

One company may charge \$1,800 a month for a piece of equipment and another may charge \$1,200. But if the cheaper company's equipment breaks down every other day, your savings could vanish because of slower production.

Boom or bust, industry will grow

The U.S. equipment rental industry has grown rapidly over the last six years and is showing no sign of letting up.

In 1983 the market was estimated to bring in \$7 billion to \$10 billion per year in gross receipts on leased and rented construction equipment, according to the London-based Corporate Intelligence Group, which analyzes world markets.

In 1988 gross receipts were estimated at approximately \$13 billion.

There are some 12,000 equipment rental operations across the country, including rental companies, equipment distributors with rental divisions, and contractors with rental divisions.

A survey conducted at the end of last year by Associated Equipment Distributors showed 88.4 percent of all dealers expect an an increase in rental volume. All centers surveyed for the report project a positive market for 1990.

Assuming the economy remains on an even keel, AED believes equipment rental volume will increase about 6 percent in 1990, bringing rental volume up to approximately \$13.7 billion.

"A good market is, of course, fueled by more construction activity, and this is expected, especially over the coming decade," says Bud Howard, vice president for sales of Hertz Equipment Rental Corp.

"However, the industry is such that even if the economy slows down slightly, the market will remain on a good growth path since contractors will be likely to rent instead of purchase equipment."

And if the economy picks up dramatically? Contractors may be caught without enough equipment in their fleets to keep up with the additional work, and so they still will have to rent more equipment. the-clock servicing of their equipment and some don't maintain their equipment at all. Make sure you understand the dealer's policy before you sign.

It's also important to know exactly what you need before you walk into the rental center. Some dealers have knowledgeable customer service representatives and others have ordertakers.

"The biggest dealer isn't always the best bet," says Bailey, "but the dealer who has a large inventory may be able to save you some money because he stocks the exact piece of equipment you need, whereas the smaller dealer might only be able to offer a larger, multi-purpose machine that not only costs more to rent but takes longer to do the job than the specialized piece."

"The salesman's job should be to serve as a problem solver," says Hertz's Howard. "You may not know, for example, whether you would do better renting a skid-steer loader with a backhoe attachment or a skid-steer loader and a separate backhoe.

"An informed salesman should be able to help you make that decision."

Down time is the most expensive add-on to rental prices. One company may charge \$1,800 a month for a piece of equipment and another may charge \$1,200. But if the cheaper company's equipment breaks down every other day, your savings could vanish because of slower production.

Many companies use reconditioned equipment without informing their customers, according to Howard. If it's an older model, spare parts may not be readily available.

If you are involved in a complex project that requires several pieces, make sure they're all going to be available as you need them. Remember that the equipment you need may constitute the renter's entire fleet and if something happens to one machine, you could have a real problem on your hands.

"I make reservations whenever possible," says Perham.

"If the equipment can't keep your project on schedule, then it's no bargain," says Lou Conzelmann, CGCS, superintendent at Fiddlesticks CC in Fort Myers.

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Former instructor at Lake City Community College builds a practice on his growing reputation as a Donald Ross scholar.

Key to this architect's future lies in the past

olf course architect Brian Silva likes to tinker with the past.

He lives in the quiet, old New England textile town of Whitinsville, Mass. His home there is a post-and-beam house built in 1759. Silva restored all the original wood, including the low-slung, 4-by-8-inch ceiling beams. He rebuilt the original heating system — a centrally located fireplace. The wooden staircases are appropriately creaky, old quilts adorn the upstairs beds, and the kitchen sports a 36-inch Glenwood stove that looks more like 1890 than 1990.

Four miles away stands the gray Victorian wood frame house where Silva has located his fiveroom office. A fine old sculpted walnut table in the meeting room is covered by various blueprints. Off in one corner is a glass-fronted bookcase filled with the classic literature of his trade. And every day on his way to the office, Brian drives by the regionally renowned nine-hole Whitinsville Golf Course — perhaps the purest design work of Donald Ross found anywhere in the Northeast.

The 37-year-old native of Framingham, Mass., began his boyhood fascination with golf courses in the company of his father, John Silva.

"My dad used to be a feature shaper,"

he says. "He was in the light construction business. Dad was real handy on a D-4 bulldozer, and that's what he did for 20 years. At age 8 or 9, I was riding on my dad's lap while he ran the bulldozer.

"Geoffrey Cornish tells me that I met him before I was 10 years old. Initially, I thought I would go into feature shaping. They don't get enough credit, these feature shapers, and they are wildly, wildly talented. But like many dads, mine said, 'No! I want you to go to another level up.'

