DNA fingerprinting pegs rogue cultivars

**By LARRY KIEFFER**

TAMPA, Fla. — Developing techniques to identify “off-types” of Bermudagrass through DNA analysis has become a market-driven research project in Florida. Superintendents in the state increasingly face job insecurity as these off-types appear on their golf courses, particularly on the greens.

The objective is to find a reliable means of verifying a cultivar before it is planted. With his job on the line, the superintendent wants to make sure he is getting what his boss is paying for.

“We have found that DNA fingerprinting has proved to be a powerful tool for identifying off-types in Tifway Bermudagrass,” said Dr. Phil Busey, one of four researchers with the University of Florida’s Institute of Food.

Continued on page 28

**Biosolids gain favor**

**By MARK LESLIE**

OGUNQUIT, Maine — Nutrient-rich, disease-suppressant “biosolid” compost is gaining support and becoming a player in the world of golf course design and maintenance.

Some took notice when Firestone Country Club used a biosolid compost to rebuild its greens two years ago. Others have watched as several courses in Ohio purchased the Kurtz Bros.’ sludge compost product, Technigrow.

Now courses are contracting companies like Kurtz and Brown & Ferris Industries (BFI) to provide biosolids for the root-zone mix on greens in new course construction and

Continued on page 34

**Course marketing entering new media**

- **The Internet**
- **TV and Radio**

**PUBLIC GOLF FORUM**

ST. GEORGE, Utah — Developers of a golf and residential community in southwest Utah have started their own web page to keep the 2,000 investors informed about the project’s status on a daily basis.

Golf Ventures Inc., a publicly traded company specializing in golf and related real-estate development, is building Red Hawk International Golf Community, located 30 minutes from Zion National Park and 90 minutes from Las Vegas.

Through its web site — www.gvim.com — GVI keeps investors apprised of daily developments at the 670-acre project, home to a 27-hole Fred Couples/ Gene Bates-designed golf course, clubhouse, tennis facilities and 945 residences. The first phase, 18 holes and 114 dwelling units, should be completed by spring 1998.

“We use a digital camera to take photos and update them on the web page on a regular basis,” con-

Continued on page 41
Island putting greens are indeed a beautiful, yet intimidating, sight to behold with some very unique shapes and features. They’re also meant to challenge golfers. Once a player has carried the water hazard and landed on the green, he should be rewarded for his efforts. That’s why, in most cases, the putting surface is one of the ‘Penn Pals’... icing on the cake, so to speak.

We haven’t seen the last of island greens. Now that one floats, what’s next? Whatever the configuration, your Tee-2-Green distributor has the ideal creeping bentgrass for each application: Penncross... the world standard for putting greens since 1955. Penneagle... the salt tolerant grass for greens and fairways, plus PennLinks, the new choice for greens around the world.

And now, the exciting next generation of low mowing creeping bentgrasses... PENN A-1, PENN A-2, PENN A-4, PENN G-1, PENN G-2 and PENN G-6 will add a new dimension to green performance.

So, even when a player’s short irons are erratic, and his putting's unpredictable, he can always count on the quality and consistency of ‘Penn Pals’ greens as he tours the islands.
IN BRIEF

WORCESTER, Mass. — City officials are planning to use excess funds from the city golf course to better maintain and improve the long-neglected 18-hole course at Green Hill Park. According to City Manager Thomas R. Hoover, the state is also prepared to direct two additional $500,000 grants for improvements to Green Hill Park if the city can resolve a series of issues that led to the rescinding of its eligibility earlier in the summer. The state has objected to the lack of access by the general public to the golf course that is used primarily by a group of several hundred regular players.

KINGSPORT, Tenn. — City officials have officially accepted the donation of the 160-acre Cattails municipal golf course site, worth $1 million, from the Eastman Chemical Co. The 18-hole Cattails course, now under construction, is part of the MeadowView Conference Resort and Convention Center Complex. In return for the donation, the city promised Eastman it won’t sue the company if chemicals from an adjacent piece of Eastman property migrate onto the golf course site at some time in the future. Two ash landfills, used by Eastman years ago, are located on the adjacent property.

Bethpage, USGA strike a blow for public golf

By J. BARRY MOTHERS

FARMINGDALE, N.Y. — Next to Tiger Wood’s professional coming-out, it might be the biggest golf story of the year. After several months of postponements, apparent jiltings and behind-the-scenes wrangling, the United States Golf Association (USGA) has announced the 2002 U.S. Open will be held at the public Black Course at Bethpage State Park on Long Island. The historic decision means the country’s most prestigious golf event will be held at a publicly-owned facility for the first time since the tournament was started in 1895.

Along with Tiger Woods widespread appeal in recent PGA Tour events, the USGA’s selection of the Black Course as an Open host is another strong sign that golf is moving towards a broader, more democratic identity and greater access for the public.

“It’s hard to overstate our enthusiasm for bringing our national championship to a golf course owned by the public,” said David Fay, executive director of the USGA, in a prepared statement. “Most courses and golfers today are public in orientation, and this news just underscores how important public golf is to the game of golf.”

The 2002 Open will be held June 13-16, continued on page 33

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Tuscaloosa next stop on Robert Trent Jones Trail?

TUSCALOOSA, Ala. — Tuscaloosa County is still under consideration to be a link in the noted Robert Trent Jones Golf Trail, a string of 18 courses across the state designed by Robert Trent Jones, Sr., and open to the public.

David Bronner, chief of the Retirement Systems of Alabama (RSA) which funds construction of the courses, said the key question will be whether 500 acres of public or private land can be found on which to build a course. The RSA is also reportedly considering locations between Tuscaloosa and Birmingham, in Shelby County, and a location near Montgomery as sites to build three or four more Robert Trent Jones, Sr., courses.

The Robert Trent Jones Trail is the largest integrated golf course construction project in the world and has been a strong tourist draw for golfers to Alabama. The trail features 54-hole facilities in Birmingham, Mobile, Huntsville and Auburn and 36-hole facilities in Calhoun County, Greenville and Dothan.

Atlanta developers issue cautionary tale

BY PETER BLAIS

SYDNEY, Australia — Anyone who thinks the 2000 Olympics here will be a boon for course operators and developers better think again, according to those who survived the recently completed Atlanta Summer Games.

"Golf was a minimal part of the Olympics for those visiting Atlanta," said Mike Waldron, executive director of the Georgia State Golf Association. "Those who hoped people would come in and spend big bucks to play golf or buy memberships and homes around golf facilities quickly found that just wasn't going to happen.

"Two to three years before the Games, private clubs were talking about renting out their facilities to large corporations for $100,000 a day and using the money for things like paying down their debt, putting a new roof on the clubhouse or rebuilding parts of the course. But what really happened was that visitors came in for three to four days at a time, spent all their time at the Games and never played golf. The private clubs that decided to stay open seven days a week during the Games found out it wasn't worth it. No one rented their club for the day. Even those that relaxed their public-play policies found they didn't have to."

Public courses also suffered during the Olympics. "Public play was down 30 percent during the Games," said Georgia PGA Executive Director John Bryan. "People came to the Olympics to watch the Olympics, not play golf. Say you had tickets for a 9 a.m. event. You had to catch a bus at 7 a.m. to be in your seat at the venue by 8:30. The event was over at 1 p.m., which meant you were back at the hotel around 3 p.m. If fatigue wasn't going to keep you off the golf course at that point, then the lack of daylight was."

The increased play at local courses that accompanied football's Super Bowl and baseball's World Series — both of which Atlanta hosted in recent years — fueled much of the golf industry's optimism surrounding the Games found out it wasn't worth it. No one rented their club for the day. Even those that relaxed their public-play policies found they didn't have to."

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continued on page 35

'Rebirth' of Miami muni set for Dec. 15

MIAMI — The old, worn-out municipal Melreese Golf Course is on its way to becoming the new and vastly improved Melreese Golf Course.

Melreese, which opened in 1962 and was considered one of the best public courses in the country for many years, is undergoing a $3.1 million makeover and is scheduled to re-open Dec. 15. Another $800,000 is going to a new clubhouse and other improvements.

The City of Miami, which owns the course, funded the project with money borrowed from the state. The loan will be paid back over 17 years by the management team in place, Bunkers of Miami Joint Venture, of which longtime Melreese golf professional Charlie DeLucca is the managing partner.

The revamped Melreese course will be a par-71 measuring 7,100 yards from the back tees.

DeLucca, who has been at the course since 1972, said the new greens fees at Melreese will be comparable to other top public courses in Dade County like The Links at Key Biscayne, the Golf Club of Miami and Biltmore, which are all around $35 in peak season.
AGC eyes two Cleveland facilities

CLEVELAND — American Golf Corp. is seeking to take over the management of Cleveland's Highland Park and Seneca golf courses.

Under its recent bid, American Golf would pay the city $380,000 a year to operate the two courses, but would keep any revenues beyond that amount. It would also guarantee to make $825,000 in capital improvement to the courses during the first five years of the contract.

Thereafter, AGC would guarantee that 1 percent of its gross revenues will be used for improvements. Improvements could include upgrading fairways, adding trees and shrubs, and renovating clubhouses.

The American Golf proposal is for a 10-year contract, with one five-year option to extend. From 1991 to 1995, Highland Park and Seneca had net operating losses of $1.6 million.

American Golf's bid was part of an ongoing effort by the city to seek competitive bids for city services typically handled by city workers in labor unions. Cleveland Mayor Michael R. White has said the city's unionized workers could continue in their jobs if they match or beat the private bids. He also said they would be guaranteed other city jobs if they are displaced by private firms.

Vandals' families held liable for damage

SCITUATE, Mass. — The families of two local teenagers will be asked to pay for damage the boys caused to the Widow's Walk golf course under construction here.

The teenagers, one of whom worked on the project as part of a community service sentence, rode a motorcycle across greens and fairways that were shaped and waiting to be seeded. The damage was estimated at $2,600. The vandals, who also marred two tees and the perimeter of a pond, set the project back about half a day, according to Scituate Town Administrator Richard Agnew, who oversees the project.

Agnew said the damage would have been far worse had the areas been seeded. Construction of the 18-hole Widow's Walk municipal course, designed by Michael Hurdzan, is scheduled for completion by December with a target opening date of July 1, 1997.

Project officials and the city have pledged to step up police patrol of the site, an area known as "the pit" that was a popular spot for off-road motorcycling and other activities.

Name changes take effect in North Ohio

CLEVELAND — It's been through a name change, and two unusually wet seasons in a row, but Cleveland's newest public-access, 18-hole course is ready for play.

StoneWater Golf Club, an upscale daily-fee facility originally named Aberdeen, is expected to have all 18 holes ready for play this month. The front nine holes opened in August. The 178-acre course was designed by Michael Hurdzan and associate Dana Fry.

Hurdzan and Fry, who was the primary designer, created a traditional course that is championship caliber. Landscapes Unlimited has been building the course for the past two years. The par-72 layout measures 7,100 yards from the back tees and features 22 bridges to carry players across the course.

Thanks to stacked rock walls discovered at the site, water comes into play on 16 of the 18 holes in the form of lakes, ponds, wetlands and streams. The combination of water and stone spurred the name change.

StoneWater's superintendent is Mike Koeritzer, who came to the course from Five Farms at Baltimore Country Club. Craig Immel, StoneWater's co-founder, is director of golf.

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CIRCLE #104
Another Kansas course makes the switch: Bermuda to zoysia

WICHITA, Kan. — The Rolling Hills Country Club, a private 18-hole course, recently converted its 32 acres of fairways from rye and Bermuda to zoysia. The $400,000 project was undertaken under the watch of golf course superintendent Wayne Van Arendonk.

Club officials said the switch to zoysia will allow the course to reduce its water use and save $40,000 to $60,000 a year while also being more environmentally friendly. The club planted fescue in the rough so that in winter the green will contrast with the Zoysia fairways, which will turn brown in the cooler months.

Rolling Hills is not the only Kansas course making a switch. The $10 million Flint Hills National Golf Club being developed in Andover will use Zoysia, as does the Winfield Country Club.

Meanwhile, the Crestview Country Club, which uses a mix of grasses in its fairways, has planted two of its 36 fairways with zoysia to gauge member reaction.

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CIRCLE #105

Va. Beach shapes resort strategy

VIRGINIA BEACH, Va. — A golf study committee has recommended that the city of Virginia Beach help develop a five-star resort and two connecting top-tier, 18-hole golf courses on the city-owned Lake Ridge Property.

The development would be part of a long-range strategy to establish Virginia Beach as an East Coast golfing mecca to rival Williamsburg, Va., and Myrtle Beach, S.C., in year-round drawing power.

The special golf committee, formed in April, recommends the city aggressively move to develop a package of top-flight courses citywide along with amenities like golf schools, practice areas, clubhouses, health spas and eating facilities.

In the committee’s vision, the proposed new courses would be privately developed and operated and probably be high-end, dailly-fee facilities by name golf course designers with greens fees in the $100 range.

Along with the development of at least two new golf courses, the Virginia Beach golf committee also recommended upgrading some of the existing city courses like Red Wing. After this, the city courses would be put into “tier” categories with greens fees ranging from $50 and below up to $100 and above.

The committee said a tier system for the courses would make tour packaging simpler and more attractive for out-of-state players.

There are currently 34 courses in the Hampton Roads area to accommodate 1.6 million residents.

Laguna Vista bringing golf to South Padre Isle

LAGUNA VISTA, Texas — The South Padre Island resort community, famed for widely known hotels and beaches, will soon have a quality course 10 minutes away in Laguna Vista.

Ground was broken in April on the new South Padre Island Golf Club. The development has a projected opening date of January 1997.

Built on land acquired from the family of the late Lloyd Bentsen, Sr., the golf club is being developed by South Padre Island Golf Club, L.P., a subsidiary of Delos Partners. Delos first looked at the site in the late 1980s, when Lloyd Bentsen Sr. was exploring various potential uses for the property.

Lloyd Bentsen Jr., former U.S. senator and secretary of the federal treasury, and other family members dug ceremonial shovels of dirt at the official groundbreaking.

Delos Partners will be project manager and manage the facility after opening. Delos’ Chris Cole and Stephen Caplinger designed the 18-hole layout, which will feature three types of Bermuda grass. A driving range and clubhouse are also planned.

Landscapes Unlimited is the builder.
Salt Lake County buys out developer

DRAPER, Utah — Salt Lake County is buying the 18-hole course from the developers of the upscale South Mountain development at Traverse Mountain for nearly $8 million. The course was seeded in late summer, according to Terry Diehl, a partner in the South Mountain project. It could be ready for play by late summer 1997 or early 1998.

Under the agreement, the county was scheduled to pay South Mountain developers $1 million for the 235-acre course and would officially take charge of the facility at that time. The county will own and operate the course, which will eventually be surrounded by luxury homes in what will be one of the more posh developments in the area. The county operates four courses, the newest being Riverbend in Riverton, which was built for $6 million.

GOLF COURSE NEWS
Pro chosen to manage N.Y. munis

ROCHESTER, N.Y. — Monroe County will turn over operation of its three public courses in January 1997 to a golf pro at one of the facilities.

A county search committee chose Jack Tindale Inc. over five other groups that submitted proposals to run the courses. Tindale is a golf pro at Genessee Valley Park, one of the three public courses now operated by the county Parks Department. Tindale will take over as operator of the Genessee Valley Durand-Eastman and Churchville Park courses in January. Last year, the county-owned courses brought in $1.5 million—not enough to cover the bills, according to the county which had to chip in $100,000 to balance the books.

Surprise federal immigration raid depletes Ill. course staff

ARLINGTON HEIGHTS, Ill. — The Palatine Park District lost 21 workers — many of them golf course workers — following a summer immigration raid by the U.S. Department of Immigration and Naturalization (INS).

A total of 21 workers, most of them from Mexico, were deemed illegal aliens by the INS during an early summer raid. As a result, they were removed from their jobs and either sent back to Mexico or granted deportation hearings. Park district officials said they believe they were given falsified documents by the workers.

INS officials said the park district cooperated with the raid, which was prompted by an anonymous tip.

The district has struggled to recover from the sudden loss of many trained workers, according to golf course manager Raul Zaldivar. He said many replacement workers did not work out and that operations have suffered as a result.

