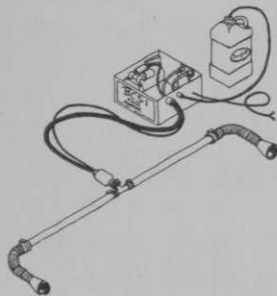




Viewpoint

Foam marker

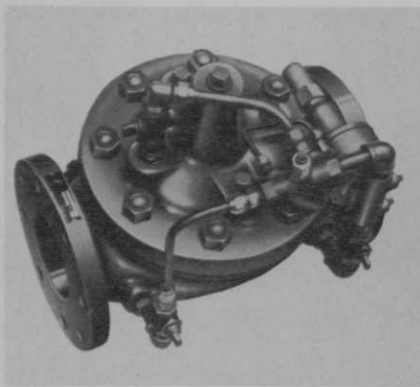


Adjustable frequency and duration

The BCS-1 Foam Marker drops tennis ball size balls of harmless foam that marks your progress. Mounted at each end of the spray boom are foam accumulators that enable one to spray without overlap, using the foam balls as a guide. Frequency of foam balls dropped is adjustable. The foam concentrate can be mixed to make the foam balls last for longer or shorter periods of time.

Write 208 on Reader Service Card

Pressure relief valve



Maintains constant pressure

The Cla-Val 50-01 Pressure Relief Valve is designed to maintain constant upstream pressure within close limits. It is used in pressure relief, back pressure or pressure sustaining functions. In operation the valve is actuated by line pressure through a pilot control system, opening fast to maintain steady upstream pressure but closing gradually to prevent surges.

Write 202 on Reader Service Card



As Jim Brooks said in the Publisher's Point, the National Club Association's Legislative Conference left a positive feeling that Washington is going to "get off our backs", from a standpoint of unnecessary regulation. As always, when I hear political rhetoric, I'll believe it when I see it, but I do believe the pressure is on for these changes to happen.

The most impressive part of the meeting, however, was that people were there who cared about their industry and were making their voices heard. Many influential people, including Joe Black of the PGA, Don Rossi of NGF, Frank Underwood from the Golf Course Builders Association, Ted Nugent of American Society of Golf Course Architects, John Loupheimer of USGA, and Jim Maser, President of Club Corp. of America, which just bought Firestone CC and owns 97 other private clubs and Mike Bavier and James McLoughlin of GCSAA were there. And so were the Congressmen, listening and speaking! Jim and I had lunch with Congressmen Ralph Hall and Jack Hightower, both Texas Democrats, and both were interested in helping the NCA. The face-to-face contact was great, but also is the fact that many poll their constituents by the mail that they receive. We may get lucky and get helped in spite of ourselves, but if we don't speak out, it's going to be hard for someone to hear us!

Reading the newspaper tonight, I saw an editorial on the direct mail people who can now hotline it to thousands of people with requests for \$15, convert it into lobbyists, and change things. Chemicals, when lumped into the big group, have a bad image right now. And that is the side that is played up to the press who grab hold of it and run. If we remain apathetic, the superintendent might just become an "endangered species", as Stan Fredrickson, with Mallinckrodt, indicated in a recent article in A Patch of Green, the Michigan & Border Cities GCSA publication. Stan pointed out that many

important chemicals are gone. For whatever reason. Have you ever seen the final results on 2,4,5-T? Will anyone ever? Is it safe or not? It's gone. Incentive for development by industry is gone. The millions of dollars it takes to overcome the regulations just don't seem worth it to them.

What to do? Something—anything! Start by writing a letter, then get on the band wagon and convince anyone else you know who is connected with a golf course to write. IPM just doesn't have the biological tools yet to go it without chemicals.

Just to see if you're on your toes today, what do you think of changing superintendent to course manager? If you're going to form a troika with the club manager and the professional, why not have a comparative title? You manage a budget, you manage an inventory, you manage people. . . true or not? I've seen this brought up a couple of times now, and it's going to be brought up more often. It's something to think about.

This issue of Golf Business combines June and July. It is an economical move during, what for us, is the slow summer months. It's dual purpose is also to bring you relevant material, in a concise manner, that you will have time to read during your busiest season.

I continue to amaze even myself. Here I've motivated you, gave you something to think about, and gave you a break, all in the same two columns. Take this issue to lunch with you today and look it over. Then read it and let me know what you think.

Editors typically have a problem in that when we're in the office, we ought to be out hustling, and when we're out hustling, we ought to be in the office. Getting letters from readers makes it seem like you're out hustling while you're setting in the office!

Stan Fredrickson