

TURF NEWS

ROUNDUP

Golf Summit helps identify apathy as major hurdle

From comments by state officials and bureaucrats who addressed a Florida Golf Summit in Tampa, Oct. 3-4, golf courses soon could be on the receiving end of several broadsides from water management districts and the Florida Legislature.

The industry may be easy prey unless the Florida Golf Council grows and gets stronger.

The council, a relatively new confederation of people who believe in the positive economic value of golfing and golf courses, sponsored the Summit with hopes of finding ways to effectively unify and mobilize concerned people to go out and recruit others to join the cause.

The summit, held simultaneously with the 16th annual Water Management Conference, heard ideas such as:

- All golf courses should be forced to use "recycled water" (sewage effluent) and pay the entire cost of installing distribution lines and pumping the effluent from the various public water facilities — plus pay a per gallon fee for using the recycled water. This notion was strongly voiced by David York, director of reuse for the state Department of Environment Regulation.

- A proposal by Rep. Sandy Safley (R-Pinellas County) to create a state water fee for all users of water at 10 cents per thousand gallons. Safley said his intention was that most users, including residential users and golf courses, would pay but agriculture would be exempted from about 90% of the fee.

Apathy and inaction, especially among golf course owners, shows the industry



Florida Golf Council Executive Director Bobby Brantley

may not be able to prevent the financial and restrictive disaster it faces — unless things change quickly.

Those conclusions were reached by many at the Summit.

The Council, which hopes to effectively lobby against unreasonable law-writing by legislators and over-restrictive rule-making by bureaucrats, has been served by leaders such as Chairman Raymon Finch, owner of Emerald Dunes in Palm Beach County, and Executive Director Bobby Brantley, former state lieutenant governor.

Even though there was concern about the slow response of many golf courses to join and support the council with membership fees, those present agreed to work hard to recruit new members and make the council work.

Among those making the strongest defense of the golfing industry and its positive benefits for the state were FGCSA President, Tom Benefield (see Page 31), and Tim Hiers, an FGCSA past president and committee chairman for governmental affairs.

Hiers was one of several individuals receiving special recognition from Brantley for his assistance and hard work over the past year — the first year — of the Florida Golf Council.

ALSO

Florida has more golf courses and more golf holes than any other state but it doesn't have the most golfers 10

Golf course design and maintenance practices are two factors which heavily influence the speed of play 12

The 63rd International Golf Course Conference and Trade Show sponsored by the GCSAA is expecting a record-breaking crowd to fill the New Orleans Convention Center, Feb. 10-17. 12

State ranks fifth in total number of golfers but is a modest 24th in resident percentage

Florida has more golf courses and more golf holes than any other state — and its lead is widening — but it doesn't have the most golfers and the state's participation rate — percentage of residents who play golf at least once a year — barely makes the top half of the rankings, according to the 1990 Golf Participation Report recently released by the National Golf Foundation.

California has the most golfers with 2.8 million, according to the biennial NGF study. Florida ranks fifth with 1.37 million.

Minnesota leads the nation in participation: 21.2 percent — more than one resident in five play golf. But only 12.3 percent of all Floridians play the game, putting the state 24th in participation.

Nationally, the total number of rounds played in 1990 increased by 6.9 percent to 502 million.

"Core golfers" — those who play eight or more rounds a year — have increased by 4.4 percent to 11.8 million.

The NGF segments the U.S. golfing population into three categories — core golfers, occasional golfers (those age 18 or older who play fewer than eight times a year) and juniors (those age 12-17 who play at least one round a year).

Together these three segments total 27.8 million. Exactly half (13.9 million) are "occasional golfers," 42 percent are "core golfers" and 8 percent are juniors.

"Of these three segments," says NGF Senior Research Director Mike Russell, "the core golfer is undoubtedly the most important to the U.S. golf industry and economy.

"Occasional and junior golfers are important to the golf industry not only for what they already contribute to the overall golf economy, but also for the potential they hold for becoming core golfers."

Other highlights of the report:

- Since 1986, rounds played have increased at an annual compound rate of 4.6 percent (from 418 to 502 million)... participants at a rate of 8.7 percent (from 19.9 to 27.8 million).

- As in prior years, the 1990 survey shows that a majority (70.3 percent) of the rounds played in the U.S. are being

recorded at public facilities. By the same token, it shows also that, on average, private club players play more often (24.6 vs. 16.2 rounds per year) than do those who play at public facilities.

- Last year, the total U.S. golf population increased by 3.6 million (14.9 percent). Each segment experienced increases as well: core golfers by 500,000 (4.4 percent); occasional golfers by 2.5 million (21.9 percent); and juniors by 577,000 (40 percent).

