Audubon secures financial backers

By Mark Leslie

SELKIRK, N.Y. — In its quest to develop perhaps 100 golf courses, the Audubon International Golf and the Environment Land Trust has found a number of individuals and two major federal government agencies offering land, and a partner has stepped forward to finance, develop and operate those facilities. Contracts could be signed by the end of this year.

While the U.S. Army Corps of Engineers and the Bureau of Land Reclamation (BLR) are offering up tracts of land across the country, a newly created firm, The Golf Company, has stepped forward as Audubon International’s (AI) colleague. The partnership promises to be the groundbreakers.

Continued on page 34

Fertilizer may reduce runoff, improve water

By Larry Lennert

MILWAUKEE — While Americans for years have feared that turfgrass fertilization may harm groundwater, lakes and streams, groundbreaking new research shows that a dense, well-fertilized turf actually reduces nutrient runoff and may lead to improved water quality.

Prevailing wisdom has been that runoff during rains carried dissolved nitrogen and phosphorous from turf fertilizers into...

Continued on page 23

Diablo es Grande

By M. Levans

WEST STANISLAUS COUNTY, Calif. — When Jack Nicklaus and Gene Sarazen team up on a course design, you know there’s something big happening.

The two legends have put their heads together for the first time on the design of The Legends West Course, one of two courses in phase one of Diablo Grande development 20 miles outside of Modesto, Calif. The course is scheduled to open next month.

Continued on page 23

Gagliardi highlights track

By Peter Blais

OAKBROOK, Ill. — He’s started his own business, but that just means any renovations to the golf courses he operates will be of even greater importance to Gregg Gagliardi, one of the high-profile Management/Marketing Track speakers scheduled to take the podium during the 1997 Public Golf Forum, scheduled for October 27-28 at the Oak Brook Hills Hotel & Resort here.

Superintendents, owners, operators and developers from throughout the country will attend the Golf Course News-sponsored forum aimed at...
The development of creeping bentgrass greens, tees and fairways added a fresh approach to the ancient game of golf: Putting is now faster and truer, bentgrass fairways allow more roll, and along with tees, recover from divot and traffic damage more rapidly. Golfers get around, and today’s global players expect bentgrass.

Now, more architects and designers incorporate the ‘Penn Pals’ from Tee-2-Green into their courses with outstanding results. Our bents contrast well when perennial ryegrass, Kentucky bluegrass or fine fescues are used in short and tall rough areas. It’s no wonder today’s turf professionals count on the ‘Penn Pals’ to make their courses picture perfect.

In 1955 Professor Burt Musser, assisted by Dr. Joe Duich, released Penncross creeping bentgrass as a seeded bent for golf course greens. For more than 40 years Penncross has been specified for greens around the world and extended the boundaries of bentgrass adaptability.

Exceptional heat and wear tolerance plus recuperative ability are Penncross strong points. Forgiving nature and management latitude are more reasons for Penncross’ long life, reputation and continued popularity.

Superintendents know Penncross will always rise to the challenge and perform flawlessly ...like in the ’97 Ryder Cup at Valderrama.
Airport officials seek to redesign LA’s Westchester GC

LOS ANGELES — Los Angeles International Airport officials want to redesign the public, 15-hole Westchester Golf Course at the airport and add three holes that have been missing from the layout since 1993 to create a "first-class golf course." The airport has reportedly received more than 70 inquiries from different golf course companies about the project. American Golf Corp. has operated the course in recent years on a month-to-month lease and is expected to be one of the firms interested in a long-term agreement.

Palmer, Imperial strike deal on franchisee financing

ORLANDO, Fla. — Arnold Palmer Golf management announced that Franchise Mortgage Acceptance Company’s Imperial Golf Finance Group has agreed to provide up to $30 million in financing for new and existing Palmer Golf franchisees. “This agreement will simplify the financing process for golf course owners who want to upgrade their courses by affiliation with a branded chain like Arnold Palmer,” explained Peter Nanula, Palmer Golf’s CEO. “What’s unique about this arrangement is that FMAC's program removes a major obstacle for owners who want to repossession their courses.”

FMAC was able to provide a unique product based on our knowledge of the golf industry,” said Ed Boyle, Senior Vice President of Franchise Development for Palmer Golf. “The ability to finance renovations through FMAC’s program removes a major obstacle for owners who want to reposition their courses.”

“FMAC was able to provide a unique product based on our knowledge of the golf industry,” said Ed Boyle, Senior Vice President of FMAC’s Imperial Golf Finance Group. “Having the prestige of the Arnold Palmer brand is important to us. And we look forward to future dealings with Palmer Golf franchisees.”

BRIEFS

KINGSTON, R.I. — University of Rhode Island officials have announced plans for a $3.5 million golf course that would provide a place for students, faculty and the public to play golf and would also serve as a working laboratory for turfgrass students. The course project is still in planning, but URI officials reportedly have already met with PGA Tour player Brad Faxon, a Rhode Island native, about their plans. The proposed site for the course includes part of a federal Superfund cleanup site.

WINDSOR, Colo. — Construction has started on Windsor’s 18-hole, daily-fee Pelican Lakes golf course, a layout that will have 7 1/2 miles of shoreline. Steve Watson, a former wide receiver with the NFL’s Denver Broncos, is one of the lead developers for the project. The course was designed by architect Ted Robinson. The extensive shoreline is a result of the Poudre River, which winds through the site and will border 17 holes. The course is scheduled to be open by summer 1999.

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See Advertiser’s BRIEFS for complete listing of Advertiser’s BRIEFS.
Tom Fazio track set for July 1998 grand opening in Hoosier state

FOLSONVILLE, Ind. — Victoria National Golf Club, a private Tom Fazio design being built on the site of a former coal mining operation, is on target for a July 1998 opening.

The course, which meanders around 417 acres and will be restricted to 300 members, has been sculpted out of and around existing hills, cliffs, ravines, stripper pits and other quirky details like mining tunnels that reflect the history of the site, which is northeast of Evansville in Warrick County.

Victoria National will boast what Fazio and developer Terry Friedman are calling the first full set of 18 climate-controlled greens. Each of the 18 greens will have an air vault system beneath them to help the bentgrass cope with warmer and cooler temperatures. The system was developed at Purdue University and has been used at Augusta National, home of The Masters. The computerized system reacts to soil temperatures. When temperatures reach 80 degrees Fahrenheit, for example, a compressor is activated to blow warm air in under the green and keep the soil warm. When temperatures reach 80 degrees Fahrenheit, the compressor can blow cold air in to keep the soil cool and reduce the amount of watering it needs. The system also sucks out excess moisture — such as after heavy rainfall — by vacuum and drains it away.

Friedman, who grew up in the area and caddied at local courses, said he would eventually like to see a major professional golf tournament played at Victoria National, maybe a women’s U.S. Open or U.S. Senior Open. There will also be high-end housing at the site.

Georgia course changes name and has $100k facelift

LAKE LANIER ISLANDS, Ga. — The name has changed, along with the location of a few greens, but Emerald Pointe Golf Club on Lake Lanier Islands remains a challenging layout.

Formerly called Lake Lanier Islands Golf Club, the course has changed names in hopes of distinguishing itself from other activities on the islands in Lake Lanier, a vacation spot northeast of Atlanta. The new Emerald Pointe course is one of two courses at Lake Lanier Islands. The other is the Renaissance Pinetree at the Pinetree resort.

The course, which is affiliated with the island’s Hilton Hotel, opened in 1989 and measures 5,659 yards from the white tees. Thirteen of its holes border the water. Along with the name change, there have been more than $100,000 in renovations including new drainage and sand in the bunkers and five new greens.

Thinking of putting off weed control until spring?

Why not do it in the fall?

Barricade is the pre-emergent herbicide that you apply in the fall to control crabgrass all through the following growing season. That’s because Barricade has low solubility and volatility, meaning it stays where you put it.

Barricade also works better than the competition on 29 other problem weeds, spring or fall. Tests prove it.

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With Barricade, you might even find the time to play it once in a while.
Former PGA pres' design set for November unveiling in La.

RICHARDSON, La. — Washington Parish golfers have a new 18-hole championship course in their backyards.

The Gemstone Plantation Country Club opened for limited play late in September. The 7,000-plus-yard course and residential community is four miles west of Franklinton on Louisiana Highway 10 near Richardson. The layout was designed with the help of former PGA president James Ray Carpenter. The course is scheduled to open for full public play by November.

The Gemstone Plantation Country Club opened for limited play late in September. The 7,000-plus-yard course and residential community is four miles west of Franklinton on Louisiana Highway 10 near Richardson. The layout was designed with the help of former PGA president James Ray Carpenter. The course is scheduled to open for full public play by November.

Aluminum links reopen after 3-year layoff

PRICHARD, Ala. — After closing three years ago and falling into disrepair, the 18-hole High Point Golf Course will reopen with at least nine holes ready for play sometime this month.

City officials have spent $44,000 to get the 18-hole layout ready for play again after years of neglect. The front nine, which will be managed by the city, is scheduled to open for play this month.

Opened in 1974, the course has seen its share of troubles. Before its grand opening, heavy rains and flooding ruined so much grass that the course had to be re-sodded. The course was also almost destroyed again in 1976 by more heavy rains.

"The course is now designed to flow with nature," Mayor Jesse Norwood said. "We're more at harmony with the natural flow of the land."

A new putting green is under construction at the course and the old driving range has been reconfigured. Auburn University officials have also expressed interest in testing and studying different grasses at the course.
Development heating up in Mississippi

HATTIESBURG, Miss. — Another 45 holes of golf are under construction in the Hattiesburg area, which should boost the reputation of the Pine Belt area as a golf destination.

By November 1998, golfers looking for warmer temperatures will be able to take advantage of two new 18-hole courses and a nine-hole addition at the Timberton Golf Club:

— Canebrake Golf Club, a new 18-hole semi-private course currently under construction on U.S. 98 near Mississippi 589.

— Airline Golf Club and Resort, a new 18-hole daily-fee course at the Hattiesburg-Laurel Regional Airport.

— Nine new holes at Timberton Golf Club, an 18-hole daily-fee facility.

The completion of the two new courses will make 11 courses within a 30-minute drive of Hattiesburg.

Las Vegas ready for another new track come Nov.

LAS VEGAS, Nev. — Las Vegas' newest public 18-hole course will open by Nov. 1, possibly sooner.

Rhodes Ranch, a 6,850-yard layout designed by course architect Ted Robinson, may open as early as Oct. 22 to coincide with the start of the PGA Tour's Las Vegas Invitational.

Rhodes Ranch will be relatively accommodating from the forward tees, but will play to 6,850 yards from the back tees with several water hazards and narrow landing areas.

Daryl Driscoll, Rhodes Ranch director of golf operations, told the Las Vegas Review-Journal that the course was designed with the average player in mind.

"You don't market a golf course to a Tour player for a number of reasons," said Rhodes, the former general manager at Wildhorse Golf Club.

"You market it and build it for the people who are going to be out there supporting you every day, 90 percent of whom have trouble breaking 100."

Robinson puts finishing touches to California renovation

SANTA ROSA, Calif. — Fine-tuning has turned into a major overhaul at the Fountaingrove Resort and Country Club's 18-hole championship course.

Architect Ted Robinson, who designed Fountaingrove in 1985, has been part of the renovations, which when finished are expected to total $6 million. The general layout of the course will remain the same, but every hole will be affected by the makeover. New bentgrass greens and tees are planned along with additional tee areas. Bunkers will be reshaped, hundreds of trees will be planted and the driving range and practice green are being completely redone. The course, which had been down to eight playable holes, has closed indefinitely and is expected to reopen for play next spring.

WISCONSIN COURSE SHOWS OWN BROADCASTS IN CLUBHOUSE

BARNEVELD, Wis. — The newly-opened Deer Valley Golf Course will offer 18th-hole patrons some unusual viewing. Course owner Frank Weeks plans to install video cameras on the 18-hole public layout that will broadcast footage of golfers playing the course back to televisions in the clubhouse.

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Read more about these improvements. Then, try the new 220A for yourself.
Judge approves Eastwood's plans for coastal Calif. project

CARMEL, Calif. — Clint Eastwood is closer to getting his golf course built. A Monterey County judge recently approved an environmental impact report for Eastwood's Canada Woods project, saying it would make a better development than the housing subdivision previously approved for the site.

Eastwood's Canada Woods east of Carmel will include an 18-hole private golf course, a clubhouse with suites, an equestrian center and 34 estate-style homes on 1,060 acres. The Sierra Club had sued to stop the project in June, saying it would harm some of the last stands of coastal prairie grassland and Monterey pine savannah. But Superior Court Judge Richard Silver ruled against the environmental group.

San Antonio adds pair of courses

SAN ANTONIO, Texas — The San Antonio public-access golf scene will add two more potential gems later this fall to boost its already growing reputation as a major golf destination.

The Bandit, an 18-hole daily-fee layout designed by Keith Foster, is scheduled to open Nov. 1 at Lake McQueeney. And Canyon Springs, another 18-hole daily-fee course designed by former Gary Player Design Associate Tom Walker, is also set to open in early November in north-central San Antonio.

Meanwhile, Universal City residents recently approved funding for a $5.5 million, 18-hole course at the Olympia Hills Golf and Conference Center designed by Ken Dye Jr., and the Tapatio Springs Resort and Conference Center is looking to add nine holes to its current nine-hole executive layout.

"The statement that I made in 1990 that there would be 20 new courses in the next 10 years is going to be true," Jack Parker, co-owner of Tapatio Springs and The Quarry, told the San Antonio Express-News. "My feeling is that the resort traffic and the tourism traffic makes it possible for San Antonio to continue its expansion of golf courses."

Officials opt to delay opening of Mo. facility

BLUE SPRINGS, Mo. — City officials and Evergreen Alliance Golf Ltd. officials have decided to delay the opening of the new 18-hole daily-fee Adams Pointe Golf Course until spring 1998.

Adams Pointe was originally scheduled to open Oct. 1. But Blue Springs Mayor Greg Grounds said the delay will give the course's bermudagrass plenty of time to establish a strong root system over the winter and allow contractors time to complete the clubhouse.

Adams Pointe has already been rated one of the toughest courses in Missouri. The slope rating of the course is expected to be around 140 to 141.

Irrigation and drainage upgrade Washington layout

MARYSVILLE, Wash. — The 70-year-old Cedarcrest Golf Course, a municipal layout that suffered from many of the ailments typical of its kind, has reopened after a 15-month renovation.

Few significant changes were made to the layout — there's one new hole and revisions to two others — but the most critical changes may be a new drainage and irrigation systems.

The new Cedarcrest has not grown substantially in distance, even though there are new tee locations on every hole. The course will measure 5,811 yards from the back tees.
What's the cost of a good idea?

