management and marketing positions with HMG Europe, L'Eggs Products Inc., Pfizer and Baxter. From 1985 to 1987, she was a project engineer for General Motors.

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★ There is no other product on the market that can remove the plugs from the green quicker and cleaner than THE GLEANER core-plug pusher.
★ There is no cheaper product in the industry to remove your plugs from the green or tees. One use and it pays for itself!
★ Other core-plug removal equipment might take two hours to install. Model TP installs in five minutes.
★ If your mower breaks down, it only takes 5-7 minutes to be up and mowing again with your backup greensmower!

MODEL JP

SPECIFICATIONS
1. Two section blade will follow the contour of any golf green or tee.
2. Three-inch foot pad coming off blade helps catch and push plugs off greens and tees.
3. Unit will not damage green because of articulation of blades and foot pad area on bottom.
4. Blade width is 72 inches.
5. All heavy gauge metal.
6. Weight is 70 pounds.

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Steward Awards

Continued from page 39

our member superintendents as stewards of the environment."

The event sponsors will conduct the fourth annual Environmental Steward Award presentation at the beginning of the environmental General Session. A reception honoring the Environmental Steward Award winners will follow immediately. Previously, the Environmental Steward Award presentation was conducted as a program separate from the GCSSA Show.

In addition, videos featuring the Environmental Steward Award Program and this year's winners will be produced. They will be available to superintendents interested in learning more about the program and the environmental practices conducted by the winners.

These format changes are designed to increase the visibility of the Environmental Steward Award," say the award sponsors in a joint statement. "We feel the award is important recognition of both golf course superintendents and the work they conduct.

In 1994-95, 31 golf course superintendents received Environmental Steward Awards, created to recognize golf course superintendents and golf courses for their work to protect and enhance their local environments. In the first three years of the program, Environmental Steward Award sponsors have contributed more than $50,000 to The GCSSA Foundation.

Vigoro merger

Continued from page 39

Vigoro has granted IMC an option to acquire 19.9 percent of its stock upon the occurrence of certain events. Great American Management and Investment, Inc. (NASDAQ:GAMD), Vigoro's largest shareholder, has agreed to vote the approximately 20 percent of Vigoro's shares owned by it in favor of the merger.

If IMC stock trades above $58.235, Vigoro can reassess completion of the merger or consummate the merger at a 0.75 exchange ratio. Similarly, if IMC stock trades below $58.235, Vigoro can reassess completion of the merger or consummate the merger at a 0.85 exchange ratio.

"This strategic merger will further our objective of better serving the growing world market for our products," said Wendell F. Bueche, chairman and chief executive officer of IMC. "The strength derived by the combination of these complementary companies will allow the new company to compete more effectively in the global crop nutrient marketplace, with the new IMC as the most efficient producer of potash and concentrated phosphates."

"This is a very meaningful day for my partner, Jay Poops, and me as co-founders of Vigoro," said Joseph P. Sullivan, chairman of Vigoro. "This merger will allow us to reach the goal we set 11 years ago to build a company which will provide our customers with the best possible products and services while becoming the low-cost producer and distributor.

Wendell F. Bueche will be chairman and chief executive officer of the combined company. Joseph P. Sullivan will become chairman of the executive committee of the combined companies' board of directors, with responsibility for board oversight of the merger.
Golf Ventures teams with Helena Chemical Co. in Florida

LAKELAND, Fla. — Helena Chemical Co. has selected Golf Ventures, Inc. as its exclusive distributor for the sale of Chemicals and turf products to the turf industry in the state of Florida.

Helena Chemical is one of the country’s largest distributors of chemicals and turf products, with more than 170 locations and more than 300 salespeople nationwide. Helena manufactures and distributes its own proprietary line of chemicals, fertilizers and additives, specialty products, adjuvants and seed.

Helena is also a leading primary distributor for other manufacturers of chemicals for the turf industry. The Helena Specialty Division is managed by Robert H. (“Buddy”) Reid.

Golf Ventures is one of the leading full suppliers to the turfgrass industry in the state of Florida. Established in 1986, Golf Ventures maintains a headquarters here in Lakeland with an additional facility in Ft. Myers. Golf Ventures has 12 dedicated sales representatives covering the state of Florida.

Steve Sorrell has joined Golf Ventures, Inc. as a sales representative for Turf Products — fertilizer, chemicals, soil amendments and other specialty products. Sorrell is a 1988 graduate of the Penn State University Turfgrass Management Program.