- Hispanics comprise 2.5 percent (694,000) of the U.S. golf population, while blacks account for 2.3 percent (650,000) and Asian/Pacific Islanders for 0.7 percent (192,000).

- Of the 2.8 million people who played the game for the first time this year, 1.2 million or 43 percent were women. This compares to 1989 when 41 percent of all new players were women.

- Seniors (age 60 and older) constitute a much higher percentage (22.5 percent) of core golfers than of occasional golfers (9.1 percent). In addition, although the number of senior golfers is currently holding steady at approximately 3.9 million, they are on a decline as a percentage of the overall U.S. golf population... 14.1 percent in 1990 as compared to 16.5 percent in 1986.

- The national participation rate (percentage of U.S. population that plays golf) increased from 12.0 percent to 13.5 percent in 1990. The highest rates are found among those in their 20s and 30s. Participation in these two age groups are 16.3 percent and 16.2 percent respectively.

"One of the more intriguing statistics for 1990 is the 40 percent growth in junior golfers," noted Russell. "It prompted us to undertake a follow-up telephone survey of golf facilities and junior golf programs, and we discovered that there was indeed an upsurge in juniors taking up the game in 1990... especially among females."

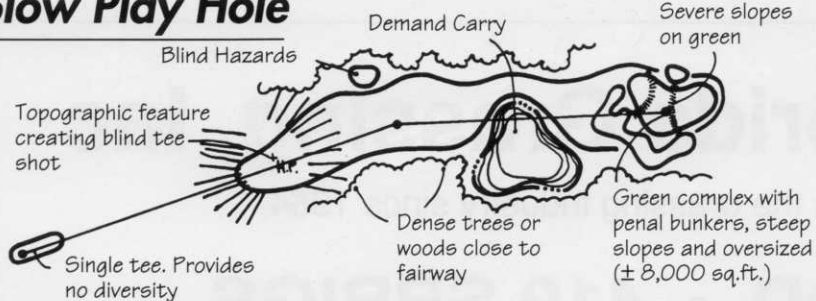
The NGF's 1991 golf participation survey was conducted in January 1991 by Market Facts Inc. of Chicago. A total of 58,292 individual responses were obtained from more than 24,000 households.

Participation Rate

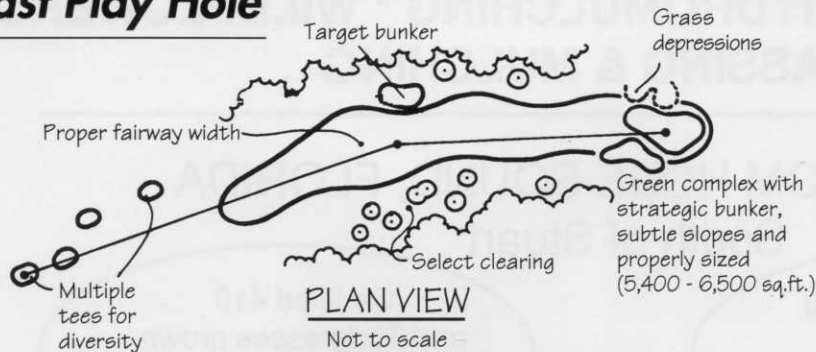
Percentage of residents who play golf

1.	Minnesota	21.2
2.	Utah	21.0
3.	North Dakota	19.3
3.	Wisconsin	19.3
5.	Wyoming	17.4
5.	Iowa	17.4
7.	Idaho	17.0
8.	Michigan	16.9
9.	Illinois	16.0
10.	Ohio	15.3
11.	Nebraska	15.0
12.	Colorado	14.5
13.	Massachusetts	14.3
14.	Kansas	13.8
14.	Indiana	13.8
16.	Arizona	13.7
17.	New Mexico	13.6
17.	Montana	13.6
19.	Washington	13.4
20.	Nevada	13.0
20.	South Dakota	13.0
22.	Oregon	12.9
23.	Connecticut	12.8
24.	Florida	12.3
25.	California	11.8
26.	Missouri	11.7
27.	Vermont	11.6
28.	Kentucky	11.1
29.	North Carolina	11.0
29.	New Jersey	11.0
31.	New York	10.9
31.	Rhode Island	10.9
33.	Pennsylvania	10.8
33.	Maine	10.8
35.	Texas	10.5
36.	Maryland	10.0
36.	South Carolina	10.0
38.	Oklahoma	9.6
39.	Georgia	9.5
39.	New Hampshire	9.5
41.	Virginia	9.4
42.	Delaware	9.3
43.	West Virginia	8.8
44.	Tennessee	8.5
45.	Alabama	7.9
46.	Louisiana	5.6
46.	Arkansas	5.6
48.	Mississippi	5.3
49.	Dist. of Columbia	4.0

Slow Play Hole



Fast Play Hole



Design helps control tempo

A slow-playing hole, top, often has narrow landing areas, blind hazards and sloped, oversized greens, which can result in fewer rounds played, according to Tom Clark, president of the American Society of Golf Course Architects. A fast-play hole design, featuring visible target areas, properly placed bunkers and hazards and smaller greens, can help speed play.