You have everything in order at your public course. The community at large is well aware of your perfectly-groomed, environmentally-sound facility. Players new to the game are lined up on weekdays due to your smart marketing efforts in print and radio for your extensive learning center. School children are walking your course to learn of the indigenous wildlife. Due to your participation in the Audubon program, you’ve been commended by the community for playing a role in bringing two species of birds back to the area. The local paper has documented this reintegration.

Your public-access course is not only providing top-quality recreation, but it’s playing a vital educational role in the community.

You’re one of the all the issues, all the vital statistics, all the business information you need to steer your public course into profitable waters despite the new course opening five miles away.

Everything is rosy.

You’re right, you don’t need to attend Public Golf Forum — or any conference and expo for that matter.

But since chances are that your public course isn’t free much ever of increased competition and pressures for improvement, attending a conference and expo strictly devoted to overcoming those exact business hurdles isn’t such a bad idea — it might even bring you a little closer to that “ideal world.”

On October 27 & 28 in Oak Brook Hills, Ill. (just outside of Chicago), Golf Course News will call to order one the best collections of names in the business for Public Golf Forum.

The structure is simple: Two days; three conference tracks — Management/Marketing, Development and Maintenance; 29 sessions including presentations by Billy Casper, Judy Bell and Michael Hurdzan; and a gathering of exhibitors who service the public golf arena (see ad on page 12 for more details). Within those two days, Public Golf Forum will play host to fresh ideas on how to stay profitable as your golf course continues to compete for America’s leisure time.

What Public Golf Forum can do for your facility is up to you. You can come, learn and interact and I’ll personally guarantee you’ll take something home with you. Cost of travel got you down? Tell me this, what is the cost of a new idea? If you make one new connection, one share war story or make one note inside your conference resources manual, you’ve paid for your trip.

It’s two days out of your month, but two days closer to a better facility. Give us a call at 800-441-6982 ext. 262 to register. And when you figure out the cost of a good idea, let me know.

***

On the next page you’ll find a guest commentary piece by Karen Moraghan of Hunter Public Relations, a company that specializes in golf publicity. Her column reports the findings of the Sunriver Resort Women’s Golf Forum, a gathering of 18 women heavily involved in the golf industry.

If you’re looking to increase your customer base, I would suggest you make Karen’s column your next read.

I’ve been hammering away on how the industry needs to develop new players, new customers — so much in fact that we developed a special session at this year’s Public Golf Forum. The markets are there, you just have to do the work.

Last month I used this space to relay the story of my golf outing with the son of a colleague. It’s within everyone’s reach, the column said, to take the time to do his or her part to get kids involved — and keep them involved.

A junior golfer needs encouragement. Think of the first couple times you played 18. Who took you? Who was there to help?

***

By the way, rumor has it that John Deere is about to get into the golf car business. Stay tuned for details.

FROM THE EDITORS

Breaking down the myths

Did you know that 1 part per billion is equivalent to one bogey in 3-1/2 million golf tournaments? Well, that’s hard to relate to, so let’s try this: 1 inch in 16,000 miles, or 1 second in 32 years. OK, so after applying dicamba to a USGA-spec golf green, Drs. George Snyder and John Ciras of the University of Florida find 2.5 parts per billion of the herbicide in the leachate from that green. Are you ready to jump off the nearest four-story roof if that were in your drinking water? Do you want to take the nasty stuff off the market? And 2,4-D, for that matter; its leaching was similar.

Many are probably lining up now to say: “Call in Greenpeace.” “Call in Earth First!” “Call in Al Gore!”

No, hold on ... but hold that thought. Tests found that 2.629 milligrams of dicamba per liter of water were necessary to harm a rat, and 1,000 milligrams per liter for rainbow trout and bluegill.

2,4-D is even less of a danger, having a toxicity somewhere between aspirin and caffeine. Trout and bluegill, ducks and quail would almost have to wash down their meals with 2,4-D to cause concern.

Keeping in mind that it’s the feds who have determined allowable levels, perhaps it is better to call in ... the National Guard. Do I hear support? Cheers!

Hey, we use these good all-American peace-keeping folks to hand out food in Africa, control order at the voting booths of Haiti and build boat landings. Let’s put them to use here in America. I’m sure we could find some good all-American college professors to volunteer to train the troops to take leachate readings — and they could seat the meek wise man, head of the class.

My point? When the media, and those who use the media, make public statements about this herbicide or that pesticide “being detected in” ground water or drinking water, they put the amount of that detection in perspective.

Is this a new message? No. But it is one that apparently needs repeating. Rutgers University professor recently warned people not to lick their golf balls and tees, and golf’s good friend Paul Harvey was only too willing to be the broadcasting mouthpiece to all America. He didn’t even need any prodding from Mr. Gore.

***

For golf course managers/trend-watchers who want to be proactive pioneers: You might consider assigning spaces to the people studying these grasses in real-life conditions ... Mind you, this may be mandated in a couple of States. So beat the heat and implement the policy yourself.

The list of superintendents whose courses are on-site testing program hosts for the National Turfgrass Evaluation Program bentgrass and Bermudagrass tests, reads like a Who’s Who.

They range from Joe Alonzi at Westchester Country Club in Rye, N.Y., to Ray Davies at Crystal Springs Golf Course in Wilmette, Ill.; and Robert Deardeuff at The Missouri Bluffs in St. Charles, Mo.

Hats off to them all for the personal time and effort this will take. But the rewards to the industry, testing these grasses in real-life conditions, will be great for everyone.

For golf course managers/trend-watchers who want to be proactive pioneers: You might consider assigning spaces to the people studying these grasses in real-life conditions ... Mind you, this may be mandated in a couple of States. So beat the heat and implement the policy yourself.

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With Earth First!’

STAY ON COURSE...
The women's golf market: Powerful and within reach

By KAREN MORAGHAN

Research results released last month by Golf for Women magazine and the National Golf Foundation revealed, "women who play golf in the '90s have signaled a change in attitude from many of their male counterparts, and they are now being treated more fairly in the traditionally male-dominated sport."

The golf industry says it wants to attract women to the game and looks for ways to keep women involved. Time after time, studies have shown that women are good customers, make the majority of recreational travel decisions, shop for apparel more often than men and possess excellent buying power. Who wouldn't want women as customers?

Equitable treatment of both genders is primary to a golf course or resort's assured success with women customers. Friendly service, helpful staff and a willingness to listen were among the top criteria defined by the participants of the Sunriver Resort Women's Golf Forum, a group of 18 women who assembled in July at this resort in central Oregon to discuss the women's golf experience and how change might be implemented throughout the industry.

Marketing your golf course to women may be much less complicated than one might imagine. Tee selection and placement, equal access to tee times, good facilities (locker rooms, restrooms, and food/beverage options) and a professionally trained staff with female representation were criteria included among the top five components of a good golf experience for women.

Viewpoints of private and public golf courses, teaching professionals, equipment and apparel manufacturers, media, a mental management expert, a golf course architect, marketing executives and the LPGA, PGA, USGA and EWG (Executive Women's Golf Association) were represented at the Sunriver Resort Forum.

The group concurred that a pace of play four and one-half hours or less, a variety of rates and play options (time of day, range of rates), women's course ratings (slope) for forward and middle tees, good turf conditioning and maintenance, and cart alternatives (caddies, carry or pull trolleys) rounded out the top ten elements of a good golf experience.

Staff training programs are advocated as the first step to making the commitment to improving the women's golf experience. The more welcome women (and men, for that matter) feel at your facility, the more likely they will return, and chances are, the more money

Karen Moraghan is a partner in Hunter Public Relations/Special Events, with offices in Long Valley, N.J., and Monterey, Calif. The company specializes in marketing special events for the golf industry.

Continued on page 46

Avoiding the traps of the golf course community

By BRUCE CHRISTMAN

A golf course within a residential community can be a wonderful amenity to residents and be financially rewarding for both the community developer and the golf course developer, but there are many traps that must be avoided along the way.

For the community developer, the sale or lease of the golf course will provide additional income. In addition, a well-conducted and maintained course will increase the market value of the homes in the community, especially those adjacent to the golf course. The added value will often enable the golf course developer to acquire or lease the land for less than it would pay elsewhere.

This article, which focuses on the structure of the transaction, is the first in a series of articles that will address some of the issues involved when establishing the golf course community. Future articles will address development and land use, construction and maintenance, and interaction with residents.

The structure of the trans-

Continued on page 46

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GOLF COURSE NEWS

October 1997 9
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How many golfers do you know who command their own personal army? Arnold Palmer does. Since his 1954 U.S. Amateur victory, Arnie’s charisma, ability and heroic late-round charges have drawn millions to the game of golf. Winning him 8 Majors and 92 tournament championships along the way.

Coincidentally, 1954 is when E-Z-GO began its drive to the top with a string of technological innovations, industry leading designs and unmatched quality. That's why more golfers have ridden in E-Z-GO cars than any other golf car in history.

Arnie leads the army, but E-Z-GO commands the motor pool.

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Bad news: your competition is growing as a result.
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It's no longer enough to simply maintain your operation.
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If you want to get—and keep—your competitive edge, make plans now to attend Public Golf Forum '97. Sponsored by Golf Course News, this national conference is tailored to the needs of owners, managers and superintendents of public-access golf courses who are feeling the pinch of the crowded market.

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<td>3:00 - 3:50 PM</td>
<td>Superintendents</td>
<td>Operational Audits: Identifying Inefficiencies and Opportunities</td>
<td>Competitive for Leisure Time</td>
</tr>
<tr>
<td>4:00 - 4:50 PM</td>
<td>What Renovations Can Mean to Your Facility's Bottom Line</td>
<td>Country Club: for the Course, Not the Community</td>
<td>Biological Controls: Part 1</td>
</tr>
<tr>
<td>5:00 - 7:00 PM</td>
<td>RECEPTION</td>
<td>Improving Your Image Through Community Involvement</td>
<td>Biological Controls: Part 2</td>
</tr>
<tr>
<td>9:00 - 11:30 AM</td>
<td>Expanding Your Base: How To Get New Players to the Game Part 1: The Untapped Market</td>
<td>Part 2: The Ultimate Learning Center</td>
<td>Biological Controls: Part 3</td>
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<tr>
<td>1:00 - 1:50 PM</td>
<td>What Renovations Can Mean to Your Facility's Bottom Line</td>
<td>Developing a Learning Center Environment</td>
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*If you’re not completely satisfied with any Par Aide sticks you purchase before December 31, 1997, return them within 30 days and we’ll refund your full purchase price.
Baltimore CC's roofed rinse station raises bar

By MARK LESLIE

TOMONIUM, Md. — It's the perfect — well, nearly perfect — equipment wash station. And its co-creator, superintendent Doug Petersan, is about to make it completely perfect.

"I probably will install some kind of elevated retractable hose, so when the guys are done washing the equipment, the hose will wind up above so it doesn't lie on the ground," said Petersan from his office at Baltimore Country Club here.

When the club built two new maintenance structures and refurbished an old barn and existing maintenance facility, the wash station was a key element of the plan.

"We looked at other maintenance facilities, chose things we liked and didn't like and developed this wash area," said Petersan, who worked with architect Jack Reinhardt of Charlottesville, Va. "We wanted it covered so we could work in it in less than ideal weather conditions. It's lighted, too, and has a couple of hoses and a high-pressure power washer. So, when people finish working, they have a good place to clean their equipment.

The wash area is adjacent to Baltimore CC's cold equipment storage facility in its office and shop area.

Other important aspects of the station are its dollars at each entrance ("which should be standard procedure," Petersan said) and a special drainage system for the rinsate.

Rinse water, Petersan said, goes through an oil grit separator which retains any sediment, oil or fuel. The then-clear water flows to a second, swirl-and-baffle chamber, then into a second lagoon. From there it goes into the irrigation lake and back onto the golf course.

The steel-pipe dollars, he said, are filled and cemented in place with concrete.

Petersan, who has been head superintendent at Baltimore CC for six years, was superintendent for 12 years at Prairie Dunes in Hutchinson, Kansas, before that.

"Our course design accommodates the natural contours of the land and preserves the wildlife habitats," Meaney said. "But it also plays like a dream. The holes challenge golfers of every skill level, play for its wide-ranging habitat.

The Audubon Cooperative Sanctuary System has enrolled the Country Club of the Poconos in Marshalls Creek, Pa., in its program. The Tom Fazio-designed course is operated by Resorts USA. The Audubon Cooperative Sanctuary System has enrolled the Country Club of the Poconos in Marshalls Creek, Pa., in its program. The Tom Fazio-designed course is operated by Resorts USA.
Design/maintenance marriage

Continued from page 13

may not provide the beautiful color contrast or playing conditions on tees and fairways compared to bent, but they have better heat tolerance and often require less pesticides, fertility and water, and present fewer cultural problems.

The difference in maintenance budgets between bent and blue is difficult to estimate, but I believe it to be in the $80,000 range year on a good site. Naturally, the source of irrigation water—its quality and quantity—can be a major factor in this decision.

Similar improvements are being made to warm-season grasses, particularly in putting green turfs, with improved winter hardness. So the distinction of where to use warm- and cool-season grasses has become blurred, which makes careful decision-making critical. Both the designer and superintendent should do exhaustive research before selecting not only the turf type, but also the cultivar. Many are interested in non-traditional golf course grasses like buffalo, bahia and paspalum species, but none compare in playing quality to finer-blade turf types.

The third alternative would be a fine fescue mix which can provide acceptable playing qualities compared to bent, but require even less water, minimal fertilization, infrequent mowing, and almost no pesticides. This family of grasses (chewings, creeping red, slender creeping red, sheep and hard) has been extensively improved over the past few years and with proper selection can fit most climates and uses.

One might consider the fine fescues blended with bentgrass or bluegrass to provide the desirable playing conditions for a particular area or site.

I am not a big fan of turf-type perennial ryegrass, mainly because of its playing qualities and patchiness. Although I have played some wonderful ryegrass fairways, I feel the ball settles too deeply into the turf, it doesn’t heal quickly during stress periods, and extremes in temperatures can cause major turf loss. This is my personal bias, and I certainly would be willing to compromise that view to a superintendent who felt strongly about ryegrass on a particular site.

The point is that several choices and combinations of choices could be made concerning turgrasses, all of which will directly impact maintenance.

The maintenance budget may range from perhaps a low of $250,000 to an excess of $1 million, depending on which turfgrass blend is selected for a particular site.

Once the turf variety or variet-
ies is chosen, next comes the planting method. Some turgrasses such as zoysia, I believe, should only be sodded and constructed around the Bermudas can establish quickly from sprigs. Sprigging rates can be as low as 350 bushels per acre to as high as 1,200 bushels per acre, depending upon planting time, climatic conditions and cultivar.

