

It's amazing what an architect can do with a fertile mind...

And a little bit o' muck

BY BRADLEY S. KLEIN

At the official opening of Weston Hills C.C. last November, a visitor came up to architect Robert Trent Jones, Jr. "Nice piece of rolling terrain, Bobby," he commented. "How'd you find it?"

The globe-trotting son of the world's most famous golf designer turned and smiled. "You should have seen this place a year ago," he said to his anonymous admirer.

Now Bobby can allow himself to look back with pride. His first work in Florida has been a commercial and critical success.

The course, at the intersection of routes I-595 and I-75 at the far west

edge of Fort Lauderdale, is the centerpiece of a 4,000-acre business and residential project under development.

ment by Arvida/JMB Partners. When members of the Robert Trent Jones II Group first arrived on site in 1988, they found a plot of land that looked suspiciously like a swamp. The land ran at an elevation of 4 feet with water sitting at two feet.

"Instead of listening to the land, here we had to create it," says Bobby.

Over the years, Robert Trent Jones, Jr. has listened to a stunning variety of land types. Along the way, he has also sung a few distinctive tunes of his own. Never one to be accused of modesty, he has skillfully utilized one of the fastest and most inventive minds in the trade.

The result has been a body of work encompassing 100 completed projects in two dozen states, 20 countries, and five continents. Another 40 courses are in various stages of planning, construction or grow-in.

He has four project designers, a support staff of eight, and some 40 people working for Greenscape Ltd., an affiliated construction division.

Bobby logs over 150,000 miles per year in the air, and his phone bill alone entitles him to AT&T stock.

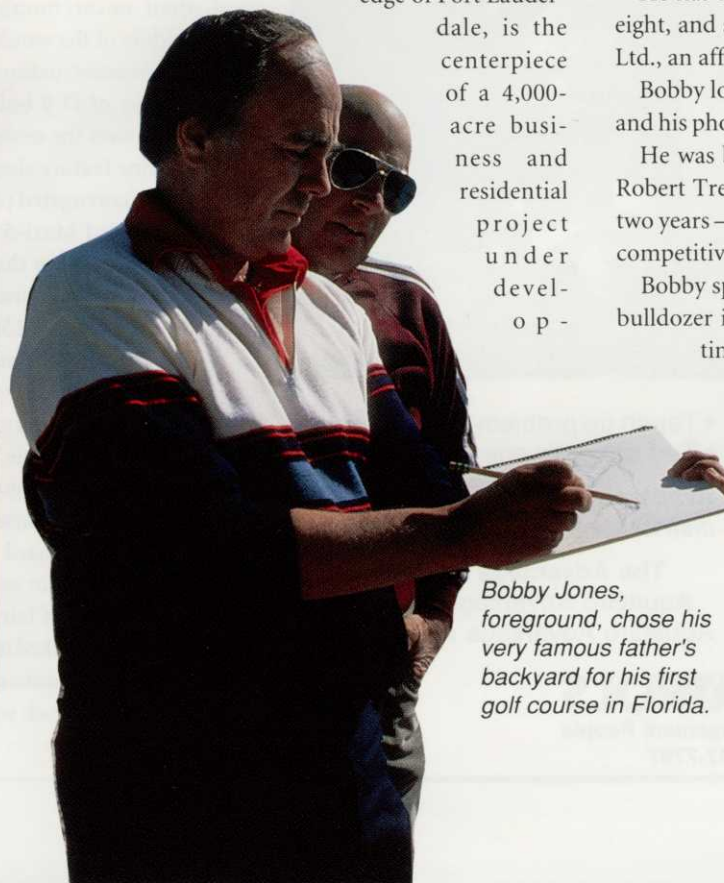
He was born in Montclair, NJ, the eldest son of Robert Trent Jones, Sr. His younger brother — by two years — is Rees Jones. One can only imagine the competitive pressures in such a household.

