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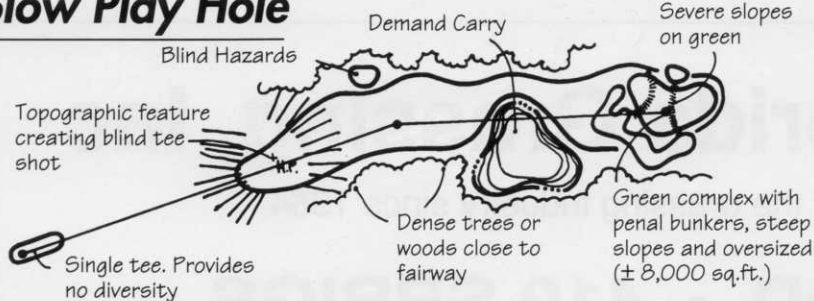
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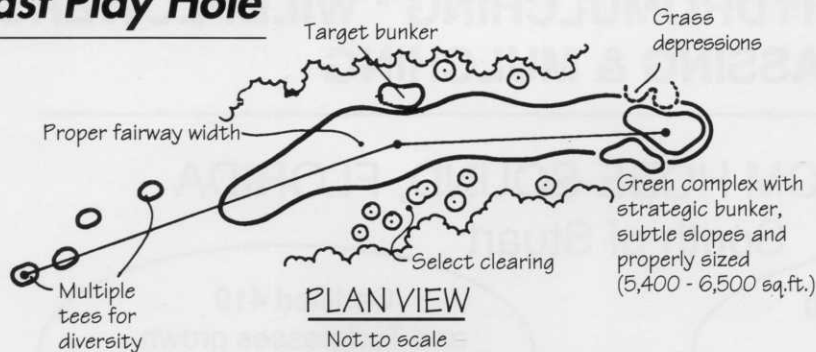
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## Slow Play Hole



## 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.

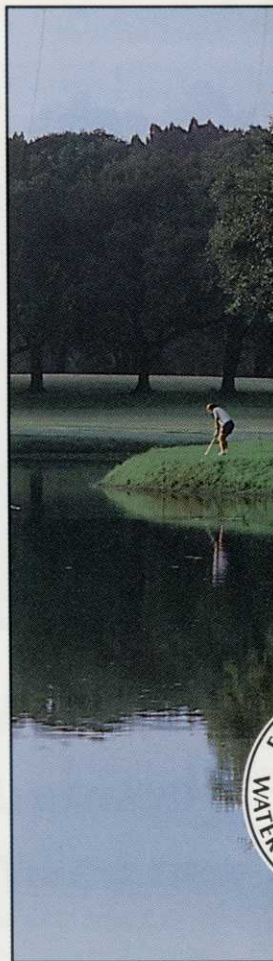
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GCSAA President Stephen G. Cadenelli, CGCS, (front, left) assists Chester Mendenhall, a GCSAA past president and the only surviving charter member, in the ribbon-cutting for the official dedication of the association's new international headquarters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

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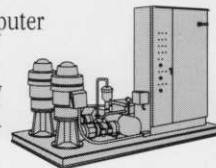
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# Outpost at the end of Alligator Alley

Photos by  
 Brian  
 Everhart

*“We decided that in the long run the best use of the land was as a golf course...”*

BY LARRY KIEFFER

**E**xcept for three years in college and two more in Germany with the U.S. Army, Paul Frank has spent his whole life on the site of the Wilderness Country Club in Naples.

“I was born and raised on this property,” says Frank, Wilderness golf course manager and a founding member of the Everglades GCSA.

In a lot of ways, the 57-year life of Paul Frank reflects the modern history of Collier County.

As a youngster, he learned the cattle business on his father’s 420-acre ranch east of Naples, then a backwater Florida community best known for its annual swamp buggy races.

When he returned from his stint in the Army in the mid-1950s, he foresaw the coming of civilization to this outpost at the end of Alligator Alley and the end of cracker-style cattle ranching.

“We decided that in the long run the best use of

the land was as a golf course,” says Frank, his booming voice more fitted to the wide open spaces of nearby Big Cypress Swamp than to the boardroom of Barnett Bank of Collier County, where a director’s chair has carried his name for the past 14 years.

“So we turned the north 200 acres into Hole-in-the-Wall Golf Club and tried to fence off the cattle on the other 220 acres,” Frank recalls.

Hole-in-the-Wall, designed by Dick Wilson, was the county’s second golf course.