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Marriott’s Azalea Course reopens on Mobile Bay

POINT CLEAR, Ala. — Marriott’s Grand Hotel on Mobile Bay has reopened its 18-hole Azalea Course at The Lakewood Golf Club. The Azalea is one of two championship courses at the elegant 150-year-old resort that is popular for vacationing Southerners.

Fully restored, the Azalea Course now has Tifdwarf Bermuda on all greens. Two of the greens were completely redesigned and several of the bunkers and tees have been renovated. The 8th and 12th holes were also significantly redesigned to improve their play.

The Azalea Course, opened in 1947, originally was a nine-hole course designed by Perry Maxwell. In 1986 Ron Garl designed a second nine, bringing it up to a full 18-hole layout.

Lined with magnolias and oaks, and full of wildlife ranging from herons to alligators, the Azalea Course has won several awards from golf and vacation magazines.

Nine Tulsa-area courses go spikeless

TULSA, Okla. — Nine public golf courses here have announced a uniform ban on metal spikes effective May 1, 1997. The announcement was made Aug. 28, during a press conference at Forest Ridge Golf Club in Broken Arrow, Okla., one of the courses that has adopted a non-metal spike policy. The other Tulsa-area courses that will implement the ban are Bailey Golf Ranch, La Fortune Park Golf Course, Mohawk Park Golf Course, Page Belcher Golf Course, South Lakes Golf Course, Spunky Creek Country Club and WhiteHawk Golf Club. It is estimated that approximately 545,000 rounds of golf are played annually over those nine courses.
Alaskan course emerging from former cattle ranch on Glacier Bay

GUSTAVUS, Alaska — The Mount Fairweather Golf Course sounds like the kind of place you should put on your lifetime golfing itinerary.

The nine-hole track is the first ever in Gustavus, a small town of 258 or so inhabitants on Glacier Bay in Tongass National Park. The course features Icy Strait as its most dominant water hazard and sits near the town dock with spectacular views of the Fairweather Range and Chilkat Mountains.

For now, there’s no clubhouse. But there is a shed full of free clubs and balls available for anyone wanting to play.

Morgan DeBoer, part of a long-time local farming family, is building the course on 120 acres of his parents’ land that was originally a homestead where the DeBoers raised cattle and grew hay. The DeBoers originally considered building housing on the property. But DeBoer said he wanted to build something that both local residents and tourists could enjoy. There are plans for a 2,500-square-foot clubhouse next year.

“Doing a course seemed like a good thing to do,” he told the Juneau Empire. “It’s so natural; it’s almost like God designed it.”

DeBoer planted ryegrass last spring for the fairways and Kentucky bluegrass for the greens and tee boxes. The course also has a 275-yard long driving range, but players have to retrieve their own balls. DeBoer hasn’t had much time to play the course yet. He’s still busy working his father’s tractor and putting the finishing touches on a course he says resembles the more rugged, natural layouts on the Scottish and English coasts.

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SEASIDE, Calif. — Seaside city officials have reached a tentative agreement with the Army to buy the Bayonet and Black Horse golf courses at the former Fort Ord Army Base near the Monterey Peninsula.

The city won the right last February to exclusively negotiate with the Army to purchase the courses and the surrounding residential property at fair market value through legislation in Congress. In the end, the deal involved only the courses.

The city’s negotiating team included representatives of BSL Golf of Houston, selected in late June to become a partner with the city in obtaining and operating the courses. It’s expected the total purchase price for the two could be in the vicinity of $10 million. The city was expected to take possession of the courses by fall.
**Golf is healthy, and here's why**

W e try not to engage in a great deal of golf industry flag-waving here at Golf Course News because, basically, there are plenty of people to do it for us. When some media outlet takes a shot at golf, as Forbes magazine did in August, the legion golf-industry optimists come out of the woodwork.

Geez, did that Forbes article get under people's skin or what? Everyone was talking about it, faxing it to each other, discussing its pros and cons. Indeed, while I commented on the Forbes story last month, CCY Managing Editor Mark Leslie and National Golf Foundation President and Chief Executive Officer Joseph Beditz weigh in this month (see stories at right).

The article in question was anything but complimentary, of course. However, it's not my opinion that anyone on the Forbes staff owes the golf industry an apology. In fact, we owe Steve and the Gang a debt of gratitude. Why? Because criticism like Forbes' tends to induce corrective reactions like Leslie's and Beditz'. More important, it tends to result in introspection.

Let's face it: That Forbes story made a lot of people think about the golf industry and where it's going.

I did. And you know what? Golf is healthy and about to get healthier — a fact illustrated by several developments that have only recently come to light.

As I noted last month, flat participation figures will soon feel the omnipresent influence of the Baby Boomer generation. This is no revelation, but soon will be so many 50-year-old former peaceniks on the golf course, there won't be enough parking spots for their BMWs.

What is new? Golf is apparently going soft. Possibly a bit more of sting in the rod of modern times, would render it a treat. Tillie is A.W. Tillinghast, San Francisco Golf Club and Winged Foot. And the book is "The Course Beautiful."

Fittingly, it is published by Baltusrol members Bob Trebus and brothers Richard and Stuart Wolfe. When researching information for Baltusrol's centennial, they compiled a library on Tillinghast — a wealth of information that has translated into three books, "The Course Beautiful" will be followed in 1997 by "The Baltusrol Centennial" about golf in America in the early days and "Gleanings from the Wayside" about Tillie's travels from East to West.

"Tillinghast was a prolific writer — and very funny," said Robert Wolfe, who lives in Florham Park, N.J. "He has some terrific stories, like his times with Old Tom Morris [at St. Andrews Golf Club in Scotland]."

"The Course Beautiful," Richard Wolfe added, "is essentially all Tillie's best essays on golf course design and maintenance and his thoughts on what makes a championship course."

TreeWolf Productions, an enterprise of the Baltusrol trio, published 10,000 copies of "The Course Beautiful." They should sell fast. Here we have Tillie, "the dean of American-born golf course architects," on golfers who hate playing out of dunes: "No doubt many of the hazard-shirking fraternity would declare that playing a wayward ball from such places was entirely too difficult.

What utter nonsense! "There were and are shots that will do it; another generation knew how to play them, and it is not altogether pleasant to think that golfers of today are going soft. Possibly a bit more of sting in the rod of golf chastisement in these, our modern times, would render it more of an achievement to break par so habitually."

On The Turn: "I was out in 39, but it took me 50 to come home."

Continued on page 30

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**Leslie study, not exactly scientific, refutes 'Golf-is-sinking' mentality**

Can I make a case here? While the folks at Forbes magazine and the National Golf Foundation duke it out (opposite page), I did a little microcosmic study of my high school classmates and unearthed a startling fact. If replicated countrywide, this fact would send investors and entrepreneurs scurrying to dump their dough into golf projects. A whopping 40 percent of the men in my Class of 1966 are golfers. That is, when asked their "hobbies and interests," they independently wrote down "golf."

That was with no arm-twisting from me or old golf bud Barry Hobert. No one was whispering in their ears, offering free subscriptions to Golf Course News or discounts rounds of golf at Sugarbowl. No one urged them on with Johnny Carson-like chip-shot swings.

I realize this is anecdotal evidence, but 40 percent is twice as many as the NGF reports in its latest participation survey of males aged 40-49. An anomaly? Perhaps, but the figure could be higher, still, than 40 percent, because many of the jocks in my class did not respond to the survey.

I called my old pal Jeff Waring, now a stockbroker in Bangor, Maine, and asked about this Jeff's eldest brother William was dean of Academy his last three years, but he was our summertime buddy and our class claimed him as ours (something like Chappaquiddick claiming Ted Kennedy). Anyhow, Jeff explained: "Our class was different from other classes. Most of the athletes were in the top academic division and were active in everything. Usually a lot of athletes came from the lower division. That same group is playing golf. Also, a lot of them are professional people and they, as a whole, are the ones playing golf."

Jeff's explanation would, indeed, belie my findings as having less clout that I thought. But Jeff, I think, is a lot of guys my age. He quit golf for a number of years — through college and his early working years — then took it up when he reached his 40s. When did he resume the game? "When my father gave me my some lessons last August and he liked it."

Listen, my research may be anecdotal. But if nothing else, Mr. The McLoughlin Group

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GUEST COMMENTARY

What Forbes magazine didn’t tell its readers

Dear Ms. Geer:

I am compelled to respond to your recent article concerning the golf industry, “Gold Mine or Sand Trap,” Forbes, Aug. 12, 1996. With all due respect, I believe you have done your readers a great disservice by presenting such a one-sided, negative perspective on the golf industry. Let me share with you some additional facts, along with a different perspective.

Golf Participation

Citing NGF data, you pointed out that the number of golfers is down from the peak year of 1990, from 505 million to 25 million last year. You also noted that rounds played “slipped to 490 million last year. You also noted that the number of golfers is down from the peak year of 1990, from 505 million to 25 million last year. You also noted that "as Americans' participation (NSGA) indicating that golf equipment sales were flat last year at $1.37 billion. You say that "as Americans' participation (NSGA) indicating that golf equipment sales were flat last year at $1.37 billion. You say that "as Americans' participation (NSGA) indicating that golf equipment sales were flat last year at $1.37 billion. You say that "as Americans' participation (NSGA) indicating that the golf equipment industry is two to three times as large as NSGA research shows it to be. These sources include the Sporting Goods Manufacturers Association, Golf Pro magazine and the National Golf Foundation. Furthermore, these sources have all been reporting sales increases over the past several years. Actual wholesale sales data supplied to the NGF by manufacturers show that the dollar volume of shipments of golf equipment (clubs, balls, bags and gloves) grew 22 percent from 1991 to 1995. Hardly flat, as the data you chose to report would lead the reader to believe. The fact is, consumer spending on golf has risen sharply over the past four years, even though participation has remained fairly level. Further investigation reveals that this is true not only in golf, but in the rest of the recreational market as well.

Research by American Demographics magazine shows that, although available leisure hours have remained constant over this period, overall recreation spending — even when adjusted for inflation — has increased by 35 percent.

The Golf Course Business

In reading your story one gets the impression that golf courses are not economically viable. To support your case you point to a municipal course in Leander, Texas, that went into technical default on its revenue bond. Your implication is that this problem is the rule, not the exception.

According to Patricia Lytle of the Bond Investors Association, one of your sources for the story, the number of golf course bond defaults is insignificant compared to all other municipal bond defaults. Since 1993 there have been only six such defaults (all technical) amounting to $36 million. Over the same period total municipal defaults have totaled $4.8 billion.

The golf course business is healthy and profitable. Failure rates are extremely low among properly planned and managed new facilities. While some may run into difficulties in their early years due to poor planning, mismanagement or other circumstances, the courses virtually always survive these difficulties, even if ownership changes.

Did you consider putting the golf course business in context? The Small Business Administration reports that 21 percent of all new businesses with more than five employees fall within six years; 30 percent are gone in eight years. Against this yardstick, the golf course business looks very good. Our data show that less than one percent of all golf courses have closed within the last five years. And the leading reason for closure was that the land upon which the course was built became too valuable to continue the operation of the golf course. In other words, the economic principle of highest and best use came into play and the owners simply sold their course. Continued on page 30

FILTRATION

Who Needs It?

If you’re a golf course superintendent, then you probably do.

The fact is, water quality is an issue for most superintendents. The fresh water you’re pumping may still contain anything from Algae to Zebra Mussels. Or local regulations might require that you course use effluent as an irrigation water supply. While effluent water is “safe” for irrigation it still contains a high level of nutrients. Sitting in your irrigation pond this water can quickly explode into an algae farm. If you’re pumping unfiltered effluent, imagine having to remove and clean every clogged sprinkler head on the course. Now imagine doing it every month.

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- Fresh Water Clams - Same dangers as Zebra Mussels, but take longer to colonize.
- Algae with Silt - Sticky dark-green mixture coagulates into small sprinkler head-clogging clumps.
- Fresh Water Snails - Can breed inside the system. Adults can plug nozzles.
- Sand - Can plug small valve ports and cause wear inside nozzles, distorting application rates.

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CIRCLE #110
Managing personnel: a challenge often unmet

By Robert D. Chabourne

What's the difference between a good golf course superintendent and a great superintendent?

"I have no statistics, but when a superintendent fails to move up, or loses the position he has, I feel I'm safe in saying he was probably deficient in some area of managing people," concludes Dr. Donald R. Marion, retired professor of resource economics at the University of Massachusetts (UMass), who teaches personnel management at the annual UMass Winter Turf School.

Marion's message to superintendents honing their skills, and assistant superintendents grooming their resumes, has changed over the years.

"Back in the '70s we used to stress the routing, automating, and mechanizing of tasks as the complete answer to a smooth golf course operation," said Marion.

"What's different today is the expanded role of the employee in the workplace." When asked to arrange lists of job considerations such as pay, promotion, benefits, responsibility, job involvement, job security, appreciation, tact in applying discipline, and assistance in dealing with personal problems, workers tend to rate appreciation and the degree to which management involves them in the overall process higher in importance than pay and benefits.

"The teaching point to superintendents is not how their employees arrange their lists," Marion said, "but how they are arranged in comparison to the superintendents' list. Ideally, results that are about the same would predict a smoothly running operation.

Marion, who holds bachelor's and master's degrees in agri-economics from Cornell University and a PhD from UMass, has seen his own field change with the times. Resource

Continued on page 14

Turfgrass, molecular genetics and the future

By Mark Leslie

EAST LANSING, Mich. — Citing "several-fold results" from the first international Workshop on Biotecnology of Turfgrass, scientists are excited about the future of genetic engineering and biological controls.

"Look over your shoulder and see where we were 10 years ago with bentgrasses, and that [progress] was just with conventional plant breeding," said Dr. Michael Kenna of the U.S. Golf Association Green Section, which co-sponsored the workshop along with host Michigan State University (MSU), "I think we will see some turfgrass varieties in which molecular genetics made a significant contribution."

"We can expect breakthrough after breakthrough very quickly," said Dr. Miriam Sticklen, an MSU biotechnologist who helped coordinate the three-day event. "In a decade there will be a big revolution in turfgrass maintenance, saving time and money and improving the environment."

Already, according to MSU Professor Jan Zeebaart, who spoke at the workshop, there is work on genes that can make grass shorter and thicker. And scientists are researching other genes with herbicide and pathogen resistance.

"We have several other useful genes, but because we are talking about patents, I can't discuss them now," Sticklen said.

Kenna tempered his assessment of the future. Acknowledging that Rutgers and Michigan State have bentgrasses that are resistant to the chemicals Finale or Roundup, he said: "The problem is, the companies that own the patents

Continued on page 15

IRRIGATION SCHOLARSHIPS AWARDED

The American Society of Irrigation Consultants (ASIC) has selected three students to receive 1996 scholarships. They are Tim Grey, who is in the landscape architecture program at the University of Florida; Jerry Donaldson, who is majoring in landscape design and minorig in construction management at Colorado State University; and Katy W. Harrell, who is studying landscape architecture at the University of Georgia.

Lake Nona Golf Club superintendent Brett Harris (front) chats with assistant Murray Russell, who is operating their street cleaner.

Brett Harris' war on thatch

By Terry Buchen

ORLANDO, Fla. — A street sweeper on a golf course? Yes. Brett Harris, superintendent at Lake Nona Golf Club here, has perfected thatch removal on his 419 Bermudagrass tees and fairways with aggressive tricks of the trade that include using a street sweeper.

"I discovered the Lay-Mor [Street Sweeper] while sitting at a stop light when it was doing street sweeping," Harris said. "I looked at it up close, and what is so unique about it is that the brush is made of 50 percent steel wire bristles and 50 percent nylon brush material. The unit is self-propelled, turns in a short radius and a similar unit can be rented that will fit on the front of a golf course front-end loader tractor."

Continued on page 16

MELBOURNE, Fla. — Michael Rowe, superintendent at the Aquarina Country Club here, has earned a Total Quality Management (TQM) award from International Golf Management (IGM) for the overall quality of the course. "The overall quality, conditions, appearance and customer satisfaction at Aquarina is second to none," said Scott Zakany, vice president and general manager. Rowe joined IGM as the superintendent assigned to Aquarina Country Club in August 1995 when the club was in the grow-in stage.