Bobby spent many a youthful day on a tractor or bulldozer in the company of his father, but by the time he enrolled at Yale in 1957, he had decided to head off in another direction. He took his degree in American Studies, and then spent one unhappy year at Stanford Law School before returning to the family fold as an assistant to his father.

He gradually assumed responsibility for his father's practice throughout the Western U.S. and the Pacific.

Bobby gained the attention of the golf world through his collaboration with his dad on the South Course at

Recipe for Weston Hills: smear 1 million cubic yards of muck over 150 acres of limestone. Shape. Run 30,000 linear feet of corrugated plastic drain pipe and install 1800 irrigation heads. Cover with 9 inches of dredged sand - 150,000 cubic yards. Plant bermudagrass. Add water and stir.



Bobby Jones, foreground, chose his very famous father's backyard for his first golf course in Florida.

Silverado C.C. in Napa, California. He gained a foothold in Japan in the early 1970's through several projects with his father, and in 1972 he left the fold to create his own company, Robert Trent Jones II Group. Initially the company confined itself to the Western and Pacific realms, but with the internationalization of the golf boom in the last few years his company, like many others, has gone worldwide.

Jones is a naturalist by temperament, a firm believer in environmental integrity. In preparation for his many projects in Japan, he read widely on the philosophical foundations of Japanese gardens and landscaping. He has also done striking work in the mountainous terrain of the Rockies: Sun Valley G. C. in Idaho, Arrowhead G.C. in Colorado, and Jackson Hole Golf and Tennis Club in Wyoming have all been routed through rugged country.

At Sugarloaf G.C. in Maine he has cut an astonishingly bold run along the banks of the Carrabassett River, with massive forested peaks looming in every direction.

At Cape Schanck, two hours south of Melbourne, Australia, he has built two courses, one public, the other private, that wind their way over a massive dune that sits atop the Bass Straits.

And in conjunction with Tom Watson and former USGA president Frank "Sandy" Tatum, Bobby transformed a neglected sand mine in Monterey, California, into the Links at Spanish Bay. Through cooperation with the California Coastal Commission, the course now serves as something of an experimental station for dunes reclamation and the cultivation of seaside grasses.

Jones recently served as president of the American Society of Golf Course Architects, where he oversaw a year-long series of panels and a conference in 1990 — held at Spanish Bay — devoted to environmental soundness and water quality management.

Perhaps his single most famous creation is the flowerbed hole — the par-three 16th at SentryWorld in Wisconsin, where 90,000 geraniums and marigolds create a dazzling scene.

Whether at the drawing board or in the field, Bobby is concerned to maximize the beauty of a golf course, even when that requires a certain artifice.

Jones' talents are not exhausted by his design work. He is, for instance, politically engaged — rare for a golf businessman. He was appointed by President Carter to serve on the U.S. delegation to the Conference of Security and Cooperation in Europe that met in Madrid in 1980. He has championed the cause of liberalization in the Soviet Union, and his own personal commitment to detente has been in the form of long protracted negotiations towards his building the Nahabino Golf Course in Moscow.

With all his worldwide activities, however, Bobby Jones, Jr. has been no stranger to the Fort Lauderdale area. Though Weston Hills is his first course in the state, he has spent many weekends and winter months at Coral Ridge C.C., the Fort Lauderdale facility built and owned by his father.

Southern Florida is legendary for its lack of elevation changes. How then, did Jones, Jr. and project designer Gary Linn manage to create such an interesting landscape for Weston Hills?

The answer is Muck Mountain, one million cubic yards of choice fill that had been dug out of the lakes and home sites and then unceremoniously dumped in the middle of the would-be golf course.