Sodding Bermuda is not unheard of, especially if the course will be planted at the end of the most favorable growing season. In fact, in Palm Desert it is not uncommon to establish the winter overseeding in Bermuda before it is wet and moved as dormant sod. Cost is a big factor in determining what method of planting warm-season grasses will be used.

Seeding of cool-season grasses also should be done to hit the most favorable time for establishment, typically late summer to early fall. I prefer using a drop seeder with compacting capability to assure good seed/soil contact, with the seed applied in one-half rates in two directions. Blending seed before planting works fine even with such diverse seed size as a creeping bentgrass mixed with a fescue, with no observable aggregation in the planted areas.

I also prefer to mulch seeded areas with either a fiber or a straw mulch at a rate where you can look down and see 50 percent mulch and 50 percent bare soil beneath it. This rate will ensure maximum benefit from sunlight and air and suitable protection from wind and water erosion.

Continued on next page

If crabgrass is a growing problem on your golf course, you're not using the right herbicide.

What you need is Pendimethalin.

No other preemergent offers a broader spectrum of control. Fact is, this high-performance herbicide effectively controls crabgrass, most annual grassy weeds and many annual broadleaf weeds.

And Pendimethalin has excellent turf tolerance. University and field research studies have shown that Pendimethalin provides consistent, superior weed control—yet offers tremendous tolerance to warm- and cool-season turfgrasses.

Here's how it works: After Pendimethalin makes
Mongoven takes over Everglades GCSA presidency

BONITA SPRINGS, Fla. — Mike Mongoven, assistant director of golf for the city of Fort Myers, has been elected president of the Everglades Golf Course Superintendents Association (EGCSA). He heads a slate of officers that includes Vice President Tad Altman of Naples’ Stonebridge Country Club, Treasurer Steve Durand of Quail Creek Country Club in Naples and Secretary Rick Tatum of the Forest Country Club in Fort Myers.

Gary Grigg of Royal Poinciana Golf Club in Naples was elected external vice president; and Dale Walters of Naples’ Royal Palm Country Club was elected EGCSA’s delegate to the Golf Course Superintendents Association of America (GCSAA).

Elected to the board of directors and as committee chairmen were Walter Owissy of Audubon Country Club in Naples, membership; Jerry Belyea of Cape Coral’s Royal Tee Country Club, education/programs; Terry Wood of Naples’ Royal Wood Golf & Country Club, past president/bylaws; Brad Walters, sales manager of Golf Ventures, Inc., of Fort Myers, social and special events; and Tim Denton, sales representative of Boynton Pump & Irrigation Supply in Naples, golf.

Penn State University 1996

Pendimethalin the #1 preemergent herbicide.

So take control of your turf—and your reputation. Use Pendimethalin herbicide to control crabgrass and more. Because the only thing you should see growing like a weed on your golf course is beautiful grass. Call now for more information or for the distributor nearest you.

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Design/maintenance

Continued from previous page

Again, the designer and superintendent should talk about every detail of the planting specification. Even grow-in procedures should be mutually agreed upon.

Contact with the germinating weed seed, it disrupts the seed’s biochemical processes, which makes the weed seed stop growing—and start dying—before emerging.

What’s more, Pendimethalin works hard—and long. Through the entire season. That’s because its low volatility and slow decomposition characteristics keep it active in the soil longer.

Pendimethalin also makes your life easier. You have the flexibility to spread it on as a dry granule, alone, or in combination with fertilizer products. Or you can use the sprayable formulations, available as a 3.3 EC, 60 WDG and 60WP.

No wonder professional turf managers have made Pendimethalin the #1 preemergent herbicide.

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3

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97

92

65

92

120 DAT

Penn State University 1996
After spending lots of time reviewing hundreds of résumés, three golf facilities decided to use one effective service to hire their golf professionals. CareerLinks in Lost Tree Club in North Palm Beach, Fla., Guadalajara Country Club in Guadalajara, Mexico, and Dove Canyon Country Club in Dove Canyon, Calif., are just three of the many facilities which have used PGA CareerLinks, the PGA’s most talked about employment service. PGA CareerLinks helps you find qualified golf professionals fast and easy, using state-of-the-art computer technology.

The service is free and the results are fast. To find a qualified PGA Professional for your facility, call 1-800-314-2713.

How many times throughout a typical work day, during some agronomic practices, do we think to ourselves that we have solved one problem and created one, or maybe two others? An old example is when a riding bunker rake has come on the market throughout the years from different manufacturers, and it smoothly rakes the bunker sand but its teeth "fluff up" the sand and pull up stones into the sand while driving over a shallow sand layer.

One of my favorite examples is the "Two-Day Rule" when a course decides to skip mowing greens one day a week—usually on Mondays, or during inclement weather. The greens will receive a rest from the rigors of mowing, but they will not return to the speed and firmness that they were on Sunday until not one but two days later on Wednesday.

Another example of the Two-Day Rule is when a course receives a significant rainfall, resulting in a spurt of growth two days after the rain.

I, like most superintendents, have a recurring dream of better things happening during real-world situations. Like:

- Our course has the best reputation for conditioning in our area of the country.
- Our course is in tournament condition all season long.
- Our course always looks good and plays good.
- The turf-care center is large enough to hold and store all materials and equipment inside.
- Golfers always fully support everything we do.
- Our employers will always let us do everything necessary to do our job properly.
- We will never ever experience a hydraulic leak.
- Our top dressing will always be dry enough to apply whenever we decide to apply it.
- It will always rain one-quarter inch after a granular fertilizer application.
- Our equipment never breaks down and is always in great condition.
- Our employers always approve our maintenance and capital-outlay budgets.
- Our employees are easy to get along with and happy and very productive in the process.
- Our turf nursery is identically maintained to all grass varieties and mowing heights as practiced on the regulation 18 holes.
- Every day is a holiday at our golf course!

Practicing the art of perfection

Quick and clean, lots of green.

Perhaps there's a special event right around the corner or maybe Mother Nature has been especially unkind the past month or so. These are the times when you need a quick solution to lackluster turf and drab ornamentals.

FeATURE® is the liquid micronutrient that provides a notable greenup in as little as 12 to 48 hours that will last for weeks.

A unique blend of nitrogen and chelated iron, FeATURE® won't cause growth flushes, making it a great supplement to your normal fertilization program.

FeATURE® is also known for being the easiest, cleanest iron formulation available. It mixes well with most pesticides and fertilizers and is extremely gentle on spray equipment, saving time and money.

Any time you want fast, long-lasting green with little or no hassles, count on FeATURE® to deliver the results you're looking for.
The Toro BioPro approach to turf nutrition promotes the fundamental premise that healthy soil produces healthy turf. That's why our process of blending high-impact, organic nutrients results in peak turf performance. It's what we call the technology of BioPro balance — providing essential nutrients for optimum growth while cultivating a stable, fertile, biologically active soil.

Our custom blend of premium quality ingredients and organic supplements is what makes the BioPro balance unique. Your players will see the obvious difference in healthier turf. And you'll see the difference in a healthier root system.

To break new ground and invigorate your soil — and your players — contact your Toro Distributor today, or call 1-800-448-9011 for more information.

We offer a complete line of liquid, organic-based products, including soil conditioners, NPK blends, micronutrients and wetting agents.
Club super Jardon does double time as mayor

By MICHAEL LEVANS

MONTÉ VISTA, Colo. — When the residents of Monte Vista have a bone to pick with the mayor, they don’t fight City Hall.

Instead they march down to the golf course and knock on the superintendent’s door.

Britt Jardon will probably be there to hear them out. Jardon, Monte Vista Golf Club superintendent, just so happens to be the mayor of the town.

“When they come talk to the mayor they find me at the course in my coveralls full of grease,” said Jardon.

A resident since the summer of 1988 when he took over as the course super, Jardon has been working this odd double duty since he saw an advertisement in the local paper in 1995. He said he stumbled into politics due to his pure love of this community nestled in southern Colorado’s San Louis Valley — an area that sees about five inches a rain a year.

“The ad said the town needed someone for a city council seat,” said Jardon. “This is a beautiful little town and we wanted to make it home. Our kids call it home. So I decided to get involved in the community, and I responded to the ad,” he said.

Never having served in any political office, Jardon was appointed to council. “I served on council for a year and a half ... then the council appointed me mayor a year later.”

The job is done on a volunteer basis, demanding more than 30 hours a week. Since his appointment, Jardon has adhered to a routine like few others in the golf course maintenance business.

“We start at 5:30 a.m. and get greens, bunkers and tees out of the way,” he said. By 9:00 a.m., the phone in Jardon’s course maintenance office — which doubles as the official mayor’s office — starts ringing off the hook.

“I like to sit and listen,” he said. “I like to have people get what’s bothering them off their chests. If there’s a problem, there’s got to be a way to fix it.”

As one would imagine, things do get a little hectic. “We have council two times a month, the first and third Thursday ... and men’s league is Thursday night. So I have to get the grill going for men’s league then run over for council and get ready to run a city meeting.”

Recent meetings have been a little more intense for Jardon. It’s an election year and Mayor Jardon has thrown his hat in the ring for another term.

Pressing issues for the Mayor? Parts of the town need new storm water and surface drainage systems. Replacement systems ring in at a cost of several million dollars. That new nine-hole development has been put on the back burner.

“We’ve acquired grants and loans but those agencies are saying that our rate structure is below average. We have a lot of low-income families, and now we might have to raise the rates. That’s the worst thing you can do in an election year,” said Jardon.

Unfortunately, the city-owned Monte Vista golf course, which hosts 15,000 rounds a year, has always been low on the list of city priorities.

“We’re looking to get our streets paved, all the sewer and water done and hopefully we’ll have some left over for recreation,” said Jardon “We’re thinking about adding nine holes and redoing the nine we have now. I try to keep the course an issue since recreation is a valuable piece in the social structure of a community.”

Now, Jardon has a little more on his plate with reelection time in full swing. He has to rake bunkers, cut the tees and kiss a lot of babies.
Tree memorials in vogue at clubs

By MARK LESLIE

COLUMBUS, Ohio — One club member always drove his ball into the left rough on a particular hole, so when he died it was fitting to memorialize him with a plaque on a large pine tree at that spot. Another member honored his parents’ memory in true symbolic fashion, with twin plaques on a double-trunked sweet gum tree.

Tree memorials are in vogue at private country clubs, and members at Brookside Golf and Country Club here are the pacesetters.

“The club has been doing this for many years,” said superintendent Carl Wittenauer, who has been the head superintendent here for 10 years and whose job it is to have the bronze-plated plaques made and installed. “People want to recognize the individual at the place where they spent many hours enjoying the game. It is also a way to create some funds for additional trees on the course. We’re heavily treed here and don’t need more trees, but we thought it appropriate to offer this service.”

The plaques are normally funded by family members. Most choose to have a plaque placed on an existing tree “because of its size or location near a green or tree,” he said. Others decide to fund a new tree in memory of their loved one, in which case a plaque is placed at the foot of the tree until it matures.

No one knows who pioneered tree memorials on golf courses, or where that was, but more clubs are doing so now. When Palmer Maples retired after many years as superintendent at Summit Chase Country Club in Lawrenceville, Ga., the club placed a plaque in his honor at the base of a large tree.

Rather than put plates on trees all around the golf course, another club installed a large board near the 1st tee. It will plant a tree in memory of members and add a bronze plate with that person’s name to the board.

Brookside adds one or two plaques a year, Wittenauer said, adding that the bronze plate is mounted to a piece of cedar. “The biggest problem,” he said, “is that the tree grows and swallows the eye hook holding the plaque. You don’t realize how much a tree grows in a year.”

PENN TOPS MICHIGAN STATE

FARMINGTON, Pa. — The Penn State Turf Club Golf Team recaptured the Cutter Cup from the Michigan State Turf Club Team in a dramatic finish at Mystic Rock Golf Course here. The match-play event of five two-man matches was decided on the last putt on the 18th hole. Prior to the completion of the final hole, play was suspended for about an hour for a cold, driving rainstorm. Ed Zimmerman of Penn State sank a 1-foot putt on the water-soaked 18th green with his sand wedge to win the deciding match. He had to use his sand wedge to putt with after breaking his putter in frustration halfway through the round.

Penn State was represented by Dave Duncan, Craig Ellis, Joe Kinlin, Bob Warth and Ed Zimmerman. Michigan State was represented by Robin Bunin, Dan Courtemanche, Matt Haberkorn, John Holberton and Brad Kowroski.
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This is how Pre-Stress Conditioning with Primo strengthens and beautifies your turf before the onset of another difficult season.

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The purpose of Pre-Stress Conditioning is to help you prepare your golf course ahead of time to cope with the extreme conditions that make up a typical season.

As you know, it's difficult to manage the harmful effects of heat, drought, disease and traffic once they occur. But now extensive research has proven that a program that includes applying Primo prior to the onset of stress can strengthen the structure of turfgrass to greater withstand these ongoing stresses throughout the season.

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The advantage of Primo versus other plant growth regulators is that it only targets the part of the plant which inhibits vertical growth. So Primo, unlike other PGR's, still enables rich turf color, bigger root systems, lateral stems and root mass development.

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On turf treated with Primo, the end result is a healthier, more durable blade with a higher tolerance to extreme elements. This new, stronger grass will also be more disease resistant and have a faster divot-recovery time.

And essentially, a healthier, stress-resistant turf means a more beautiful, better playing golf course all season long.

To start your Primo Pre-Stress Conditioning Program, call 800 395 - TURF for the name of your Novartis sales representative or your nearest Novartis distributor.
Ken Venturi chosen for Old Tom Morris Award

ANAHEIM, Calif. — Ken Venturi, CBS golf analyst and former PGA Tour professional, will receive the 1998 Old Tom Morris Award from the Golf Course Superintendents Association of America (GCSAA).

The award presentation will take place here at a banquet Feb. 7 during the association's 69th International Golf Course Conference and Show.

The Old Tom Morris Award is presented each year to an individual who, "through a continuing lifetime commitment to the game of golf, has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris." Morris (1821-1908) was greenkeeper and golf professional at the Royal and Ancient Golf Club of St. Andrews, Scotland; a four-time winner of the British Open; and ranked as one of the top links designers of the 19th century.

"Ken exemplifies the spirit of Old Tom Morris because he has a passion for the game and all that is has to offer," said Paul S. McGinnis, GCSAA president. "Quietly, unassumingly, behind the scenes, he's done a great deal to benefit the game of golf and those less fortunate. He has brought the game to people around the world and, in the process, always supported superintendents and recognized their management and environmental achievements."

Venturi grew up in the San Francisco Bay area and graduated from San Jose (Calif.) State University in 1953, but delayed his golf career to serve in the military. He burst onto the scene in 1956 as he led the Masters for three rounds as an amateur before losing to Jackie Burke. Undaunted by the crushing loss at Augusta, Venturi turned pro in 1957 and won 14 PGA Tour events, the last one coming in 1967. Undoubtedly, the highlight of his career came in winning the 1964 U.S. Open championship. That title, which came after a string of physical setbacks, earned Venturi PGA Player of the Year, Sports Illustrated's Sportsman of the Year and Comeback Athlete of the Year honors.