"So I decided to try golf course design."

Silva worked on golf courses during the summer and attended the Stockbridge School of Agriculture and Turf Management at the University of Massachusetts at Amherst. Cornish, who was on the faculty at Stockbridge, then urged Silva to combine turf management and landscape architecture.

So Silva went on to the four-year program in landscape architecture and finished up in the mid-1970s, just as the golf course business was enduring a prolonged slack phase.

He wrote letters of application to every architect whom he could locate. And to this day, Silva holds in high regard the few architects who wrote back.

No one offered him a job, so he returned to the University of Massachu-

By Bradley S. Klein

KIEFFER/JANLAR

setts for two years of graduate study in plant and soil sciences.

Silva then took over the teaching load of former Stockbridge professor Bob Carrow, who had left to go to Kansas State and who now heads the turf program at the University of Georgia. He enjoyed teaching so much that he took a job at Lake City Community College's School of Golf Course Operations.

For three years, Silva combined classroom instruction with on-site visits to his interning students. In 1981, the Florida Turfgrass Association awarded him its highest honor, the Wreath of Grass.

In those three years, Silva got to see courses that varied markedly from those he had known back home. It was a formative experience to see the likes of Seminole, Turnberry Isle and Harbour Town, and to see so many new courses under construction.

But besides exposing him to new architectural styles, the experience enabled Silva to appreciate more than ever the design strengths of Donald Ross.

Silva had seen many Ross courses in New England. But Ross himself had devoted varying degrees of attention to these projects, sometimes paying little more than a single visit and letting his field crew, under the supervision of Walter Hatch, execute the design plans in the field.

Not so at Pinehurst No. 2, to which Ross devoted painstaking attention over several decades. Without doubt, this was his masterpiece, and when Brian Silva saw it, he knew that he had witnessed something unique.

He left Lake City in 1981 to become the USGA Green Section's northeast agronomist. In this capacity, he began to acquire a reputation as a Ross devotee, someone to whom clubs could turn for advice on restoring their Donald Ross features that might have suffered over the years.

Many of Ross's fairway bunkers were taken out in the 1930s. His greens, characteristically crowned at the top, and carefully shaped to provide ample space for a run-up shot, often became rounded off and shapeless over the years because of careless mowing. Mechanical rakes often tore up bunker

Donald Ross Courses in Florida

According to *The Golf Course*, the definitive history of golf course architecture by Silva's partner, Geoffrey Cornish, Donald Ross designed 30 courses in Florida, of which 27 still exist. The first were the Bellview-Biltmore Hotel & Club in Clearwater and St. Augustine Links South Course (which no longer exists) in 1915. The last was San Jose CC in Jacksonville in 1935.

New Smyrna GC	1922
Palm Beach CC	1917
Palma Sola GC, Bradenton	1924
Panama CC, Lynn Haven	1927
Pelican GC, Clearwater	1926
Pinecrest on Lotela GC, Avon Park	1926
Ponce de Leon CC (North), St. Augustine	1916
Punta Gorda CC	1927
Riviera CC (South), Coral Gables	?
San Jose CC, Jacksonville	1935
Sara Bay CC, Sarasota	1925
Seminole GC, North Palm Beach	1929
St. Augustine Links (South) (NLE)	1915
Timuquana CC, Jacksonville	1923
University of Florida CC, Gainesville	1921



walls.

And many clubs simply made changes in their design over the years in the name of "modernizing" and "upgrading" their courses just to keep up with the Joneses.

In 1983, Silva formed a design partnership with Geoffrey Cornish. A fulltime architect with several of his own 18-hole projects in the works, Silva also received inquiries from clubs looking to rework their courses.

But here, Silva is careful to distinguish what he does from pure golf course restoration.

Despite his admiration for the work of Donald Ross, Silva does not claim to be doing restoration in the literal sense of the term. Instead, he provides what he terms a "sensitive renovation" sensitive to the feel and concepts of Ross, but not a scrupulous duplication based upon long-lost blueprints and the way things used to be at the club years ago.

According to Silva, a golf course can be most successfully renovated when the architect is allowed the creativity Silva does not claim to be doing restoration in the literal sense of the term. Instead, he provides what he terms a "sensitive renovation" — sensitive to the feel and concepts of Ross, but not a scrupulous duplication based upon long-lost blueprints.

to present his version of classical design principles.

Pre-eminently, this means following a principle of modestly raised greens, with bunkers placed at the base of the fill pad. It also means allowing for chipping areas and alternative routes to the greens. He is also not afraid to buck the modern trend of large, sprawling bunkers and prefers to incorporate Scottish-style pot bunkering, replete with intricate mounding.