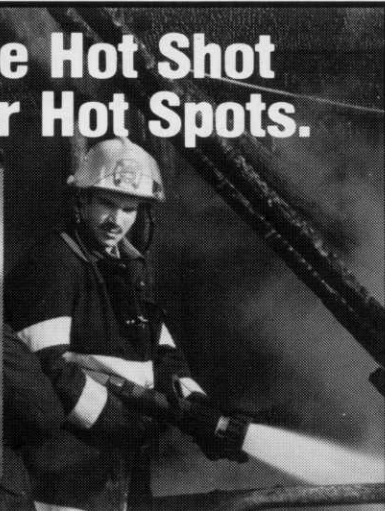
The construction plan was simple: take a convoy of D-9 bulldozers and smear the muck over the underlying limestone. After the fine feature shaping, run 30,000 linear feet of corrugated plastic drain pipe. Install a Rainbird Maxi-5 irrigation system with 1800 heads over the 150 acres. Then cover the entire golf course with a 9-inch layer of dredged sand — 150,000 cubic yards in all. Finally, call in Southern turf, of Tifton, Georgia, to grass the course — Tifdwarf on the greens, 419 bermuda on everything else. Add water and stir.

Presto, a great golf course.

Course superintendent Bob Drake was brought on board in May 1989, just as Muck Mountain was being massaged into rough shape of fairways and mounds. He had earlier worked with architect Karl Litten on several projects, and found Bobby Jones, Jr. easier to work with than he had anticipated.

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"He listened to me," recounts Drake. "Maybe he didn't follow all the advice I offered, but he certainly paid attention."

For their part, both Jones and Gary Linn express admiration for Drake's work throughout.

Says Bobby, "We'd always ask him, can you mow this?"

As a result, says Drake, "the golf course is a little bit easier to maintain than what I first expected. Instead of fly-mowing trap faces, I can use a self-propelled 21-inch mower with a two-cycle engine for the job."

As for design approach, acknowledges Drake, "Bobby is definitely golf-course oriented. He wouldn't compromise his design to facilitate the homes."

Indeed, the success of Weston Hills is that the course fits into the community without having given itself up to frontage lots. Internal space for golf was created through double fairways and generous setbacks.

The par-72 course plays to 5,354 yards

from the red tees and can be stretched to 6,989 yards from the gold. The greens — averaging 6,500 sq. feet are generous enough to accommodate the fickle winds.

Drake maintains the putting surfaces at .130 inch, walk-mowing them four days a week and ride-mowing them the other three days. The tees are also spacious, running from 6,000 to 10,000 sq. feet per hole.

Concrete cart paths run the length of each hole, though Bobby has also designed the course to be walkable. Tunnels, for instance, linking sections of the course are graded at level whereas vehicular roads have been elevated.

Jones is a fervent believer in dry firm turf. "We're after the lean and mean look," he says. That's important in a region where torrential showers are common. Drake claims that the course "can easily take an inch of rain at 4 p.m. and open the next morning with no problems."

There's a definite rhythm to the golf course — a Robert Trent Jones, Jr. trade-

mark. No water comes into play on the opening holes of each nine, but then things get tough as the watery graves progressively intrude upon each hole.

The ninth and 18th holes return in grand style to the clubhouse. They share a sprawling double green, reachable around the respective sides of a lake that divides the two fairways.

The once-barren site is now home to palm, ficus, and oaks. What used to be sandy wasteland has been planted with fountain grass and fakahatchee. It's hard to believe that such rolling, golf ground has been built upon land that not long ago was featureless.

But that is Bobby's special skill.

No one in golf has worked on a greater variety of terrain to create such interesting playing fields. Those who know the "before and after" story of Muck Mountain at Weston Hills have special reason to await Robert Trent Jones, Jr.'s Windsor G.C. in Vero Beach.

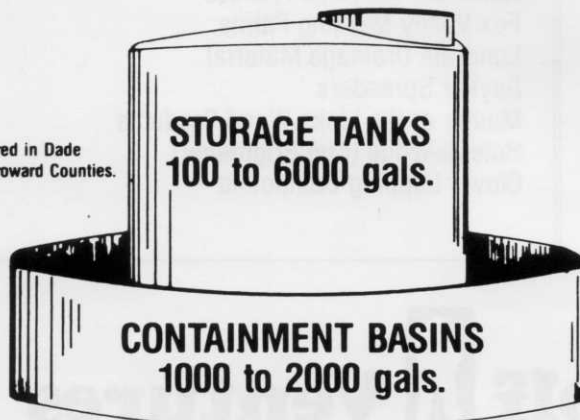
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- Turn off main breaker switches at maintenance building and pump stations.
- Service 2-inch pump for possible emergency.
- Install plywood over all glass windows.
- Store all damageable items above ground level.