Among his other achievements are selection to the 1965 Ryder Cup team and induction into the Collegiate Hall of Fame (1978) and Smithsonian Institute (1979). He was presented the Golden Tee Award by the Metropolitan (N.Y.) Golf Writers in 1994.

Although carpal tunnel syndrome (undiagnosed at the time) forced Venturi to retire at 33, he has remained a fixture in the world of golf. For the past 29 years, he has provided analysis for coverage of golf on the CBS Television Network. He began his commentary career as a co-host with Jack Whitaker for the CBS Golf Championship and CBS Golf Classic in 1968. In addition to his work with CBS, he is the author of golf instruction books and articles, and is one of the most sought-after personal teachers.

Venturi has received numerous humanitarian awards and is involved in several golf charities including the Guiding Eyes for the Blind and Camp Venture for retarded children.

O’Brien to get President’s Award

Golf Course Superintendents Association of America’s (GCSAA) Chief Operating Officer Joe O’Brien has been selected by the GCSAA board of directors to receive the association’s most prestigious environmental honor, the 1998 President’s Award for Environmental Leadership. GCSAA President Paul S. McGinnis will present the award to O’Brien during the government and Environmental General Session, Feb. 5, during GCSAA’s 69th International Golf Course Conference and Show in Anaheim, Calif.

O’Brien was nominated and selected for the award based upon his commitment to fostering and facilitating environmental initiatives with allied golf associations and advocacy groups.
IPM Systems, ParView partner with use of GPS mapping

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Get the team that stands strong against summer stress complex—Terra® Aliette® T&O and Terra® Thalonil®. This partnership provides the one-two punch you need to protect turf inside and out. It starts with the systemic action of Aliette T&O. Since it’s translocated throughout the plant, turf gets top to bottom protection against Pythium blight and root rot. On the outside, Thalonil sticks to the job of keeping turf safe from brown patch, dollar spot, leaf spot, snow mold, algae scum and many other diseases. Plus, university tests across the country have proven that there is no difference in performance between Thalonil and the other national fungicide brand. And, since there is multiple site activity, there is minimal risk of resistance. Together, Terra Aliette T&O and Terra Thalonil put control of summer stress complex in the bag. It’s the pair that’ll fit your turf disease program to a tee.

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GCSAA nominates 1998 candidates

LAWRENCE, Kan. — The Nominating Committee of the Golf Course Superintendents Association of America (GCSAA) met at association headquarters in July to examine eligibility and qualifications of those nominated to serve on GCSAA’s 1998 board of directors.

GCSAA members will have the opportunity to decide three officer posts and elect two directors from a field of four candidates for the 1998 board of directors during the annual meeting, Feb. 7, at GCSAA’s 69th International Golf Course Conference and Show in Anaheim, Calif.

The following slate of candidates was unanimously approved by the nominating committee:

For President: George Renault III of Burning Tree Club in Bethesda, Md.

For Vice President: David W. Fears of Blue Hills Country Club in Kansas City, Mo.

For Secretary/Treasurer: Tommy D. Witt of Wynstone Golf Club in North Barrington, Ill., and R. Scott Woodhead of Valley View Golf Club in Bozeman, Mont.


Samuel R. Snyder VII and Michael Wallace have one year remaining on their two-year director terms. Paul S. McGinnis, 1997 president, will serve as 1998 immediate past president, and Bruce R. Williams, 1997 immediate past president, will retire from the board.

"With my understanding of the demands and hectic schedule placed on the superintendent, I am pleased to see there are some willing to give up personal time in order to give back to their profession," said Gary T. Grigg, nominating committee chairman.
Kussow study: No harm

Continued from page 1

streams, rivers and lakes. These excess nutrients were thought to cause algae blooms, which decrease oxygen levels and sometimes kill fish. Indeed, several municipalities across the country have banned phosphorous-containing lawn fertilizers in response to these fears.

But research by Dr. Wayne Kussow, a leading turf and soil expert from the University of Wisconsin-Madison, shows otherwise.

Kussow first began investigating runoff losses from turf in 1993. In 1995 and 1996, he developed test plots to study the effects of fertilization on turf runoff.

Similar plots of Kentucky bluegrass each underwent one of three different fertilization regimes:

- treatment with the organic fertilizer Milorganite;
- treatment with a synthetic fertilizer, or
- no fertilization at all.

The fertilized plots each received four equal applications a year. Runoff water was collected from the plots after each rain, or snow melt to measure the amount of nitrogen and phosphorous present in the water. The results were startling.

Kussow observed that after a single year without fertilization, runoff from the unfertilized turf plots exceeded runoff from the fertilized turf plots by at least 30 percent. This, in turn, led to significantly more runoff losses of nitrogen and phosphorous from the unfertilized turf.

He also found that 60 percent of the nitrogen and 80 percent of the phosphorous in runoff water from the turf occurred when the soil was frozen. This indicates that most of the nutrients in runoff water actually come from the leaf tissue itself, and not from turf fertilizers.

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Beer retires

LAKE LOTAWANA, Mo. — Carl Beer, superintendent at Mission Hills Country Club for 32 years and former president of the Heart of America Golf Course Superintendents Association (HAGCSA), retired Aug. 1.

Twice named by his Kansas peers as Superintendent of the Year (1981 and 1982), Beers not only served HAGCSA, but also was on the board of directors of the Mississippi Valley Turfgrass Association and the Kansas Turfgrass Foundation. He was the second superintendent to be certified in the state of Kansas.

He was instrumental in establishing the Turf and Horticultural Department at Longview Community College, where he was a part-time instructor.

A graduate of the University of Massachusetts turfgrass school, where he was president of his class, Beer worked at Oakwood Country Club, then moved to Indian Hills Country Club. He was hired as assistant superintendent at Tomahawk Country Club and became superintendent there in 1960. He was hired as Mission Hills Country Club superintendent in 1965.

Well-fertilized turf reduces runoff because increased turf density slows down water movement, giving the soil more time to absorb it. Failing to fertilize leads to a decline in turf density and increased runoff, since water can flow across a thin turf stand more rapidly. Because increased turf density significantly reduces runoff, it is essential to ensure that turf does not lose density due to nitrogen deficiency. Fertilizing is the best way to accomplish this objective.

Kussow has expanded his runoff study this year to examine several other nitrogen sources.

Milorganite is an organic fertilizer containing 13 essential plant nutrients. Its slow-release nitrogen formula encourages dense growth and a rich green color.
Inexpensive notion?

**GOLF COURSE NEWS**

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

Warnell Rodriquez

Upfront Prep

Dr. William Tumble has ideas on 'sporing turf the
effects of harsh winters. Snow in the fall.

Sad s--?

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ON THIS!

Image enhanced but golfers insist on 'green' look

By Peter Blasi

Orlando, Fla. -- Most golfers view

supervisors as undervalued professionals
and the group most responsible for
course conditions -- which anecdotally
turns out to be the case. Gas should find encouraging considering

national efforts to elevate their image.

Interestingly, few golfers recognize

the Golf Course Superintendents
Association of America (GCSAA) as

the supervisory national organization.

This trend is the challenge of
golfers to accept professional
certification for both golf

and water on their courses.

According to a recent survey of golfers

conducted by the National Golf

Branch, over 51%% of golfers believe

a professional does not make a
difference in the quality of their
golf course.

**STUDY SHOWS:**

Name designers pull higher dues and green fees

By Peter Blasi

HARRISBURG, Pa.

In response to the growing number of

golf courses on property-rights and 

carving down private property rights,

Golf Course News has conducted a

survey of golfers on the issue.

The survey found that only 37% of
golfers said they were willing to pay

higher dues to improve the quality of

the course.

**COURSE MANAGEMENT**

Meadowbrook, stock offering aims expansion

CladLink, a Toronto-based technology

company, has filed for an initial public

offering (IPO) in the United States.

The company plans to use the

proceeds to fund its expansion

strategy and to pay down debt.

**COURSE MAINTENANCE**

Sprinkler systems are a key element of
green maintenance. New technology

is helping golfers cut down on water
use and reduce the environmental
impact of golf course maintenance.

**SUPPLIER BUSINESS**

The Scotts Co. purchased the business
of Siltex, a leading manufacturer of

fertilizers and nutrients for turfgrass.

**Ciba-Sandoz deal creates new firm: Novartis**

By Hal Phillips

The acquisition of Ciba-Geigy by

Novartis AG will result in a

combination of two major players

in the pharmaceutical and

agricultural chemical industries.

The combined company will have

annual sales of $15 billion and

200,000 employees worldwide.

The move is expected to be

completed within the next two

years.

When readership is what you're buying with your advertising dollars, Golf Course News delivers. Cover-to-cover, Golf Course News has the news your customers need to know.

To deliver your message, call Charles von Brecht, publisher.

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Public Golf Forum: Stand out in the crowd

On October 27 & 28, Public Golf Forum, the Golf Course News-sponsored conference and expo for superintendents, owners, managers and developers of public-access golf facilities, will take place at Oak Brook Hill Hotel & Resort in Oak Brook Hills, Il. Join the staff of Golf Course News and keynote speaker Billy Casper by calling 207-846-0600 to register. If you're involved the public golf arena — in any fashion — you can't afford to miss it.

Percentage of all golfers by player segment: 1986-1996

A adult golfers (aged 18 and above) are categorized as Occasional, Moderate or Avid depending on play frequency. Golfers aged 12-17 are categorized as Junior golfers. Avid golfers play in excess of 25 rounds a year. According to the National Golf Foundation (NGF) figures, Avid golfers increased in number by approximately 650,000 from 1986 to 1996, a net gain of 14 percent. By comparison, Moderate golfers (8-24 rounds annually) grew by close to 21 percent and Occasional golfers (1-7 rounds annually) by 32 percent. Juniors increased at an annual rate of 2.3 percent, a net gain of approximately 26 percent over 1986. Source: NGF

Public Golf Forum Conference Schedule at a Glance

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<td>7:45-8:15 AM</td>
<td>Continental Breakfast and Exhibits</td>
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<td>8:10-8:50 AM</td>
<td>Keynote Presentation</td>
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<td>9:00-10:00 AM</td>
<td>The Speed of Play: Necessities</td>
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<td>10:30-11:00 AM</td>
<td>Avid: Facing the Environmental Challenge</td>
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<td>2:30-2:50 PM</td>
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<td>Expanding Your Base: How To Get New Players in The Game Part 1. The Unwrapped Market Part 2. The Ultimate Learning Center</td>
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<td>Operational Audits: Identifying the Denominators</td>
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<td>3:00-3:50 PM</td>
<td>Increasing Your Outing Business</td>
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<td>4:00-5:30 PM</td>
<td>What Information Can Mean To Your Facilities Average</td>
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The Andersons is kicking off its Early Order Discount Program and now is your time to save on our full line of superior Tee Time® products. Your Tee Time Distributor has all the details about this flexible, money-saving opportunity. Ask them about ordering—and saving now—even though you don't want delivery till later.

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Order today and take your savings to the bank.

Call 1-800-225-ANDY.
Lohmann announces name change

Bob Lohmann, principal of Lohmann Golf Designs, Inc., has announced a name change for his allied golf course construction company, Golf Creations, Inc. (formerly known as Midwest Golf Development). The name change reflects the firm’s interest in attracting a national clientele, according to Lohmann.
In combination with Lohmann Golf Designs, Golf Creations provides a full-service design-build capability. For more information, contact Lohmann Golf Designs at 815-923-3400.

PUBLIC GOLF FORUM

Seed Research ready with SR 1119

SR 1119 is the newest in the line of bentgrasses developed by Seed Research of Oregon. This new variety is the culmination of nine years of extensive testing and evaluation. SR 1119 is derived from the progeny of the five clones of Providence germplasm which have been in trial at the University of Rhode Island since the 1960’s.

These clones were selected from 1500 plants based on texture, color and number of seedheads. The selection of the five clones which showed improved dollar spot resistance also showed uniform appearance in color and texture. For more information, contact SR at 800-253-5766.

CIRCLE # 207
PGF BOOTH #12

Club Car offers TURF II

The latest offer from Club Car’s Carryall group is the Carryall Turf II. Special features include 11 hp engine with pedal start, 2-wheeler brakes, 5 mph ground speed, green front body with gray seat; hour meter; two-way radio/beverage holders, headlights and differential guard. For more information, contact Club Car at 706-863-3000.
CIRCLE #301
PGF BOOTH #4A/5

SGD to introduce Range Boss

SGD Company has introduced its new Range Boss ball washer, the XL-21. SGD said that the new XL-21 is designed with stainless steel construction for lifetime durability and good looks. It offers an easy-out nylon brush for removal of broken balls or stones along with a snap-in and snap-out washer belting which provides for gentle cleaning of golf balls.

The unique “ball jogger” provides no jam ball feeding, eliminating the need for a maintenance person to stay near the machine. This new ball washer also features easy service to the washing cylinder simply by lifting polymer hood. A large 2nd drain provides for fast elimination of dirty water and mud.

Call Lofts Seed toll-free at 1-888-LOFTS CO
www.turf.com

Schreiner gets wired for design

Two years ago, Graig Schreiner Golf Architects made the decision to invest in computerizing its office. Prior to that, the company had not used computers as a design-and-plan production tool. Today, Craig Schreiner Golf Architects utilizes state-of-the-art computer technology as a tool in design and preparation of construction documents. Digital terrain modeling capabilities allow thorough exploration of golf course routing scenarios as well as 3-D “concept perspective sketches” and “fly-through” animation based on actual existing and proposed golf course grading.

The company has also found that plan revisions can be made quickly and the accuracy of quantity take-offs is tremendous. The company said it continues to design and problem solve “the old-fashioned way.

For more information, contact Graig Schreiner at 847-487-5313.
CIRCLE #206
PGF BOOTH #38

When your greens are seeded with L-93, golfers will go through almost anything to reach them.

At Sand Barrens Golf Club, you’ll find 25 acres of sandy waste standing between you and the greens. But once you get past the sand, you’re rewarded with the greenest, most uniform putting surfaces ever created.

As a new course, the Sand Barrens needed most uniform putting surfaces ever created. So it requires less fungicide in certain conditions than most other creeping bentgrasses. Its upright vertical growth and aggressive establishment helps prevent spike marks. And it’s been ranked #1 overall best performing creeping bentgrass variety for the past two years.

So the next time your greens, tees or fairways need seeding, give L-93 a try. You won’t believe how many golfers will come out to watch it perform.