Silva's version of classical Ross will

be on display at the Country Club of Orlando, where he will redo the 18 greens and surrounds including many fairway bunkers and approach areas.

It appears that Ross put his stamp on the CC of Orlando without having visited the site. The greens were built with locally available muck and thus developed problems of thatching and drainage. In the mid-1960s, several greens were redone by Joe Lee, so that today the course is of hybrid design. Silva's goal is to tear up the greens and





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Brian Silva restored this post-and-beam house in Whitinsville, Mass., including the original heating system - a centrally located fireplace. The house was built in 1759.

Silva's Florida work

BRAD KLEIN

- Country Club of Orlando, Orlando (Donald Ross, 1918) — major renovation of greens and bunkers.
- Sara Bay C.C., Sarasota (Donald Ross, 1925) --long-range plan.
- President C.C., West Palm Beach (North, William Mitchell, 1970; South, William Mitchell, 1972) preliminary work on long-range plan.

rebuild them completely, in the process bringing them as close as possible to the original putting surfaces or to what it seems likely Ross would have done with them.

To this end, Silva has worked up drawings scaled 1 inch to 25 feet, detailing the current green outline and bunkering, juxtaposed against the proposed new green and bunkers.

Accompanying each green site is a narrative explaining the intended look and feel of the putting surface and surrounds. He is meticulous in his redesign work and strives to create the ingenuity of putting, chipping and strategic approach shots that characterized classical courses.

As with any creative man, Silva has



Hartford, Conn., Silva renovated a Ross course that already had suffered many compromises in its 60-year

history. With all the redesign work going on in New England at the time, it was difficult finding a suitable shaper. Moreover, the membership was by no means united in its vision of the renovated course.

The greens chairman was intent on making the course more challenging, not necessarily in preserving classical design features.

When Silva's redesign was finished, many members were left with bitter feelings. Several new greens were surrounded by severe mounds or bunkers that faced into the greens — scarcely characteristic of Donald Ross. In the aftermath, several members quit the club and one — Barry Palm — started a nationwide organization, the Donald Ross Society, in part to promote the strict preservation of Ross design principles.

"You'll always stir up a controversy about course design," says Robert Johnston, Wampanoag's superintendent. "But Silva's renovation is successful because it made Wampanoag a more exacting course while not taking its toll on maintenance requirements."

'You'll always stir up a controversy about course design. But Silva's renovation is successful because it made Wampanoag a more exacting course while not taking its toll on maintenance requirements.'

-Robert Johnston, Superintendent

panoag CC in West

Elsewhere, Silva's redesign work has been less controversial. At Interlachen in Minneapolis, Silva worked hand in hand with the greens chairman and with long-time superintendent Doug Marshall, CGCS, to recreate subtle Ross-like bunkers and greens.

Silva had some freedom to improvise and he added his own distinctive mounding. The overall effect is to have sharpened the golf course's visual impact without having sacrificed its design integrity.

As Silva admits, it helps to have a solid working relationship among greens chairman, superintendent, and shaper of one's choice.

All of those elements are in place at CC of Orlando.

Cary Lewis, CGCS, has studied Silva's plans and is excited about what they portend. And a proven builder, Central Florida Turf, has been contracted for the shaping.

Silva already has won high marks for his own design work. His Captain's Club on Cape Cod was well regarded from the day it opened in 1985. He has five other courses on the drawing board in various stages of progress, including his first new course in Florida.

For a student of the game, however, there may be nothing more important than his work on Donald Ross courses. It has not been an easy path, but Silva has learned that the best way to honor the past is not to try to do too much with it.

Bradley S. Klein joins The Florida Green as contributing editor for architecture. A former PGA Tour caddie, he is a member of the Golf Writers Association of America and writes a monthly column on architecture in Golfweek. He also holds a Ph.D. in political science and is assistant to the president at the University of Hartford (Conn.).



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Florida development picture continues to brighten, but public courses lag

Florida opened 162 new golf holes in the first quarter of 1990, including its 1,000th course, according to the National Golf Foundation.

The openings reported by the NGF and other sources indicate a growth rate of 36 new courses a year - about 10 percent of the nation's need, according to the NGF.

And if the current construction rate holds - 777 holes were reported to be under construction as of March 31 — Florida's annual growth rate could top 50 golf courses a year by the end of 1991.

Another 1,287 golf holes — the equivalent of 71.5 18hole courses - have been reported to be on the drawing boards of one developer or another, but announced projects often fail to turn a shovelful of dirt.