Golf Course

- Store all flags, ball washers, signs and moveable objects in maintenance shop.
- Clean all drainage inlets.
- Check all flap gates for proper operation.
- Prop taller trees with 2x4s in three directions.
- Have backhoe, front-end loader and trucks serviced and fueled.

Clubhouse

- Store all golf cars at maintenance compound.
- Store all golf clubs in locker room.
- Put 4-inch pump at top of cart storage.
- Put storm shutters on windows.
- Turn off all power except kitchen.
- Turn off main gas line.
- Fill kitchen pots with water.
- Store pool and snack-bar furniture in locker room.
- Remove all outdoor potted plants.
- Remove all outdoor signs and moveable objects.
- Store all important records from temporary buildings in Clubhouse.
- Store all water-damageable items off floor.
- Put sand bags against locker room and clubhouse doors.

Tennis courts

- Remove windbreaks from fence.
- Store all furniture in locker rooms.
- Remove all signs.

Hurricane season begins in June. Each superintendent should have a preparedness plan specifically designed for his course but Dan Jones, CGCS, offers this general plan as a starting point.



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Turf Industry Roundup

Ciba-Geigy buys Vero Beach-based maker of Logic

Ciba-Geigy, manufacturer of turf and ornamental chemicals based in Greensboro, N.C., has acquired **Maag Agrochemicals, Inc.** a Vero Beach-based producer of agricultural chemicals, including Logic fire ant bait.

The company also has reached a marketing agreement with **Biosys**, a producer of biological insect-control products

Dr. Don Taylor, senior technical support specialist with Ciba-Geigy Turf and Ornamental Products, recently received the Third Annual Outstanding Industry Award from the Weed Science Society of America. Taylor also recently

was elected president of the North Central Weed Science Society.

Mickey Lovett and **Mike Oleykowski** have joined Ciba-Geigy's Turf and Ornamental Products group as marketing representatives. Lovett, who will represent the group in North Florida, returns from the company's agriculture division. He lives in Odessa. Oleykowski's territory will be the Middle Atlantic states.

Pennant liquid herbicide by Ciba-Geigy has been approved by the EPA for use on zoysiagrass and on more than 50 different ornamentals.

Michael L. Dietrich has been named manager of Lesco's lawn care sales division. He joined Lesco, based in Rocky River, Ohio, from ChemLawn in 1988 as lawn care custom account manager.

Greensmix, a division of Wisconsin-based Faulks Bros. Construction Inc., has opened a Pacific Rim division, starting with six courses on the island of Guam.

Michael E. Anderson is the Toro Company's new director of sales for commercial products. He had been vice presi-

dent of national sales for the Waterous Company, which supplies hydrants and valves to municipalities. He will work out of the company's corporate headquarters in Minneapolis.

L.T. Walden is the new president of the E-Z-Go golf car division of Textron. He was named vice president for customer service in 1984 and executive vice president in 1989 and given the additional title of general manager last year. E-Z-Go is based in Augusta, Ga.

Rain Bird's new customer tour program will bring its irrigation customers to company headquarters in Glendora, Calif., in groups of 50-60 for three days of tours, demonstrations and discussions.

Todd Jerred is the new vice president of sales and marketing for Ransomes Inc. **Bud Muser** is the Wisconsin-based equipment manufacturer's new director of customer service.

PanaSea Plus is a new organic biostimulant that reduces thatch while it increases root mass, according to Emerald Isle, Ltd., the manufacturer. The product is a combination of liquefied sea plant extracts pro-

Turf Industry Roundup

Companies doing business with golf course superintendents in Florida are invited to submit their news releases to The Florida Green, c/o Janlark Communications, P.O. Box 336, Auburndale, FL 33823.