"L-93’s grow-in performance surpassed all of my expectations. Its quickness of establishment and upright growth habit are quite impressive." - Steve Malikowski, Golf Course Superintendent The Sand Barrens Clermont, NJ

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CIRCLE #119
Belgrade's boulders: From pain to pleasing
By MARK LESLIE

BELGRADE LAKES, Maine — The glacier taketh away and the glacier giveth... That could be the motto at Belgrade Lakes Golf Course here, where boulders as large as a truck have turned construction from mundane to sometimes nightmarish but where, nevertheless, the pain has been transformed into a gain.

“The actual site, with its vast views, and particularly the addition of the rock, I think, has been a major thrust of the interest of the golf course,” said British golf course architect Clive Clark.

“I prefer the traditional look but with features,” Clark said. And he got those “features” in spades — and backhoes full, for that matter — at Belgrade Lakes.

Bedrock: A foundational element at The Ledges
By MARK LESLIE

ORK, Maine — “We’ve got it, let’s flaunt it,” was Brad Booth’s attitude when he tackled his design of The Ledges — a course with stunning 200-foot elevation changes built on a foundation of bedrock.

“We’ve used lots of dynamite,” Booth said from his Ogunquit office, “and lots of big equipment. There is one 35-yard rock truck, three 25-yarders, four or five excavators, six or seven bulldozers, some as big as the biggest D-8.”

Unlike the round boulders of Belgrade Lakes Golf Club, Horizon Golf Construction’s crews at The Ledges are dealing with the squarish ledge left by dynamiting cuts as deep as 20 feet.

“We’re incorporating the ledge into the design in many different ways in multiple places,” Booth said.

Mungeam hits stride in design

Like many young architects today, Mark Mungeam started his career in construction with Moore Golf, Inc. and Prince Contracting Co. before joining the Usbridge, Mass.-based design firm of Cornish and Silve in 1987. Eight years later, he was made a full partner.

A member of the ASGCA, Mungeam’s design credits include the acclaimed Links at Hiawatha Landing near Cooperstown, N.Y., and Shaker Hills Golf Club in Harvard, Mass., named by Golf Digest as the second best public course in the early 1990s. We were retained to renovate the North and South courses at Olympia Fields, and we didn’t know there was a Senior Open in the offing. After it was named the 1997 Open site, there was a little added pressure. Not much. Obviously, we would try to do as good a job as possible, regardless of the tournament make-over.

Golf Course News: You recently finished a high-profile renovation job at Olympia Fields. How extensive was the make-over?

Mark Mungeam: I would say that, as make-overs go, it was fairly extensive. We revaluated and recut all the bunkers on the North Course. In the process of recutting, we also revised the fairway contours. We rebuilt many tees, on some holes redoing the entire tee complex. On others we added back tees. All the greens were restored and we completely rebuilt the 6th hole, moving the green back some 30 yards.

GCN: Was there added pressure knowing a Senior Open would be played there, on national television?

MM: Well, there wasn’t when we started in the early 1990s. We were retained to renovate the North and South courses at Olympia Fields, and we didn’t know there was a Senior Open in the offing. After it was named the 1997 Open site, there was a little added pressure. Not much. Obviously, we would try to do as good a job as possible, regardless of the tournament prospects. It added another level of interest but it didn’t change how we went about our work. First and foremost, we wanted to make it a more playable, attractive course for the membership.

GCN: How did it look on television?

MM: As far as I was concerned, it looked great! Maybe I shouldn’t say this, but it looked better on TV — the alignment of the bunkers, how the fairways related to them, made for a great TV picture, especially from the blimp. We moved or added bunkers further out to account for modern length; the first hole is an example of that.
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The Ledges
Continued from page 27
said. "We're building a lot of rock walls. A number of the tees are built up with rock wall as opposed to elevating and grading them out. Some tees are built on top of huge ledge outcroppings 20 to 30 feet high. In carries over wetlands -- where plant material can grow high and get in the line of play -- we've sur-rounded the wetlands with elevated walls, so when the brush grows up, it will be no higher than the wall banks."

Belgrade boulders
Continued from page 27
While engineers' reports indicated they would find "surface rock" on the site, one of the partners, John Alfond, said: "The running joke is, We didn't realize 'surface rock' ran 10 to 15 feet deep. Where we dug out a pond on the 3rd and 6th holes, the boulders ran deeper than that."

Clark and the construction crew piled the mountain of boulders into 6-, 12-, 20-foot-high walls edging the fairways, or undergirding tees, or banking ponds into visually stunning effects on the panoramic property.

The heavy equipment and man-hours necessary for dealing with the bould-ers will double or triple the cost of the 18-hole public course, which will open the first nine next summer. But Clark wouldn't trade the site, "not as long as you have the budget to take care of it," he said. "All in all, it's an advantage."

The aesthetics of the boulders help set it apart, he said.

"I think it's a very nice splash of color between the fairway and out-of-bounds areas," he said. "You have brilliant green fairways set against the creamy color of the rock. There is a lot of pattern and texture and variation. It helps define your hole."

This is Clark's first American design after more than 20 in Europe, and the terrain and boulders offer a challenge not found in his native England or his second home, La Quinta in the desert of Southern California. "Golf course design is like art in that the type of material or the artists' canvas and oils might be slightly different," he said, "but the concept is the same."

"In Spain we had a rocky site, but that was mild. This is serious stuff here. These are boulders. Some must be about 25 feet high in areas. They tower above you."

Yet, they have an advantage over something like lava, Clark added. "With lava, you're stuck with its texture and shape. We were able to place the rock in different ways and in various shapes ... up and down as well."

"I love features -- brooks, lakes, bunkers, rough, trees, anything that causes trouble -- on a golf course," Clark said. "One of the problems as a designer, is that you have to be very careful that the feature doesn't crowd the course, making the fairways too narrow or affecting the landing areas too badly."

Indicative of the course, the tee on the par-3 8th hole sits on a ledge bank 30 or 40 feet above a four-acre pond. A peninsula green pushes into the pond, whose edges all around are a stone face.

Having cut his teeth on ledge while working with Bartlett Construction building Green Mountain National in Vermont and the Shattuck Inn in Jaffrey, N.H., Horizon Golf Construction President Lenny Myshrall is unaltered by the site. "We haven't used much dynamite yet — about 3,000 pounds," he said. "But we've got a ways to go."

Watching a large excavator pull apart ledge, Pat Rocheleau of the developer, York Highlands Corp., said: "The more he can do that, the less it will cost me."

The ledge has both raised cost on this project in some ways and lowered it in others. Dynamiting, moving and building walls with it has cost time and money. But it will also save as the source for crushed stone on the cart paths and as the material for fill in some spots.

"The obvious difference between moving ledge and, say, dirt on a flat site," said Booth, "is how movable it is. When you blow it up, ledge is as movable as anything. A D-8 will push it as if it were pushing dirt."

"It costs about $1 to $1.50 a yard to move material, and that cost increases the farther you move it. We use it as close as we can."

So, has the problem — ledge — been turned into an asset?

"Absolutely," Booth said. "This golf course will be unbelievably dramatic."

The public will be able to judge when the front nine opens in late summer 1998 and the back, nine opens in spring of 1999.
MARYSVILLE, Calif. — Since it opened for play in 1968, the nine-hole course at Beale Air Force Base served functionally as recreational space for officers and enlisted personnel. With help from Santa Rosa, Calif.-based Golfplan, Aspen Meadows Golf Course will soon offer 18 holes of golf, all of them open to the Greater Sacramento playing public.

Work begins this fall on a new nine at Aspen Meadows, where Golfplan, The Ronald Fream Design Group, has developed a master plan which creates nine new holes and integrates them with the existing nine. The new track is scheduled to open in spring 1998.

"Our work here is far more substantial than simply designing a new nine holes," explained Doug Kuebelbeck, a senior architect with Golfplan. "The nine new holes will be beautiful, as they are routed up into the rolling hills and play around stream channels. However, in addition to integrating the old nine into the new nine, we've touched up and lengthened several existing holes. When it opens next year, Aspen Meadow will be a completely different, far superior golfing experience."

The old nine at Aspen Meadows measured 3,000 yards and played to a par of 35. The new, par-72 layout will measure 6,809 yards from back tees, 5,202 from the front. In concert with transformation of its golf course, Beale AFB has chosen to convert Aspen Meadows into a "tri-club," meaning the unique facility will serve as officers' club, enlisted club and golf club.

Another uncommon aspect of Aspen Meadows' development is the speed with which it gained approval. Expansion of Aspen Meadows went from design stage to groundbreaking in just 24 months.

VAIL, Colo. — A unique plan to build an affordable public golf course has been devised here, where a non-profit organization is trying to build a course on government-owned lands.

According to Porter Caldwell, director of the non-profit Public Golf Association of the Eagle Valley (PGAE): "The Department of Interior's Bureau of Land Management, has a program where they will sell or lease land for recreational purposes." The Recreation and Public Purposes Act of 1974 authorizes the conveyance of government lands for recreation and it has been used several times for golf courses.

"The conveyance of BLM land is the key to obtaining this affordable public golf course," Caldwell said.

Access to affordable golf has become the rallying cry of the local communities. The town of Avon, for instance, is concerned about the future of public golf. Mayor Jack Fawcett spoke on behalf of the PGAE: "The town is responsible for meeting the recreational needs of its citizens and would like to help provide comprehensive recreational opportunities, including golf. We would like to see golf become consistently available to all our residents at a reasonable price. Presently, public tee times represent a small percentage of those available and these come with a significant price tag."

With community support, the PGAE feels a top-quality course can be built with rates similar to those at city courses. The organization hopes to raise funds through contributions from individuals, corporations, foundations, vendors, golf supporters and social groups. PGAE will solicit grants and in-kind contributions. It is the goal of the non-profit group to be debt free by opening day. "The support for the non-profit association has been incredible," said Caldwell.

In order to keep low green fees, the group will operate the course as a not-for-profit public golf facility.
Mature trees characterize the new Reynolds National course at Reynolds Plantation.

**Reynolds Plt. opens 3rd course**

GREENSBORO, Ga. — Reynolds National, the Tom Fazio-designed layout now open for play at Reynolds Plantation, has added a third golf course to the 4,800-acre residential community located on Lake Oconee, between Atlanta and Augusta.

The course is open to guests staying at Reynolds Plantation, as well as members of the Reynolds National Golf Club.

A 7,015-yard, par-72 test from the back tees, Reynolds National features two holes directly on Lake Oconee, a 19,000-acre lake that is the second largest in Georgia. The site, with dense forests of hardwoods, pines, flowering wild dogwoods and some of Lake Oconee's most dramatic lakefront topography, provided the canvas for Fazio.

At the par-5 6th, “a two-tiered green is guarded on three sides by water, with only a narrow ramp left open in front to accept low, running shots — should any player dare to try that route. The par-5 8th hole, playing from an elevated tee that affords a view of the entire hole, measures 499 yards from the back markers, inviting players to try to reach the green in two shots. But large bunkers in the landing area await less-than-accurate tee shots.

Four sets of tees have been designed into the Reynolds National layout, marking the course at 5,292, 6,056 and 6,536 yards, in addition to its 7,015 championship yardage. The course also features a 10-acre practice facility.

Reynolds National joins two award-winning courses already in play—the Plantation and the Links Courses, designed by Bob Cupp in conjunction with touring professionals Fuzzy Zoeller and Hubert Green, and Great Waters, designed by Jack Nicklaus.

**Hills-designed Half Moon Bay lies on the edge**

HALF MOON BAY, Calif. — Natural landforms and the Pacific Ocean form the backdrop for the Ocean Course, an Arthur Hills-designed layout which opened at Half Moon Bay Golf Links here Sept. 5.

A true links layout, the Ocean Course underscores the riparian areas and native grasses along the Northern California coastal bluffs. With prevailing ocean breezes, tight fairways and knolls, the course offers a challenging test for golfers.

The award-winning Links Course, the existing track at Half Moon Bay Golf Course Links, was designed by Francis Duane in consultation with Arnold Palmer in 1974. The 18th hole has been named one of the top 100 holes in America and the Links Course is one of the top-rated public courses in the Bay Area.

On his first course design in Northern California, Hills designed each hole of the par-72, 6,700-yard Ocean Course to possess an ocean view.

“The beautiful landforms and the ocean have created an ideal setting for this course,” said Hills. “As the famed planner and park designer Daniel Burnham said, ‘The greater works by God, the lesser by man.’”

One of the course’s signature holes is the 186-yard par-3 17th, which hangs on the edge of a cliff. Crashing waves of the Pacific Ocean below provide an accompaniment to a hole with no fairway, simply a tee and a green.

**CURLEY BUYS LANDMARK DESIGN DIVISION**

SCOTTSDALE, Ariz. — Brian Curley, former director of golf course design for Landmark Golf Co., has signed a buy-out agreement with the firm to purchase its Design Division. Curley has 20 years experience in golf, 11 in design with Landmark, where he worked extensively with Pete Dye and Lee Schmidt. He recently collaborated with Fred Couples on The Plantation, a private club in Indio, Calif., and assisted Dye on two Las Vegas Paiute Resort courses, including No. 3 which will open late this year.

He is working with Couples on The Palms, adjacent to PGA West.

Long-time Curley associate Grant Haserot will work with him.
Q&A: Mungeam
Continued from page 27
But we also angled them to make the landing areas appear smaller, while, for the most part, keeping the fairways a consistent width.

GCN: Arnold Palmer and Graham Marsh, the eventual winner, both made points of saying how much they liked the course. What do you make of that?

MM: Well, that makes me very happy. There were several comments from the Open that were very gratifying. Palmer said he'd like to come back and play it again, which is nice to hear. I believe Marsh said he enjoyed playing an old-style golf course, apparently not knowing that we did major work there. That's perfect. That means we've done our job well.

GCN: What's the original work you feel most proud of?

MM: I have many favorites — there are different aspects of several projects that I like very much: The Links at Hiawatha, Shaker Hills, Crooked Creek in London, Ken., and Villa Cardinal in Italy. And a new course, Cyprian Keyes (which opened for play Aug. 11, in Boylston, Mass.). I really like the way Cyprian sits on a very rocky, up-and-down site. We tried to keep it as natural looking as possible, to do as little to change the natural landscape while still making the site receptive to golf.

It's my goal to walk away proud of all my projects. In the end, there are aspects of each finished project that I try to carry with me to each new project.

GCN: You've dealt with some difficult sites in New England. What have they taught you?

MM: That you shouldn't "force" it and that the proper routing of holes is extremely important. You can "force" a site, but you have to have a lot of money to do so. Consequently, it's better design and ultimately easier to build one that fits the site... We certainly have worked on some very severe sites, with great hazard, and the drainage products and wetlands — and how to deal with particularly rocky sites and wetlands — and how to spend so little money! I don't know if we have it down to a science or if it's the Yankee conservatism we utilize here.

