

Hal Phillips,
editor

GCN to go global in '97

The Global Economy™ has become one of the today's most ubiquitous and, by consequence, obnoxious catch phrases. However, it's impossible to ignore the ever-expanding bounds of the marketplace. Our marketplace, the golf course marketplace, is no exception. Superintendents are taking their skills abroad; developers are targeting ever-more accessible but nevertheless exotic locales; and manufacturers are shipping product all over the globe. Every time a golf course opens around the world, opportunity expands.

In response, we're launching *Golf Course News International* at January's BIGGA (British and International Golf Greenkeepers Association) Show in Harrogate, England. Scheduled to publish six times in 1997, *GCN International* will feature management, development and maintenance news from every corner of the globe — delivered to qualified, industry readers in every corner of the globe.

There are more than 15,000 courses in Europe, Canada, Asia-Pacific, South and North Africa, Central and South America; *GCN International* will be read by top decision-makers at every one of them.

The Asia-Pacific edition of *Golf Course News*, published quarterly since 1993, will become part of this new International edition. For those dedicated Asia-Pacific readers and advertisers who fear their market will not receive the attention to which they've grown accustomed, worry not. With six issues instead of four, Asia-Pacific will receive the same thorough coverage — plus news, trends and analysis from golf markets on six of seven continents (sorry, *GCN Antarctica* still in planning).

A global news source for a global economy. Annoying phrase, but an idea whose time has come.

...

What else do we have up our sleeves here at *GCN*? Plenty. After months of feet-dragging and mind-numbing delays, we're finally ready to launch *Golf Course News On-Line*... well, almost.

The on-line incarnation of *GCN* — at the website address www.golfcoursenews.com — will appear some time between

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Course maintenance trends coming full circle?

The Internetting, weather station-watching, Global Positioning Systems-installing, genetic engineering golf industry is so excited about and focused on its superhighway into the future ... are we ignoring our past?

When Will Durant said, "Most of us spend too much time on the last 24 hours and too little on the last 6,000 years," he could have been fingering golf. Specifically, he easily could have had in mind compost use as top dressing, or spikeless golf shoes.

Two of the sizzling topics of the mid-1990s were indeed hot topics of — breathe deeply, now — the early 1900s.

Peruse with me the book, "*Turf for Golf Courses*," published in 1917 and authored by U.S. Department of Agriculture agronomist (a real word) Charles V. Piper and agronomist Russell A. Oakley. Some 89 years ago they wrote:

Mark Leslie,
managing editor

"We believe that if we were forced to use for all purposes only one form of fertilizer, we would take compost. Nothing that we have done has given as good results as top dressing with compost; apparently it can be used with good results at almost any time of the year. Piles of compost on different parts of a course are real safeguards against many of the dangers that may arise, and the truly remarkable results that a light top dressing will accomplish are astounding."

"As a dressing for turf, a good compost can be prepared by piling sod in alternative layers with manure, leaves and leaf mold."

"Compost prepared in this way is so valuable, and at the same time relatively so cheap, that every club should see to it that an adequate supply is available at all times for use on its course."

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Letters

NTEP DIRECTOR MORRIS OFFERS THANKS

To the editor:

On Aug. 6, President Clinton signed the U.S. Department of Agriculture (USDA) Appropriations Bill for Fiscal Year 1997. This bill provides continued support of the National Turfgrass Evaluation Program (NTEP) and increases the level of support to \$55,000 — a 10 percent increase. This support allows the NTEP to continue its arrangement with the USDA at the Beltsville Agricultural Research Center, Beltsville, Md.

As many of you know, the USDA, Agricultural Research Service (ARS), proposed elimination of the support for NTEP in the FY97 budget. However, as a result of the overwhelming response from the turfgrass industry, the money was included in the USDA appropriations legislation by the appropriate congressional subcommittees and signed by the President.

The NTEP wishes to thank all those who wrote or called the USDA and/or their Congressional representatives. As a result, the USDA-ARS received more letters and calls about this one issue than any other in recent history. Your efforts did not go unnoticed!

