

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

**NTEP QUALITY RATINGS:
PERENNIAL RYEGRASS**
page 46

A UNITED PUBLICATION
VOLUME 9, NUMBER 7
JULY 1998 • \$5.50

INSIDE

Spotlight on Asia

Is the Philippine golf industry poised for a rebound? Overbeck takes a closer look 11

Battle for Atlanta

North and South American superintendents take on the world in October's Hayter Cup. 18



WEISKOPF RETURNS TO BROKEN TOP
Tom Weiskopf (left) surveys Broken Top with golf pro Andy Heinly, club general manager Ron Delaney and member Ray Grimm. Weiskopf returns to this, one of his favorite sites, to do a little fine tuning to the course over the summer.

COURSE MAINTENANCE
Iowa's green industry influences policies 13
North Shore CC tests a major step forward 21
"Going vertical" saves storage space 25

COURSE DEVELOPMENT
Cities ranked by golf availability 3
Seaford mixes real and dog legs 29
First Tee, BLM sign pact 32

COURSE MANAGEMENT
Meadowbrook, ClubCorp near Philly agreement ... 8
DPC makes it with major leaguers 39
Forbes named NCA president 42

SUPPLIER BUSINESS
Flowtronex invades Europe 42
The golf cart evolution continues 47
New products abound 48

Field Days: Seed quality put to the test

By MICHAEL LEVANS
CORVALLIS, Oregon — With field burning severely cut back and three mild, very wet winters behind them, Oregon-based seed growers are facing what is perhaps the heaviest onslaught of *Poa annua*, *Poa trivialis* and native bentgrasses contamination the industry has seen.
According to regional seed growers, the problem has been mounting over the past five years and is affecting species across the board — even species that are tra-

ditionally *Poa*-free.
"We're basically starting to see the effects of five or six years of no burning," said Glenn Jacklin, senior vice president of production and grower services at Jacklin Seed Co.
The past three mild winters haven't helped either. Due to higher than normal temperatures and extensive rains, growers aren't getting

the necessary activity out of standard chemical practices.
"This year we're seeing *Poa annua* in production areas that we traditionally don't see it because of the winters," said Jacklin. "With El Nino, we had a pretty light winter in all our production regions."
The work now rests on the shoulders of seed farmers. The seed cleaning process has slowed considerably while, in many cases, farmers have added costly machinery upgrades to
Continued on page 46

Childs play: Kids Course a new first

By MARK LESLIE
LAWRENCEBURG, Ky. — A "kid's course" built within the existing layout may prove a key option for golf facilities around the country, now that Bob-O-Link Golf Course has pioneered the concept.
On Father's Day, Bob-O-Link opened its Kids Course within the 22-year-old track, thanks to owner Jack Ridge, who is also a golf course architect and president of a children's golf-product company, Club Pro Products in Louisville.
"Golf has missed the boat," Ridge declared. "Everybody's mindset has been junior golf — teenagers — but no one has thought of kids up to 10 years old. That's what separates this course."
The idea for the Kids Course, he said, stemmed from parents who bought
Continued on page 35



Aerial view of Florida's Sandestin Resorts course.

Intrawest continues move on South

By PETER BLAIS
VANCOUVER, B.C., Canada — Vancouver-based Intrawest, one of the largest ski resort owners in North America, has moved further into the warm-weather resort market with its recent purchase agreement to buy Florida's Sandestin Resorts for \$130 million. Sandestin is a 2,400-acre golf course resort with 63 holes of

golf and a residential community located between Pensacola and Panama City.
Tom Richardson, chief financial officer of American Skiing Co. (ASC), also a large owner/operator of ski resorts and golf courses throughout the country, said of the Sandestin deal: "It has a lot of condominium management opportunity."
Continued on page 42

— The First Tee takes first strides —

General Session set for national forum

PALM SPRINGS, Calif. — The First Tee program, an initiative that is sweeping the country to draw new people, especially children, into golf, will be the focus of the General Session at this year's Public Golf Forum here, Oct. 26-27.
Created by the World Golf Foundation, PGA Tour, LPGA, PGA of America



Richmond project construction starts

By MARK LESLIE
RICHMOND, Va. — Iron Bridge Park, which offers baseball, softball, soccer, tennis, football, basketball, handball, racquetball and trails for hiking and biking, is about to add perhaps the nation's first project specifically developed to be a First Tee facility.
Continued on page 32

First Tee breaks ground — literally

Continued from page 1

Officials of Chesterfield County, which borders Richmond to the south, voted 4-1 on May 27 to accept the Richmond First Tee Foundation's proposal to build an 18-hole golf course designed with youths in mind, along with a practice range and three-hole "tot" course. It will occupy 140 of the park's 360 acres and will be leased for 20 years to the foundation, with two successive 10-year renewals.