Today there are 45 courses and, according to the National Golf Foundation, they are going in faster in Collier County than any other spot on the planet.

“Naples Beach Club’s golf course was getting crowded and the developer of Port Royal, a new upscale subdivision, needed another golf course in the community for his new property owners. So he approached my father and we decided to get into the golf business.”



**Number 9**



## Number 15

The younger Frank oversaw construction of Hole-in-the-Wall in 1957-58 and ran the golf club for 15 years until he and his father decided to quit chasing cattle altogether and develop Collier County's first PUD on their remaining property.

The Franks brought in the Downing and Frye development company, which packaged 300 condos around a generous, 160-acre Arthur Hills layout. Father and son retained about 10 acres for their own residences — the only single-family dwellings on the property.

“Our goal was to preserve the wilderness concept,” says Frank. “That’s why we named it Wilderness CC. We made a conscious effort to save every tree we could. Hills cut the course through cypress swamps, taking advantage of specimen trees whenever possible.”

Wadsworth Construction built the course which features 6,000-square-foot greens and 22 acres of water in 12 lakes.

The fairways and roughs are planted in Tifton 419 bermudagrass and the tees are 328, as are most of the greens. Three greens — 11, 14 and the practice green — are planted in PF11.

PF11? Never heard of it?

That’s because it exists only at Wilderness CC... so far.

“I found this darker, denser mutation of 328 on number 11 green, so I tried to propagate it in a nursery from one stolon,” says Frank. When he had established 300 square feet of his new grass, he planted it on the practice green. When problems developed on 11 and 14, he converted them to his proprietary grass, which he dubbed PF11 in honor of its birthplace.

“I may eventually put it on all my greens... or I may use one of the other grasses I’m working on with Phil Busey (UF turf breeding professor at the Fort Lauderdale Research Center),” Frank says.

PF11 is distinguished from other dwarf bermudagrasses not only by its darker color and denser growth but by its considerably more extensive root structure.

Frank does not oversee his greens.

“This far south, we only get about 12 days that are cold enough for the grass to go off color. And you know the adage — you putt texture, not color.”

He gets by with a surprisingly small maintenance crew of 12 for such a large operation. Paul’s mechanic also doubles as his



# Wilderness Country Club

**Overview:** Occupies south 210 acres of the former 420-acre cattle ranch belonging to the Frank family. Designed by Arthur Hills and Associates; built by Wadsworth Construction Co.; opened in 1974.

**Operating Format:** Private; membership limited to 300 condominium owners on the property.

**Greens:** Average 6,000-7,000 square feet, all but two planted in Tifton 328 bermudagrass. Greens cut to 1/4 inch in summer, 7/32 in winter, 3/16 for winter tournaments. Two greens planted in PF11, a hybrid bermudagrass developed by Frank from a mutation of 328.

**Fairways and Roughs:** Tifton 419 bermudagrass; fairways cut to 1/2 inch; roughs to 1-1/2 inches.

**Hazards:** 38 sand bunkers, 12 lakes comprising 22 acres.

**Crew:** 12, including mechanic-assistant superintendent; each person is a "specialist" in at least one maintenance skill and has specific responsibilities on the golf course.