GCN: You got your start in construction. How important has that been to your effectiveness as an architect?

MM: It's been very important to me. I don't think I would be in the position I'm in today if I hadn't worked in construction. I learned an awful lot being in the field: communicating with contractors, explaining to owners the process before it happens, operating equipment, etc.

GCN: Does this sort of background allow you to "wing it" in the field?

MM: My background has allowed me to visualize it better for paper, for designing in the office, I feel I have to wing it less in the field because of an ability to plan better. That's not to say things don't get shifted and moved around a little bit. But when it comes to grading, I feel it's been a great help.

GCN: You were made a full partner in the firm in 1995. How do you divide up the work?

MM: Whoever answers the phone gets the job! [laughter]... Actually, that's not that far from the truth. Frequently someone will call and ask for one of us. If they do, that person spearheads the job. If they ask for no one in particular, the person who answers the phone runs with it.

GCN: How does your style differ from Brian Silva's?

MM: I don't think our styles differ so much with regard to what's the right thing to do, or what makes a good course, or what it should look like when it's done. We go about things quite differently but the finished products are similar. When I see his finished work, I usually say, "That's looks great; that's what I would've done." One area where we differ — and he's always after me for it — is clearing. I have trouble clearing trees. I'm an environmentalist at heart, always have been, and removing trees can be painful for me.

GCN: You're also very committed to public-access golf.

MM: Yes. I feel it's important we don't forget some of the origins of play for young people — they're not playing the high-end daily fee courses, I can tell you that. I got my start in golf on a 9-hole owner-designed, built and -

Continued on next page

GOLF COURSE NEWS
Boylston, Mass. — Mark Mungeam, a partner with Uxbridge, Mass.-based Cornish, Silva and Mungeam (CSM), has taken an atypical turn this August after renovating an unusual site and carved another stunning golf course from the rock-strewn New England landscape.

Cyprian Keyes Golf Club, an upscale daily-fee course here in the heart of Central Massachusetts, opened for play Aug. 11. Named for the gentleman who settled the land some 250 years ago, Cyprian Keyes offers 18 holes of first-rate, often-spectacular golf in addition to a 9-hole, par-3 course.

CSM is certainly no stranger to New England and its difficult terrain. With partner Brian Silva, Mungeam designed Shaker Hills Golf Club in Harvard, Mass., an extremely tough routing and construction project—but worth the trouble. Rated the 4th best course in Massachusetts by Golfweek, Shaker Hills was also named by Golf Digest as the second best public course to open in 1991.

Here at Cyprian Keyes, a full 50 acres on the 230-acre site were classified as wetlands, meaning they were off limits to Mungeam and his construction team. Mungeam's inventive routing also set aside 11 acres for the marbled salamander, a rare and endangered species that maintains a breeding ground on the course.

Yet the soil conditions here in Boylston proved most difficult of all. “The site was really deficient in soils,” said Mungeam. “We conducted quite a bit of blasting and moved 35,000 cubic yards of rock. We were digging holes everywhere, trying to find soil to cover [the rock]. Cyprian is certainly a rugged piece of land, with a course to match. But it’s also a very peaceful setting. You won’t find a more beautiful environment for golf.

The par-3 course, Mungeam’s first, occupies an even rockier piece of land. Yet this terrain lent itself well to a short course, he explained; “Because of the rock and the interesting contour, the par-3 course can be played on the ground or through the air. There are lots of opportunities to play angles and slopes, bump and run. It’s really a fun nine holes of golf.”

There are four sets of tees at Cyprian Keyes. The signature 11th, for example, plays 210 yards from the tips and 156 from the forward tee box.

“The wind really blows up there,” explained Mungeam. Further afield, Mungeam recently finished a major redesign of the North Course at Olympia Fields (III) Country Club, site of this summer’s USGA Senior Open. He currently directs CSM projects in Monmouth County, N.J. (36 holes plus a six-hole teaching facility) and Waterville Valley, N.H., where 18 holes are under construction.

**CYPRIAN KEYES ANOTHER MUNGEAM CREATION FOR BAY STATE**

Q&A: Mungeam

**Continued from previous page**

**DEVELOPMENT**

operated course on a former pasture. We need inexpensive, public golf courses like that. Some of those places are being lost and not replaced. As designers and developers of golf courses, it’s important we work to make those places available. For example, we’re doing a not-for-profit junior golf academy at the Links at Hiawatha. We donated our services for the 3-hole course because we feel strongly about this issue.

**GCC: Whose design work do you admire?**

**MM:** Of the older designers, Tillinghast, Mackenzie and Ross—the usual suspects—but also some lesser-known architects like [Wayne] Sides and [William] Flynn... Of those working today, I admire Pete Dye. He changed the direction of design and continues to influence it. As for the other designers, I really don’t get out and play other courses. And I refuse to evaluate work from pictures. Architects don’t necessarily do this, but clients will ooh and ahh at pictures and say, “I kinda like how that looks.” That’s dangerous because a picture doesn’t speak to playability and strategy. Aesthetics are important and it may be more important in terms of marketing these days. But it’s not the end-all, or shouldn’t be.

**GOLF COURSE NEWS**
Audubon golf
Continued from page 1

most significant windfall of new golf course construction in the history of the game.

Saying that President Ron Dodson’s forecast of 100 courses is "pretty aggressive," The Golf Company President Stan Waterhouse nevertheless added: "We will build as many as makes sense. We have the resources to do whatever’s necessary."

Waterhouse, a former regional vice president for ClubCorp of America, said: "But by the end of the year, we will have signed some contracts for projects. They will be under construction next year."

"I don't know if we'll do one, two, or five at a time — it depends," said Dodson from his headquarters here. "We've already looked at properties in Missouri, Florida and Arizona."

The B.L.Rand Corps of Engineers both operate under a mandate that they shall, as appropriate, provide public access and recreation to lands under their management. The Bureau is responsible for water and works west of the Mississippi River and manages many thousands of acres, much of it along water corridors.

The Corps recently created a committee to see if there are opportunities to expand on its recreational role. Most of it now is water-based, but it owns many tracts of land around its water bodies. Dodson is advising that committee, and reported: "The Corps in Missouri is very excited about working with us, not only on one particular project, but to move in the same direction as the Bureau is moving."

Waterhouse predicted many individuals will also offer land. One on the east coast of Florida has offered a 20,000-acre parcel.

The key link to all these groups is maintaining effective stewardship on every property:

- The Golf Company's corporate structure embraces Audubon environmental principles.
- "It's personally important to me and it's part of the basis for our company," said Waterhouse, who once managed a Canadian course and Robert Trent Jones Golf Course, both of which won Environmental Stewardship Awards. "We believe very strongly that golf and the environment are inextricably linked. The growth of the future of golf is clearly tied to how well we do our job with regards to environmental issues. If we don't, we won't be able to build any more. That's been pretty obvious."

"The principles are simple. Basically, you do the right stuff with the land and resources. In a corporate sense, it doesn't make sense to build environmentally sensitive golf courses and then create radioactive waste."

- Each property would join Audubon International's Golf Signature Program — the organization's premier environmental plan which starts operating on a project before a course is sited and designed.
- An Audubon land trust team will be involved in a project from its inception. As Dodson said: "We essentially will become the environmental conscience of the project from the point of view of land-use management, habitat restoration and water and wildlife."

Dodson envisions a phased approach to development. Once a piece of property is proposed as a site, The Golf Company would inspect it and decide if, environmentally and from a golfer's point of view, it is viable. If the land gets a go-ahead, the company would perform an economic analysis and a team from Sienna College and the Audubon Institute would do "a full-blown environmental assessment encompassing the lay of the land, hydrology, geology, types of habitat and the watershed."

Dodson said, as well as bring in an attorney to look at the permitting process and how it might affect the economics of the project."

After this phase Audubon will be able to say if the project should proceed or be dropped.

As Waterhouse explained: "Audubon is a participant, but they don't have the expertise or wherewithal to put a project together. They need someone on the business side of the deal, and that's the relationship we're trying to establish."

The intention is for all the courses to be public-access and affordable.

Asked what course architects might be involved, Waterhouse responded: "Anybody who expresses an interest and commitment to the concept..."

"The beauty of this deal is if we can build golf courses in different locations and they will benefit a lot of folks, in and outside the industry. And, of course, we're trying to spread the environmental concept."

Waterhouse added that response from everyone has been positive. "It's amazing."
ZMETROVICH MOVES TO EXECUTIVE SPORTS

Michael Zmetrovich has been appointed vice president of the Club Services Division at Executive Sports. For the past three years, Zmetrovich was pointed vice president of the Club Services Division at Executive Sports, a division specializing in professional golf tournament management, corporate sports marketing and golf club management and marketing.

BROTHERS JOINS WALLACE

John Brothet, former VP of Finance and Administration for Paragon Golf Construction and CFO of Nicklaus/Sierra Development, has joined Wallace & Associates, a certified public accounting firm in Dayton, Ohio. Brothet will be responsible for developing the firm's real estate, construction and golf-related business.

AGC MOVES ON SAN DIEGO

The 6th hole on the River Course located at American Golf Corp.-managed Riverwalk Golf Club in Mission Valley, San Diego. Opening in early 1998, the newly designed, daily-fee course is located on the site of the former Stardust Country Club. Developed 50 years ago, the original Stardust course hosted the San Diego Open, started by Bing Crosby. "The location of the property is phenomenal," said Tom Frost, regional vice president for American Golf. "It's in the heart of San Diego within minutes from the beach, Sea World and the zoo. Its proximity to Hotel Circle makes it a natural for San Diego conventions and tourists." Now this location has a course to match due to the efforts of father and son architects Ted Robinson and Ted Robinson Jr. Over 500,000 cubic yards of soil were used to create numerous elevation changes and undulating fairways. Gone is the old practice range and in its place is a 7-million-gallon lake, which serves as both a reservoir and way station for migratory birds.

Some people don’t know when they have it good

By VINCE ALFONSO

he front counter at The Rail was positioned perfectly. While standing behind the counter facing my customers, a simple turn to my right revealed the 10th tee, to my left the 1st tee and I could turn around behind me and see the putting green and driving range.

I had just sent a foursome to the 1st tee, when a man and woman approached the front counter. They looked to be in their 70s and definitely on a mission. The man pointed over my right shoulder, obviously pointing at something on the golf course, and said, "Do you like that thing?"

I turned around, scanned my putting green and driving range for clues. Finding none I turned back to the gentleman and said, "I'm sorry, what thing?"

He said, "That silver thing at the range."

I said, "Oh, my range servant!"

"Yea," he said. "How do you like it?"

"It's great," I said. "It's always here in the morning before I arrive. It doesn't complain about working late, never takes a break, even for lunch and it has never asked off for prom. Oh, it gets sick every once "

Continued on page 37

Vincent Alfonso Jr. is a 40-year, golf industry veteran, president of Alfonso Creative Enterprises Inc., and owner of Kimberling Golf Course near Branson, Mo. He can be reached at 417-639-4370.

Golf Ventures, USGC tie the knot

By PETER BLAIS

ORLANDO, Fla. — Course operators Golf Ventures Inc. of Salt Lake City and U.S. Golf Communities (USGC) of Orlando, Fla., have signed an agreement amounting to a reverse merger.

Golf Ventures operates three courses in Utah and USGC six golf properties and related real estate scattered throughout the United States.

Under the pact, Golf Ventures will issue 26.6 million authorized, but unissued, shares of common stock representing 81 percent of the post-transaction outstanding stock of USGC. USGC will be merged with Golf Ventures.

"We're ready to go public and should close within the next 75 days," said USGC President Warren Stanchina in mid-September. "This will give us better access to more capital. We have an engagement letter from Oppenheimer & Co. Inc. to do our secondary offer."

The stock issue should raise $50 million over the next nine months, Stanchina said, allowing USGC to pay off the remainder of its debt and look at acquiring additional golf course facilities and real estate.

USGC's six projects are located in central and south Florida, North Carolina and Texas. They include such properties as Pinehurst Plantation (Pinehurst, N.C.) and Cutter Sound Golf and Yacht Club (Stuart, Fla.).

Golf Ventures projects include Red Hawk International Golf & Country Club, Cotton Manor and Cotton Acres, all located in St. George, Utah.

Stanchina, a class "A" PGA golf professional with 25 years experience in golf course community development, acquisition and management, will become chairman of the board, president and chief executive officer (CEO).

Continued on page 38

Some people don't know when they have it good

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Continued on page 37

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PERSONNEL CORNER

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Continued on page 37

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Tax assessments

Continued from page 35

which an appraiser derives a value indication by comparing the property being appraised to similar properties that have sold recently.

Cost Approach — A set of procedures through which an appraiser derives a value indication by estimating the current cost to reproduce or replace the existing building, deducting depreciation and adding land value.

Taxing authorities, assessors and their legal advisors often typically argue that the cost approach is the only valid method for measuring the value of a golf property. This is especially true when the subject property is a private club operated not for profit.

On the other hand, golf property owners and managers may argue that the income approach method is the only reliable way to estimate the value of golf properties and, as a result, golf property owners and prospective owners often rely exclusively on the income approach, that is when they consider properties for acquisition or disposition.

Golf property owners can be critical of the cost approach because they say that courses often cost more to build than their economic worth; therefore, that cost approach analysis yields unfairly high tax assessments in their opinion.

The answer may lie in the sales-comparison approach. In the sales-comparison approach an analysis of golf courses similar to the subject which have recently sold is conducted and may often lead to an understanding of the motivations behind the sales.

Of course, the sales comparisons must be done thoroughly and all potential units of comparison should be examined. No longer can an appraiser only rely on the price per hole (the old method). This unit of comparison doesn’t really allow for a true common denominator because most golf courses have similar numbers of holes (18, 27, 36), and similar land sizes. Therefore, the units of comparison which are tied to income, rather than to the physical dynamics of the course, can often (but not always) lead to more reliable indications of value.

Specifically, these units of comparison include green fee multiplier (GFM), overall rate (OAR), membership dues multiplier (MDM) and the other various income multipliers. Nevertheless, while often reliable, these multipliers do not allow consideration for operating expenses, which differ from course to course depending on many factors.

None of the above-mentioned methods consider the portion of the income that may be produced by personal property or business efforts.

Additionally, taxing authorities may argue that a golf club can be worth the combined value of its membership multiplied by fees (initiation and equity); i.e., $30,000 X 400 members = $12,000,000.

In recent years, many stronger, more supportive valuation techniques for golf properties have been developed.

The Appraisal Institute published a book on the topic of golf property valuation, numerous articles have appeared in professional journals and there now exists a group of appraisal professionals specializing in golf course properties called the Society of Golf Appraisers, whose members are dedicated to the valuation of golf properties. All this has happened in the past five years.

By most indications, this approach would seem to be the most applicable valuation method for most golf properties, however this is not always the case.