Architects say golf course design, maintenance affect speed of play

Golf course design and maintenance practices are two factors which heavily influence the speed of play, according to the Tom Clark, president of the American Society of Golf Course Architects.

When players get hung up in tall grass, water, trees or sand, play often slows to a snail's pace, resulting in fewer rounds completed and, particularly for public courses, less revenue than expected.

"A well-designed, well-drained course with visible target areas, properly placed bunkers and water hazards, and smaller greens will usually play fastest," said Clark. "The key is to challenge the player without overwhelming him with hazards and slowing play considerably.

"Getting out of the bunker may take two or three shots and then the player has to rake the area. To speed play, we are designing more grass depression bunkers instead of the traditional sand bunkers. Interestingly, pro players seem to have more problems with grass bunkers than the average player."

Clark also recommends holes be designed with only visible targets, eliminating blind shots, which often end up in the rough or out of bounds.

"Seeing the target is 90 percent of speeding up play," he said.

Oversized greens and poorly maintained water hazards can also slow play.

"We used to design greens as large as 9,000 square feet," said Clark. "Smaller greens, though still a challenge, usually require fewer putts and less time spent lining them up."

The banks of water hazards should be bulkheaded or otherwise kept clean, without weeds or dense grass to hide a ball, he said. Time spent looking for balls slows play considerably and Clark recommends clearing and maintaining wider landing areas.

"Many courses save on maintenance by not mowing certain areas but what they may save in maintenance, they will lose in the number of rounds played."

63rd International GCSAA Conference and Show will convene Feb. 10-17

A record-breaking crowd of golf course superintendents, owners and operators from around the world is expected to fill the New Orleans Convention Center Feb. 10-17 for the 63rd International Golf Course Conference and Trade Show sponsored by the GCSAA.

NFL Hall-of-Famer Terry Bradshaw will keynote the opening session Feb. 13. Singer Kenny Rogers will entertain at the closing banquet.

The eight-day convention will feature 60 educational sessions and seminars, a three-day trade show, the association's annual meeting and election of officers and the traditional closing gala banquet.

Educational topics will range from golf course restoration to protection of water resources.

Nearly 600 manufacturers and distributors of golf and turf industry products, supplies and services are expected to exhibit at the trade show, which runs Feb. 15-17. Ranked as one of the 120 largest shows in the United States by *Tradeshow Week Magazine*, the exhibits will be open for a total of 20 hours over three days.

Immediately preceding Rogers at the banquet will be the presentation of the annual Old Tom Morris Award, GCSAA's highest honor, which is given to "an individual who, through a continuing selfless commitment to golf, has helped to further the game with the same dedication and inspiration demonstrated by Old Tom Morris. Previous recipients include Gerald Ford, Bob Hope and Arnold Palmer.

The 1991 conference in Las Vegas attracted 16,400, including about 1,400 international visitors representing 46 countries outside the United States.

Playing during the convention's first two days (Feb. 10-11) is the annual GCSAA Golf Championship, contested over several golf courses in Ponte Vedra Beach, Fla. A field of 350 will compete for individual and chapter team honors. Representing the Florida GCSAA will be Jim Osburn, Fred Klauk, Dave Oliver and Buck Buckner.

National Golf Foundation sets Golf Summit 92 in Orlando, Oct. 21

Golf Summit 92, the U.S. golf industry's fourth biennial leadership conference, will take place Oct. 21-23, 1992 at Marriott's World Center in Orlando.

The National Golf Foundation has conducted these industry meetings since 1986 when 250 golf industry executives gathered at the Westchester CC in Rye, N.Y.

More than 600 industry representatives attended Golf Summit 90, to exchange ideas and gain insights on the challenges and opportunities impacting golf's growth in the 1990s.

"The increase in attendance and interest over the years has been gratifying," said NGF President Joe Beditz.

"As we enter the planning stages of Golf Summit 92, we hope to develop an agenda that is both timely and of importance to the many industry segments we serve," he said.

Golf Summit 90 was held at Marriott's Desert Springs Resort in Palm Springs, Calif., last November.

Some of the topics included the interaction of supply (golf courses) and demand (players), environmental and other issues impacting golf course development, the growing international market, and opportunities for increasing women and minority golf participation.

