



The National Club Association's Steve Alberg talks taxes to course owner-operators during the National Golf Foundation's eastern daily fee seminar in St. Charles, Ill. Alberg summarized the effort his organization had been making in the private sector to fight higher taxes.

see that in your lessons."

Most importantly, though, Essig stressed the effort the teacher must make to listen to his golfers. "They want to tell you about their game," he said.

Bertoni, a former superintendent and now employee of a turf chemical firm, spoke on how cheap maintenance can cost too much in the long run. "Well-conditioned courses make money. Preventive programs are important," Bertoni said. He alluded to the philosophy that golfers will not play a poorly maintained facility if they can go to one in good shape.

From the architectural side, Packard and Kidwell attempted to illustrate their belief golfers will pay to play more challenging, exciting layouts. A master plan of redesign can easily be adapted for any facility, according to Packard. Such a plan would take into account needed improvements on a priority listing, plus a significant focus on costs.

Wiren, who self-admittedly was the most commercial of all the speakers, made the biggest pitch to the owners. Backed up by a film presentation, Wiren made a strong sale for the PGA club professional at the public facility. His point was well taken, since his own association's figures show that of all the daily fee courses that could hire PGA pros, only a little more than 26

percent do. Daily fee facilities number the largest percentage of all golf operations in the nation.

There were even some success stories for the owners to look at as something to shoot for. John Coghill, Silver Lake Country Club, Orland Park, Ill.; Bob Billings, Alvamar Hills Golf Club, Lawrence, Kan.; and John Urban, Urban Hills Country Club, suburban Chicago, told of the prosperity enjoyed by each of their operations.

Hard data about the golf equipment industry was supplied by Phil Odeen, vice president of marketing for Wilson Sporting Goods. Odeen gave the owner-operators a bearing on where the equipment business is going in regards to their pro shops.

Litigation brought on by pro-shop competing sporting goods dealers had cut into much of the time of the manufacturers, but Odeen commented that a recent decision in a Chicago federal district court for the "pro-only" policy would have significant impact on pending suits in Buffalo and Kansas City and any other anti-trust cases against the manufacturers that may come along.

Property and real estate taxes remain the biggest headache for the course owner to handle and Steve Alberg from the National Club Association was on hand to tell how those same taxes were affecting the private club sector. Most startling aspect of the tax crunch was Alberg's figure that nearly 22 percent of the nation's clubs/courses are on the verge of liquidation due to the tax burden.

Many times, courses have not convinced local and state taxing authorities that they are an asset to their communities. This is especially true in the impact a golf course has in raising the value of homes in an adjacent area.

When all the seminars were concluded, the NAPGC sat down and went to work on its second national meeting in history. Many of the organizers of the group admitted not much had been accomplished the first year and the biggest problem many of them had was finding out what was going on in their own organization.

NAPGC President William Saunders, National Golf Courses, Inc., Honolulu, never really outlined what the organization was attempting to do, as much as emphasizing that the group's success hinged on getting more members. There are

less than 100 course operators involved now.

For continuity, the membership decided to keep the original set of officers and directors for another term. They are: Saunders, president; Bill Lyons, Lyons Den GC, Canal Fulton, Ohio, vice president; Roy Moore, Golf Management & Planning, Inc., Seattle, secretary-treasurer; Darl Scott, Gull Lake View GC, Richland, Mich., director-at-large; Joe Jemsek, St. Andrews GC, West Chicago, Ill., director-at-large; H. Bailey Trull, Trull Brook GC, Tewksbury, Mass., northeast region director; Art Young, Holiday GC, Stuart, Fla., southeast region; Lanny Snode, Tannenhauf GC, Alliance, Ohio, midwest director; James Dorian, Hidden Lakes G&CC, Derby, Kan., Rocky Mountain region director; Wallace Staatz, Hi-Cedars GC, Orting, Wash., Pacific northwest region director; Pat Markovich, Franklin Canyon GC, Pacific southwest region director; Duffy Moore, Cedar Valley GC, Guthrie, Okla., southwest director; and Russell Wiley, Washington, Pa., director-at-large.

Strength in numbers will be the focal point for the organization in '77. Saunders, the officers and the directors have pledged to make a concerted effort to get more courses involved. Each director will be working in his own region with the regional director of the National Golf Foundation to solicit more members.

Meeting the problems of the day in fighting higher taxes, additional government regulation, while finding better ways to do business are serving as the basics for the NAPGC. Some critics of the group have remarked that the weakness of the organization is its lack of state-by-state owner associations and how a national could be built through them, much like the PGA, CMAA, and GCSAA.

Builder Siemens watches every detail

Nick Siemens is a man with a watchful eye. For more than 10 years and at more than 65 course sites, he has been a man who believes in carrying out specifications to the letter. There is little doubt he is one of the top course builders in the nation.

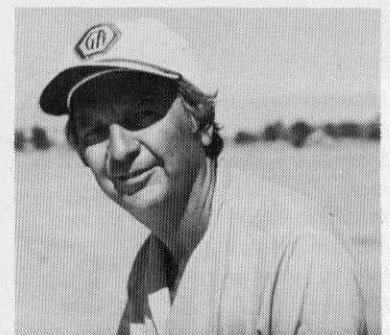
His colleagues were so convinced of his talent, they voted him

their association president this past year. Along with coordinating his busy schedule between job sites, Siemens has enjoyed his year as head of the Golf Course Builders of America.

This month Siemens ended a well-run term by handing his gavel over to the new chief executive of the GCBA, Eugene Brown of Greenville, N.C.