COOK PREPARES AWARDS BANQUET

NEW BRUNSWICK, N.J. — The Seventh Annual Turfgrass Awards Banquet will be held this year at 5 p.m. Saturday, Nov. 9, at Cook Campus Center here. It will honor the 1996 graduates of the Rutgers Professional Golf Turf Management School, Advanced Golf Turf Symposium attendees, Cook College undergraduate and graduate scholarship recipients, and honorees in the turfgrass industry. For more information, or to register, write the Cook College Office of Continuing Professional Education, F.O. Box 231, New Brunswick, N.J. 08903; phone 908-932-9271.

NORTH CENTRAL EXPO READIED

ST. CHARLES, Ill. — The Illinois Turfgrass Foundation (ITF) will host the North Central Turfgrass Exposition, Dec. 3-5, at Pheasant Run Resort here. Pre-conference seminars will be offered Dec. 2 at the same location. ITF will hold an awards luncheon, Wednesday, Dec. 4, at which the 1996 ITF Distinguished Service Award will be presented, along with scholarships for undergraduate study. For information contact the ITF headquarters at 11 S. LaSalle St., Suite 1400, Chicago, Ill. 60603; phone 312-201-0101.

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Continued on page 16
Management neglected, but not by UMass' Marion

Continued from page 13

economics is an economic approach to the issues of natural resources. Yet, that pretty much meant agriculture. But as agriculture and food resources have declined in many areas, the field has reached out to embrace such other natural resources as turfgrass.

Marion feels his instruction is equally valid and timely for superintendents nationwide, with one exception. In Northern climates, golf courses are seasonal, and while seasonal workers do often return each year, management approach and style can vary between full-time workers and a more transient work force.

Marion takes Winter Turf School students through an overview of supervision through the specifics of hiring, training, motivation, management style, communications, performance evaluations, discipline, budgeting/cost control, and public relations/politics.

Supervision: Know the difference between leadership and management, Marion said. Leaders direct, but not much else. Superintendents manage: plan, organize, staff, direct, control. There is a mission statement ("Why do we exist?"); espoused by golf course owners or boards of directors. Toward that end, the manager has goals and objectives. Goals are steps along the way (a new irrigation system, rebuilt tees, resurfaced cart paths). Objectives are the specific tasks involved in reaching goals, and they have time limits until they are accomplished. "This is the 'how' of the mission statement, and it falls to the superintendent," said Marion.

Style: "It's the old 'X & Y' theory," said Marion, explaining, "Think of 'x' as the old Army 1st sergeant and 'y' as the diplomat. There are all kinds of examples in between, but our general drift is toward the diplomat. Employees are starved for appreciation and thanks, and as they become more educated and aware they want to be more involved in the process. In this respect we've moved closer to the Japanese form of employment."

Hiring: Have a job description for every position, he said. It should be thorough, but not exceed one page. The applicant should read it, and it should be made part of his records jacket. It also serves as an employer's protection that the job was fully explained in the event the applicant is hired and later found unable to perform his/her duties.

Have the applicant fill out an application. Use a standard form or design one, but have the course's attorney examine it to assure only legal questions are asked, and have it reviewed periodically for the same reason. "I like a form that asks a couple off-the-wall questions such as, 'Describe the manager in your work experience that you liked the least'; or: 'If your former boss were contacted as a reference, what would he say about you?'" added Marion.

Conduct an interview in search of three answers: How well can he do the job? (ability). How well will he do the job? (motivation). How will he fit in? (suitability).

Give each candidate the good and the bad points of the job (if grooming grass is involved, count on working in inclement weather and on weekends). Thank every applicant for applying. Tell them when you plan to make your decision. Tell them you will be hearing from you and see that they do. Keep in mind that each applicant has served you whether they are selected or not. They have provided you with choices.
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Some Prefer Long Residual and Low Rates.

Genetic advances
Continued from page 13

on those genes are not going to spend the money in the turf market, which is minuscule compared to corn, soybean and cotton."

MSU Department of Crops and Soil Sciences Chairman Dr. Boyd Ellis said it is difficult to estimate a time frame for releasing new genetically engineered turfgrasses. "Whenever you engineer something like this, there is always a discussion and negotiation about how it is released," he said.

"We are not in the business of marketing the varieties, just in developing and releasing them."

In the case of MSU's new bermgrass, researchers added a gene, patented by AgrEvo, that is resistant to the herbicide Finale that controls brown patch and dollar spot and kills wheat and other turfgrasses like poa annua.

With a gene patented by Monsanto, Rutgers' bentgrass is resistant to Roundup.

"The problem is that the chemical companies dictate how those genes are used," Kenna said. "The prime market for them is in corn and soybeans. There aren't enough acres of turf to justify it at this time... Besides that, right now Finale and Roundup are not labeled to be used on bermgrass."

But, he added, "if people want products coming out of the production line five or 10 years from now, we have to start working on them now. Some people want to wait for the corn industry to do this and that. But they have. Now we have to focus on turfgrass ourselves."

Kenna said the highest priorities are: genetic mapping; marker-assisted selection; and post-plant resistance.

Genetic mapping will divulge what genes are common in the various turfgrasses.

Marker-assisted selection involves comparing a plant that resists stress or disease or some other enemy with plants that don't survive, and searching for differences in their proteins to identify the genes that allow that plant to survive. This leads to DNA probes that can ensure the genes for that particular strength exist in the populations with which the scientist is working.

Post-plant resistance is similar to marker-assisted selection. A field is inoculated with a pathogen like dollar spot and the plants that survive are checked to discover the genes that make it resistant.

"We can use that information to help us make faster progress in breeding," Kenna said. "If you know what the gene is that [adds resistance], you know the DNA sequence; if you know the DNA sequence, you can make a probe; and, rather than having to plant that experiment out in the field, you can just start probing the plant materials you have and if the gene is there you can say, 'This is dollar-spot resistant.'"

The genetics workshop began with 30 participants "by invitation only" and ended with 96 attendees. Astonished at the popularity, Sticklen said a follow-up in the future would be welcomed.

This one, she said, "had several-fold results. "One was exchange of knowledge, which was very valuable — people talking about problem-solving, initiating corroboration, that sort of thing. Second was where to go to get funding. Third was the fact that this was international, so we learned what's going on outside our borders. And the last session was a panel on future perspectives.

"We had people from academia, foundations, the private sector and seed companies."
New Albany’s walls make space-savers

By TERRY BUCHEN

NEW ALBANY, Ohio — Using storage space properly and efficiently has always been a priority for superintendents in their maintenance buildings. New Albany Country Club superintendent Tony Mancuso has accomplished a fine example of using wall space for storing backpack blowers and string-line trimmers.

The backpack blowers are hung on a partition wall, using a bicycle-type hook that is covered with a red vinyl-type material screwed into a 1-by-6-inch board. "We installed particle peg boards on the inside of our partition wall and put wing walls on either end to protect the backpack blowers from being bumped accidentally," Mancuso said. "We built each backpack blower where we have space for smaller items such as orange-colored parking lot cones and rolls of rope."

For string-line trimmers, Mancuso mounted 2- by 8-inch boards vertically, then notched them out so the trimmers could be stored horizontally. The motor and string line, brush blade or reciprocators end of the trimmer are then also protected from being bumped accidentally. The straps used by the crew while operating the trimmers are hung alongside the trimmers on the same wall used for storage for easy access.

Safety signs are also placed on the wall, reminding employees that eye protection must be worn at all times when operating the string-line trimmers, brush blades and reciprocators.

"We did all of the storage modifications to our turf care facility in-house with our staff during the winter months and put all of our small projects that justify having this type equipment instead of renting from the usual sources."

Harris Method of thatch control

Continued from page 13

Thus, the genesis of The Harris Method. "We are closed on Mondays," Harris said, "so we began our thatch-removal process by verticutting our tees in two directions with a Toro Reelmaster Model 4500 with hydraulically driven verticuts set at 1/2-inch bedknife height. Then we blow the thatch into windows and clean them up with a Toro Rake-O-Vac Sweeper/Vacuum.

"The following Monday we rented a Lay-Mor and went over every tee in one direction, angling the brush so we could windrow the thatch to the outside of both sides of the teeing ground."

Harris set the Lay-Mor as low as permissible, he said, adding: "That keeps the brush turning vigorously so you can see a little soil fly up, or, less aggressively, by raising up the brush."

"Ultimately, we end up with just grass plants and soil — nothing else," he said.

On the self-propelled model, a person can see right underneath.

It usually takes about 10 hours to do all the tees at Lake Nona.

Harris recommends that the operator wear a respirator and safety goggles and maybe a spray suit since he will get quite dirty.

Lake Nona plans to rent two or three units to prepare the 419 fairways for overseeding in the middle of November and do the tees again soon.

They close the course for five days to oversee. "The Lay-Mor is too coarse a machine for greens and collars, so we are going to test a Jacobsen Turf Cat that has a rotary brush that is made for cart paths that should work really well," Harris said.

"Once the Harris Method of dethatching tees is completed, a fairly heavy 3/8-by-1/2 inch of top dressing is applied and the tees are completely healed up in two weeks. The tees are pumped up with ammonium sulfate at about 1/2 pound actual nitrogen, about five days prior to verticutting and again about five days before brushing. Then Harris applies a 19-0-17 greens fertilizer a week after the brushing is completed."

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GCSAA advances on membership dues, standards fronts

By PETER BLAIS

LAWRENCE, Kan. — A dues increase, a second classification for assistant superintendents and developing membership standards were the major topics discussed at September’s Golf Course Superintendents Association of America Chapter Relations meeting here.

Jim Hodge, head superintendent at Val Halla Golf Club in Cumberland, Maine, reported a consensus in favor of the three issues during the annual concclave of GCSAA chapter delegates. Following is a brief summary of the issues:

• **Dues increase** — Dues for Class A and B members have held steady at $210 annually the past six years. “As GCSAA has offered more and more programs, the bottom line has gotten thinner and thinner,” Hodge said. “Most everyone saw the need for an increase. The question was whether to bring it before the membership at next year’s annual meeting in Las Vegas or to wait until the 1998 meeting in Anaheim [Calif.]. Most favored getting it done as soon as possible. We discussed a 20-percent increase, so we’re talking about something like $250 a year.”

The GCSAA board of directors is scheduled to discuss a dues increase at its fall meeting in early November. The board will make a recommendation and determine whether to bring it up for a vote of the full membership in time for the 1997 or 1998 annual meeting.

• **A second assistant superintendent classification** — A bylaw passed last year cut dues in half ($105) for assistant superintendents (Class C), but took away their right to vote on association matters. Losing their vote upset some career assistants, Hodge said.

Many delegates at Lawrence recommended creating two classes for assistants: one class for assistants with less than three years experience who would continue to pay half dues but be unable to vote; and a second class for assistants with more than three years experience who would pay the same dues as head superintendents and be able to vote. Assistants with more than three years experience could choose which class to join.

The Membership Committee recommended a second classification in April and the chapter delegates agreed, with some modifications, at last month’s meeting. The Standards and Bylaws Committee will discuss the issue at its Oct. 5 meeting and determine whether a bylaw amendment adding a second as-

The Membership Committee was expected to begin formal discussions this fall on the matter and the board of directors is considering forming a resource committee to research and make recommendations. Delegates agreed it could take up to seven years before formal standards are brought up for a vote.

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BLACK EARN GCSS STATUS

WORTHINGTON, Minn. — Kevin Black, the head superintendent here at Prairie View Golf Links, has been designated a Certified Golf Course Superintendent. Black has been superintendent at the Worthington course since 1995.
Dr. Noel Jackson is a native of Yorkshire, England. He attended Northallerton Grammar School and the University of Durham, Kings College, Newcastle upon Tyne, where he obtained an honors degree in agricultural botany and later a Ph.D in agronomy. From 1968 to 1965, Jackson was a biologist at the Sports Turf Research Institute in Bingley, England, where he established his interest in turf management. In 1965, he joined the University of Rhode Island faculty as assistant professor of plant pathology and is now a full professor. He teaches, researches and has extension duties in turf, trees and woody ornamental diseases. Over the past 30 years, he has worked closely with professional growers to ascertain and research their plant disease problems and recommend appropriate control programs. Jackson teaches two undergraduate courses, lectures internationally and writes widely. He is co-author of the textbook "Fungal Diseases of Amenity Turfgrasses."

Golf Course News: Can you tell us about the Tri-State GCSA-funded work you are doing on anthracnose and why it is important?

Noel Jackson: Tri-State is funding the project for three years investigating nematode/disease interaction in turfgrasses. Anthracnose is an increasingly common and severe disease of poa annua, but is becoming more prevalent on bentgrass.

Research on the biology of the causal fungus, the etiology of the disease, and effective chemical control measures are underway. Dr. Steve Aim is cooperating on this project, researching materials and delivery methods (including high-pressure injection) for nematode control. His other research projects involve biological and chemical control measures for turf insects. Two new bacterial agents show promise for both surface and subsurface insect pests.

GCN: You and the rest of the URI staff are actively involved in several other research projects. Can you discuss their status?

NJ: Dr. Bridget Ruemmele is directing several research projects that include investigation into the effects of golf spikes on turf wear; management procedures for the successful establishment of washed sod; and organic amendments to establish turf.

Golf shoe traffic is a major cause of turf deterioration, particularly on heavily played courses. Spike design and/or shoe sole design greatly influence the amount of wear.
IGM hires Campbell at Sandridge GC

VERO BEACH, Fla. — Scott Campbell has been retained as superintendent of Sandridge Golf Club here by International Golf Management, Inc. (IGM), a Lake-land-based firm providing turn-key golf course maintenance services on a contractual basis for public and private golf courses throughout the Southeast. Campbell is responsible for complete maintenance at Sandridge’s two 18-hole, par-72 courses — The Dunes and The Lakes. He supervises a staff of 23 and reports directly to Jim Wells, IGM’s central Florida regional manager. Immediately before joining IGM, Campbell served six years as golf course superintendent at Sandridge. He came to Sandridge as assistant golf course superintendent in June 1989, following graduation from Lake City Community College, where he earned an associate’s degree in golf course management.

PALM SPRINGS, Calif. — Cary D. Lee has been selected as the superintendent for Heritage Palms here. The 18-hole golf course, practice facility, and golf shop are part of the master-planned community, Heritage Palms, being developed by U.S. Home Corp. and managed by Western Golf Properties, Inc.

Heritage served as assistant superintendent at Mission Hills Country Club in Rancho Mirage from 1986 through 1990 and La Quinta (Calif.) Country Club from 1969 through 1981.

TUCSON, Ariz. — David F. Herman has been hired as superintendent for Heritage Highlands here. The 18-hole golf course, practice facility, and golf shop, which is located in the community clubhouse is part of the master-planned community, Heritage Highlands, being developed by U.S. Home Corp. and managed by Western Golf Properties, Inc.

Herman served as assistant superintendent at Westin La Paloma Country Club here from 1994 to 1996, and Desert Hills Golf Club in Green Valley from 1992 until 1994. Before being elevated to assistant superintendent, Herman was an equipment manager at Red Mountain Ranch Country Club in Mesa and The Country Club at Green Valley in Green Valley.

Herman received a degree in turf management at Rutgers University.

Q&A: Jackson

Continued from previous page

Do you think the U.S. Golf Association, Golf Course Superintendents Association of America and local superintendent chapters do a good job of allocating their research dollars? How might the process be improved?

GCA: We've had limited support from GCSAA affiliates, and other turf organizations, has been generous and particularly welcome in times of reduced experiment station and university funding. We've had limited support over the years from the USGA, but look forward to more sustained funding in the future.

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NOTHING RUNS LIKE A DEERE®
PGA's Reserve club earns Audubon Signature status

PORT ST. LUCIE, Fla. — PGA Golf Club at The Reserve, the PGA of America's first owned and operated public facility, has become the fifth golf facility in the nation to be awarded Audubon International's Signature Status. Recognition came on Sept. 17 during a dedication ceremony before 150 PGA delegates from around the country.

PGA Golf Club, which opened earlier this year with two Tom Fazio-designed courses, is rich with diverse plant and animal life. It has adopted state-of-the-art techniques to protect and enhance the property's natural qualities and dramatically reduce chemical, water and energy use. The Signature Program requires golf courses to focus significant efforts toward wildlife conservation, habitat enhancement, waste management, energy efficiency, water conservation, water-quality management and integrated pest management.