Dietrich



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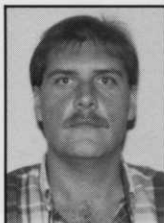


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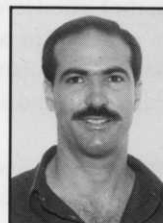
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cessed to preserve naturally-occurring cytokinins. The manufacturer claims its product has the highest level of cytokinins available in any commercial biostimulant and is natural, organic and non-toxic.

Tom Clark of Kensington, Md. was elected president of the American Society of Golf Course Architects during the organization's 45th annual meeting in England. Other officers elected were Arthur Hills, Toledo, Ohio, vice president; Gerald Matthews, Lansing, Mich, secretary; Donald Knott, Palo Alto, Calif., treasurer.

Among the association's governors are **Ed Seay** of Ponte Vedra and **Tom Fazio** of Jupiter.

The **Florida Foliage Association's** annual convention will be July 18-21 at Sonesta Sanibel Harbour Resort in Fort Myers.

Karen E. Pruitt is the association's new manager of marketing and membership.

Chuck Yash, vice president and general manager of Spalding Sports Worldwide's golf products group, has been elected chairman of the Na-

tional Golf Foundation's board of directors. He succeeds Glenn Rupp, who resigned his board position after stepping down as president of Wilson Sporting Goods Co.

Other officers elected were Wally Uihlein, president and CEO of Titleist & Foot-Joy Worldwide, vice chairman; Ed Van Dyke, president of True Temper Sports, secretary; Peter Bonanni, publisher of Golf Magazine, treasurer.

A federal jury in Topeka, Kan. awarded the former executive director of the GCSAA \$1.4 million in a lawsuit over events surrounding his departure from the organization eight years ago.

James McLoughlin, who



Clark



Rain Bird product manager Mark Pedicone addresses contractors at the company's new customer tour program.

held the GCSAA's top administrative post from 1980 to 1983, was awarded \$457,000 for breach of separation agreement and \$1 million for libel — \$500,000 compensatory damages and \$500,000 punitive damages.

McLoughlin, now a successful international golf consultant based in Pleasantville, N.Y., claimed he had been forced to resign in 1983 in the face of false charges of mismanagement, embezzlement and moral impropriety.

"The rumors and allegations against me were believed and repeated by most in the golf industry," said McLoughlin. "It has taken eight years to collect the evidence, present it to a jury and to correct the record."

In a news release following the trial, McLoughlin's attor-

ney said his client termed the verdict "a vindication for the golf course superintendent's profession and the three presidents he served under at GCSAA from 1980-1983: Mel Lucas of South Dartmouth, Mass.; Mike Bavier of Chicago, Ill., and Jim Wyllie of Toronto, Ontario."

"GCSAA does not agree with the verdict and will file post-trial motions and vigorously pursue an appeal to the United States Court of Appeals for the 10th Circuit to reverse the award," said GCSAA President Stephen G. Cadenelli, president, in a prepared statement released May 13.

"The award and subsequent appeals processes will have no effect on GCSAA's business operations or membership services."



