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

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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

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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.

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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

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Mungoam hits his stride

Like many young architects, Mark Mungoam started his career in construction. In 1987 he joined Cornish and Silva. Eight years later he was made a full partner. GCN spends a few moments with this rising star. See Q&A page 27.

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Munson hits his stride

The 17th at Half Moon Bay was not designed for those who pull the ball. Natural land forms and the Pacific Ocean serve as the backdrop for this new Arthur Hills design. See story on page 31.

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DON'T GO LEFT

The 17th at Half Moon Bay was not designed for those who pull the ball. Natural land forms and the Pacific Ocean serve as the backdrop for this new Arthur Hills design. See story on page 31.

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at the public-access golf market.

During his session, entitled "What Renovations Can Mean to Your Bottom Line," Gagliardi will discuss which course amenities should be improved; how much should be spent; how much can be added to green fees because of the improvements; and how long it will take to recover the financial investment.

"Renovations are important because they enhance the services you offer, allowing you to receive higher green fees, food and beverage revenues, etc," Gagliardi said. "The key to getting a renovation job done right is finding the right tradespeople to do the renovations."

Gagliardi, general manager for the past eight years of Lanesbrook Golf Club in Palm Harbor, Fla., is the chief operating officer of Diamond Players Club, a newly formed golf management and ownership company. St. Louis Cardinals' pitcher Todd Stottlemyre is among several owners, which includes well-known sports celebrities and successful businessmen.

Diamond Players Club strives to provide the feel of a private club in a public-access golf setting, Gagliardi said. The firm recently assumed management of the Belleview Biltmore Golf Course and Hotel, a Donald Ross-designed layout in Clearwater, Fla.

Alfonso
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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, "scoop 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."

"You guessed it, Who's Jim?" I asked.

"He's the guy I gave the lot to next to the range," he replied.

"What box?" I asked.

"The box next to the trough," he replied.

"Let me start over," I said. "How many employees do you have?"

His wife jumped in, "We used to be in construction. I had my fill of employing people. We don't have any. No sir'ree. No payroll for me."

"What about Jim?" I asked.

"He told you," she said. "We traded him his lot for what he does for us."

"What about the upkeep of your building?" I continued.

"We don't have a building, just the trough," she responded.

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Other topics and speakers scheduled for the 50-minute Management Track sessions include:

• The Speed of Play Resolution presented by David Pillsbury, executive vice president of resort operations with American Golf Corp. This session details an innovative program that integrates the management of tee sheet inventory with front-line service programs to revolutionize speed of play. Concentrated focus on the right services can positively impact speed of play and a customer's perception of a golf facility.

• The General Manager: Figurehead, Department Head or CEO presented by Jim Seeley, senior vice president of operations. The real responsibilities of the general manager and how to find one for a golf course will be discussed. Seeley is a former general manager and will analyze key issues relating to the general manager, ranging from hiring the right employees, to training and utilizing the right training tools, to creating top-notch customer service.

• Operational Audits: Identifying the Opportunities presented by Michael Zmetrovich, vice president of the Club Services Division at Executive Sports. Operational audits are designed to analyze and critique the physical, financial and operational conditions of a golf facility, which helps uncover critical opportunities and inefficiencies. Typically conducted by a third party, Zmetrovich will demonstrate how course owners can conduct their own operational audits, focusing on the major businesses within a golf facility: operations, course maintenance/agronomy, retail sales, food and beverage, and overall management and marketing.

• Increasing Your Outing Revenues presented by Lisa Wohlieb, vice president at Corcoran Jennison Hospitality. Often under-utilized, corporate golf outings can build clientele and increase course revenue, especially when positioned during soft times on the tee sheet. Wohlieb, who has substantially increased profits at Corcoran Jennison, will discuss how to market to corporate groups, including creative direct mail and attractive collateral materials.

The Management/Marketing and Development tracks will join forces during a special 2 1/2-hour session entitled Expanding Your Base: How to Get New Players into the Game. Rob Tallman, marketing director of Nike Golf, will use studies and marketing indicators to demonstrate how to attract two largely, untargeted markets — junior and women players. Tom Kendrick, golf manager with the Hamilton County (Ohio) Park District, which operates seven county courses in Cincinnati, will then discuss the county's most successful programs for drawing new golfers into the game.

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