Those interested in attending should contact the Golf Summit 92 office at NGF, 1150 S. U.S. One, Jupiter, FL 33477; phone 407-744-6006.

(305) 581-0444

SPREAD-RITE, INC.

CUSTOM SPREADING
FERTILIZER • DOLOMITE • ARAGONITE

LAMAR SAPP

6001 S.W. 19th STREET
PLANTATION, FL 33317
MOBILE: (407) 479-9417



Environmental Waterway Management... "Preserving Your Liquid Assets"

Water, water, everywhere...it's the number one visual and recreational amenity at golf courses, apartment complexes, corporate parks, state parks, cities, and developments throughout FLORIDA—and Environmental Waterway Management's "Aqua-Technicians" and Biologists are specialists in keeping your waterways clean, healthy, and attractive!

Environmental Waterway Management can provide you with ALGAE & Aquatic Weed CONTROL, Floating Fountains, Lake Aeration, Wetland Planting, Fish Stocking and Much More.

For a FREE site analysis, contact

Environmental Waterway Management

East Coast Branch Office
5000 Oakes Road, Building H Fort. Lauderdale, FL 33314
(305) 581-2994 FAX (305) 791-9116

Central Florida Branch Office
4075 L.B. McLeod Road Suite C Orlando, FL 32811
(407) 843-7887
FAX (407) 843-7791

Gulf Coast Branch Office
2147 Porter Lake Drive Suite C Sarasota, FL 34240
(813) 371-8081
FAX (813) 378-9024

Tampa / St. Petersburg / Clearwater Branch Office
1-800-832-LAKE

© 1991 Environmental Waterway Management



DUDA SOD

CertiTurf
THE QUALITY GRASS

Tifway 419

Floratam

Bitter Blue

FX-10



Zellwood 904-383-6111	Cocoa 407-636-3966	Ft. Pierce 407-461-0962
Oviedo 407-365-2189	Ft. Lonesome 813-633-1447	LaBelle 813-675-0545
		Clewiston 813-946-0198

DUDA
A. Duda & Sons, Inc.

1-800-FOR-DUDA





GCSAA President Stephen G. Cadenelli, CGCS, (front, left) assists Chester Mendenhall, a GCSAA past president and the only surviving charter member, in the ribbon-cutting for the official dedication of the association's new international headquarters in Lawrence, Kansas. Also

present for the Sept. 7 ceremony are current and past members of the GCSAA board of directors, from left, John M. Schilling, executive director; William R. Roberts, CGCS, vice president; Randy Nichols, CGCS, secretary/treasurer; Gerald L. Faubel, CGCS, immediate past president; Joseph G. Baidy, CGCS, director; (behind Mendenhall) Gary T. Grigg, CGCS, director; Charles T. Passios, CGCS, director; Dennis D. Lyon, CGCS, past president (1989) and John A. Segui, past president (1988).

GCSAA dedicates new headquarters building in Lawrence, Kansas

GCSAA members and officials, golf industry VIPs and local dignitaries all helped dedicate the Golf Course Superintendents Association of America's new headquarters in Lawrence, Kansas Sept. 7, ending a two-day celebration of the organization's 65th birthday.

"This building is a symbol," said GCSAA President Stephen G. Cadenelli, CGCS. "It is more than brick, mortar and steel. It is a symbol of how far this organization has come in a relatively short — but also long — time.

"More importantly, it is a symbol of the profession. We have truly become a leading profession throughout the world of golf."

The sole-surviving GCSAA charter member, 96-year-old Chester Mendenhall, traveled from Green Valley, Ariz., to cut the ceremonial ribbon, officially dedicating the building. Regretably, Mendenhall died two days later, according to the GCSAA. A past president, Mendenhall had witnessed firsthand most of the association's achievements since its 1926 organizational meeting in Chicago.

"This is truly a spectacular building," said U.S. Rep. Jim Slattery (D-Kan). "As a member of the Energy and Commerce Committee of the U.S. Congress that has jurisdiction over this nation's environmental laws, I am particularly grateful for the leadership that this organization has demonstrated in environmental areas," he said.

"Your new environmental program, the recent development of the public service announcement with the EPA entitled 'Think before you apply,' designed to educate homeowners about the proper use of pesticides to help protect our environment, the environmental research you are sponsoring with the USGA — all demonstrate this organization's commitment to the protection of our nation's environment."

CLASSIC GREENS, INC.

**Golf Course Grassing
Golf Course Renovations
Athletic Fields**

*Specializing in genetically
pure bermudagrasses*

**Classic Dwarf
Tifway (T-419)**

(904) 332-6318 (O)

Phil Horn

Route 2, Box 412-X

(904) 538-0631 (M)

Newberry, FL 32669