Chesterfield County's approval of the project follows an attempt by Richmond First Tee Foundation to build the facility within city limits. Organized by Richmond native Fred Tattersall, the foundation hoped to open by Memorial Day 1999 and be the nation's initial First Tee. But when talks with city officials bogged down and threatened that early opening, Chesterfield officials came forward.

"Frankly, we've been through such a battle to work a public-private partnership that we've lost a little interest in whether we're first in the country," said Tattersall, an investment counselor and money fund manager. "We just want to build it."

"What sold this course is that it's designed to teach youths how to play and it will be good for senior golf," said Chesterfield County Parks and Recreation Department Director Mike Golden. "I like the idea it's in line with the other youth sports facilities we have. A kid can go and play golf, soccer, football, baseball, or tennis. It might be one, one day and one the next. Or a family can go and one or two play golf, while the rest are at soccer practice. It's not uncommon for that to happen in other ways now."

Iron Bridge Park, Tattersall said, "is everything you would hope for in a park."

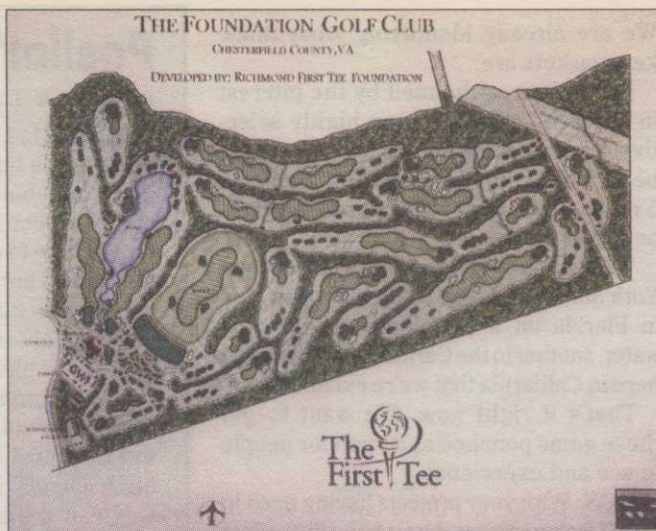
Besides that, it is located in seemingly a perfect position. Last year 440,000 people came to the park during the year. More than 1,100 youths live in the neighborhoods next to the park. There are 11 elementary schools, eight middle schools and four high schools within a 7-mile radius. And reportedly there are 4,000 people living in the poverty level in Chesterfield County.

"We think we've tapped into a great location," Tattersall said. "It's not an issue of moving to the wealthy suburbs of Richmond."

Richmond, meanwhile, was listed in July's *Golf Digest* as the worst of 309 small, medium and large U.S. cities for golfers because of its lack of facilities.

"It's going to be a spectacular project," said Tod Leiweke, executive director of the national First Tee program. "We have a deeply committed group there who have fought through an arduous public process, they're doing it for the right reasons and they're well organized."

Leiweke could not say whether Richmond's will be the first "from-scratch" facility to open. "We have 11 facilities that are extremely active," he said. "They are a mixed bag — a couple existing facilities to expand, a couple that are smaller, etc."



The layout of Chesterfield County's First Tee course, designed by Lester George of Colonial Design.

The Richmond First Tee Foundation has been working with local YMCA, Police Athletic League and Boys and Girls clubs, who have assured they will handle transportation to Iron Gate Park. It is 1-1/2 miles from a major YMCA summer camp that brings in a number of inner-city children and children at risk.

"The hope from the Y's standpoint and ours," Tattersall said, "is to offer the kids another alternative in the summertime."

Golden added that the county Parks and Recreation Department will schedule golf classes and outings at The First Tee facility through the school system.

Location was one of the sticking points with Richmond officials, who preferred one site over the property the foundation and PGA Tour wanted.

The foundation, which is handling the development without any cost to the county, may still partner with Richmond for a city facility, Tattersall said.

"We are still talking to the city and plan to have a site within the city," he said. "It obviously will not be done as quickly as had we been able to agree on matters earlier in the year. But, all along we thought multiple sites were preferable. Once you ask people to go further than 10 miles, it becomes not only a public-transportation issue, but a time issue."