Golf course architect Arthur Hills opened the most holes in the first quarter, with new 18-hole courses at Windsor Parks in Jacksonville and The Hills course at

FLORIDA GOLF COURSE DEVELOPMENT JAN 1 - MARCH 31					
Golf Holes	PVT	DAILY	MUNI	UNK	TOTAL
Planned	756	450	45	36	1,287
Under Const.	450	264	45	18	777
Opened	72	90	0	0	162
Totals	1,278	804	90	54	2,226

Jonathan's Landing in Jupiter, plus a nine-hole addition to The Club at Pelican Bay in Naples.

Steve Smyers was the only other architect to report more than one course opening: Countryway in Tampa and Wentworth in Tarpon Springs.

Gary Player leads all architects in holes under construction with 72 of his own plus another 18 in a joint project with Karl Litten, who has 54 holes of his own under construction. Ron Garl, Lloyd Clifton and Arnold Palmer/ Ed Seav also have 54 holes abuilding.

COURSES UNDER CONSTRUCTION

City	Course	н	Architect	Туре
Beverly Hills	Beverly Hills GC	18	Litten, Karl	DF
Bonita Springs	Bonita Bay Club	18	Hills, Arthur	P
Bonita Springs	Worthington CC	18	Lewis, Gordon	P
Clermont	Palisades	18	Lee, Joe	?
Dade City	The Cedars	18	?	D
Delray Beach	Polo Trace East	18	Litten, Karl	P
Delray Beach	Polo West (East Course)	18	Litten, Karl	P
Fisher Island	Fisher Island Club	9	Dye, PB	P
Fort Lauderdale	Weston Hills	18	Jones, Robert T. II	P
Homestead	Keys Gate G&T Club	18	?	P
lacksonville	Craig Muni Airport	18	?	Muni
Jacksonville	Mill Cove GC	18	Palmer/Seay	DF
Jacksonville Beach	Queens Harbor Y&CC	18	McCumber, Mark	P
Keystone Heights	Keystone G&CC	9	Haines, L. Daniel	DF
Kissimmee	Kissimmee Bay	18	Clifton, Lloyd	DF
akeland	.Big Cypress Lakes	9	Garl, Ron	DF
Lakeland	Bramble Ridge	18	Holloway & Assoc	DF
Lakeland	Grasslands @ Oakbridge	18	Pate, Jerry	DF
Lakeland	Oakbridge CC	18	Cupp, Robt.	P
Miami	CC of Miami	18	Wood, Bobby	DF
Miami	Deering Bay	18	Palmer/Seay	P
Middleburg	The Ravines	9	McCumber, Mark	DF
Mount Dora	Mount Dora CC	18	Clifton, Lloyd	P
Naples	Embassy Woods at Bretonne Park	18	McCumber, Mark	P
Naples	Lely Classic GC	18	Player, Gary	P
North Fort Myers	De Vera	9	Garl, Ron	P
North Merritt Island	The Savannahs	18	Lewis, Gordon	Muni
Orlando	Orlando NTC GC	9	?	Mil
Ormond Beach	Riverbend	18	Clifton, Lloyd	DF
Palm City	Cutter Sound	18	Player, Gary	P
Palm Coast	Cypress Knolls	18	Player/Litten	P
Palm Harbor	Crescent Oaks	18	Smyers, Steve	P
Palm Valley	Palm Valley CC	9	?	DF
Pensacola	Marcus Pointe GC	18	Stone, Earl	DF
Sarasota	Laurel Oaks	36	Player, Gary	P
Sarasota	Oak Ford	9	Garl, Ron	DF
Sebring	Highland Ridge CC	18	Smyers, Steve	DF
Sebring	Spring Lake	9	?	DF
St. Augustine	Ponce deLeon Resort	9	Lee, Joe	DF
Stuart	Bulldog Sport Complex	3	Ankrom, Charles	DF
Sun City Center	Sun City Center GC	27	Garl, Ron	P
Vero Beach	Orchid Island	18	Palmer/Seay	P
Volusia County	Halifax Plantation	18	Amick, Bill	P
West Palm Beach	Binks Forest	18	Miller, Johnny	P
West Palm Beach	Cypress Lakes GC	9	?	P
West Palm Beach	Ibis Legends	18	Nicklaus, Jack	P
West Palm Beach	Ironhorse CC	18	Hills, Arthur	P
Winter Haven	Bay Tree CC	18	Refram, Dean	DF

