Round are up!
No, they’re flat

Before you get all worked up, let me reconcile what appears to be a contradiction here in the pages of Golf Course News. I know what you’re thinking: “That simply isn’t possible!”

Well, you’re right, with the golf course stock, which has jumped by nearly 15 percent since 1990. Certainly, they have not kept pace with management. On the other hand, the environmental ethic is becoming part of corporate America. That’s our experience. These corporate people we deal with aren’t just talking the talk, they’re walking the talk. It’s refreshing and it makes our job easier.”

But listen to Maine Department of Environmental Protection Director of Policy Development and Implementation Brooke Barnes: "Whether it’s golf or the paper business, the environmental ethic really is becoming part of corporate America. That’s our experience. These corporate people we deal with aren’t just talking the talk, they’re walking the talk. It’s refreshing and it makes our job easier.”

Continued on page 41

Good deeds making a dent?

I rarely have we bridged the gap, proven the point and affirmed it with environmental bureaucrats, that golf courses are indeed good for the earth’s health. Have the national parks and Environment Summits made an impact? We published a “man-on-the-street” set of responses to the following question: “Assuming an increase in golfer participation and rounds played, do golf courses remain flat for the better part of five years. Certainly, they have not kept pace with management. On the other hand, the environmental ethic really is becoming part of corporate America. That’s our experience. These corporate people we deal with aren’t just talking the talk, they’re walking the talk. It’s refreshing and it makes our job easier.”

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Continued on page 14

To the editor:
I appreciated reading the article on Internet marketing ("Marketing on the ‘Net” wave of golf’s future.") GCN May 1996). However, there were two errors in it about our on-line website mentioned therein.

First, the correct address is http://www.iguest.com/michigangolfer. Secondly, it’s incorrect to say that the content is “golf courses only.” In fact, our print edition of Michigan Golfer, now in its 14th year covering golf, is also found on this website. Such content as an exclusive Q&A with Corey Pavin, the treacherous greens of Oakland Hills, a feature on “spikless” golf shoes, a pre-view of the Ford Senior Players Championship, and golf travel in Ireland all may be found there in current or archived form.

I enjoyed reading your informative newspaper. You do a fine job on covering diverse subjects and topics in the industry. Continued success.

Terry Moore, editor Michigan Golfer
Grand Rapids, Mich.

A WORD ABOUT OZONE

To the editor:
I read your article regarding ozone systems and golf course ponds with some interest. The article left much unsaid and contained quotations which might tend to confuse or misinform your readers. The states that a one acre lake would require 5 to 10 horsepower of surface aeration. Otterbine has recommended 1.5 horsepower for the first 17 years that I have been employed here. How this requirement could have been overstated from 300 to 600 percent is of question.

Further the article refers to the relative efficiencies of bottom-diffused aeration or ADS. The relative efficiencies of any bottom-diffused system are related to depth. As the air bubble rises to the surface, it will tend to entrain water and circulate from bottom to top. Secondly, the deeper the water the greater the rising air bubble’s contact time and the higher the oxygen transfer rates. Research, indicates that bottom-diffused systems operate at peak oxygen transfer efficiencies in depths of 3 to 4 feet. As the depth is increased, transfers decrease a corresponding 50 percent. Hence, in 6 feet of water, a bottom-diffused aeration system is only working at 15 to 33 percent peak efficiencies, making a surface spray aerator far more efficient and effective.

Lastly, ozone generation is not a new concept. The first commercial application was documented over 100 years ago in Nice, France. There it was used to clean water for human consumption. There are two basic methods of generating ozone; corona discharge and ultraviolet (UV) radiation. UV radiation generation is usually achieved by passing water or air past a special type of light bulb similar to a black light. As the bulb ages, ozone output drops. Corona discharge systems use a permanent electrode system.

A condition with them using ozone for lake-management purposes is the high demand for ozone in large bodies of water and the relatively high half life of ozone in water (20 to 30 minutes). Due to the high degree of biological material and runoff often found in golf course ponds, ozone demand is extremely high. Corona discharge systems are used for large volumes of water (i.e. clean municipal drinking water and municipal waste). UV systems are better suited for small volumes of water (i.e. aquariums, etc.). As Otterbine has been in business for over 40 years and has over 5,000 golf course customers, I believe we have a degree of experience unparalleled in the industry. The fact that we have the ozone generators, bottom-diffused aerators, horizontal aspirators and surface spray aeration products to speak with more objectivity than a manufacturer who has specialized in one type of product.