"Earning Signature Status is difficult," said Ron Dodson, president of Audubon International. "But PGA demonstrated its commitment to responsible management of natural resources. The result is a magnificent golf facility."

Natural resource experts who have studied the property say the area can support about 258 species of birds, 29 species of snakes, 38 types of mammals and scores of frogs, turtles, lizards and salamanders and plant species, including endangered species.

"We've combined the best of all worlds," said Jim Awtrey, PGA's chief executive officer. "We have world-class golf emphasizing the natural attributes of the area and cutting-edge operations providing affordable, enjoyable golf for the public."

Marty Kavanaugh, senior director of PGA Golf Properties, said PGA invested significantly in the latest design and equipment. He said the investment will ultimately save the club about 25 percent in operating costs while providing tremendous environmental benefits.

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Power co. gets assist in Glen Ellen CC savings

MILLIS, Mass. — Combining innovative technology and a century of electrical industry expertise, Boston Edison is helping Glen Ellen Country Club exceed its energy conservation goals and save money.

The club saved $2,400 during the month of May, using Boston Edison’s Energy Management Service, a software-based energy-monitoring tool dubbed EnerLink that helps time-of-use customers better understand energy consumption and reduce operating costs. As part of the Boston Edison one-stop shopping advantage, Glen Ellen can buy other services such as installation and training, and ongoing support services such as engineering services, construction and installation services, and operations, maintenance and testing services.

Facility managers at the country club also are able to learn about energy management experiences through the Service User’s Group. Large energy users gather in forums to share information on the energy solutions available through Boston Edison.

“The Glen Ellen Country Club had an ambitious goal of reducing its annual electric usage by 20 percent,” said Christopher Mullaney, Boston Edison account representative. “And with several function halls, an entire golf course, and an on-site catering facility to run, cutting down substantially on electric use seemed like a long shot. But with the information provided by the service, the country club has seen immediate results, and projects substantial savings in the coming months.”

The service provides Glen Ellen with an important advantage in conserving energy: almost real-time usage information. By knowing more about the origins of its power costs, the club has been able to reduce its power consumption by planning ahead to control peak usage. Glen Ellen Director of Engineering Tom Mierzewski is able to determine where power consumption is occurring, and thus stagger the operation of heavy energy users such as irrigation pumps, industrial dishwashers, and air conditioning.

Mierzewski first learned about the service last fall while attending a Boston Edison Power Systems Services seminar on power quality issues. Since he began using it, he has changed the way he runs the country club’s facilities.

“The service is really improving our utilization,” said Mierzewski. “It provides us with a tool that helps us manage our energy usage more effectively.”

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GOLF COURSE NEWS

CIRCLE #115

October 1996 21
Mr. Fertigation, Jim Loke, breaks fresh ground

By TERRY BUCHEN

LANCASTER, Pa. — “Our goal,” said H. James Loke, superintendent here at Bent Creek Country Club, “was to set the standard, to have a state-of-the-art fertigation system for grow-in and subsequent maintenance.”

Loke may have met his goal with this Jay Morrish-designed private club course, grown-in back during 1992. Measuring 6,700 yards while using 120 acres of the 300-acre development, Bent Creek is maintained to tournament conditions all season long in the rolling hills of southeast Pennsylvania.

“After doing comprehensive research on all the systems on the market, we went with the Plant Star System,” Loke explained. “We owe a lot of our success to our fertigation system, which was installed just prior to grow-in. We use it even more actively today.

“First, fertigation was perceived as a New Age idea and possibly a toy. Very quickly during grow-in, though, I realized the projected savings... were going to complete the grow-in and pay for installation of the fertigation equipment, as these savings were based on granular fertilization projections I had budgeted.

“Now fertigation is a very useful tool that I cannot live without.”

According to Loke, some of the advantages to using fertigation include: no labor needed to apply fertilizer; no labor needed to repair applicator damage during grow-in; no flush turf growth, thus less need to mow; potential for less fertilizer use because only one-tenth of a pound actual nitrogen is applied as needed and where it is needed.

“It takes from 5 to 20 minutes to set up our fertigation equipment,” Loke explained. “We fertilize when we need it. We can wait until we need it. Our N-P-K ratios can be changed at any time because we have two tanks, one that stores straight nitrogen and the other can store a complete N-P-K fertilizer.

An interesting phenomenon took place when the 2-year-old USGA specified greens were ponding with irrigation water after only five to eight minutes of a routine watering cycle. Black layer was becoming evident as the top area was staying too wet.

“After many exhaustive irrigation water tests, we noticed that our irrigation water had gotten much worse since grow-in as the pH had risen to between 7.6 and 8.1, and our calcium bicarbonates were creating a thin layer — in effect sealing off the top portion of our greens mix,” Loke said. “We added a second injector system, designed by GreenTurf International, and began treating our irrigation water as it left the pump house [a sulfuric acid derivative manufactured by Unocal 76]. Within a month of injecting pHairway, we noticed very good water movement through our greens mix.

“The pHairway applications help unlock nutrients tied up in the soil as we lowered the pH last year from 7.6 to 6.7, and this year to the 6.3-6.7 range. By accomplishing this, we reduced our fungicide usage by 30 percent and our liquid fertigation also by 30 percent.

“Fertigation is the cake and pHairway is the icing on the cake at Bent Creek.”

Loke, who holds a bachelor’s degree in agronomy specializing in turfgrass management from Ohio State University, has been a certified golf course superintendent since 1986. He accrued extensive tournament experience at Firestone Country Club, which hosted seven of the PGA Tour’s World Series of Golf and the 1975 PGA Championship during his tenure.

In his “post-Firestone” days he was superintendent for 10 years at Quail Hollow Resort in Mentor, Ohio, where he hosted the 1991 and ‘92 Ben Hogan PGA Tour event, the Ohio Open and many U.S. Amateur qualifiers. He also worked with Tom Weiskopf and Jay Morrish on the planning and routing of another 18 at Bent Creek.

A workaholic, Loke is a voting delegate and Certification Committee member of the GCSAA, having previ
Bator opens consultant firm

CLEVELAND, Ohio — Richard M. Bator, former superintendent at Pine Valley Golf Club, Oak Hill Country Club, Merion Golf Club and Kirtland Country Club has opened a turfgrass consulting enterprise.

"I want to help golf courses 'get back to the basics' in sensible golf course maintenance programs," Bator said, "to help restore original golf course architectural design on existing courses; help with new course grow-in specifications, as well as long-term maintenance programs; assist with proper golf course maintenance building recommendations; provide emergency trouble shooting at any golf course anywhere; show course officials attention to detail at its finest and to provide single-or multiple-visit services."

Willing to travel nationally or internationally, Bator said he enjoys training staff and helping courses prepare for tournament play. "I am another set of eyes, as most successful people like to have a second opinion to maintain their high standards," he added.

Bator prepared Oak Hill for the 1980 PGA Championship; Pine Valley for the 1985 Walker Cup; and Kirtland for the 1997 U.S. Open qualifier. He designed, built and grew in Blue Hills Country Club as well as Gypsum Mills Golf Club both in Rochester, N.Y.

His office is located at 8110 Deepwood Blvd., Suite C-15, Mentor, Ohio 44060; telephone 216-255-6543.

Loke on fertigation

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Loke is a former secretary-treasurer, current vice president and director of the Central Pennsylvania GCSA; past president and former environmental editor for the Northern Ohio GCSA; former director and member of the Program, Membership, Golf and OPARR (Ohio Pesticide Applicators for Responsible Regulation) committees of the Ohio Turfgrass Foundation; and a former director of the OPARR.

"I really like helping other superintendents with their questions about fertigation and acid injection as I like comparing notes with the professional turf manager," he said. "Our fertigation system can easily perform fungicidal chemigation and I speculate that fungicides can be injected at low, less-than-label rates and get the same effect over time.

"We are very proud of the tournament conditioning of Bent Creek during last year’s terrible heat and humidity — one of the toughest years for weather on record. We were in the best condition in my 26 years in the business."

MAINTENANCE

UMass schedules ’97 Advanced Green School

HADLEY, Mass. — The University of Massachusetts Extension Service’s 1997 Advanced Green School, offering intensive advanced training on plant diagnostics and winter identification of woody plants, will be held at the Umass Hadley Farm here, Feb. 26 to March 12.

The class on winter identification of woody plants will be taught by Associate Professor Jack Ahern from 9:30 a.m. to noon on Feb. 26 and 28 and March 5, 7 and 12.

Diagnosing woody plant problems will be taught from 1 to 3:30 p.m. on those same days by Extension educators Kathleen Hickey, Robert Childs and Gary Couch.

People may apply for admission by Dec. 1 by writing to Advanced Green School, French Hall, University of Massachusetts, Amherst, Mass. 01003.
Superintendents strive for perfection at everything we do, always searching for a better, more efficient way to achieve our goals and those of our employers. Budgeting for maintenance, a chart (at right) is one way to prepare and to show the importance of the month-to-month cultural practices in relation to money spent each month. Using 8-1/2-by-11-inch paper, separate charts can be made for greens, tees and fairways. Ideally, these charts help show course officials where and how often the labor portion of the maintenance budget is being used each month of the year.

Particularly important are mowing heights, frequency, pattern direction, clipping removal, and fertilization amounts recent soil tests of the major elements.

continued on next page
Delaying UST retrofitting could prove costly — Cal-EPA

The deadline to upgrade existing underground storage tanks (USTs) is Dec. 22, 1998. Upgrading means retrofitting an existing tank and piping with internal lining, corrosion protection, spill containment, overfill prevention equipment, striker plates and automatic pump shut-down capability, as necessary. A tank owner can also satisfy requirements by replacing the tank with a secondary tank system, double-walled tanks and piping. Tanks containing non-petroleum hazardous substances must be replaced with double-walled tank systems.

To comply with 1998 regulatory requirements, all upgrading or proper closure of systems must occur prior to Dec. 22, 1998. This upgrade requirement was announced in 1988 and there is no plan to extend it. If they haven't already started, owners and operators should begin planning now. "Anyone waiting until the 11th hour will undoubtedly find upgrading more costly and harder to complete," the California Environmental Protection Agency said in its newsletter. "Contractors may charge more for their services. Owners may have trouble finding an available contractor and the work can't be done without one."

MSU dedicates turf equipment

EAST LANSING, Mich. — Michigan State University (MSU) has dedicated its Dr. Kenyon T. Payne Collection of Vintage Turfgrass Equipment here in ceremonies attended by people from around the country.

The event included a special presentation to Payne's widow from the Golf Course Superintendents Association of America (GCSAA) expressing its appreciation for her husband's contributions to golf course management.

Payne was instrumental in assembling more than 120 pieces of equipment in the collection. He worked closely with undergraduate turfgrass students to restore many of the pieces.

MSU and the GCSAA have reached an agreement that the Payne Collection's integrity will be maintained in perpetuity and available for public display.

Charting the way

Continued from previous page

...mments needed along with lining/sulfur requirements. Other cultural practices include watering, both standard and syringing; cultivation such as coring, slicing and spiking; thatch control such as verticutting and top dressing; weed, disease and insect control; and spring clean-up and rolling.

Listed across the top of the chart are the grass species and cultivars; soil conditions related to texture, drainage, ph, fertility and salinity; such environmental conditions as climate, shaded/sunny and traffic; and other conditions like equipment available/needed, irrigation system restraints, budget reflections and the ever-important labor needs.

This "year-at-a-glance" chart, or a variation that better fits your needs, can vastly help explain "the big picture" of your overall maintenance budget to better prepare course officials for the most important operation on the golf course.

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CIRCLE #122
Bermudagrass trends: The search for the holy grail heats up

BY LARRY KIEFFER

GAINESVILLE, Fla. — "Ladies and gentlemen, start your Stimpmeters!"

It is ironic that the simple adaptation of the inclined plane, one of the five basic tools known by all high school physics students, has launched a quest in some of the more esoteric regions of biochemistry. The quest is for the holy grail of warm-season putting green grasses — a grass that will withstand mowing heights of 1/8 inch, moderate foot traffic and sustained temperature and relative humidity readings above 90. The grass also should be dark green, drought- and shade-tolerant and reasonably resistant to all known pests. A lot cheaper would be nice, also.

There is no such grass on the market at the moment and most turfgrass breeders say there never will be. But many of them in the South are trying to breed the next best thing.

"The holy grail is speed," said Dr. Al Dudeck, professor of ornamental horticulture and a turfgrass breeder at the University of Florida here. Golfers are demanding greens that allow a ball to travel 10-1/2 feet or more when rolled from a Stimpmeter and Dudeck is one of perhaps more than a dozen breeders trying to find a Bermudagrass that will produce that speed — and survive over the long term.

None of the nearly 40 hybrid Bermudagrasses entered on the market by sponsoring agencies since Dr. Glen Burton released the first sterile triploid hybrid — U-3 — from the Agricultural Research Station in Tifton, Ga. in 1947 has so far been shown clearly to outperform Tifdwarf, the de facto standard for the past 30 years.

Other hybrid Bermudagrasses outperform Tifdwarf in certain locations under certain conditions, but the naturally occurring hybrid discovered by Burton in the early 1960s in a stand of his Tifgreen has been the hands-down winner in the broadest range of conditions.

Although Tifdwarf has come under some criticism recently for developing "off-types," particularly in Florida, Dudeck and other UF researchers attribute the off-types to contamination, most likely from a mutation that either was distributed to or developed simultaneously in the fields of several different growers.

"If your grass came from a single sprig of the foundation stock, you can have Tifdwarf greens that look and perform as well now as they did 30 years ago," Dudeck told a Tampa semi-
Champions Bermuda gets a real-life test at south Texas golf course

WESLACO, Texas — Golfers will get to test the new mini-dwarf Bermudagrass Champions when Tierra Santa golf club, three miles north of the border, opens here between December and February.

Meanwhile, Reyna has guaranteed the town the course will remain public for at least seven years. It was built on family land and designed to country-club quality, course architect Jeffrey Brauer said. The property includes 210 acres for the 18-hole course and 150 acres for housing.

The grass was sprigged, but was slowed by unusually wet weather. Developer and attorney Zeke Reyna agreed to using the mini-dwarf.

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Bermuda search
Continued from previous page

A lot of grasses that weren’t entered in the NTEP are looking very good,” Dudeck said. “I don’t know if we’ll ever find the holy grail, but we’ll surely find some new Bermudagrasses that will find their place on the market. Several of our Hawaiian selections (of which FloraDwarf was the first to be released) are looking very promising.”

The possibility of cheaper grasses is not entirely facetious. The most interesting development in Bermudagrass science is the emergence of seeded varieties that are performing comparable to vegetative varieties.

“A seeded fairway could cost as little as 10 percent of the cost of sprigging,” Dudeck said. He noted that seed has a long shelf life compared to sod and the establishment time for Bermudagrass would be about the same as for sprigging.

The principal disadvantage to using seeded varieties is the danger of weed competition from an improperly prepared seedbed, and erosion “from one of our infamous violent Florida thunderstorms.”

The possibility that a fairway planted to a Bermudagrass that produces viable seed could contaminate a green planted to a different cultivar is slight, Dudeck claimed.

“From the time flowers first appear, there is a period of about two or three weeks before the seed is viable,” he said. “If you mow at least once every two weeks, you won’t contaminate your greens.”

In addition to the development of new seeded Bermudagrasses that will rival or exceed existing Bermudagrasses, Dudeck sees three other major trends:

• exclusive releases to a few growers;
• patented vegetative releases; and
• plant variety protection for seeded releases.

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GOLF COURSE NEWS CIRCLE #123
Mini-dwarf Bermudas may end debate over bent

BY MARK LESLIE

WESLACO, Texas — If the bentgrass experiment isn't over already in the deep South, some new mini-dwarf Bermudagrasses may be ending the debate themselves. Course architect Jeffrey Brauer of GolfScapes, whose new Tierra Santa golf club here sports Champions Bermudagrass, sings the praises of this "mini-dwarf" variety.

"Champions," he said, "looks very promising. It has shorter nodes, so it can be cut even shorter than Tifdwarf — almost down to 1/10th inch. That allows it to begin to approximate the putting qualities of bentgrass. It stands straight up and is very fine-bladed.