COURSES PLANNED

Bonita Springs	Bonita Fairways	18	Lewis, Gordon	P	
Bradenton	Cypress Banks	54	?	DF	
Brevard County	Valkaria GC	18	Ankrom, Charles	Muni	
Cape Coral	Royal Tee CC	9	Lewis, Gordon	DF	
Cocoa Beach	Cocoa Beach Municipal	9	Lewis, Gordon	M	

Coconut Creek	2	9	?	DF
Daytona Beach	LPGA Headquarters	36	?	?
Davtona Beach	Wildbahn Ranches of Daytona	18	Palmer/Seay	DF
Delray Beach	Polo Trace	18	Litten, Karl	P
Delray Beach	Polo West	18	Litten, Karl	P
Delray Beach	Polo West (North Course)	18	Litten, Karl	Р
Destin	? Tidewater Beach	18	Ankrom, Charles	P
Destin	Emerald Bay Plantation	18	Cupp, Robert	DF
Eastpointe	Green Point	18	Clifton, Lloyd	D
Fort Lauderdale	Ravina	18	Nicklaus, Jack	Ρ
Goldenrod	Monterey	18	Northrup, Ward	P
Haines City	Pine Oaks	18	Lee, Joe	P
Hawthorne	Oak Tree Sports Club	18	Northrup, Ward	Р
Homosassa	Plantation Club	18	Irwin, Hale	DF
Howey in the Hills	Bella Vista	18	Clifton, Lloyd	DF
Imokalee	?	18	Hills, Arthur	Р
Jacksonville	Glen Karman	18	Nicklaus, Jack	P
Jacksonville	Julington Creek	9	Walker, Robert C	DF
Jacksonville	Silver Sands	18	?	DF
Lake Placid	Sun 'n Lake	18	Lewis, Gordon	DF
Lake Wales	Lake Village	18	Lewis, Gordon	DF
Lake Wales	River Ranch Resort	9	Garl, Ron	DF
Lake Worth	Wycliffe G&CC	18	Litten, Karl	P
Lakeland	Lakeview GC	18	Griffiths, Denis	DF
Melbourne	Suntree West	18	?	P
Melbourne	Washington G&RC	18	Dye, PB	P
Melbourne	Waterford	18	Garl, Ron	P
Miami	Old Cutler Bay	18	Nicklaus, Jack	P
Mulberry	ImperiaLakes	9	Garl, Ron	P
Naples	?	18	Bates, Gene	P
Naples	Casa Del Sol	18	Lewis, Gordon	P
Naples	Lely Estates	18	Jones, Robert T. Sr.	DF
Naples	Lely Resort Mustang	18	? Muldava lask	P
Naples	Livingston Road CC	18 18	Nicklaus, Jack Lewis, Gordon	P
Naples	Naples Golf Estates	36	Jones, Rees	P
Naples	Old Florida GC	18	Jones, Hees	P
Naples	Sable Bay Resort	27	2	DF
Naples	Sable Bay Resort Shamrock G&CC	18	Northrup, Ward	P
Naples	Southhampton	18	Lewis, Gordon	P
Naples Odessa	The Eagles	9	Garl, Ron	P
	Oldsmar CC	18	Lewis, Gordon	DF
Oldsmar Orange City	Village Greens CC	9	2	DF
Orlando	Bastian	18	Lewis, Gordon	DF
Pasco County	Trinity Communities GC	18	Griffiths, Denis	DF
Plant City	Walden Lakes	9	Garl, Ron	P
Port Charlotte	Mariners Properties	18	Bates, Gene	P
Port Orange	Port Orange Municipal GC	18	Hills, Arthur	M
Port St. Lucie	Westport	18	Walker, Robert	DF
Punta Gorda	Fairway Woodlands	18	Lewis, Gordon	P
San Antonio	Cannon Ranch	27	Smyers, Steve	DF
Sanibel Island	Beachview GC	9	2	DF
Sarasota	Sorrento Valley	18	Amick, Bill	P
Spring Hill	Silver Thorn	18	Lee, Joe	P
Spring Hill	Timber Pines	18	Garl, Ron	P
St. Augustine	The Fountains	18	Player, Gary	P
St. George Island	Amada Bay	18	Lewis, Gordon	DF
Stuart	Glen Eden	36	Litten, Karl	P
Wellington	Town of Wellington	27	Litten, Karl	P
West Palm Beach	Ibis Heritage	36	Nicklaus, Jack II	Ρ
West Palm Beach	Lion Country Safari GC	18	Bates, Gene	DF
West Palm Beach	Royal Palm Beach Village	36	Litten, Karl	P
Windermere	Glen Muir	18	Muirhead, Desmond	P
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