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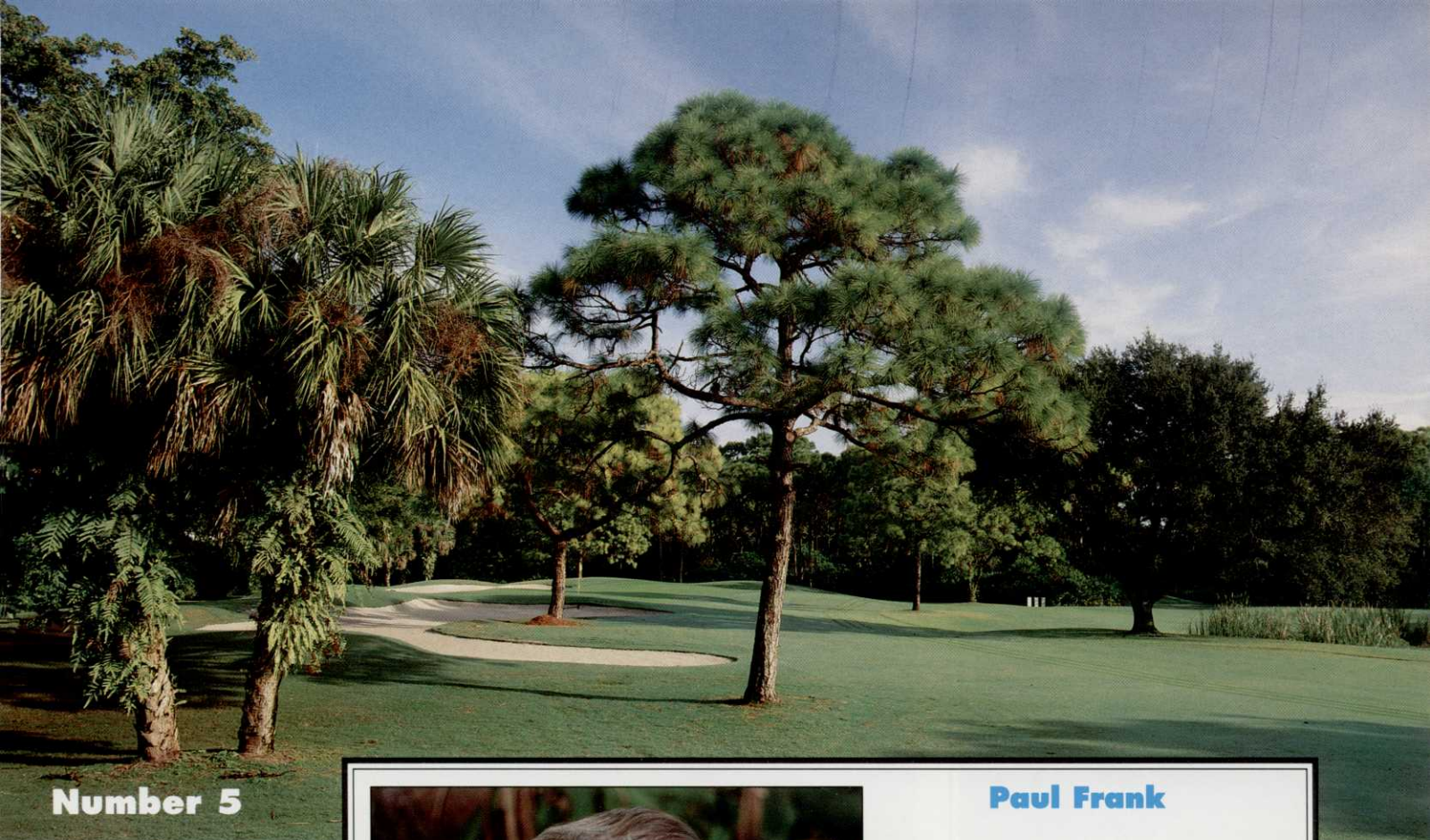
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## Number 5

assistant.

“We’re very efficient,” Frank says, warming to his subject. “Everybody has a specialty and specific jobs on the golf course that he’s responsible for. And each person is backed up by two or three others to cover for sickness and vacation.

“You are much better off with a good, small crew than a big, mediocre crew. We offer good compensation and an outstanding benefit package.

“If you have a lot of good equipment, all it takes is a few good people and your efficiency factor goes up.”

Like most superintendents, Frank is concerned about the growing pressure from golfers for top-quality golf courses under marginal conditions.

“We’re the victim of desire. More people want more of it... and better. The pressure to use more chemicals is tremendous. We must develop better turfgrasses and maintenance procedures that avoid pollution.

“Of course, on a square-foot basis, almost any golf course is a lot better for the environment than a residential lot.

“If you were to take the 160 acres of this golf course and turn



## Paul Frank

**Age:** 57

**Employment:** Hole-in-the-Wall Golf Club, Naples, manager 1958-1973; Wilderness Country Club, Naples, golf course manager, 1973-present.

**Affiliations:** GCSAA, Quarter Century member; Everglades GCSA, founding member; Florida Turfgrass Association, former director.

**Outside Interests:** Hunting and fishing, flying (private license with about 7,000 hours), golf, SCUBA diving, 11-year member of Collier County Planning Commission, director of Barnett Bank of Collier County for 14 years.

**Family:** Three children.

**Education:** Florida Southern College, University of Florida.

it into the typical tract housing development, you’d have an environmental disaster waiting to happen. Nobody else uses chemicals at the same rate as the average homeowner and then when you add in the runoff — a golf course creates a lot fewer problems.”

Nearing his 58th birthday, Frank has no professional goals unachieved. A quarter-century member of the GCSAA and a former director of the FTGA, he says he might do a little consulting work... and develop his new grasses with Busey.

“I’d just like to give something back... help the game of golf make this a better world.

“And there’s a lot of work still to be done.”