Texas seeks shelter from the heat

By Mark Leslie

Dallas — A typical day in August: The heat climbs to 101 degrees at noon, peaks at 104 around 4 p.m., drops back to 101 at 7 p.m., and slowly descends to 90 by midnight. The low for the day is 82, recorded at 3 a.m. Water levels on Falcon and Amistad lakes along the Rio Grande are 50 feet below normal; boat ramps look like they are sitting on a cliff.

With four to five hours above 100 degrees nearly every day from July deep into August, and with an inch or so of rain in more than two months, Texas cooked on a high simmer — to the point that lives were in danger when precautions weren’t taken.

That’s the human side.

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Creative management ideas abound at PGF

By Peter Blais

The “Build It And They Will Come” philosophy may work in the Iowa ballpark business. But in golf, it takes efficient management and creative marketing to get golfers past the bag drop area as the speakers at this year’s Management/Marketing Track of the Public Golf Forum can attest.

Six management/marketing sessions are on the line-up card at this year’s Golf Course News-sponsored business conference and expo for superintendents, owners, managers and developers of public-access golf facilities on October 26-27 at Rancho Las Palmas Marriott Resort in Palm Springs, Calif. The Management, Development

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