The NTEP also wishes to acknowledge the efforts and contributions of the Golf Course Superintendents Association of America (GCSAA), Turfgrass Producers International (TPI) and the Georgia Agribusiness Council. These three organizations used their resources to inform key Congressional subcommittee members of the importance of funding for turfgrass research and NTEP. We are appreciative of their efforts and support.

Kevin Morris
director, NTEP
Beltsville, Md.

Ed. — In the spirit of putting up holiday decorations ever more early, we offer the following holiday verse. Besides, as *GCN* publishes its annual *Buyer's Guide* in December, the poem below would not have been appropriate in January. So, season's greetings!

'T WAS THE NIGHT BEFORE MOWING

'Twas the night before mowing, and all through the land,
Not a mechanic was working, not even old Stan.

The tools were all hung by their benches with care,
In hopes that nothing would break down for repair.

The operators were nestled all snug in their beds,
While visions of turf care danced in their heads,
And the boss in his coveralls, and I in my smock,
Had just settled down for a nip from my crock.

When out on the lawn there arose such a clatter,
We sprang from our chairs to see what was the matter.
Away to the doorway I took off like a bat,
Tore open the door and tripped on the cat.

The stars on the crest of the newly cut lawn,
Gave a luster of sparkles and a wish to belong.
When what to my wondering eyes made me shutter
But a miniature mower with nine tiny cutters.
With a little old operator so lively and odd,
I knew in a moment it must be Saint Sod.

More noisy than stock cars his mowers they came,
And he whistled and shouted and called them by name;
"Now Toro! Now Jakel! Now Progressive! and Brouwer!
On Befco! On Landpride! On Bush Hog! and Rhino!
To the top of the hill! To the side of the wall,
Now cut away, trim away, mow away all!"

As dry leaves that before when the grass is too long,
When met with an obstacle, is where tri-decks belong.
So onto the fields the mowers they flew,
With a sleigh full of blades and, of course, Saint Sod too.

And then in a twinkling I heard from the shade,
The turning and humming of each little blade.
As I drew in my head and was turning around,
Down the laneway Saint Sod was coming along.

He was dressed all in coveralls from his head to his feet,
And his clothes were all covered in clippings and peat.
A bundle of parts he had flung on his back,
And he looked like a salesman just opening his pack.

His eyes, how they twinkled! His hair cut so neat,
His chin not too pointed, his lap top not cheap.
His droll little mouth was drawn up in a smile,
You could tell at a glance that he wanted a sale.

The stump of a pen he held tight in one hand,
And the ink it was leaking was all over his hand.
He had a broad face and a mid forties bulge,
That hurt when he bowled and more when he ran.

He was chubby and plump, and was looking for cake,
And I laughed when I saw him, for being out of shape.
A wink of his eye and a ring of his bell,
Soon gave me to know he had nothing to sell.

He spoke not a word but went straight to his work,
And filled all the orders, then turned with a jerk,
And over his belly and not seeing his toes,
And giving a nod, off the mower he rose.

He sprang to his tractor, to his mowers gave whistle,
And away they all mowed through the weeds and the thistle.
But I heard him exclaim ere he drove out of sight:
"Happy Christmas to all,
May your mowing be bright!"

J. Ray Winoski
Progressive Turf Equipment Inc.
Seaforth, Ont., Canada

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

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United Publications, Inc.
Publishers of specialized business
and consumer magazines.
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Phillips comment

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now and Jan. 1. Because we publish our handy-dandy Buyer's Guide in December, I figured I would alert you net-thusiasts now, in order that you might enjoy the site during the holiday season. As we all know, there's nothing like washing down a good mole cricket story with a little egg nog...

Why hasn't *Golf Course News* been on-line until now? Well, it took time to find the right Internet provider (you folks who haven't dealt with these characters will more fully understand what I mean when you make your own inevitable on-line jump). Also, we wanted GCN On-Line to be something really special — not just another run-of-the-mill web site with standard graphics and content.

GCN On-Line will be different. Breaking news. Previews of upcoming issues. Eye-popping

Jones comment

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is now on the leading edge of environmental responsibility in this country." Think about that for a minute. How many industries have done what we did? In short, the principles put us way ahead of the curve.