"Champions promises the environmentally friendly aspects of Bermuda, but with a better putting quality." Saying he sees "a trend here in Texas of replacing bentgrass greens with Bermudagrass," Brauer said several courses in the Dallas area have converted.

"It [trend] is something I fully support," said Dale Miller, director of maintenance at Barton Creek Club & Conference Center in Austin, the first facility in the region to convert its greens to Champions. "This grass opens a lot of doors, makes life a little easier environmentally, and still provides great conditions."

Bentgrass is the universally preferred putting surface, but as a cool-season turf grass, it needs to be aerated after several years of environmental wrangling with state and local environmental officials (GCN August 1994). Lanny Wadkins was the co-designer.

"The fact that these off-types have DNA test exposes 'off-type' Bermudas

Continued from page 1

and Agricultural Sciences working on the DNA project funded by the Florida GCSA and the Florida Turfgrass Research Foundation. Busey was speaking at the annual ETTRF Research Report in conjunction with the Florida Turfgrass Association's annual Conference and Show Aug. 25.

"On the other hand, the current DNA technology is not effective in distinguishing genetic differences among the off-types that appear in Tifdwarf putting greens," Busey said. "This finding, of course, is consistent with speculation prior to the research that the off-types on greens are most simply explained as mutations. A mutation involves a very, very small part of the entire genome and is not easily detectable with existing DNA technology."

In a follow-up interview, Busey noted that researchers at the University of Tennessee have made progress in distinguishing genetic differences between Tifgreen and Tifdwarf, but the procedure is not yet practical for extensive use under field testing. The Florida team is using the random amplified polymorphic DNA (RAPD) method to produce the fingerprint patterns.

Even though genetic differences among the putting greens Bermudagrasses could not be established, a collinear morphological study of the off-types confirmed the existence of two cultivar groups with growth habits that differ markedly from each other and from Tifdwarf.

The morphological profile of one group of "off-types" closely resembled that of Tifgarden, a Bermudagrass also used on putting greens, and the other was dubbed an "ultradwarf."

"The single best defense is to make sure your grass was grown from a certified source on sterilized soil," Busey said.

Furthermore, he noted four of the cultivars morphologically similar to Tifgreen came from commercial suppliers who had presented their samples as Tifdwarf.

Since genetic testing currently cannot detect the existence of the mutations, the superintendent's only defense are the normal precautions against contamination, such as using a certified source on sterilized soil.

"The single best defense is to make sure your grass was grown from a single sprig," Busey noted.

Busey, a breeder at the IFAS Research and Education Center in Fort Lauderdale, is joined on the research team by Dr. Nigel Harrison, a plant pathologist also at Fort Lauderdale, and two researchers at the university's ma...
GEORGE REDESIGNING BELLE HAVEN
ALEXANDRIA, Va. — Lester George of Colonial Golf Design Inc. in Richmond has been hired as the architect for Belle Haven Country Club here. He will redesign several holes immediately and then lead development of a long-range master plan of renovations to the golf course in the months to follow. The original course was designed by Leonard Macomber and opened in 1954. It has been through several remodeling phases since then, the last one in 1969.

JACOBSON INKS VA. PROJECT
PRINCE WILLIAM COUNTY, Va. — Rick Jacobson is designing an 18-hole upscale public golf course south-west of Dulles Airport here. The 6,900-yard, par-72 layout will traverse open fields, woodlands and undulating terrain, and offer grand views of the rolling foothills of the Shenandoah Mountain Range. The project also includes an 8,000-square-foot clubhouse, and a 45-tee practice range, with a short game practice area and lesson tee.

WALLEY FORMS DESIGN FIRM
ANN ARBOR, Mich. — A new company focusing exclusively on design, consultation and development of golf-related projects has been formed here by Mark Walley, formerly a principal in the architectural landscape company of Bills/Childs Associates. Walley is in the process of signing several clients in the southeastern Michigan region. He intends to control the growth of Golf Services Group by selectively handling only projects to which he can devote appropriate personal attention. The firm is located at 206 S. Fifth, Suite 200, Ann Arbor, Mich. 48108.

GEORGE REDESIGNING BELLE HAVEN
ALEXANDRIA, Va. — Lester George of Colonial Golf Design Inc. in Richmond has been hired as the architect for Belle Haven Country Club here. He will redesign several holes immediately and then lead development of a long-range master plan of renovations to the golf course in the months to follow. The original course was designed by Leonard Macomber and opened in 1954. It has been through several remodeling phases since then, the last one in 1969.

Hurdzan, Cook collaborate again
PALM DESERT, Calif. — Golf course architect Michael Hurdzan is teaming with PGA Tour pro John Cook to design the new, public Desert Willow North Course here, the first of two 18-hole courses for the 540-acre Desert Willow development. The $9.6 million, 18-hole public championship-caliber course will give the city its first municipally owned links. The course is scheduled to open by February. Hurdzan and Cook have said the goal is to make the track one of the top 10 in the state.

Ken Kavanaugh, an evolving style

Ken Kavanaugh has been designing golf courses since 1985. His first experience in course design came in 1981 when he was project manager for Fred Enke Municipal Golf Course in Tucson, Ariz. His Southcreek Golf Club outside Houston opened to praise in 1989 as did Orchard Valley Golf Course in Aurora, Ill., host of the 1996 Illinois State Open. The Resort at Gold Canyon's 11th, 12th and 13th holes are ranked in Arizona's top 10.

Golf Course News: Your first design job was nine holes for Roy Rodgers and Dale Evans. How did you land that job?
Ken Kavanaugh: I graduated in 1976 in landscape architecture from the University of Florida and landed a job with Roy Rodgers and Dale Evans, a group that builds destination RV resorts.
Phillips comment
Continued from page 10
And lest we forget the marketing and plain ol’ cultural clout wielded by noted golfaholic Michael Jordan, whose shoe manufacturer has taken to Tiger Woods in a big way (I wonder when he’ll sign his first "design" deal). Many credit Woods with golf’s emerging popularity with “the kids.” However, at this stage of the game, only the golf community hails Tiger as the greatest thing since sliced bread. The public at-large and, more specifically, the minorities over whom Woods is supposed to hold sway, haven’t had time to be impressed. I believe Tiger’s impact won’t be felt for some time.

It’s Nike’s influence that is becoming more evident every day. Where Nike goes, so go the fashion lemmings: Golf lines have already been introduced by Armani, Tommy Hilfiger and Ralph Lauren, and Italian designer Mossimo Giannulli plans to come out with a golf accessory line. Of course, Woods will have his own line of clothing (stripes, perhaps?).

More substantively, golf appears to have made real headway with its elitist image. Public-access golf has carried the day in development circles for some time. Seventy percent of the nation’s golf facilities are now open to the public, and nine of every 10 courses under construction can make the same claim.

The icing on the cake is the recent announcement from the U.S. Golf Association that the 2002 U.S. Open will be held at Bethpage State Park on Long Island, marking the first time the championship will be held at a publicly owned course in the century-long history of the event (see story page 3).

Healthy signs, all.

Now, if we can only get the NBC affiliate here in Portland, Maine, to stop blacking out the U.S. Amateur to show “Cannonball Run II” or “Francis the Talking Mule”...

NGF to Forbes
Continued from page 11
and and cashed out. Frequently those sellers go on to build another course in another location.

The Prospects for Growth
Anyone knowledgeable about the golf business comes away from reading your article wondering how (and why) you could paint such an unrealistically negative picture of the current state of, and future prospects for, the game and business of golf.

Consider the fact that as golfers get older they tend to play more and spend more . . . significantly more. The first baby boomer golfers turned 50 this year. They represent the leading edge of an 18-year-long population bubble that will swell the ranks of over 50-year-old golfers. This demographic trend will undoubtedly create a rising tide for golf. And what about after that?

These 78 million baby boomers had 72 million children who, as the last of their parents pass 50, will be passing through their 20s and 30s, which our research shows are the prime years during which most people take up golf. Again, a demographic trend with very positive implications for the golf industry.

Golf, already very accessible, is becoming even more so. At present, 70 percent of America’s 15,000-plus golf courses are open to the public . . . and these numbers are growing.

Almost 90 percent of all new facilities being built today are accessible to any and all golfers. Add to this the progress that has been made by the golf industry in creating a more open environment in the game for women, minorities and those with physical disabilities, as well as the great number of golf learning and family centers that have opened in recent years, and the elements are in place to facilitate the entry into the game of many, many new participants in the years ahead.

In closing, and on behalf of all those who have been equally disturbed by the distorted picture painted by your article, let me say that, in the future, I sincerely hope that anyone at Forbes doing a story on the business of golf will take the time to obtain all the facts and thereby present a better informed view of golf’s overall health and growth potential.

Sincerely, Joe Beditz
BRUTUS, Mich. — Construction is underway on Hidden River Golf & Casting Club here, situated on bluffs overlooking a mile of the Maple River, a pristine trout stream. The 240-acre site will accommodate an 18-hole public golf course, designed by Design 3, along with a log clubhouse fly-fishing lodge and 12 residential units placed along the riverbanks.

Careful planning has been done with input from Trout Unlimited, Tip of the Mitt Watershed Council and Michigan’s Natural Heritage Program. Design 3’s W. Bruce Matthews has wound the 7,220-yard layout along Maple River, through a pine plantation, hardwood forest and open grassland. The bentgrass tees, greens and fairways blend into the surrounding old pine stumps, river and cedars.

Some highlights include the par-4 12th hole traversing a 30-foot ravine to a green nestled in soft maples. The 7th hole, a 600-yard par-5, bisects a five-acre pond and the 9th green is placed next to the Maple River 175 yards from the elevated tees. Five sets of tees make the layout range from 4,800 to 7,220 yards.

The environmental quality of the site and Maple River will be improved by integrating buffer zones and retention basins which direct surface water away from the river. Water quality will improve by adding sand filters to the river in collaboration with Trout Unlimited. Wetlands and tree plantings on the riverbanks were left intact to retain water temperature and protect endangered plant species.

Beaver, deer and other upland birds and animals roam the site.

**Lester comment**

*Continued from page 10*

Brewer, Maine, and turn a coin or two profit — no sweat.

Now to my classmates: Hey, guys, were you when I needed you — back in 1963 or ‘64? Huh? We had some threesome you could have filled out nicely. Gee...

Some things are absolutely befuddling. Like my friend Jeff, if you have an explanation for these, please write me a note.

Go figure: A golfer was kicked off the membership roll at Riviera Country Club because he spoke publicly about the troubling course conditions. Yet O.J. Simpson is still an associate member there. (The ex-member has taken Riviera ownership to court.)

Go figure: Golfers enjoy two-putting (as opposed to three-putting) on smooth greens, but they demand greens that Stimp at 10 or 11 and that demand Tour-like proficiency.

Go figure: Some superintendents contend that most of their time is consumed by personnel management and paperwork, but “management” almost universally continues to be disregarded in turfgrass schools. (See story, page 13.)

**Hurdzan busy**

*Continued from page 39*

championship Keystone Ranch course designed by Robert Trent Jones Jr.

Back East, Hurdzan has been hired to design the third championship-caliber 18-hole golf course at Pinewild Country Club of Pinehurst, N.C. Pinewild is in the sandhills of North Carolina and considered to be one of the finer golf facilities in the South.

The 2,100-acre facility already features the 18-hole par-72 Magnolia Course designed by Gene Hamm, the 18-hole Holly Course designed by Gary Player, a nine-hole par-three Azalea Course and a three-hole Challenge Course used for practice.

“It’s a professional honor to be selected to design a golf course in Pinehurst, the winter home of North American golf,” said Hurdzan.
Rees Jones restoring Ross' River Oaks

HOUSTON — River Oaks Country Club here has hired Rees Jones to master-plan a restoration of its Ross track. Built in the mid-1920s, River Oaks has since been extensively re-routed, its greens and tees totally redone and other changes made, so that only about 50 percent of the holes are similar to their original layout, according to Jones design associate Steve Weisser. So Jones intends to restore the course to the Ross style.

Club members are expected to vote on the proposal at the end of this year, with work expected to get underway in the winter of 1997-1998.

"There are no photos of what was there," Weisser said, "but they do have some working plans that will help. More than anything, we want to restore the Ross character. It's a wonderful site on a bayou ... and with land movement — topography not expected in Houston."

Love goes solo

Continued from page 29

lean times and, in the 1990s, in a boom period, which he expects will continue with public facilities being the driving force.

"There are so many golfers who need a place to play, and they need an interesting and exciting place," he said. "The high-end public course will be developed more and more frequently. But 'high-end' to me doesn't equate to a lot of money to build or a lot to play."

"I think there is a middle ground that will allow courses to be built and maintained for a reasonable cost that means lower greens fees... You don't need to spend $7 million or $9 million." A key for this type of project, he said, "is making it efficient for maintenance. Then the good conditions will draw the people. It goes hand in hand with good design."

His design style, Love said, is to make a course compatible with the existing site, "to make it appear and feel as natural as possible and at the same time create drama, keep you awake and pique your interest.

"One of the things I think is so important in design and which sometimes gets overshadowed by other things like the environment and playability, is aesthetics," he added. "That is absolutely mandatory."

Chairman of the American Society of Golf Course Architects' Environmental Committee, Love said the industry is "a long way out there [in protecting the environment], but there is always more to be done.

"Certainly our goal is to make sure we dispel the viewpoint that golf courses somehow harm the environment or wildlife. The golf industry has been aware of environmental issues for a number of years and putting into practice good design and management for quite some time. That is not to say there isn't room for improvement."

For his part, Love intends to remain active in the ongoing discussions between the golf and environmental communities. And he is already active in his new design firm. He has hired a draftsman and an office manager and is in the development stages of two projects in Maryland and one each in Virginia, Pennsylvania and Nebraska.
Good news at Bethpage

Continued from page 3

Ward of Tillinghast. Tillinghast designed courses at the 1,500-acre state park on Long Island and one of three there designed by A.W. Tillinghast. Tillinghast designed the course in 1936 and, even though it has changed some over the decades and received less precise and expensive attention than an Augusta National or Oakmont, it has consistently been rated among the country’s best courses — private or public.

Now that the USGA has taken the substantial step of selecting a publicly-owned course to host the U.S. Open, will there be others in the running in the near future? Will public courses become part of a loose, regular rotation that has historically been dominated by private courses like Oakmont, Merion, Medinah, Winged Foot and Congressional?

“What will be a litmus test for us,” said Marty Parkes, director of communications at the USGA. “Certainly there are some other courses around the country that would be comparable and could probably host an Open. The way the game is today, it sends a great message about public golf and our commitment to that.”

The USGA will pay an estimated $2 million to bring the 7,065-yard Black Course up to U.S. Open standards. The USGA has said much of the work will focus on restoring and reintroducing bunkers at the course, along with tee areas and overall turf improvement. The Bethpage State Park course-maintenance department, led by veteran superintendent Bruce Lieberman, will help supply manpower and equipment to assist in some of the reconstruction projects.

“Luckily we have six years to work on this,” said Parkes. “We have time. The improvements will be done over time. It will be a restoration back to the way the course was [in 1936].”

One project will be a substantial revision to the 18th hole, a 378-yard par 4 that will be lengthened and toughened for the world’s best golfers via the reintroduction of fairway and greenside bunkers and new tees. Parkes said the Black Course will be closed in advance of the Open — six or nine months, or even a year — so the course can “peak” in time for the competition.

It hasn’t been officially announced yet which golf course architect, if any, will consult on Bethpage with the USGA. Rees Jones has developed a reputation as the “Open Doctor” for his work in recent years preparing courses like The Country Club and Hazeltine National for U.S. Opens. Rees Jones did visit Bethpage earlier this year with USGA officials. It would seem likely he will be involved again, but nothing has been formally announced.

The USGA’s decision put an end to months of anxious waiting and hoping by New York state officials. Bethpage started as a candidate for the 2002 Open, then was bumped up to 2001. Observers waited for an announcement in June during the 1996 U.S. Open at Oakland Hills, the time USGA officials traditionally announce future host courses. But the only course officially named then was Southern Hills in Tulsa, Okla., as the host course for the 2001 Open. The USGA said at the time that Bethpage was still in consideration for 2002.