For example, in many states there are defined procedures for valuing specific property types. In Florida, for instance, the cost approach is, by direction of the state Department of Revenue, the primary indicator of value for tax assessment.

Any appraiser (golf course owner) must overcome the presumption of correctness (owner-law in most states typically places the burden of proof on the taxpayer, i.e. the assessor is assumed to be correct) given to the assessor and a court unfamiliar with golf properties and appraisal methodology.

Conversely, a 1991 New York decision in the Supreme Court of Nassau County (The New Country Club of Garden City v. The Board of Assessors, et. al.) on June 4, 1991, Rosetti, J., favored the income approach, stating, "Therefore we find that a proper consideration of the applicable statutory and case law warrants valuation of the subject golf course according to its existing valuable and income-producing use."

The case also stipulates that valuation of the property based on an alternative use could produce an unfair and legally erroneous use.

While The New Country Club of Garden City case would seem to support valuation by the income approach, as well as the other arguments mentioned above, other approaches, considerations which may warrant deeper consideration of the sales comparison or cost approaches.

For instance, is the subject a "trophy" property or in a market where few substitutes are available or development is unusually difficult or expensive? To illustrate this, consider New York and California, where there have been sales of golf course properties (sometimes to overseas buyers) which seem to have no relationship to income and appear to relate only to the supply of and demand for ownership of real properties.

Consequently, when this is in balance, seemingly unrealistic prices can occur, the income (and cost) approach fails and the sales comparison approach becomes more reliable.

Finally, while it is widely perceived that the cost approach sets the upper limit of the value range, such does not always hold true for golf courses. Indeed, as many courses cost too much to build, golf courses by nature become more valuable as they age. Physical maturity as well as historical significance can create value that cannot be reproduced anywhere else.

As the battle to increase revenue dollars continues in many local jurisdictions, assessors are now contemplating the reassessment of all their golf course properties. In some cases, the taxing districts are engaging experienced golf property consultants to assist in achieving fair assessments, while in other jurisdictions, golf property owners are mobilizing in groups to respond to the reassessments by engaging legal counsel and golf property appraisers and consultants.

What can be done?

While each side holds decidedly different views, the entire process is bound to benefit if each is in search of fair assessment.

There are several ways to accomplish this. Individual property owners can retain an appraiser to evaluate the ad-valorem tax assessment (a real-estate tax which is based on the value) and provide an appraisal, if necessary. A property owner can engage the services of a contingent-fee consulting firm which will require a substantial percentage of annual tax savings.

We think a particularly efficient way is for a group of owners or individual property owners to participate in a program, like our firm’s TaxPar program, which allows property owners (or local assessment offices) to pool their resources to annually and regularly monitor and evaluate individual assessments.

With TaxPar, groups of clubs or courses in a particular market or geographical area can unite to share the cost of market research and analysis that is an integral part of any assessment evaluation or appraisal.

The program can be tailor-made for any geographical area and can reduce the cost per club as more clubs participate. Clubs can unite on their own or through their state and local golf associations, which can participate in TaxPar and offer these services as a value-added service of membership. By participating in TaxPar, clubs gain the advantage of independent and objective assessment analysis and appraisal services while reducing their "up-front" risk by pooling their resources. Taxing jurisdictions are typically more receptive to independent, fee-based experts opposed to contingent-fee consultants, and with TaxPar, the initial investment is reduced.

TaxPar is also available to taxing jurisdictions and assessors seeking to accurately reassess the golf properties within their domain. We have acted as consultants to counties going through this process and it has proven to avoid costly appeals and litigation by assisting property assessors in getting it right the first time.

Ad valorem tax assessments can be a complex and expensive issue. The most important lesson to be learned is to formulate a plan that allows the property owner or taxing jurisdiction to effectively monitor his/her assessment and take appropriate action when necessary while controlling the cost of these services.

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October 1997
CIRCLE #155
Alfonso
Continued from page 33
in a while, but with so few moving parts, it doesn't take long to fix it and it always comes back to work full speed.”

“Why do you ask?”

The gentleman proceeded to tell me how he owned a range north of Springfield and that he was sure he was getting ripped off by his customers and thought installing a ball-dispensing device would cut down on pilferage.

You better sit down for the rest of this story.

I asked him how he dispensed balls now. He said his customers, “scop em out of a trough.”

Naturally, I asked him how his customers get the buckets to do their scooping. He said, “Jim stacks them next to the trough.”


“He’s the guy I gave the lot to next to the range in exchange for his mowing the range and picking up the balls and the buckets.”

“Who collects the money?” I asked.

“They put the money in the box,” he followed.

“How much do you get?” I asked.

“Oh, on bad days about $100, and on good days maybe $200,” he answered.

“Where do you get your golf balls?” I tried.

“I buy the cut ones from other ranges or just get the ones they throw away,” he replied.

“So, let me see if I understand. I summarized. “You have a range, no employees, a trough, some buckets and balls, and you pick up $100 to $200 a day from your box.”

The man said, “that’s about it.”

“Well, why in the world do you want a range servant?” I queried.

“I think some people are hittin’ balls without paying,” he answered. (Trust me on this one. I wanted to say, ‘So what?,’ but I tried to keep my tongue from getting cold.)

“Sir,” I said, “let me give you some advice. Just hide out by your tee for a few days and count how many times people scoop from the trough each day. If the number of scoops times the price you charge per scoop is close to the amount you take out of the box each day, forget the range servant!”

“Oh yea, if you feel like the range is being pillaged, I can understand. I answered. But, my advice is to keep the range servant.”

“I don’t know if the guy ever bought a new car,” I said. “He’s the guy I gave the lot to next to the range in exchange for his mowing the range and picking up the balls and the buckets.”

“Sir,” I said, “let me give you some advice. Just hide out by your tee for a few days and count how many times people scoop from the trough each day. If the number of scoops times the price you charge per scoop is close to the amount you take out of the box each day, forget the range servant!”

“Poor Jane,” I said. “She was working at the range and she was just doing her job. She never really understood what was going on.”

I told her about the trough and the range servant and how it all worked. I even gave her some tips on how to keep the range servant from taking advantage of her.

She thanked me and said she would try it out. I wish her the best of luck and told her to call me if she needed any more advice.

Golf Course News
New Internal Revenue Service rules may not ease management constraints with public agencies

By Richard J. Thorman

Richard Thorman has more than 25 years of golf-related residential and resort experience. His projects have included planning, financing, development, construction, marketing and operational bottom-line responsibility for major golf companies.

Several articles have recently been published which indicate that the new IRS ruling (Revenue Procedure 97-13) will stimulate golf management companies and public agencies to enter long-term agreements on projects financed by tax-exempt municipal bonds. Superficially, the new rules may lead one to the above conclusion. However, real-life experience may demonstrate that the new rules don’t help the situation at all. In several recent negotiations between cities and management companies, the companies determined that the new ruling did not create an environment that was more favorable than what existed under the 1986 rules.

Historically, under the 1986 rules, management contracts for golf facilities financed by tax-exempt municipal bonds could not be written for longer than five years. Additionally, the city or agency involved could cancel the contract after the third or fourth years without a financial penalty. This creates two adverse effects. One, management companies do not want to invest funds and resources and build up the business at a golf course that could have the contract canceled at the end of year three and/or face a municipal bid process at the end of year five. Two, the city might be able to sell the bonds either quicker or at a better rate if the investors knew that the management company was involved for the long term.

Extending the term of contract to fifteen years, as provided by the new rule, might seem to be the answer. Upon close examination, though, the rule calls for 95 percent of the compensation to be based on a fixed periodic fee and not tied to profits or gross income of the golf course. Therefore, only 5 percent of the fee can be tied to incentives. Cost of living increases are allowed.

Economics 101 says that investment is based on risk vs. reward. The reasons management companies are willing to invest funds and resources in golf projects are based on what they see as an upside reward which accrues due to increases in gross and net profits based on marketing and management skills and the growth of a potential golf market. When the management company is forced to receive 95 percent of the fee on a periodic fixed rate, either the city or the management company will be on the losing end.

In order to produce an acceptable return, on a 15-year fixed fee, the management company will have to establish a fee which includes the projected acceptable return. The pitfalls are obvious. If the golf course does not produce up to the hoped-for projections, then the city is paying too much. If the golf course produces more than the projections, then the management company is not rewarded for its efforts. The only management companies that may be happy with the situation created by the new ruling, may be “custodial” in nature.

One approach to creating mutually beneficial longer-term agreements, may be for the city and the management company to look at taxable public bonds plus private financing by the management company. Normally, taxable municipal bonds may cost only 135 to 150 basis points more than the total cost of the tax-exempt bonds and the taxable municipal bonds do not carry the restrictive management “term/fee” provisions required by use of the taxable municipal bonds. Under this “public-private investment” approach, the city should issue the taxable bonds and the management company would invest private funds as a partner. With the management company investing as a partner, the amount of funds borrowed by the city should be substantially less than if the city were to fund the golf course using only tax-exempt bonds. Therefore, the cost to the city should be substantially lower and the management company will have a long-term contract and major incentive in making the project a success.

Due to the above, cities need to carefully examine the best approach to financing a golf course to achieve the best funding source(s) for each particular situation.

USGC merges

Duane Marchant, Golf Ventures chairman, president and CEO, will remain a member of the board of directors and assume responsibilities as vice president/ Western region. At Eising, Golf Ventures will change its name to Golf Communities of America Inc., and its corporate headquarters will be relocated to Orlando.

"We're looking at several acquisitions," Stanchina said. "We have our (USGC's) six courses plus three of Golf Ventures. We have our (USGC's) six courses plus three of Golf Ventures. What will make us different is that we acquire the golf operations and the real estate. Everyone is going the other way (golf-only facilities), but this is the way for us to go." Oppenheim will act as a financial advisor for the merged firm and assist the company in obtaining additional capital to fund its growth objectives.

The transaction is expected to close in November.

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LESCO NAMES VP OF SUPPLY CHAIN MANAGEMENT

Cleveland — LESCO, Inc. has named Frans Jager to vice president, supply chain management. Jager's responsibilities will include the creation of a supply chain management process and organization that deals with internal and external product flow issues in a seamless fashion. In this new capacity, Jager will coordinate planning between manufacturing, procurement, marketing and sales in order to optimize inventory utilization and turns.

REDEXIM SHIFTS RESPONSIBILITIES

Wayne, Pa. — Redexim Charterhouse, makers of the Verti-Drain, recently announced a shift in sales responsibilities in the U.S. Philip Threadgold will now be responsible for all sales and distribution for the continental U.S. and Canada. He will be representing the entire line of Redexim Charterhouse products, including the Verti-Drain, Verti-Seed, Verti-Brush and Charterhouse turf equipment. Threadgold takes on this newly formed role following the retirement of Ruud Francissen, who will move on to serve on Redexim Charterhouse’s board.

BARENBRUG NAMES NEW CEO

Tangent, Ore. — Barenbrug Holding BV of The Netherlands announced the appointment of Don Herb as the new president and chief executive officer of Barenbrug North America. Herb will remain general manager of Barenbrug USA in Tangent, Ore. Herb has been in the grass seed industry since 1968. Herb became General Manager of Barenbrug USA shortly after Barenbrug purchased a U.S.-based seed company several years ago. Herb will be responsible for a staff of 150 employees nationwide.

CETCO PROMOTES OLSTA

Arlington Heights, Ill. — Colloid Environmental Technologies Co. (CETCO) has promoted Jim Olsta from technical manager of the lining technologies group to the technical manager of CETCO U.S.A. Olsta’s focus will remain on the development of new products.

NEW PRODUCT OF THE MONTH

Shickley, Neb. — Oswald Manufacturing, Inc. has added the Ecoeddy model WAA wind-powered circulator/aerator to its line of circulation and aeration equipment. This zero energy cost model creates a vortex action in ponds resulting in deep circulation and aeration through a natural process. For more information, contact Oswald Manufacturing, Inc. at (888) 206-2131.

Mid-Atlantic closes the circle on service

By Michael Levans

Collegeville, Pa. — Mid-Atlantic Equipment Corp., a distributor of E-Z-Go and Yamaha golf cars, has made the move into the aftermarket parts business in an effort to solidify its one-stop shop methodology.

According to Joe Kelly, president of Mid-Atlantic, the move was the next logical step for the company, which has put more than 46,000 golf cars on courses in the Middle Atlantic states, Florida and Bermuda. To offer aftermarket parts, said Kelly, is to close the circle for the golf car distributor’s customer base.

“We want to stay with our customers from start to finish,” said Kelly. “Over the past half a dozen years of so, there’s been a major move by third-parties who have taken it upon themselves to develop a mini-industry by sourcing and selling golf car parts. The aftermarket guys don’t sell golf cars. This allows us to bring value-added information to the customer.” —Joe Kelly

Kelly is banking on that value-add as well as the time savings to speed word of the company’s new service. “Instead of browning through the phone and the catalog, the customer can now come into the shop and we’ll get parts and have them in a minimum of time,” said Kelly.

John Deere adds to turf care facility

Raleigh, N.C. — John Deere Worldwide Commercial & Consumer Equipment Division will soon break ground on two additions to its turf care facility in southern Wake County.

The expansions, an estimated $6 million investment, will be built onto the company’s existing facility. The additions will house a product and market development center and a training center. Site preparation and construction are to begin immediately.

When complete, the product and market center will be 30,000 square feet and will employ more than 100, including 60 in the marketing and engineering departments and a support staff of 40. The company said that activities in the center will focus on the market development, design and manufacture of prototypes for new golf and turf products.

Simpplot Co. eyes Jacklin

Boise, Idaho — J.R. Simplot Company, a privately held agribusiness with annual sales of $2.8 billion, has agreed to purchase Post Falls, Idaho-based Jacklin Seed. The deal marks Simplot’s initial move into the grass seed business.

“We are a company that seeks to own and operate businesses associated with agriculture,” said Steve Bebe, Simplot’s president. Simplot is currently involved in food processing, agriculture and the manufacture of agricultural fertilizer. “We see a direct link with our existing domestic operations and our international businesses in Australia, China and Japan,” said Bebe.

Jacklin will remain a Post Falls-based business unit of Simplot, with Doyle Jacklin, one of the three original owners, to become president of Simplot-Jacklin. According to Bebe, no changes are anticipated for present management or any of Jacklin’s 120 employees.

“Jacklin has established a solid reputation for innovation and quality in the seed business,” said Bebe. “We will ask its management team to continue to grow and to build on that record.”

According to Simplot spokesperson Fred Zerza, the marriage of the two companies could help both organizations gain a foothold in new overseas markets.

“We have a potato processing plant in China and we’ve marketed a number of food products in Japan,” said Zerza.

“Jacklin has sought international markets and so have we. We think the marriage will help both entities in those pursuits.”