When the Iron Park facility opens — around next Memorial Day — the foundation hopes to have announced the improvements to either an existing facility or other site in the city, Tattersall said.

Meanwhile, one reason to be the first facility developed from inception to be a First Tee layout, is that it can better tap into celebrities and public relations supplied by the PGA Tour, PGA of America, World Golf Foundation, Ladies PGA, U.S. Golf Association and others who are supporting The First Tee program.

A number of communities, existing courses and individuals are involved in refurbishing existing facilities. Here in Richmond, Tattersall and the foundation have raised \$2.5 million from private individuals — \$2 million to build the course and \$500,000 to operate the program for five years, after which it hopefully will be self-sustaining.

Others are contributing as well. Among them:

- course architect Lester George of Colonial Design in Richmond is designing the complex;
- golf course builder Quality Grassing & Services of Lithia, Fla., will bill the foundation as normal, then return the profits as a donation;
- Timmons Engineering, a local firm, is donating engineering services;
- Williamsburg (Va.) Environmental Group, Inc., is consulting on environmental issues at no charge;
- local lawyer John Cogbill is handling legal issues *gratis*;
- PGA Tour player and broadcaster Robert Wrenn of Richmond is donating time to give clinics and as a consultant.
- Mike Snyder of Photogrammetric Data Services in Charlotte, N.C., is providing aerial mapping and contour mapping services for free.

There was opposition to the proposal, leading to marathon county board meetings — one lasting until 1:30 a.m. and another to 4:45 a.m. Some 75 citizens spoke at the last session, half of them opposing the facility. Golden said mountain biking trails that will be displaced by The First Tee will be replaced with new trails to be built elsewhere. To neighbors who objected, he said that if the First Tee were not built, the land would be turned to lighted sports fields in the years ahead.

The First Tee and BLM sign management pact

WASHINGTON — Patrick Shea, director of the Interior Department's Bureau of Land Management, and Tim Finchem, commissioner of the PGA Tour and chairman of the World Golf Foundation, have signed a memorandum of understanding pledging to provide more opportunities for minorities and young people to explore careers in the golf industry, with an emphasis on environmental issues associated with the sport.

"This agreement will help bring one of the most wholesome, character-building, outdoor recreation activities to a more diverse America in a fashion that is environmentally friendly," said Shea.

"This partnership between the World Golf Foundation and the BLM, with its world-class outdoor recreation program, is extremely important to our efforts to identify locations for the development of First Tee facilities," Finchem said. "The BLM has been a strong supporter of golf and shares The First Tee's vision of creating golf facilities that provide affordable access for everyone, with a special emphasis on youth and minorities."

The memorandum of understanding supports First Tee efforts that are an integral part of a national golf initiative supported by a host of organizations, including the PGA Tour, LPGA, PGA of America, Augusta National Golf Club and The Tiger Woods Foundation. The First Tee is also designed to help make the game of golf more accessible to youth, particularly those from inner cities.

The BLM historically is one of the most golf-friendly federal agencies. Over the last 43 years it has taken actions authorized under the Recreation and Public Purposes Act of 1954 that have led to the creation of 40 golf facilities, including courses in such cities as Phoenix, Las Vegas, Albuquerque and Santa Fe, N.M., Portland, Ore., St. George, Utah, and Bismarck, N.D.

BLM is empowered under law to lease or provide title to federal lands to governmental entities at no cost when those lands are used for recreational or public purposes, such as golfing. The BLM is the largest land management agency in the country, with responsibilities for 268 million acres of surface land and about 568 million acres of subsurface mineral estate.

The four-page agreement specifically provides for the BLM to:

- Participate in activities that encourage inner-city and other youth to both play golf and pursue golf as recreation or tourism careers;
- Encourage golf facilities to operate in a manner supportive of wildlife;
- Develop criteria and management practices jointly with The First Tee initiative to encourage environment-friendly management of golf facilities;
- Cooperate with the World Golf

Continued on next page

Specialized Leveling for the Turf Industry

Laserturf offers a highly specialized service available directly to all sectors of the sportsturf industry. As an established company with a proven name we are continuing to develop our national network - offering...



- Time Saving
- Cost Effectiveness
- Quality Service
- Limited Franchises Available in Select Areas
Offer By Prospectus Only.

Laserturf

LEVELING

For Contract Services and Franchise Information
Tel: 706-353-8487
Laserturf USA Inc.
405 Belmont Road
Athens, Georgia 30605

Laserturf Leveling Continuing to Set the Standard