With more than 65 course construction projects under his belt in the last 10 years, Nick Siemens (above) is one of the most active builders in the industry. His term as president of the Golf Course Builders of America has been a fulfilling one, he says. Irrigation is the business of consultant Don Burns. Thought of as an expert in the field, Burns, a Nebraska native, is active on projects primarily on the west coast and Hawaii. He has worked with Nick Siemens on several courses.



"We consider ourselves a real friend of all in the business, especially the architects," Siemens told GOLF BUSINESS in an interview in Palm Springs, Calif. "Qualified builders are a necessity today. There are no shortcuts anymore and it is so important to know and be able to ask the right questions at the right time."

On this current job site, to be called Rancho Las Palmas, Siemens was building a 27-hole facility within a 360-acre tract for



Moving tons of earth is handled by the million dollar equipment Siemens rents out for his projects. This particular Caterpillar machine is one of the largest earth movers available. Massive pipe is laid to bring in the water to the Rancho Las Palmas course site. When finished, the 27-hole facility will be part of a resort hotel complex managed by the Marriott Corp. Siemens says irrigation is critical in the arid Palm Springs, Calif., area.

the Sunrise Corp. in conjunction with a resort hotel development of the Marriott Corp. "There are so many hidden benefits a course owner can get when hiring a qualified builder. An experienced man will only use quality and proper materials."

The influx of so many un-

qualified and what Siemens calls "non-golf people" into the building ranks over the last decade has seriously hurt the standing of those builders with experience. "A lot of these local contractors are not quality control conscious," the California native added.

One tip from Siemens to the owner or club thinking about additions or improvements. Be sure to get a builder who is bonded. There have been cases in the past in which a builder has gone bankrupt after the start of a job and an owner has had to pay bills twice: once to the builder before the financial problems, and then to the supplier, who may have not received payment from the builder.

Most notable in Siemens' operation is his attitude of getting the best people to supervise and coordinate his jobs. Marvin Orgill is the project manager on most of the sites, and his experience takes a lot of the day-to-day pressure off Siemens. Don Burns is an independent irrigation consultant Siemens has utilized several times on other projects, and Burns is probably one of the top two irrigation specialists in the nation.

Although the technology of irrigation would escape the layman, Burns' experience has pushed him into a pains-taking walk around many course sites. Burns treks around the site figuring out what he calls his "coefficient of uniformity." He makes sure each sprinkler head and its irrigation capabilities is directly related to every other head in the system.

Burns makes a detailed map of the system for the superintendent and course ownership, so they know where each head is located exactly. Many plans at many

courses today are not worth the paper they are printed on, but Burns' "As-Built" plan takes a lot of time and detail, and he stakes his reputation on it. Siemens does, too.

"Irrigation is such an exact science," Burns said, "the consultant must be sure the system is workable, especially in these dry climates. Today, poor workmanship and planning have the heads either too far apart or too close.

Watching over the specifications of the architect and spending hundreds of thousands of dollars on a project, Siemens is a demanding perfectionist and a man who questions owners and clubs that don't use professional builders. "There are always people around with a pickup and a wheelbarrow who try to pass themselves off as professional builders. Much to the dismay of the owner, when all is said and done, another second or third rate course is left on the market."

GB EDITORIAL BOARD

Superintendent honor goes to Dave Harmon

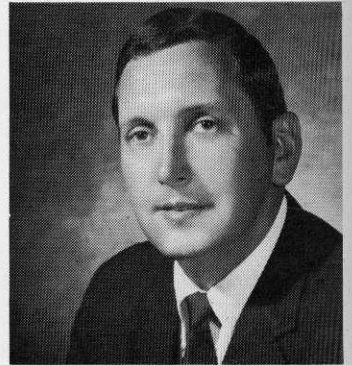
Adding to a number of awards he has already received, GOLF BUSINESS editorial advisory board member Dave Harmon was recently honored by the Old Dominion GCSA as its Superintendent of the Year.

In charge of recreational maintenance at Colonial Williamsburg in Virginia, Harmon's responsibilities include the upkeep of the Golden Horseshoe and Spotswood courses.

His award was given on the basis of work he had done on the local, regional, and national levels. He is currently president of the state turfgrass council, secretary-treasurer of the Old Dominion GCSA chapter, and a member of the GCSAA education committee.

Los Angeles manager new member of panel

Like anywhere else, people come and go in industry. The same is true for the golf business. When Tom Carroll left the ranks



James Brewer

recently, GOLF BUSINESS had to find a replacement for the club manager section of its editorial advisory board.

With 18 years in the business, James Brewer has served the industry well, especially since taking over in 1969 as general manager at the Los Angeles Country Club.

Among his accomplishments in the golf business, Brewer has served as the president of the Southern California CMAA, as a past director of the National Club Association, co-founder and current vice president of the California State Club Association, a past regional director of the CMAA, and current chef-training advisor at the Los Angeles Trade Technical School.

Brewer's addition to the board also gives the GOLF BUSINESS panel a better geographic distribution throughout the nation.

COMPANIES

Po-San project plus for Mallinckrodt

Fighting *Poa annua* gets to be a full-time job for many superintendents, but a free, introductory program instituted by Mallinckrodt might give turfgrass managers some much-needed assistance.

A growth retardant for post-emergent control of fairway *Poa*, Po-San will keep *Poa* down and give a better chance for overseeded grasses to take hold. The Mallinckrodt program offers a small package of Po-San free to superintendents looking into a control program.

Mallinckrodt says Po-San will hold back aggressive growth of *Poa*