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FROM THE EDITOR

WEB OVER-SITE

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Softspikes and Reebok International will team to provide the golfers future,” GCN May 1996).

Concerning funding of NTEP, the general public telling their con-
tact management company representatives on a monthly basis. If you have any suggested queries, contact us via e-mail at

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Public Golf Forum

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Golf Course News scheduled for Oct. 27-29, here at the Marriott Lincolnshire Resort. With education programs designed specifically for owners, managers, superintendents and developers of public-access facilities, The Forum will provide attendees the edge they need to survive.

"As the information source for the golf course industry, we have our fingers on the pulse," said Golf Course News Publisher Charles von Brecht. "This allows us to pinpoint the areas where owners, managers, superintendents and developers might really need expert business advice and guidance.

"I believe we've succeeded in assembling a program that addresses these needs." The Forum will feature four distinct education tracks — Marketing, Management, Maintenance and Development — each featuring expert instruction from proven leaders inside and outside the golf industry.

* The Marketing program is designed to help owners and managers "get the word out" via TV, radio, photography, the print media, the Internet and good of-fashioned word of mouth. For example, award-winning photographer Mike Clemence will tell attendees how to best market their courses through pictures;

Vincent Alfonso, former president of the National Golf Course Owners Association, will instruct attendees on how to use local TV and radio to their marketing advantage; Rich Katz, vice president of marketing for Billy Casper Golf Management, will show owners how to economically promote their courses via the time-honored "Barter System"; and appraiser Larry Hirsh, president of Golf Property Analysts, will share 10 ways to upscale your operation — thereby allowing higher green fees while increasing course value.

* While most agronomy programs show superintendents how to spend money, the Maintenance track at the Public Golf Forum concentrates on saving it through innovative turf care and efficient management. Indeed, The Forum is unique in the attention it pays to business issues faced by today's superintendents. Bruce Williams, president of the Golf Course Superintendents Association of America, will share innovative, efficient staffing techniques.

Terry Buchen, GCN's Savvy Superintendent and contributing editor, will weigh in with his exclusive "10 Ways to Save Money." Earl Shafer, the superintendent at Wilmington (Del.) Country Club, will discuss ways to use OSHA regulations as a cost-saver. Also, Chicago District Golf Association Turfgrass Advisor Dr. Randy Kane will discuss agronomic problems particular to the region, while U.S. Golf Association Green Section agronomists Bob Braime and Peter Fervarr also plans courses for greatest turf problems and solutions.

* The Development program will employ a two-prong approach: first, supporting a hands-on workshop and trade show to help the event planner and the existing course owner looking to expand — indeed, the latter group accounts for nearly half of last year's 468 course openings. This track will feature architect Bob Lohmann on course renovation; Jeffrey Brauer, immediate past president of the American Society of Golf Course Architects, on the particularities of expanding facilities from 9 holes to 18, 18 to 27 and 18 to 36; architects Dick Nagues and Keith Foster on reclaiming landfills and quarries for golf development (and how to use them as a marketing advantage). Discussions of demographics, financing alternatives and environmental permitting strategies will also be included in this track.

* The Forum's Management program is the strongest ever. Operations wizard Gregg Gagliardi returns this year with separate sessions on increasing profit margins on the driving range and in the restaurant. Walt Lankau, owner of Snow Acres (Mass.) Country Club — host to the 1995 USGA Public Links Championship — will share his experiences implementing and fine-tuning an automated tee-time reservation system. As any owner knows: If the price is right, the course is always for sale. In that spirit, the Management track will feature a session on "Making Your Course Attractive for Sale," featuring Mike Rippey, president of North American Golf, and golf course appraiser Sam Hines.

Information on attending the conference and exhibiting at the trade show can be obtained by calling the Golf Course News Conference Group at 307-846-4000.

Phillips comment
Continued from page 10

no retrofitting required. Expected the other players in golf cobbings to quickly strike similar deals with the roddles of spike-alternate makers now crowding what had been a pretty static marketplace.

Reebok has chosen to equip its Performance Convertible golf shoes with SoftSpike ExTraction cleats, "because they outperformed all other spikeless alternatives in our testing," said Phil Percoco, Reebok product development manager.

The athletic footwear behe- mask appears to have taken the "whole hog" approach to its spikeless commitment. Reebok has agreed to respike, on reuest, any model in its golf shoe line with ExTraction cleats at no additional charge. The manufacturer also plans convention programs for clubs to go spikeless, including rental-shoe discounts of 40 percent of the standard wholesale price and shoe program for tournaments.

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