Prior to joining Golf Ventures, he was the golf course superintendent at TPC of Tampa Bay. Prior to that, he was the superintendent at Colleton River Plantation in Hilton Head, S.C.

Jeff Hayden has also joined Golf Ventures as a sales representative for Equipment and Turf Products. Hayden is a 1974 graduate of Lake City Community College of Golf and Landscape Operations, and he currently serves on the Advisory Board for the Golf and Landscape Program for LCCC. He is a past director of the Florida Turfgrass Association, and past president of both the Seven Rivers Golf Course Superintendents Association and the North Florida Golf Course Superintendents Association.

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No lightweight contender stands a chance against the 250’s winning combination of features. All you have to do is demo the 250 to appreciate its drive to outperform, outpower, outproduce and outmaneuver any mower in its weight class.

Floating cutting heads closely hug the turf and rugged hydrostatic drive grips the terrain for an unsurpassed cut. Even weight distribution eliminates “bouncing” for a smooth, clean finish. The 23-, 28- or 33-horsepower engine muscles the 250 up inclines or around any obstacle, but not at the expense of agility. The 250 is extremely quick on its feet.

Before you put your money behind any other lightweight, give the Ransomes® 250 a workout. It’s the only mower to have in your corner for a winning performance on the fairway. Ransomes...the real thing.

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CPR Prompt complements emergency training

CPR and first aid training are high priorities for athletic trainers to help protect their clients, their staff, students and other athletes. But the sobering reality is that despite the significant investment in CPR training, a high percentage of those trained forget the procedure when faced with a "real life" emergency.

According to the Journal of the American Medical Association, reporting on an American Heart Association conference on CPR, the problem of training retention is a major issue in CPR effectiveness. Studies have confirmed that as early as three months following training, many of those trained have difficulty in recalling the skills and performing the necessary techniques. One innovative solution now being previewed by athletic trainers is an inexpen-

sive, newly patented, high-tech device called the CPR Prompt Rescue and Training Aid. The portable, battery-operated unit uses advanced voice technology to act as a computerized assistant — literally talking trained rescuers through every step of 15 different CPR and choking emergencies.

By combining cutting-edge microprocessor and voice chip technologies with guidelines recommended by the American Heart Association and the American Red Cross, CPR prompt delivers precisely timed commands for chest compressions and breathing, appropriate for the age and condition of the victim, as keyed in by the user at the start of the process. CPR Prompt retails for $199.95, where available. For more information, call 1-800-391-4CPR.

CIRCLE #303

Stock Chaser joins ParCar line

Columbia ParCar Corp. has added the Columbia IS-11 StockChaser to its growing line of quality industrial/commercial vehicles. Columbia IS-11 StockChaser features include:
- 24-volt system featuring 6- and 8-gauge cables for a more free flow of electricity through the system
- 16-gauge Cathodic Epoxy Electrocoat (E-Coat) diamond plate steel body for durability
- Narrow body design for easy maneuverability in tight areas (only 29.5 inches wide)
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- On-board battery charger for convenient charging

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Not only can the staff look their best but the course can dress to impress as well. Call 1-800-233-3853 or fax 1-800-277-7701 today for more details on all the available patterns. Don't be disappointed, when it comes to your golf course accessories or your staff's uniforms, call Southern.

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Whether your challenge is a deadline, a tee, a green, a fairness, a rough, or a bunker surround, we have a blend that fits your needs.

We understand the variety of problems you face because we have spent a great deal of time listening to golf course superintendents. As a result, Tee & Green Sod offers the most complete product line available to the golf course industry—

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Give us a call for information about our selection of products, and our unique harvesting and washing techniques.
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- Bluegrass-Rye grass
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6-7 — National Golf Course Owners Association Seminar for Family Businesses in Palm Springs, Calif. Contact NGCOA at 803-832-6606.
8-9 — GCSSA seminar on Business Communications and Assertiveness Techniques in Birmingham, Ala. *
9 — GCSSA seminar on The Microbiology of Turfgrass Soils in Pleasanton, Calif. *
9-11 — Wisconsin Turfgrass & Greenscape Expo '96 in Madison, Wis. Contact Audra Anderson at 608-845-6536.
10 — GCSSA seminar on Reclaimed Water Irrigation in Pleasanton, Calif. *
10 — GCSSA seminar on Writing IPM and Environmental Monitoring Programs for Golf Courses, in Charlotte, N.C. *
11-12 — GCSSA seminar on Planting Design for the Golf Course in Atlanta. *
14-18 — National Institute of Golf Management's 13th Annual Educational Program in Wheeling, W. Va. Contact the National Golf Foundation at 800-773-6006. *
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15-17 — Massachusetts Turf Conference in Boston. Contact Edward Brearley at 508-584-6568.
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26-Mar. 1 — Univ. of Wisconsin School of Turfgrass Management in Madison, Wis. Contact Lee Gottschalk at 608-263-1672.
* For more information contact the GCSSA Education Office at 913-832-4430.

