NEUMANN from page 2G

cost of laying a pipe to get it to
the course was too expensive.

The course did experience
some runoff problems during
grow-in. Once, Neumann recalls,
he was roused from a deep sleep
by a caller informing him that
the course was flooding the
municipal airport located across
the highway. Rushing to
Highlands, he discovered one
stuck sprinkler head.

Neumann says he was skepti-
cal when the course’s ET-based
control irrigation system began
operation.

“However I find myself relying
more and more on it,” he says.
“I’ve also found that we can save

somewhere in the neighborhood
of 25 to 30 percent of our water
costs by relying on the ET-based
system to make the decisions that
I had been making in the past.”

Neumann says he’s pleased,
and a little bit surprised by how
well golfers have accepted the
changes at the course.

“Areas that we didn’t think
would be acceptable at a munici-
pal golf course have become the
talk of the golfing community,”
says Neumann.

“If I firmly believe that environ-
mentally sound management
practices are economically sound
management practices, too.”

Supers included in new
cooperative buying alliance

If a cooperative purchasing program can
work for colleges and universities, why not
for country clubs? Or for professionals at
those clubs, like golf course superinten-
dents?

Why not indeed, wondered Jeffery
Dykehouse who, earlier this year, formed
the United States Country Club
Association (USCCA) to do just that.

In 1994, he worked with a similar pro-
gram administered by the Midwestern
Higher Education Commission for post
secondary schools. “I saw how the process
worked and, being a golf fanatic, I did
some research and found out no one is
offering a comprehensive cooperative pur-
chasing program to private clubs,”
Dykehouse tells LM.

As its name indicates, the USCCA is
accepting membership applications from
private country clubs for charter mem-
bership through August 31. It’s marketing
services to a 10-state region: Minnesota,
Wisconsin, Illinois, Indiana, Michigan,
Ohio, Pennslyvania, Virginia, New Jersey
and New York. Dykehouse says there are
about 1450 private clubs with golf courses
in the 10-state region, but private clubs
from elsewhere can join too.

Dykehouse tells LM that interest from
country club general managers is strong
for USCCA’s Cooperative Alliance for
Purchasing (CAP).

Fundamental to making CAP work will
be the development of member advisory
committees. Separate committees will be
set up for each product or service provided.
The committees will be made up of general
managers, golf pros, superinten-
dents, and other leaders responsi-
ble for each area of business.

A Maintenance Equipment
Committee made up of superinten-
dents would then, for instance,
assist with developing a survey for other
member superintendents that determines
just what types of products or services
they would like to pursue for costs savings.

Initially, Dykehouse says, general man-
agers and superintendents have indicated
interest in insurance programs, main-
tenance equipment, fertilizer and chemicals,
and golf cars. After the membership says
just what it wants, USCCA takes that infor-
mation into the marketplace and negoti-
ates with purveyors and manufacturers.

“It’s real important for us to include
our members in every step of this pro-
cess,” says Dykehouse.

USCCA will also
be building a Resource
Sharing Program whereby superinten-
dents can share the cost and use of main-
tenance equipment that would otherwise
be too expensive for a single club.

Another benefit to members will be
USCCA-coordinated regional meetings for
member clubs and their staffs.

The USCCA strives to compliment
other industry organizations rather than
compete with them, adds Dykehouse,
founder and president.

For further information contact:
USCCA, 500 Cascade West Parkway, Grand
Rapids, MI 49546; (616) 949-9411.