Frankly, the successful principles effort should have garnered more national media attention. It's a great story of an entire industry working cooperatively and proactively to protect the environment. But, hey, as the old newsroom saying goes, "Good news is no news." The non-golf media are still far more interested in our industry's one alleged ghost (Lt. George Prior of chlorothonil fame) than in something enormously positive like this. What a pity.

5. We built relationships. While the process of negotiating the principles language was a tremendous drain on both sides, it also brought the people and organizations closer together. Consider, for example, the fact that Dr. Jay Feldman, head of National Coalition Against the Misuse of Pesticides, sent me a holiday greeting card last Christmas. GCSAA even hosted one of the coalition's board meetings at the Lawrence headquarters.

Now consider that, just a year earlier, the cover of NCAMP's magazine had featured an illustration of a giant skull-and-crossbones superimposed over a golfer!

Everyone in golf should be proud of the principles. They may not be an exact road map for environmental responsibility, but they do represent something much greater: a mutual commitment to preserving the environment without damaging the game's vitality and integrity.

graphics. Links to oodles of other golf sites. This will be the complete package — true forum of ideas and opinions.

Look for it.

•••

It's interesting to note that course management companies, not the architects themselves, have taken issue with a particular golf hole's trade dress. While the owners of Pebble Beach, Harbour Town and Pinehurst

have objected to the duplication of their golf holes at Houston's Tour 18 Golf Club (see story page 37), there's no way to ask, say, Donald Ross whether he approves of developers replicating his designs. Jack Neville, the designer of Pebble Beach who passed away in 1978, cannot be reached for comment, either.

However, Ed Seay, whose Bay Hill design (with Arnold Palmer), was duplicated at

Houston's Tour 18, says it's all a matter of perspective.

"Now, I can see an owner getting upset," Seay opines. "If someone has paid a very large price for uniqueness, for exclusivity, they have a reasonable right for that to be honored. But I think if a designer's upset with it, they're a little insecure. I would consider it a compliment. Don't you want people to enjoy your work?"

Dennis Wilkerson, owner and chief shareholder of Tour 18, not surprisingly agrees with Seay.

"Maybe I'm just an ol' country boy, but I thought the other courses would find it flattering — to be named in a collection of the greatest golf holes," Wilkerson says. "I think some of [the owners of the original courses] must have found it flattering, but the other three didn't like me advertising their resorts."



MICHAEL LEE TALKS:

GREENS MOWERS

"We just hosted the Andersen

Consulting World Championship of

Golf this summer and are gearing up

for the U.S. Women's Open in 1998.

Like we do all year, we used John

Deere 220s on our greens. They did an

excellent job—even at the low cutting

heights we mowed

at during the tour-

nament. We've

used John Deere

walkers here since

1988. We like

them

because

they pro-

vide a

quality cut over our undulating sur-

faces. We also have 2653s mowing

around greens, tees, and some areas

of the rough. They're great machines

for mowing contours. We do all our

maintenance ahead of play, so it's

important for us to have equipment we

can count on. We like the reliability of

our John Deere machines, plus the

fact that we can get parts for them

overnight if we have to."

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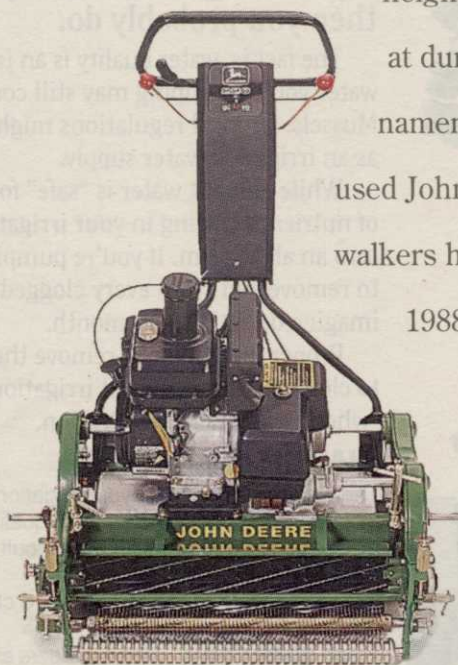
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