January 1996

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400 courses in '95
Continued from page 1

Indeed, of the six most development-intensive states, five can be found in the Midwest: Michigan (22 openings), Ohio (18), Minnesota (17), Illinois (16), and Wisconsin (15). The second tier includes Sun Belt states like California, Florida and Georgia, where resort and residential scenarios drove the market.

Public-access golf facilities — daily-fee, municipal and resort — confirmed their dominance of the golf course market last year. Of the 383 courses that opened for play between Jan. 1 and Oct. 5, all but 53 were public-access. Nearly 70 percent of the country's 15,000-plus courses are now daily-fee, municipal or resort, as the number of private courses continues to decline — by 9 percent since 1990.

Continued public-access development in the Midwest bodes particularly well for an industry looking to diversify geographically and economically.

The heartland states have been able to provide a range of facilities, not just the high-end variety," Norton explained. "I think that's some of the reason why it has led the way over the past few years and will continue to lead the way... We expect 400 to 500 courses to open this year, and they will follow a similar geographic pattern."

Course openings have now increased every year this decade, with another record number projected for 1996. There are currently 746 courses under construction (see chart at left) and another 500 in the planning stages.

While development growth signals a strong industry — not to mention more job opportunities for superintendents, archivists and managers — it also signals increased competition for existing courses. "All this development pushes up the requisite level expertise it takes to run a golf course," said Michael Hughes, executive director of the National Golf Course Owners Association. "I think the individual owner who is not a good operator is already being squeezed. There will be definitely winners and losers."

Hughes noted the large number of course expansions (139 out of 383 facilities) bodes well for the industry, as experienced operators have deemed it fruitful to add on. Of course, that leaves 244 new facilities, whose operators are as yet unproven.

"Are they good operators with experience, or are they people who are enamored of golf and living a dream?" Hughes queried. "We'll find out soon enough. The weaker members of the market will turn over and good, experienced managers will come in. This will definitely help the management companies.

Indeed, management firms have enjoyed heady times during the '90s, snapping up older courses that couldn't compete with new ones, and gobbling up newer facilities that couldn't meet their debt services. Look for more to fatten the portfolios of eager management firms. Experienced or not, the prospective course owner is making a compelling case to financiers.

"When I see a pro forma on a deal, I'm seeing better margins projected on these projects — and that draws out the money," said Don Rhodes of Atlanta-based NationsCredit, formerly Greenrock Financial. "Three or four years ago, it was hard to make that believable. But you can't just talk about rounds anymore. You have to talk about green fees and construction costs. Look for the players are full," said Rhodes. "It's hard to believe that rounds are flat. But if these new courses keep opening and what the NGF says is true, more and more course projects will have trouble achieving their numbers and that will chill the flow of capital into the industry."

While Norton has unwavering faith in the NGF survey showing that golf participation levels outside the Midwest are not growing to meet the burgeoning supply of courses.

"It's weird, because everywhere I go people tell me their courses are full," said Rhodes. "It's hard to believe that rounds are flat. But if these new courses keep opening and what the NGF says is true, more and more course projects will have trouble achieving their numbers and that will chill the flow of capital into the industry."

While Norton has unwavering faith in the NGF study ("The findings on participation absolutely cannot be questioned. It's the largest survey of the sports organizations: 30,000 households."), he doesn't feel 400 course openings in 1995 and 400-500 more this year, mean supply has outpaced demand.

"Remember to keep it in context," he said. "We're talking 300 to 550 18-hole equivalents in 1995, which is about 2 percent of supply. Those aren't gangbuster figures, but it's when you view it in context of overall supply. The U.S. is a big, big country. Besides, the Midwest is leading the way. And that's where the players are."
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