The sticking point was not the quality of the Black Course, according to Parkes. He said the USGA’s concerns had more to do with the logistics of hosting the event at a public park.

“We’re charting into uncharted waters here,” Parkes said. “That led things to move perhaps a little more slowly. I think it was mostly us being comfortable dealing with the public and the state of New York.”

To help smooth out working arrangements, New York Gov. George Pataki announced the formation of a special Task Force that will work directly with the USGA to organize the event. Under the agreement between the USGA and the state, the USGA will lease the Black Course and other park property for a limited time to conduct the U.S. Open, an event requiring layers of planning. One interesting aspect of the agreement mandates that green fees at the Black Course (currently $25 on weekends) will not skyrocket after the Open and be increased nominally and within the rate of inflation for a period of two years after the completion of the Open.
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While his brother Jim is using the product at Lakeview Golf Course in Skowhegan, Maine, for constructing tees, Bob Browne of Natanis Country Club in Vassalboro, Maine, used it in top dressing to fight summer patch.

"I didn't have much luck growing grass in a wooded area," Bob Browne said. "I aerated, pulling the plugs in the fall and filled them with 100-percent compost. Come spring, we had good healthy grass."

"I think it's a great use for that product."

At the Sharaton Tara Golf Course in Danvers, Mass., superintendent Wally Orecchio mixed biosolids with his top dressing sand and reported the quickest turnaround he had ever seen in getting the greens in play.
DEVELOPMENT

ASGCA goes on line with 'great golf holes' series

A number of questions have plagued man over the years. But now, there is an answer to perhaps the most exasperating of all: What makes a golf hole great?

Golf enthusiasts can see what the experts think are the best holes in golf and why, when Architect's Corner arrives at the American Society of Golf Course Architects' (ASGCA) website. The new series is at http://www.golfdesign.org, and will feature each ASGCA member's favorite hole with a personal description and photo or illustration.

Architect's Corner will allow visitors to see what considerations architects face in their designs. Golf enthusiasts will be able to learn from each architect's expertise and vision of the behind-the-scenes planning and processes linking a hole from tee to green.

"This is a great way for our members to explain the subtle details that really separate a good hole from a great one," said Denis Griffiths, ASGCA president. "It will teach more golfers about course design and hopefully help them further appreciate this wonderful game.

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around the country. They were building a flagship destination resort in Phoenix and the local landscape architectural firm which got the contract knew me. Roy Rodgers and Dale Evans were the "name," the marquee value, so they didn't need a "name" architect — just somebody to get it done. They asked if I was interested, and I couldn't get up there fast enough. Getting started is the hardest part. That happened at Happy Trails. The next step was getting discovered, by Gary Grigg and Jim Hardy (who were with Kendred and Watts) to remodel their flagship course, Raveaneux Country Club in Houston. One thing led to another, and I've been designing courses ever since.

GCN: How involved were you in the The Oregon Golf Club project with Peter Jacobsen and Hardy?

KK: On paper, I was the lead architect. In reality, it was Peter, Jim and myself — a threesome with equal votes. But it's in Peter's hometown. His name was hung on it. He was real conscious of that. So, ultimately, his vote carried more weight than Jim's or mine. And Peter wasn't just a Tour pro who stamped his name on it, took the money and ran. He was out there every day.

GCN: Is it important for an architect to be a good golfer, or at least golf a lot?

KK: Yes. The best way to understand how a good golfer thinks and plays is to be one. All good golfers on their way to becoming good were bad golfers; so, built into that process was the understanding of how bad golfers play and think. But the only way to grasp how good golfers think and play is to be one.

In the last five or 10 years, many courses have been built that are full of dramatic settings and great looks, and oftentimes, designers who aren't good golfers have compromised the game for the sake of a look. You get dramatic settings that you will never forget: black shadows, all kinds of contours, and great-looking landscapes; but when it comes to play golf on them — and, more specifically, competitive golf — it's six hours of stress. I have enough stress in my life that when I play golf I like to enjoy it. Being a competitive golfer gives you the insight into this business so that you will never compromise the principles of the game for the sake of a look. I'm really, really into that. When that hit home was here at Dull Urich Golf Course, formerly known as Randolph South, which is my home course in my hometown. It's one thing to do a golf course anywhere in the country and get on an airplane and leave. This is where my friends and I play every week. When it's your home course, you get accustomed to the look and take it for granted. What is really important — and why the game has endured — is the principles of the game. How fun is it to play, regardless of how it looks? I have made these mistakes. I have compromised the game for the sake of the look in my past. But when I got this job, I committed to never doing that again, and it has turned out to be a great place to play... It wasn't really until I did this Randolph job that I really came to grips with that and did it on every square foot of the property.

Golf course design is a very creative process. It's not like mathematics where there's a right answer. There's no right answer. You give it your best shot. Usually when I'm done and a course opens, I'm never completely satisfied. I...
Hills & Son: Art, Joe team

BALTIMORE, Md. — It's a father-son project of a type that may have never been done before. Waverly Woods Golf Course here is being designed by Arthur Hills and developed by his son Joe. “There is a real commitment on everyone's part — my father, myself, Tom [partner Thomas Healy], NationsBank, Wadsworth Golf Construction — everyone, to create a successful golf course, one of which everyone will be proud,” said Joe Hills. “Given the development and management team, the location, the market and other such factors, it is likely that that will happen.”

The 7,000-yard, par-72 Waverly Woods Golf Course is in Howard County, 10 minutes west of the city. It will target primarily local players, from professionals to weekend golfers who want a challenging and enjoyable course with a variety of holes and difficulty levels.

Developers Thomas Healy (left) and Joe Hill.

Hills secured financing for the project through a combination of private investors and a loan from NationsBank. Hills has worked for Wadsworth Golf Construction on two Arizona projects, and also worked for his father in the West before setting up an Arthur Hills and Associates office in Maryland in 1990.

Q&A Kavanaugh

Continued from previous page

I always think of how we could have done something different or better. Now that Dell Urich is done, I've never been happier. And I believe the reason is that I didn't compromise the game for the look. GCN: That is your philosophy, then? KK: That, for me, is an evolving thing. I hope to never stagnate. I think you can blindfold a lot of people, drop them on a course and they can make a pretty good guess about who designed it. People develop a design philosophy and stick with it. I hope I never develop a style, that you can never walk onto a site of mine and guess that I did it. Also, I believe greatness in golf is rooted in memorability. Memorability is a function of variety, in terms of everything — the look, the scale, the hard and easy holes, variety on every level.

GCN: What do you foresee for golf course design in the future? Have we gone to the outer limits? KK: I don't take myself that seriously to think I'm going to change the face of the game and be a pioneer in the industry. That's why my design philosophy is evolving. It's like when you play competitive golf. You don't want to dwell on the past or get too far ahead of yourself. You want to play in the present tense and hit the correct shot. That's the way I want to design, too. I go to all these shows and see plastic grass. I hope we're not headed for plastic golf courses. I know I'm not. I don't particularly care where the industry is going. I just want to do good golf courses. If the industry goes that way, it will be strong forever. I'm not sure golf course architects determine where the industry goes as much as their clients do. The clients are generating criteria and the designers are generating solutions. As the criteria changes, so do the solutions.

One way it is going is to environmentally sensitive planning. We're all sure that's where it's going and where it's going to stay, because it's right. Part of the golf experience is getting out of the urban setting and taking a walk in the park. That may be the soul of the game anyway. We're never going to play golf in a dome. And I hope not on artificial grass. The game will always exist in a natural setting.

GCN: Your wife Lori is a landscape architecture graduate, and with turfgrass management studies, as well as a photojournalist. Has she added anything different to your operation? KK: She's a 6 handicap, and although we're not Pete and Alice Dye, we talk about design a lot. Just as there is no way a bad golfer can know what a good golfer thinks and plays, there is no way for a male golfer to understand what a female golfer knows and thinks. Lori is our resident female golfing expert. She tells me when holes are getting too long, and when women she plays with can't execute a certain shot. That brings a lot to the table.

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FROM THE DESK OF HAL PHILLIPS

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Fore Star's style works well in U.S. Southwest

By Peter Blais

LUBBOCK, Texas — Visit 36-hole Meadowbrook Golf Course here and you're likely to see Fore Star Golf President Steve Yonke parking golf cars, bus- ing tables, serving drinks or working behind the pro shop cash register.

"This is a people business," said Yonke, who doubles as Meadowbrook's general manager and head of the six-course management firm that stresses a hands-on management style. "I'm always talking to our customers. Some of their suggestions may be off the wall, but people generally give you good ideas about your operation.

"When we first took over here, we asked the customers what we could do to improve. They wanted us to do a better job handling the golf carts, put starters at both courses, and start a marshaling program. We did those things and the course runs much more smoothly than it did."

Yonke gained this insight into the need to quiz customers while working at the course level. He joined Jim Colbert Golf in 1984 and managed several different operations before becoming Colbert's quality manager. Prior to founding Fore Star in 1992, Yonke received the National Golf Foundation Public Golf Award for his efforts to promote and enhance the game. Brothers Jeff and Gary Miller soon joined

Minimum wage hike to have little impact

By Peter Blais

The 90-cent increase in the minimum wage to $4.75 per hour scheduled to take effect this month will have little impact on course maintenance operations, according to superintendents.

While some courses likely pay close to the minimum wage, those contacted by Golf Course News said they already pay laborers more than the new lower limit. "Most courses in our area are well above the minimum," said Lee McLemore, head superintendent at Birmingham (Ala.) Country Club. "Our wages have gone up significantly the past few years to compete in a small labor pool where unemployment is running around 3.5 percent. We're competing with other businesses, like McDonald's, for workers and they're already above $5 per hour."

McLemore said he starts laborers at his private club, the oldest club in Birmingham, at $6 to $6.50 per hour. That's 25 percent more than the $4.75 limit scheduled to take effect in October and the $5.15 that becomes law Sept. 1, 1997. The best part of the [minimum wage] bill from our perspective was the change that now allows private clubs to start 401k retirement plans for employees," McLemore said. "I called our senators to encourage them to support the bill because of that. A 401k plan allows us to..."

Trash talking your way to a cleaner course

By Vince Alfonso

Bobby had worked for me since he was a sophomore in high school. The soon-to-be graduated college senior was in his last season at our golf course. He was doing his usual good job.

I walked out the south door of our clubhouse and looked toward the range to see if I could spot a customer who had a phone call. As my eyes panned the range tee, I noticed the range garbage container was overflowing. I immediately called out to Bobby, who was moving some golf cars nearby.

I said "Bobby, would you please go out to the range and empty the trash container, and while you are there, would you run over to the outing tent and pick up the debris overlooking by last night's closing crew?" I explained in more detail about the debris and sent him on his way.

I watched Bobby drive his Yamahauler past the range trash

PLAYER REMODELS

KIAWAH COURSE

The second hole at Cougar Point Golf Course is part of a $4 million renovation recently completed by Gary Player for Kiawah Island Resort owner Virginia Investment Trust (VIT). Cougar Point opened Sept. 8 on the site of the former Marsh Point course, also a Player design. VIT acquired Kiawah in a Resolution Trust Corp. auction of Landmark Land Co. properties in October, 1993. Since then, VIT has also purchased the Pete Dye-designed Ocean Course for $27 million, started construction of a $5 million clubhouse at Torn Fazio-designed Osprey Point, made improvements to the golf facilities and opened the new Business Center and Food Court. VIT has so far invested a total of nearly $50 million in the resort.

Continued on page 41

Continued on page 43
Personnel

Continued from page 39

He picked up several large pieces of debris by the tent and returned to his post. I was quite puzzled by his behavior, so I walked down the steps from the deck and said, “Bobby, you didn’t do what I asked you to do.” He answered, “Yes, I did.” “Bobby,” I said, “you didn’t pick up the trash in the range container and you didn’t pick up the small debris by the tent.”

He said, “Oh, that. That trash in the range container — that’s the grounds crew’s trash. They’ll pick that up tomorrow morning. And as for the bottle caps and toothpicks and stuff by the tent, nobody will ever see that stuff.”

“Bobby,” I said, “that’s the problem around here. I asked you to perform a simple task and you just didn’t do it. Now please go back out there and do as I asked you to do. I don’t want our range customers or golf car crew trash, or any trash, was one sure line. Superintendents at some of the top courses in the country need the same thing. Which is why they use Barricade® preemergence herbicide to keep fairways, tees and roughs weed-free. So can you. Since Barricade has the longest residual of any preemergence herbicide, it gives you maximum flexibility. You can apply when it’s most convenient for you. And have full confidence that you’ll get excellent results.

Let’s not mince words — your job’s challenging. Just think about all the people you have to please. And about what happens if you don’t. You need confidence. You need security. You’re not alone. Superintendents at some of the top courses in the country need the same thing. Which is why they use Barricade® preemergence herbicide to keep fairways, tees and roughs weed-free. So can you. Since Barricade has the longest residual of...
Red Hawk web page
Continued from page 1

pany President and major shareholder George Badger said in late August. "We'll use photos of the groundbreaking this Friday [Aug. 23]. We can display the golf architect's drawings or sketched designs of some of the amenities.

"The information is accessible to brokerage and investment firms who deal with potential investors. We can put SEC [Securities and Exchange Commission] filings, stock values and real-estate values, as well as photos of what is actually happening on the course or house lots right on the web page. It's a great marketing tool."

Red Hawk is GVI's flagship project. The St. George area is being marketed as a second Palm Springs, cooler in summer and hotter in winter than nearby Las Vegas, Badger said. The company president expects Red Hawk to draw most of its members and homeowners from the Utah Front Range communities of Salt Lake City, Ogden, Provo and Logan as well as from the surrounding states of Montana, Idaho, Colorado and Wyoming. Public play will be allowed until the course reaches 300 members, according to the company.

"We're looking at four other projects that are within a couple of hours of St. George by air," Badger said.

control of crabgrass,
goosegrass and other tough weeds. Consistent control that lasts for up to 26 weeks depending on the rate you choose. For even more confidence and security, Barricade keeps golf shoes and everything else on your course stain-free. And since you're applying as little as one-fourth as much active ingredient, you'll reduce worker exposure and lessen the environmental load. What's more, its low water solubility means Barricade will stay right where you put it, even on slopes and hillsides. Choose from two different formulations: on-fertilizer and sprayable. Barricade really can provide the added confidence and security you need. But only if you apply it.

For more details, talk to your authorized Barricade distributor, Sandoz sales representative or call 1-800-248-7763.

Minimum wage
Continued from page 39

his starting pay scale from $5.50 per hour to $7 to $7.50 per hour in order to attract better quality applicants and lower employee turnover.

"We get around 20 applicants for job openings now," Sloan estimated. "We were only getting two to three before. Our choices were much more limited. I'm glad the minimum wage is going up. The jobs we ask people to do on a golf course aren't the easiest in the world."

Across the border in Jackson, Miss., Country Club of Jackson superintendent Stephen Harrell said the minimum-wage increase would have little or no effect on courses in his area.

"If it had any, it would just be with the summertime help," he said. "But courses around here hire a lot of summer help from the Mississippi State University Cooperative program. Alabama courses pay the $5.50 an hour plus room and board to work there. We have to pay them at least $5.50 in order to compete. The last thing the members want to hear is the course is in bad shape because we don't have enough people to maintain it."

Even in the poorer sections of the Northeast, laborers generally make above minimum wage.

"I start new people at $5 to $5.50 an hour, depending on experience and references," said Jim Hodge, head superintendent at Val Hala Golf Club in Cambridge, Maine, and the state's representative to the September Golf Course Superintendents Association of America Chapter Relations Meeting. "If people return the following summer, they can generally expect a raise."

"I don't think we'll have to raise our starting wages 50 cents just because the minimum went up that amount, though. People like working here because they get to play some golf, work outside and are done for the day around 1 p.m. They like this a lot better than flipping burgers."

The issue was discussed at the GCSAA's annual Chapter Relations Meeting. GCSAA media spokesman Jeff Bollig said a recent survey noted that golf courses typically pay well above the minimum wage, i.e. an average $6.49 for greens crew workers, $7 for gardeners and $8.56 for office assistants.