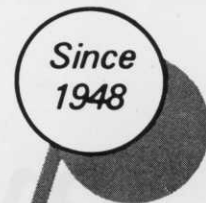
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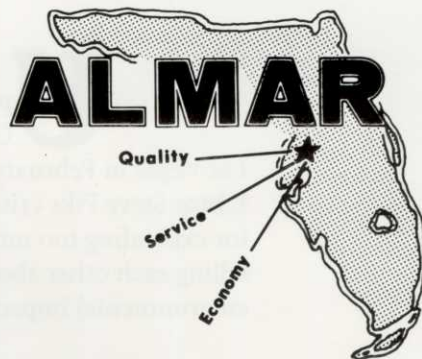
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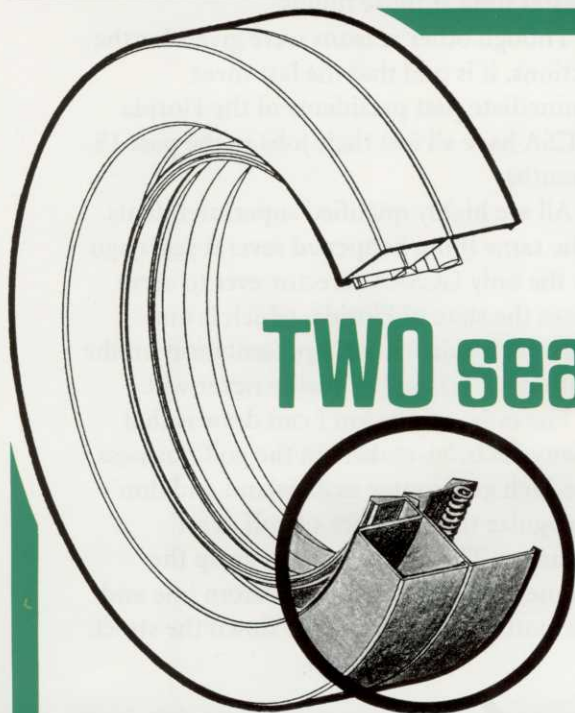
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Upon his return from the GCSAA convention in Las Vegas in February, *Golfweek* Business Editor Steve Pike criticized the golf industry for expending too much time and energy telling each other about golf's positive environmental impact rather than focusing

its efforts on educating the public. Steve's column struck a nerve with me because it reflects the same frustration I have felt for years. His perspective on the

golf industry's environmental IQ overall — and the concern of its members — differs from mine, however.

While attending the GCSAA convention, it would be easy to conclude that the industry overall is highly motivated and tuned into research and the environmental issues.

This is misleading.

While the majority of those attending the convention might fit that profile, they represent only a small percentage of those in the business. Those who need education the most cannot (or will not) attend the GCSAA convention or others that offer similar learning opportunities.

As Saddam Hussein recently learned, you cannot win a war unless you have the hearts and minds of your own troops. Unfortunately for the golf industry, too many people in the business ignore golf's problems and hope they will just go away. As long as they continue to make a good living, they are unconcerned about restrictive regulations and upward spiraling costs.

I believe the environmentally ignorant or insensitive still make up the majority of those in the golf business. If my analysis is correct, how can we possibly convince the general public that we are environmental "good guys?"

For many years, superintendents

comprised the majority of those desirous to learn to help change golf's poor environmental image. The last few years have seen architects and builders getting more involved.

Recently, the formation of organizations such as the Arizona and Florida Golf Councils indicate interest and commitment from a broader cross section of the industry than ever seen before. Perhaps our sleeping giant has awakened, but he has yet to stand up on his own two feet.

Some in the business are not only indifferent to educating themselves and giving something back to the business that sustains them, they also deny others under their authority the opportunity to do so. Many superintendents who don't attend conventions and other educational meetings say their general managers or greens chairmen won't let them. Other superintendents interviewing for new jobs have reported that their interviewer asked questions about their involvement in superintendent associations, bluntly stating they were "not interested in someone who wastes time at those things".

Though other reasons were given for the actions, it is odd that the last three immediate past presidents of the Florida GCSA have all lost their jobs in the past 15 months.

All are highly qualified superintendents. The same thing happened several years ago to the only GCSAA director ever to serve from the state of Florida, which is one reason Florida has no representation on the national level, and probably never will.

The only conclusion I can draw is that many decision-makers in the golf business see each golf course as an island and don't recognize the existence of golf as an industry. They can't seem to grasp the connection between their bottom line and the bottom line of the club down the street.

Surmounting this industry failure is a prerequisite to winning over the public. I guess it is easier to keep putting the squeeze on the pro, the

Most of the golf industry is STILL environmentally ignorant and insensitive

Mark My Words



Mark Jarrell, CGCS