We need your help

We started doing this several years ago, calling the management firms we knew about and asking them to provide us a listing of their owned, leased and managed facilities. We were amazed at the response. The people who received that particular issue called to thank us and ask where they might get further information. Many others who hadn't received the issue apparently heard through the grapevine that we had published it and called to get copies, which we were glad to provide.

Inevitably we'd hear from a couple management firms that felt slighted their courses weren't listed. Those omissions were never a conscious effort on our part. Rather we usually just didn't know the company existed.

So, we're asking for your help.

If you operate a golf course management company, and your firm's holdings have not been included in our past management company lists, please contact us.

You can forward the information via e-mail to pbiais@golfcoursenews.com; or fax to Peter Blais at 207-846-0657; or by mail to Peter Blais, Golf Course News, 106 Lafayette St., Yarmouth, ME 04096.

Thanks for your assistance.

... Good to see that the Japanese economy is turning around. Troon Golf's entry into the Japanese market (see story page 35) is a strong indication that Asia's sleeping giant is about to reawaken from its too-long slumber.

Japan spearheaded Asia's golf boom during the late 1980s and early 1990s. New courses were built for tens of millions of dollars. Course memberships — sold like stocks and bonds are in the United States — traded for hundreds of thousands of dollars. Builders and architects flocked to the region to ply their trades.

When the economy slowed, golf development came to a virtual halt and memberships plummeted in value. The Japanese banks that financed golf course projects and management investments alike suddenly found themselves with mountains of bad loans.

Now that the Japanese economy is regaining its health, the banks can better handle the financial hit of selling off these under-performing assets.

Golfer's Creed

Golf has been good to me.

As a golfer, I will RESPECT and be good to the game of golf:

RESPONSIBILITY — I will follow the rules of the golf course and take responsibility for all of my actions on the course, including the safe operation of a golf cart and the responsible consumption of alcoholic beverages.

ETIQUETTE — I will abide by the rules of etiquette, awaiting the proper time to hit, refraining from foul language and boisterous behavior and generally conducting myself as a lady or gentleman on the course.

SENSITIVITY — I will be sensitive to the environment and the course where I play and to those who maintain and manage it.

PACE — I will keep up with the group ahead and maintain an appropriate pace of play.

EDUCATE — I will do my best to educate other golfers on the principles of this creed, by sharing it and living up to it at every opportunity.

CONDITIONS — I will strive to leave the course in better condition than I find it, by fixing my ball marks (and those of others), replacing my divots, raking bunkers, and properly disposing of trash.

TRADITIONS — I will embrace the rules and traditions of this ancient and honorable game and respect my fellow golfers and the courses we are privileged to play.

Continued on next page
What does one golfer’s round today amount to? The $20 or $50 or whatever they pay for a greens fee today? Not by a long shot. Multiply that round by 20 a year for 30 years; add three golf balls per round, a golf shirt a year, a pair of shoes every five years, a set of clubs every 10 years...

Keep on adding. Or subtract. For many managers, this is their choice to make.

Here’s another idea, thanks to Marty Kavanaugh, now a VeeP with the PGA of America in Palm Beach Gardens, Fla. When he was in charge of a half-dozen courses in Cincinnati, Marty instituted a special program for his teaching pros. New golfers, Marty said, feel the same walking out on a golf course as he felt when he began dancing lessons with his wife: self-conscious and embarrassed. The dancing instructor worked with beginners personally in a private room until they felt comfortable enough to dance in the ballroom.

Marty sent all his teaching pros for dancing lessons so they could feel the way new golfers feel, and thus empathize with them. The beginners would not venture out to play the course until they felt comfortable about it. Marty found a great success with this.

Women and youths are huge, largely untapped groups for the game of golf. How often do women walk into the game and do an abrupt turnaround because they were not met with a welcome mat and an understanding assortment of pros and fellow golfers? Too often.

Ditto for kids. Hats off to the World Golf Village, the PGA of America and others supporting First Tee programs around the country. If only there were more.

A friend of mine who owns and operates an 18-hole daily-fee course near my home offers free golf lessons for youths every week. That’s a smart move that many courses could make.

Who is the future, after all, for the golf industry? Could have been those teenagers that your ranger just soured to the game by his sour attitude. Could have been those inner-city kids who will not get a chance at a First Tee facility because of a dumbfounding city council; after all, look at the hoops through which the Richmond, Va., city leaders made their creation, Hawktree Golf Club, with a group of his old school pals:

“You know intimate things about the course, so you can really mess with them. You can point them in the wrong direction, start reading the putts for them. Then they don’t know whether they should believe you or not believe you. At that point they’re yours.”

Seriously, he added: “Playing with them gave me a great deal of satisfaction. They were all giving me a hard time about my job. Those are your true friends who make you feel your worst, but at the end of the day they’re happy for you.”

“I believe we are on an irreversible trend toward more freedom and democracy — but that could change.” — Vice President Al Gore on May 22, 1998.

Let us serve you

Continued from previous page

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At EarthWorks We Understand The Big Picture.

Understanding the big picture is what EarthWorks is all about. We’ve spent close to twenty years formulating nothing but natural organic products. What we’ve learned is, with a good soil management program and EarthWorks products, problems are solved.

For starters, we analyze your soil to determine exactly what it needs. Then it’s time to feed your soil giving it the strength it needs to balance the chemistry, biology and physical structure. The EarthWorks Replenish 5-4-5 is the most complete fertilizer available anywhere. Using a blend of biologically active egg layer poultry compost, a host of rock minerals and a combination of both short and long chain carbon sources, it makes for better soil, stronger roots and a healthier and better plant. Get the picture?

For a catalog of our complete line of liquid and granular natural organic products, give us a call today at 800-732-TURF or look us up on the web at www.soilfirst.com.

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