"We've gotten a lot of questions about it on our web site," Bollig said. "One of the concerns was that raising the minimum wage would have a trickle-up effect that would cause golf courses to raise wages on the lower end. An increase in the minimum wage could do that in some cases."
Advising can be effective: if done correctly

By MARK LESLIE

LINCOLNSHIRE, Ill. — Frequent advertising on television and radio works, but effectiveness can be gained much more cheaply, according to Vince Alfonso Jr., president of Alfonso Creative Golf Enterprises in Williamsville.

Advertising salespersons try to sell frequency, but golf course operators should pay no attention, advises Alfonso, who is leading a one-hour presentation on "Turning On to TV and Radio" during the Public Golf Forum Oct. 28-29 as well as a one-day post-conference workshop here, Oct. 30.

A sampling of the tips Alfonso will give in his presentations includes:

- Don't be intimidated by appearing in your own ad. "Anticipating a TV shot, the first thing a person thinks is, 'I'm not able. I've got to hire a professional.' They need to do some homework first. The idea is to equip them with the information they need to go home and get the job done."

- Don't be frightened by the talk of $1 million-a-minute ads. "People hear that and think that in the smallest logical increment for them, it will cost $1,000 or $10,000 a minute, and they run from the idea. They operate in an absence of information and are not comparing apples and apples."

- Road block. "If I wanted to gain new customers with radio, I would run a commercial on all the radio stations in our market (that is, say, 100,000-population cities, not New York City, Chicago, or LA). You might have four or five stations. I would run all week at the same time of the day—preferably drive-time. It's called 'road blocking.' Listeners have to hear my commercial."

"You're doing this on a reasonable trial investment of dollars," Alfonso added, "seven days a week times five stations."

- Eliminate for new customers. "When golfers come to the pro shop and say what stations they heard the ad on, I eliminate those stations and concentrate on the stations where my customers don't listen because I want new customers."

"Of course, when you want to communicate with your present customer base, you use those stations."

- Use the "creatures-of-habit" approach. "I feel people set their radios to their stations and leave it there," Alfonso said. "While they're getting ready for work they're listening to the same station. I will run a commercial on a news talk station from Monday 6 to 7 a.m., Tuesday from 7 to 8, Wednesday from 8 to 9, Thursday from 6 to 7 and Friday from 2 to 8. I've bought five commercials. Everyone who listens has heard it in two time frames.

"After two weeks, those people can't distinguish if I'm on there every day or not. In 18 years I've done this and people have told me they hear me every day on the radio. I'm not there but they think I am. I multiply my dollar value by buying that particular schedule."

"A radio station won't tell you that because they're making their money selling frequency."

TV and Radio
Continued from page 1

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GOLF COURSE NEWS

CIRCLE #133

CIRCLE #134

50 October 1996
Fore Star
Continued from page 39
Yonke. Like Yonke, Jeff was financial and administrative functions. A certified public accountant, he served 16 years as chief financial officer of AGF Industries, a $500 million company.

Fore Star has grown steadily, adding one or two courses annually. In addition to Meadowbrook and Picacho Hills, the company operates Hollywood Park Golf Center in Los Angeles, Hound Hollow Golf Center in Portland, Ore., The Links at Sierra Blanca in Ruidoso, N.M., and Scott Park Municipal Golf Course in Silver City, N.M.

"I've seen other companies have growth spurts where they've added a bunch of courses all at once and then played catch-up until they could manage them efficiently," Yonke said. We want to have a more planned growth and stay within our means to be a daily part of each operation.

TV and radio
Continued from previous page
time if possible — for critique purposes," Alfonso said. "We want what they think are their best and worst commercials. They might have loved one but it was a bomb, or vice versa. We'll discuss them.

The idea of Star Search sessions, he said, is "to find that latent personality and bring it out that day. We will videotape it and show them just what they look like doing their own commercials. Some people may not like how they look on TV or sound on radio, but it may be just the ticket.

This may have tremendous value." Learning how to most effectively use all media for promotions can exponentially multiply profits, Alfonso said.

"Everything I've done in the last 10 years," he said, "has three components: direct mail, radio and television. Research shows that if you were able to communicate your message in one medium, you have made one impression.

If a person hears the same message on the radio that they see in the newspaper, you have made more than two impressions... When they then see a billboard saying the same thing, you don't have three messages but maybe 9. And when they watch the news that night and see it on television, it's not four impressions, it's 16."

To register for the Forum and/or the post-conference workshop contact the Golf Course News Conference Group at 207-846-0600.

MANAGEMENT

"We've added one or two properties a year. I see that continuing, especially since it takes three years to get a course operating the way you want. The first year you fix what's broken. The second you institute a marketing plan. The third year, hopefully, all your work begins to pay off."

Fore Star's primary focus is on acquiring long-term leases coupled with purchase options, if possible. It also provides management and consulting services and owns another facility. But the firm prefers leases.

"Our last two courses have been leases from municipalities," Yonke said. "They fit well into our niche. Municipalities have usually overlooked certain things for many years. We try to focus on those first. It's often the lack of an on-site manager. The golf pro and superintendent usually answer to different people within the city government and it makes it difficult to get things done. We put one person, the general manager, in charge of both positions and things run more smoothly."

Fore Star found some major capital improvements were needed at Meadowbrook. The company sunk more than $1 million into the complex, including a total clubhouse renovation that "gave us the opportunity to run the operation smoothly," Yonke said.

Though small compared to some major management companies, Yonke prefers to see Fore Star's size as an advantage.

"Large companies have to prioritize their problems," he said. "An individual course that is part of a six-course group has a better chance of someone noticing its problems and getting them taken care of than one in a 200- to 300-course portfolio."

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The third year, hopefully, all your work begins to pay off.

"An individual course that is part of a six-course group has a better chance of someone noticing its problems and getting them taken care of than one in a 200- to 300-course portfolio."

Golf Course Superintendent
Hillendale Country Club
Phoenix, Maryland

Golf Course News
1-800-925-5187 for more information.
If your business has something to do with the golf industry, you wouldn’t want to miss the greatest golf event in Asia, Golf Asia ’97. Held in Singapore for the seventh year running, Golf Asia has established itself as the largest and most attended golf show in the region, bringing together many of the world’s leading names in the industry.

Golf Asia ’96 attracted 221 exhibitors who showcased their products and services to the trade and public visitors. The event’s success was marked by a constant flow of quality attendees: more than 26,000 trade visitors, professionals, and golf enthusiasts from 35 countries. These included visitors from emerging markets like India, Vietnam and the Philippines. New business and countless leads were generated, encouraging over 70% of ’96 exhibitors to confirm their participation in Golf Asia ’97.

SEVENTH ASIA PACIFIC GOLF CONFERENCE (APGC) & EDUCATIONAL SEMINARS

The APGC, Asia’s most recognised industry forum will be held in conjunction with the exhibition. A panel of highly-qualified speakers will address the conference, focusing on a wide range of topics relevant to the Asian golf industry. A series of educational seminars conducted by the Golf Course Superintendents Association of America (GCSAA) will complement the exhibition and conference. These seminars are traditionally well attended by golf superintendents from clubs throughout the region.

Golf Asia ’97 will continue the tradition of success of past exhibitions. Preparations are already underway to attract more visitors and participants than ever before.

To find out more about Golf Asia ’97, mail or fax this coupon to

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oro has appointed Steve Kuyrkendall as a territory manager, covering north-the Par Ex line of fertilizers, including Kuyrkendall is responsible for selling cides, seed and turf supplies to golf representative with Bunch Wholesale, IMC Vigoro, Kuyrkendall was a sales Par Ex With V-Cote. Prior to joining RGF, Lye Environmental Systems, Inc. has hired is responsible for training and coordination of the RGF firm's irrigation projects, from client to overseeing the development and system operations. This team will comprise two newly created "group vice president" positions and Melrose. "These two group vice presidents and," Melrose elaborated, "will be responsible for overseeing the development and implementation of Toro’s business strategies and plans. Aligning our business and operations together will improve customer responsiveness and productivity." J. David McIntosh, vice president and general manager of Toro's consumer division, becomes one group vice president and Charles B. Lounsbury, vice president, distribution, parts, recycling equipment and corporate strategic planning, becomes the other group vice president.

Continued on page 46
PHC acquires manufacturer of Terra-Sorb

PITTSBURGH, Pa. — Plant Health Care, Inc. (PHC) has finalized its acquisition of Industrial Services International, Inc. (ISI) of Bradenton, Fla., and its proprietary product line of time-release water polymer gel products sold under the brand name of Terra-Sorb.

James J. Quinn, previously president of ISI, is now vice president for PHC, a supplier of plant-health-care-related products and services to the horticulture, forestry and land restoration industries. Philadelphia-based PHC will also warehouse and package the Terra-Sorb brand products at its Pittsburgh manufacturing facility. Distribution of the Terra-Sorb line of water management products will, in certain cases, be expanded to include the existing distributor/dealer network already established by PHC for its line of biological plant-care products.

PHC will continue to sell the time-release water polymer gel products under the Terra-Sorb name and already has incorporated Terra-Sorb gels into many of its Mycor brand mycorrhizal fungi inoculant products.

PHC was established in November 1994 to acquire, develop and market environmentally friendly products for the professional plant health care industry. The acquisition of ISI allows PHC, Inc. to broaden its product line to include water management products.

Toro reports solid earnings

BLOOMINGTON, Minn. — The Toro Co. has reported that sales and earnings were better than expected for the third quarter ended Aug. 2, 1996. Sales and net earnings were a record for the May-through-July reporting period and for the nine-month reporting period of November through July.

Net revenues for the quarter were $232.6 million, compared to $202.6 million for the same period last year, a 14.8 percent increase. Year-to-date revenues were $752.7 million, up from $727.1 million for the same period last year. Net earnings for the nine-month period were $31.8 million compared to $28.4 million a year ago.

Commercial product sales increased by 3 percent over the same period last year. International sales were strong and the domestic landscape contractor market continued to grow.

Irrigation sales increased 3.7 percent compared to the same period last year. Toro's strategy of selling do-it-yourself products through mass merchants continued to be successful. Golf course sales were up as were sales to residential contractors. International sales increased by 15.5 percent due primarily to improving commercial sales to the European golf market. Sales of consumer products also increased.

Toro presidency

Continued from page 45

As part of the move the company will align its business units around a centralized operations group and a strategic business units group. This transition has begun with completion expected by Nov. 1. The move is not expected to affect employee staffing levels at the company.

McIntosh will have responsibility for all sales, marketing, service and product development activities for the consumer, commercial, irrigation and landscape contractor divisions, which will now report to him.

Lounsbury will have responsibility for the centralized operations function for all businesses, except the irrigation division and the new businesses group which remain decentralized. Toro will combine all manufacturing, purchasing, quality, parts operations and order services under his group, with the exception of irrigation manufacturing in Riverside, Calif., which remains under Calvin Hendrix, vice president of Toro's irrigation division.

Toro had been searching for a president since former president David H. Morris left the company last November.
SMP regulation

Continued from page 45

The idea of requiring State Management Plans (SMPs) for specific pesticides was first floated as part of the EPA’s “Pesticides and Groundwater Strategy,” issued in October 1991. Claiming labeled uses of some pesticides may be inappropriate in some highly vulnerable locations, or that some pesticides might otherwise pose a risk to groundwater resources, the EPA recommended the SMP approach over the traditional, centralized process of simply restricting or banning active ingredients suspected in cases of groundwater contamination.

In anticipation of the transfer of regulatory power, EPA’s first step was a strong recommendation that states develop a generic SMP that provides a structure for states to follow in managing certain pesticides. Some states have taken that recommendation to heart while others have not.

On June 26, EPA formally charged states with developing specific management plans foralachlor, cyanazine, metolachlor, atrazine and simazine. After a 120-day comment period, states and the EPA will have 33 months — or until the year 2000 — to implement the plans.

Langley recognizes states which have not formulated workable generic plans present dilemmas and opportunities for RISE members.

“In the event that a state, for whatever reason, does not develop an SMP, you cannot use the chemical in that state — so it’s a de facto cancellation,” Langley explained. “We would like to see the registrant able to come in and propose a use plan, but that’s still being discussed.

“On the other hand, there are only four or six states that have plans that have been approved. This means in 40-plus states there would be opportunities for the regulated community to view and participate in formulating the plans.”

What’s included in an SMP? Well, the EPA has issued a guidance document listing 12 components each state must include in any SMP. They are: 1) Goals and Philosophy, 2) Roles and Responsibilities, 3) Legal Authority, 4) Resources, 5) Assessment and Planning, 6) Monitoring, 7) Prevention, 8) Response to Detentions of Pesticides, 9) Enforcement, 10) Public Participation, 11) Information Dissemination, and 12) Records and Reporting.

From the state’s viewpoint, there are clearly unfunded-mandate problems with the monitoring and enforcement requirements. Further, antiquated water quality laws that utilize as goals “zero detection” or “non-degradation” standards will prove nettlesome. These laws were passed when analytical methods could only detect parts per thousand. In today’s world, where studies citing parts per billion and trillion are commonplace, the concept of “zero” is no longer valid.

From the manufacturer’s point of view, the biggest problem comes with “Response to Detentions.” This section of any SMP will inevitably set forth trigger levels or action levels, the detection of which would result in regulatory action, i.e. use restriction or prohibition. During the next 33 months, Langley anticipates a great deal of heated discussion between manufacturers, environmental activists and state regulators regarding where these action or trigger levels are established.

“There are a number of the issues being discussed,” he said. “If you look at some of the other acts, like the Safe Drinking Water Act, the maximum contaminant level [MCL] where the compound is detected, the MCL is a lifetime figure. Unfortunately, some of these SMPs have proposed action levels at very low levels.

“That’s not insurmountable. If there is an upward trend in the monitoring, then it’s appropriate to institute best management plans with emphasis on prevention.”

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- Reclamation sites — Roadsides — Parks
- Vacation homes or lawns that require less mowing or low-maintenance turf
- In the cooler climates, from Canada to the hills of North Carolina, where an attractive, low-maintenance turf is desired
- Use Jamestown II Chewings Fescue alone or combined with ‘Reliant Hard Fescue in Lofts’ Ecology Mix.
Hintze will manage Sandoz eastern sales

DES PLAINES, III. — To increase customer support services, Guy Mikel, vice president of Specialty Business for Sandoz Agro, has announced Gene Hintze has been named the eastern district turf and ornamental sales team manager, in addition to his current role as turf and ornamental business manager.

Leo Schoenhofen — business manager for the vegetation management division — has expanded his sales management territory. His region now includes the mid-south and southwest turf and ornamental group.

In addition to her current responsibilities as the marketing services manager, Terri Lohmann joined the Business Management team to provide additional support in developing and implementing turf and ornamental marketing programs.

To support Sandoz Agro’s national lawn-care customers, Sandoz appointed Sean Lynch to undertake the responsibilities of the national account manager. He also will continue in his current capacity as marketing services associate.

Thomas will manage Cyanamid, R&H venture

WAYNE, N.J. — RohMid L.L.C., a joint venture between Rohm and Haas Co. and American Cyanamid Co., has named John H. Thomas, Ph.D., as manager of the company responsible for marketing the new turf insecticide, RH-0345.

RH-0345 controls grubs and other soil-borne pests in turf using a unique mode of action that interferes with insects’ normal molting processes. The new insecticide has been submitted to the Environmental Protection Agency for registration, and has been accepted for accelerated review under the reduced risk pesticide policy. The product is expected to be approved in 1997.

Thomas formerly was product development manager in the American Cyanamid product development group in Princeton, N.J. He was responsible for the development of the company’s turf and ornamental products, including Pendulum turf herbicide.

Cyanamid has also announced two personnel changes in its Turf, Ornamental and Pest Control Products (TOPCP) Group resulting from strong sales in the consumer lawn and garden market.

Lended Schutzman has been named market manager, consumer lawn & garden products. He formerly was key accounts manager for the TOPCP Group. In his new role, Schutzman will be responsible for marketing and sales of Amdro fire ant insecticide and Image herbicide.

Fred Stokes of Hot Springs, Ark., has been named key accounts manager for commercial sales in the Fire Ant Division. Stokes has been with the company since 1987 and was instrumental in developing its graphic arts and advertising program.

WARD NAMED SRO AD MANAGER

CORVALLIS, Ore. — Stephanie Ward has been named the advertising manager at Seed Research of Oregon here. Ward has been with the company since 1987 and was instrumental in developing its graphic arts and advertising program.