According to Jacklin, the company has been looking to penetrate into the Chinese market. Through Simplot’s agricultural production and processing operation in Beijing, the company said it can pursue this goal at a greater degree.

Under the deal, Jacklin will continue to operate facilities in Post Falls, Nezperce and Jerome, Idaho; Albany, Ore.; Ritzville, Wash.; and Phoenix and Yuma, Ariz.

From left to right: Bob Barker, mayor of Fuquay; Jeff Greig, general manager of Commercial/Golf & Turf for John Deere’s Worldwide Commercial & Consumer Equipment Division; Gary Carter, director of business & industry for the North Carolina Department of Commerce; and Bob Zippay, plant manager of Turf Care Inc.
Mesa Sprinkler acquires Horizon Turf

TEMPE, Ariz. — Mesa Sprinkler Inc., a full-service irrigation distributor, has acquired Horizon Turf, a Phoenix-based company specializing in the sale and service of turf maintenance products and power equipment.

"By purchasing Horizon Turf, we will be able to provide both companies' existing customers with a broader range of goods and services," said David Lange, president and founder of Mesa Sprinkler. "Additionally, we will be able to package goods and services to provide a complete turf-care solution for golf courses, commercial development and residential properties."

Mesa has 120 employees, does more than $46 million in annual sales, and operates three locations in the metropolitan Phoenix area, two in Las Vegas, one in Tucson and operates five locations in Washington, D.C. and one in Oregon under the name Evergreen Pacific Supply Co. Horizon Turf, with its 45 employees (in Arizona, Nevada and Mexico) brings $15 million in annual sales to the table.

According to Mesa, the acquisition makes Mesa Sprinkler the exclusive distributor of Rain Bird Golf Irrigation systems and Jacobsen turf equipment in Arizona. A name change is planned in the future to reflect the broader range of goods and services now provided by the company.

Frankly, it won't make a splash on your course.

If your players are tired of the splish, splash sloppiness associated with other ball washers, maybe it's time to pay less and get more — with the Professional Series Ball Washer by Standard Golf.

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Contact your nearby Standard Golf distributor and ask about the new tradition in ball washers. They won't make a splash on your course (or a ripple in your budget).

Hancor Inc. adds Eagle to rep list

FINDLAY, Ohio — Hancor, Inc., a manufacturer of corrugated high-density polyethylene drainage pipe, recently named Brea, Calif.-based Eagle Golf & Landscape Product Inc. as a new manufacturer's representative.

"We are very excited to have Eagle Golf & Landscape on board," says Phil Noakes, manager of recreational sales. "They bring a great deal of experience in working with golf course builders, developers, architects and designers in this very specialized market."

Eagle Golf & Landscape Products serves the new golf course construction industry with a full line of products specially designed for golf course drainage. "As a manufacturer's representative for Hancor, my company will now be extremely competitive on a national basis," said Steve Christman, president of Eagle Golf & Landscape Products.

Millcreek offers Quick Ship

BIRD-IN-HAND, PA— Millcreek Manufacturing Co. has launched its new "Quick-Ship" program for turf aerators, designed to help landscapers and grounds managers respond to customer demands more quickly.

The Millcreek "Quick-Ship" program guarantees next day shipping of any Millcreek core aerator, when phone orders are received by 1 p.m. on any business day. Buyers pay no freight charges if Millcreek fails to meet the deadline.

Millcreek features 12 turf aerators, including front-mount versions that attach to commercial up-front mowers, three-point hitch models, and tow-behind models.
TRIMS, Rain Bird Golf Div. align

PHOENIX, Ariz. — TRIMS Software International Inc., the developer of TRIMS 97™, has entered into a long term marketing agreement with the Golf Division of Rain Bird Sales, Inc.

Under the terms of this agreement, Rain Bird gains the world wide rights to market and distribute TRIMS 97™ under the name Rain Bird MAXI-Course Manager.

Through this industry alliance, TRIMS gains 40 new distributors and 200 outside sales representatives from Rain Bird sales organization. Rain Bird has also agreed to include the MAXI-Course Manager as a standard feature of their MAXI-Stratus Irrigation System. The software will also be available as a complement to Rain Bird's MAXI-Nimbus Irrigation System.

TRIMS said that this new relationship with Rain Bird insures the company of continued growth...

In other TRIMS news, the company has been chosen to be the provider of grounds management software by L-93 creeping bent tops NTEP

WINSTON-SALEM, N.C. — Lofts Seeds reports that it has won the top spot among creeping bent grasses based on the National Turf Evaluation Program trials. The company said that Lofts' L-93 creeping bentgrass has finished first during the putting green trials for the past two years.

"L-93 has certainly gained recognition and acceptance from golf course architects and superintendents across the country," said Dr. Richard Hurley, executive vice president, Lofts Seed. "The density and upright growth along with its exceptional disease resistance makes it a favorite with courses."

Aftermarket

Continued from page 39

Cobblestone Golf Group for their courses nationwide. TRIMS 97™ will help Cobblestone Golf Group to standardize their record keeping capabilities for staffing, equipment maintenance, chemical inventory, and budgeting. Cobblestone management and superintendents will have more immediate access to information to help improve efficiency and profitability.

Cobblestone Golf Group manages courses throughout Arizona, California, Texas and Virginia. Properties include Red Mountain Ranch, Hills of Lakeway, Carmel Mt. Ranch, Morgan Run and Stonebridge Country Club.

TRIMS has hired Mara Weber as their new sales manager. Weber will oversee domestic and international sales and marketing strategies, advertising, public relations, market expansion and growth, new products, tradeshow participation, and sales promotions.

Mara was most recently an account manager for business development for Murro Consulting Inc., a management consulting firm in Phoenix, Ariz.

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CIRCLE #133
John Deere offers 4000 Series

John Deere's 4000 series of compact tractors offers big tractor features at a compact price. The 4100, first in the 4000 Series line, provides property owners and grounds care professionals with a heavy-duty tractor without the heavy-duty price tag. Two models in the series are currently available, the 4100 and the 4100 Hydro. The 4100 Gear offers an 8-speed transmission and a 17-PTO horsepower while the 4100 Hydro features a clutchless, high-performance hydrostatic transmission with 16-PTO horsepower. Turf and landscape professionals can spend more time servicing clients, not servicing equipment, with features like oil-cooled disk brakes that may never wear out. For more information, contact John Deere at 309-765-8000.

Smithco's Spray Star 3000

Smithco sprayer adds advanced controls

The Spray Star 3000, Smithco's 300-gallon turf sprayer, is now available with a choice of two different TeeJet control systems—the 844 and 855. These systems, made by the Spraying Systems Company, provide the Spray Star 3000 with application management which is among the most advanced in the industry. The Spray Star's tank, constructed of impervious crosslinked polyethylene, with ultra-low profile and center-of-gravity, carries a 5-year warranty. Power is supplied by a 42hp, industrial-type gas engine. For more information, contact Smithco at 610-688-4000.

Excel expands decks

Excel Industries has introduced two new competitively-priced side-discharge decks to the Hustler family. With a choice of 60- and 72-inch models, the new decks are available for the 5000 and 4000 Series Front Mount tractors as well as the 2500 Mid-Mounts. These new side-discharge decks offer a super quality of cut, can be easily converted to mulching decks and can also be adapted to the Hustler BAC-VAC. For more information, contact Excel at 800-395-4757.

Soil Tech announces Dynaweed

Soil Technologies Corp., a developer of environmentally friendly products for turfgrass maintenance, has released Dynaweed, an all-natural pre-emergence weed control product. The active ingredient in Dynaweed is a corn derivative which effectively inhibits the development of numerous grassy and broadleaf weeds in turf. Dynaweed granules are used to stop germinating weed seeds during the early spring and early fall periods. In university research trials during 1991-1994, Dynaweed provided 91 percent control of crabgrass, 81 percent control of clover and 71 percent control of dandelion.

For more information, contact Soil Technologies at 800-221-7645.

Diablo Grande

Continued from page 1

At 33,000 acres—that's 42 square miles, or twice the size of the island of Bermuda—Diablo Grande calls itself the largest master-planned community west of the Mississippi. Once completed, Diablo will feature five residential neighborhoods, a polo and equestrian center, 45 acres of vineyards (in the foothills of Oak Flat Ranch), and a luxury hotel and European spa. “The facility could have up to seven golf courses,” said Don Panoz, president of the Diablo development and owner of Chateau Elan in Georgia. Panoz is in the finishing stages of Diablo’s first phase, 5,000 acres that will access the hub, or village, for his final vision.

Diablo’s first two courses are already in place. In June, the Ranch Course designed by Denis Griffiths opened for play. Playing at 7,243 yards, The Ranch winds through the site’s rolling hills and pristine ranch land. Phase one’s second course, Nicklaus and Sarazen’s Legends West Course, should open for play by the end of November—the last hole was seeded August 5.

“It’s one of the bigger developments I’ve seen, and it’s also one of the most remote that I’ve seen,” said Phil Smith, the Nicklaus design associate who has seen the project through from start to finish.

“It really not that far from the cities, but the roads you take to get to the site make you feel as if it’s quite remote. And that’s one of the selling points for the site. You really feel as if you’re getting away from it all,” said Smith.

“It’s probably the most incredible piece of inland property I’ve ever seen,” said Denis Griffiths. “It’s a perfect piece of property for golf.”

Smith agrees. “The native grasses are contrasted by the green oaks in the summer, then in the winter all the grasses turn green and the trees begin to lose their leaves. It’s quite striking,” said Smith.

A good piece of land, of course, makes the job easier for the designer, especially on page 46
Golf Course Classifieds

To reserve space in this section, call 207-846-0600 ext. 230

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December

2-3 — GCSAA Seminar on The Assistant Superintendent: Managing People and Jobs in Lincoln, Neb.

3-4 — GCSAA Seminar on Managing People for Peak Performance and Job Satisfaction in Elliott City, Md.

4 — GCSAA Seminar on Improving Your Negotiating Skills in Jacksonville, Fla.

5 — GCSAA Seminar on Human Resource Management in Des Moines, Iowa.

5 — GCSAA Seminar on Irrigation Water Quality in Sacramento, Calif.

6 — GCSAA Seminar on Integrated Disease Management for Bermudagrass Golf Courses in Sidell, La.

9-11 — GCSAA Seminar on Managing People for Peak Performance and Job Satisfaction in Albuquerque, N.M.

8 — GCSAA Seminar on Maximizing Teamwork in Atlantic City, N.J.

9-10 — GCSAA Seminar on Managerial Productivity in Milwaukee.


9-11 — Georgia Turfgrass Conference and Show in College Park. Contact Doug Moody at 770-975-1033.

11 — Massachusetts Recreation and Park Association State Conference in Sturbridge. Contact Carol Kilcavage at 508-650-1126.

15-17 — Texas Turfgrass Conference and Trade Show in San Antonio.

16 — GCSAA Seminar on Employee Safety Training in Oklahoma City.

1998 January

5 — GCSAA Seminar on Maximizing Turfgrass Disease Control in Nashville, Tenn.

5 — GCSAA Seminar on The Microbiology of Turfgrass Soils in Portland, Ore.

6 — GCSAA Seminar on Lake and Aquatic Plant Management in Charlotte, N.C.

when there's an outstanding characteristic on which to base a design.

"The property was loaded with old California Oak trees when we first saw it," said Panoz, "and we didn't cut one tree when building either course."

"We worked very carefully to incorporate the trees into the strategy of the course," said Griffiths. "On the third hole the trees really mess with you. The whole strategy of the hole is dependent on the trees."

According to Panoz, there will be a total planting of 700-1000 trees on the two tracks over the next few years. "We've allotted 3,500 acres for a nature preserve with approximately 63 percent of the land devoted to wildlife habitats."

Women's market

Continued from page 9

they will spend, according to the Golf for Women magazine survey.

Sunriver Resort, which operates three 18-hole golf courses and the Sunriver Golf Learning Center, will serve as the model for implementing the criteria identified by the Forum. Since July, the Resort has conducted customer relations training, added women to its golf staff and reported 40 percent of its merchandise mix is women's clothing and equipment.

According to research conducted by the New York Times Magazine Group for Research Resource Center, women golfers "look at equipment differently and are more likely to be reached through non-traditional advertising and distribution channels than their male counterparts." Women are less concerned with equipment technology and seek more personalized service when making golf-related purchases." Therein lies the key to success with women and men.

Avoiding the traps

Continued from page 9

operate the course through a limitation on assignability, and (iii) determining what happens if the golf course developer defaults. In the event of a sale transaction, these issues may be addressed in a development agreement which would identify the parties' ongoing responsibilities to each other. In addition, transfer of title to the golf course could be delayed until the golf course is completed.

If the deal is structured as a long-term lease, the rent often will include a minimum base rent plus some form of percentage rent from income from the course. The community developer probably will prefer to earn a percentage of the gross income rather than net income from the course. Net income is more difficult to define and monitor and is subject to potential manipulation on the part of the golf course operator, since the operator controls the timing of the costs and expenses.

If the golf course developer has a good year, he might decide to spend extra money on course improvements in the same year in order to offset profits and pay less rent. If the rent is to be based on net income, the lease should include some covenants related to expenses in order to minimize manipulation. The golf course developer, on the other hand, only wants to pay percentage rent if the course is profitable. Otherwise, he may find himself in a situation in which he must pay percentage rent even though the course has lost money.

In either event, the parties should be careful to define what is included and excluded from the definitions of income and expenses. The lease should reference a standard such as GAAP (generally accepted accounting principles) and should provide a means of auditing percentage rent.

The community developer and golf course developer must agree on the structure of the transaction early in their negotiations, but there are several options that will work with careful planning.
Whatever your financial needs, let FMAC help you achieve your goal. FMAC Golf Finance Group is staffed by experienced professionals who really understand your business. We offer fixed rate loans with terms of up to 20 years. Our floating rate loans feature interest ceilings that protect you from runaway inflation and interest rates. We lend and lease to all types of golf course facilities, from daily-fee courses to member-owned clubs and long-term leaseholders. When we arrange a loan, it's based on the cash flow of your business—personal guarantees are often not required. Our legal and appraisal process keeps our fees far below those of other lenders. Simply provide us with the financial data for your facility and we'll provide an estimate of its value and the equity available to you.

Call Mike DeMita in Atlanta; Doug Brodie in Los Angeles; Ed Boyle or Ralph Little in Greenwich and find out how we take the hazards out of golf financing.

We know golf finance to a tee.
At Jacobsen, being the professional's choice on turf wasn't good enough. So we made it our goal to be the professional's choice for service and support — with everything from multi-lingual training materials to expert technical support and next-day delivery of in-stock parts through Parts Xpress. Count on Jacobsen and your Jacobsen distributor to be there for you — wherever you are in the world. For world-class support on a first-name basis, see your Jacobsen distributor.