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Jacklin’s Deutsch named to Idaho Seed Council

POST FALLS, Idaho — Marilyn Deutsch, office manager at Jacklin Seed Co. for the past 18 years, has been appointed to the Idaho Department of Agriculture’s Seed Advisory Council (SAC) by SAC Director Pat Takasugi.

Recently formed in response to requests from the Idaho seed industry, the nine-member council will advise the state agency in the administration of field inspections and phytosanitary certification. Deutsch is already a member of the Seed Lab Advisory Board to the Idaho Department of Agriculture, immediate past president of the Idaho-Eastern Oregon Seed Association and past president of the Washington-North Idaho Seed Association.
Ransomes & Toro sign with TurfNet on-line service

SKILLMAN, N.J. — The Toro Co. and Ransomes America Corp. have signed with TurfNet Online, allowing golf course superintendents with Internet capabilities to interact directly with the manufacturers through Factory-Direct Feedback, a new component of the internet service based here. Toro and Ransomes America Corp. initiated the program last month with commitments to establish new levels of communication with end-users of their products.

With Factory-Direct Feedback in place, golf course superintendents participating in the TurfNet program are now able to establish on-going dialogue with their suppliers; provide continuous feedback to the manufacturers regarding product performance; suggest product improvements; and obtain factory service expertise regarding product issues unresolved through traditional channels.

Manufacturers, in turn, may instantly communicate information regarding new product instructions, updates, improvements or service bulletins directly to the end-user.

As the first Windows-based, on-line service exclusively for the golf course industry, TurfNet Online supports private and public messaging between TurfNet members, including discussion forums on various turf management topics. For more information, contact TurfNet at 800-596-1133, ext. 5343.

Winner named in Best Green contest

CORVALLIS, Ore. — Seed Research of Oregon, Inc. has announced the winners of its “Best 18 Greens in North America” contest.

The regional winners are:

East - Kevin Pryeski, Cattail Creek Country Club, Glenwood, Md. (Providence); Southeast - Mike Brisbois, The Legends at Chateau Elan, Braselton, Ga. (Dominant); Midwest - Don Tolson, Fox Hollow at Lakewood, Lakewood, Colo. (Dominant); Southwest - Paul Ellwood, Club Terravita, Scottsdale, Ariz. (SR 100); West - Jon Clark, North Veiw Golf & Country Club, Cloverdale, B.C., Canada (Providence).

Cattail Creek’s Pryeski, CGC, was named the overall contest winner, for which he will receive a trip to Sydney, Australia for the 1997 International Turfgrass Conference.

The greens were judged on the basis of color, density, uniformity and overall quality. Consideration was given to the number of rounds the greens receive, the climatic conditions of the region, age, mowing height, green construction, green speed, Poa annua invasion and the amount of nitrogen used.

Do You Believe?

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Some people will tell you that using a heavier nylon flag material is the way to go. We thought the same thing 8 years ago and BOY did we get set straight - and FAST. Heavy flags require more wind to do the primary job of a flag - to be visible to a golfer by floating gently on the lightest breeze possible. So we searched and found a light nylon material that is made in the USA and has excellent protection against the terrible ultraviolet rays that stream to Earth from outside space (the Sun). These bad rays cause your flags to fade. Our material is designed to be used outside. It floats and flutters and is easy to see. Remarkably, the lighter material is just as durable as the heavy stuff. Your players can see the difference. By the way, we do believe that Tooth Fairy deal - why end a good thing?

Southern is the original source for embroidered golf flags and is the leader in design application and custom flag construction. We designed the strongest ribbed-for-strength flag tube on the market and we sew our tube into the flag. No glue, staples or PVC to break or come loose. Guaranteed. We know flags!

Winner named in Best Green contest

DOUGLAS FIR

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GOLF COURSE NEWS

October 1996 49
Coveside offers bird, bat houses

Coveside manufactures a nesting box for every species of cavity nesting bird in North America. All Coveside products are made from eastern white pine, are manufactured by Maine craftsmen and are designed for the species. Each product has the proper ventilation, drainage and dimensions for its inhabitant. All come with an educational brochure which describes the species and explains how to mount and care for the item. Coveside also offers a “bat condominium.” Bats are particularly suited to golf courses because each individual bat consumes up to 7,000 insects per night. For more information, call Coveside at 1-800-326-2807.

Terra introduces Bison herbicide

Terra Industries, Inc. has introduced Riverside Bison, a selective postemergence herbicide for control of broadleaf weeds that infest small grains, conservation reserve Program areas, and grass grown for seed. It is available in 2 1/2-gallon and bulk package sizes. Riverside Bison is a product of Terra Industries. Terra also produces nitrogen products and methanol for industrial customers. For more information, contact your Terra distributor, or call Terra at 712-277-1340.

Club Car unveils Tranquility design

Club Car has introduced its 1997 DS Gasoline Car, featuring the all-new unitized Tranquility power train design. These performance enhancements are byproducts of a true “unitized” transaxle design, similar to that used in today’s automotive technology. This new power train construction, a Club Car exclusive, combines transmission and drive unit on a single platform, where the transaxle is bolted directly to the back of the engine block. The result is a stronger, unitized assembly, 69 fewer parts, and an improved ride due to reduced vibration levels.

The unitized Tranquility power train also has new gearing in the transaxle assembly, reducing the reverse speed to less than 9 mph. This feature, unique to Club Car, enhances car safety by increasing operator control when backing. For more information, call Club Car at 706-886-3859.

Kawasaki 4-cycle

Kawasaki Motors Corp., U.S.A., has introduced a 4-cycle, air-cooled, 16.5-horsepower, V-Twin engine, specifically designed for turf-care and light-construction products. The new engine features a vertical-power output shaft and twin-cylinder, overhead valve design. It also has an electronic ignition system and automatic compression release. Its dual air cleaner and rotating screen—that clears/mulches grass clippings—help extend engine life. Its contoured crankcase and large muffler dampen noise. For more information, telephone Kawasaki 616-949-6500.

Retooled accessories

Golf Course Solutions, Inc. (GCS) focuses on refurbishing teeing area accessories—so often neglected but so visually important. These teeing area accessories include ball washers (GCS specialty), benches, baskets, bag holders, metal stakes, signs and tee markers. When refurbished “in-house” using traditional bucket or spray-can paints, the finish is inferior and lacks durability. The GCS process solves this problem. Accessories are bead blasted to bare metal and refinished utilizing a special electronic paint coating process which results in a finish more durable and attractive than new. Anyone with accessory maintenance issues or considering replacing, repainting or changing color schemes, give Scott or Bill a call at 714-127-5100.
Golf Course Marketplace

To reserve space in this section, call Diana Costello-Lee at 207/846-0600

EMPLOYMENT OPPORTUNITIES

GOLF COURSE CONSTRUCTION
Renowned Central Florida Golf Course Construction Company with over 30 years experience in the following areas: Superintendents, irrigation installation foreman, seedbed finishing & preparation. Applications encouraged from the industry seeks highly motivated & experienced individuals in the following categories: site superintendents, finish and rough shapers, heavy equipment operators, irrigation installation foreman, seedbed finishing & preparation. Applications must have a positive "team player" attitude and must be willing to travel extensively. Tremendous future potential for successful candidates. Please forward resume with references to Newgolf Golf Inc. PO Box 420840, Kissimmee, FL 34742.

ASSISTANT MANAGER WANTED
Help Wanted: Assistant Manager for Medium size, high quality Sod Farm. Send resume to P.O. Box 56440, Little Rock, AR 72215, or Fax 501-280-0329.

GOLF COURSE CONSTRUCTION
PROJECT MANAGER: Successful candidate will have a minimum of five years experience, and will be directly responsible for estimating, client development, and project management with well structured Northeast regional oriented company. Some travel required. Excellent growth potential and benefits are available for qualified applicants. Qualified candidates will possess a strong employment background with a high level of communication, interpersonal, and organizational skills.

SHAPER: Min. 5 yrs experience, with emphasis on renovation work. Some travel required. Please fax or send resume to ELM, PO Box 110322, Stamford, CT 06911-0322. Fax # 203-316-5434

SHAPERS WANTED
Golf Course Construction Shapers Needed. Must be willing to travel. Fax resume and date available to 616-547-7009.

GOLF COURSE CONSTRUCTION
experienced golf course construction superintendents, irrigation installers, heavy equipment operators, shapers, and finishers needed. Fax resume with references to Rausch Golf Inc. (915)784-7918.

CONSULTANT NEEDED
To help provide technical specifications and market information for new fertilizer products for golf courses. Must have several years experience. Prefer person recently retired from major supplier to this market. Call Ron Highsmith, Allied Sign, 800-342-3787, ext. 3642 or 804-520-3642.

SEEKING EMPLOYMENT

PROJECT MANAGER/ENGINEER
Civil Engineer/Agronomist seeks position with developer or contractor. Experienced in golf course, residential, resort, retirement and commercial development. Very ambitious, energetic, young and willing to travel. Leave message at 813-786-2101.

AGRONOMIST/PROJECT MANAGER OR GOLF COURSE SUPERINTENDENT
Experienced individual looking to team up with an architect, management company, contractor, owner or developer of golf courses. Four year degree in turfgrass science and management. Short term contract possible. Strong grow-in, maintenance, budget and people skills. Sense of humor, flexible and patient attitude. Have current passport with visas to China, Vietnam, and India and willing to travel. If interested, please fax me on your company letterhead: 941-352-6252.

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CONTRACTORS
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HOW TO ORDER A CLASSIFIED AD

RATES: $85 per column inch (25-35 words, including a bold headline). Each additional 1/4 inch is $25. If ordering a logo, please include an extra $45; for a blind box, please include an extra $20. All line ads must be prepaid. All rates are per insertion.

To place your classified ad, mail your ad copy with payment to: Diana Costello-Lee, Golf Course News, PO Box 997, 38 Lafayette St., Yarmouth, ME 04096, or fax to: (207) 846-0657.

Golf Course News

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October
8 — GCSAA Seminar on Personal Stress Management in Oklahoma City.
8-10 — West Texas Turfgrass Conference in Snyder, Texas. Contact Pam Deeds at 806-354-8447.
9 — GCSAA Seminar on The Microbiology of Turfgrass Soils in Billings, Mont.
11 — GCSAA Seminar on Integrated Disease Management for bermudagrass golf courses.
30 — GCSAA Seminar on Maximizing Turfgrass Disease Control in New Seabury, Mass.
November
5 — GCSAA Seminar on Maximizing Job Satisfaction in St. Louis.
6 — GCSAA Seminar on Developing Your Hazard Communication Program in Wichita, Kan.
6 — Golf Course Superintendents Association of New Jersey Annual Meeting. Contact Judy Policastro at 201-379-1100.
7 — GCSAA Seminar on Drainage Systems in New Brunswick, N.J.
7-8 — GCSAA Seminar on Managerial Productivity in Boise, Idaho.
8 — GCSAA Seminar on Safety and Construction of Chemical Storage Buildings in Dayton, Ohio.
9 — 7th Annual Turfgrass Awards Banquet in New Brunswick, N.J. Contact Cook College Office of Continuing Education at 908-932-9271.
11 — GCSAA Seminar on Turfgrass Stress Management in Myrtle Beach, S.C.
11 — GCSAA Seminar on Calibration and Safety of Pesticide Application Equipment in Myrtle Beach, S.C.
11 — GCSAA Seminar on Preventive Maintenance of Turf Equipment in Rhinelander, Wis.
12 — GCSAA Seminar on Drainage Systems in Rochester, N.Y.
12-14 — Penn State Golf Turf Conference in State College, Pa. Contact Peter Continued on next page

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Forum attendees qualify for CEUs

LINCOLNSHIRE, Ill. — Attendees at October’s Golf Course News-sponsored Public Golf Forum here will qualify to receive continuing education units (CEUs) from several different professional associations.

The Professional Golfers Association of America (PGA), Club Managers Association of America (CMAA) and Golf Course Superintendents Association of America (GCSAA) will grant CEUs for members attending the national business conference and expo for superintendents, managers and developers of public-access golf facilities scheduled for Oct. 27-29 at Marriott’s Lincolnshire Resort.

PGA members will receive 10 hours for the two-day conference (five hours per day) and eight hours for attending Vince Alfonso’s post-conference workshop “Marketing your Course on TV and Radio.” PGA members must sign in at each session and indicate their PGA number or Social Security number on the sheet. For the post-conference workshop, PGA members must sign in and out at the end of the one-day session.

CMAA members attending the sessions are eligible for Certified Manager Credits. CMAA has awarded advance approval. To receive credit, CMAA members must sign the attendance roster provided at each session.

GCSAA has approved 0.9 CEUs for the Public Golf Forum for credits toward certification renewal requirements only. It is the responsibility of each Certified Golf Course Superintendent to individually document event attendance on the affidavit form supplied to all conference registrants. To receive credit, GCSAA members must forward the affidavit within 30 days.

Management program enables owners to stay nimble

LINCOLNSHIRE, Ill. — Staying flexible enough to take advantage of opportunities as they arise will be the focus of this month’s Management Track at the Public Golf Forum here.

The Forum is a national business conference and expo for superintendents, owners, managers and developers. It is sponsored by Golf Course News and will be held Oct. 27-29 at the Marriott Lincolnshire.

Four Management Track speakers are scheduled for Monday, Oct. 28, following PGA Tour golfer Peter Jacobsen’s keynote session. The speakers, their topics and times are:

- Gregg Gagliardi, Maximizing Your Profit Center: Food and Beverage, 10 a.m. Gagliardi has been head PGA professional since 1989 and general manager since 1992 at Lansbrook Golf Club in Palm Harbor, Fla. At Lansbrook, he took over a bar that was losing $4,000 annually and turned it into a $100,000 a year operation. Gagliardi will discuss his methods for turning around a F&B operation. He has won many awards including the Pinellas County Amateur Golf Association Golf Professional of the Year in 1991 and the West Central Chapter of the PGA Bill Strausbaugh Award in 1993.

- Walter Lankau, Yield Management: Automated Tee Time Reservations, 2 p.m. Lankau, owner/president of Stow Acres Country Club, will discuss the installation and use of what has proven to be a very successful reservation system at his Central Massachusetts facility. The University of Pennsylvania Wharton Business School graduate has also developed a widely known golf school, renovated the banquet facility and runs golf outings of all sizes.

- Brett Moore, Getting the Pro to Merchandise Like One, 3 p.m. Moore is vice president of product development for The Antigua Group, a Scottsdale, Ariz.-based golf clothing manufacturer. Prior to joining Antigua in 1994, she was director of retail for Resort Management of America (a management firm) and founded the Association of Golf Merchandisers. She will provide management tips on how to create more profits within a retail store operation: checks and balances to monitor employee performance, ways to understand a client base and ideas to purchase more effectively.

Gagliardi kicks off Tuesday’s management track session at 2 p.m. with a talk on How to Operate a Successful and Profitable Driving Range Operation. He will be followed by:

- Michael Zmetrovich, Strategic Planning for Golf Course Management, 3 p.m. Zmetrovich is director of the Golf Services Group with Landauer Associates Inc. where he is in charge of the Boston-based firm’s national golf consulting and asset management practice.

Zmetrovich will discuss sound capital improvement planning strategies that address the ongoing capital needs of a total golf facility and how to map out strategic planning areas that apply to a golf course. Prior to joining Landauer he was a national golf industry specialist with Kenneth Leventhal & Co. He previously worked with Laventhol & Horwath’s Golf and Club Services Group, Marriott Golf and other golf operations.

- Sam Hines and Michael Rippey, Making Your Course Attractive for Sale, 4 p.m. The two will provide advice on assessing whether an individual course is ready to be put on the market and the steps one should take to get the facility ready for sale.

Hines is first vice president and national manager of the Golf Properties Appraisal and Consulting Group with CB Commercial Real Estate and holds the SGA designation from the Society of Golf Appraisers, a nationwide organization. He has 18 years of specialized experience in the valuation of hotels, resorts and golf-related properties.

Rippey is president of North American Golf, one of the country’s fastest-growing management companies. One of five principals in the Chicago-based firm, Rippey directs all business development activity and is involved in each of the company’s course development and management assignments.

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