

# Perry Dye says busy time ahead for builders

BY MARK LESLIE

The man who will lead the Golf Course Builders Association into the 1990s feels it's "a great time" to be president of the organization.

"When golf course architects and builders were not doing well, in the 1970s, it was tough," said Perry Dye. "But this is 1989 and the industry has really changed — and changed a lot in the last four or five years in my opinion."

Challenges abound in finances, the environment and in the mechanics of building golf courses, but the bottom line for builders is that demand for their services is high.

Dye, who was elected president in February at the International Golf Course Conference and Show in Anaheim, Calif., said that while golf course developers around the world are clamoring for experienced American builders, "the truth is that we really don't have enough people to handle the domestic supply."

Dye, who has 15 employees working and living in Japan, said, "If what the National Golf Foundation says is true about demand (needing a golf course a day until the year 2000) quite honestly ... we don't have enough people — bulldozer operators, shapers, irrigation technicians, that sort of thing — to supply that demand."

He said the Golf Course Builders Association is bringing together "all the people who are talented and trying to promote them to the architects and the owners" as the people with experience in building golf courses. I mean I started building golf courses working for my dad (Pete Dye) when I was 12."

With business booming, Dye said the builders' problem is getting to the new course sites and "making sure the job is done correctly when you get there."

He expects a lot of people to enter the business who have never built a golf course before. "And we have to be able to recognize

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them for what they can do and try to get clients to recognize that not everyone can build a golf course," Dye said. "It may appear to be simple. It appears to be kind of like road construction or any major type of dirt construction, but golf course construction is totally unique..."

"And I've worked with a lot of contractors trying to get into the industry, but they tend to get not too enchanted because it is just so specialized that even though they are in the construction industry they can't switch into the golf course construction industry and pick it up real quickly..."

"It's the shaping and USGA greens mix, and all that sort of (technique) that is a specialty. And now it's a specialty in demand."

While the developer owns the course and the architect draws up the design specifications, Dye sees the builder as "the construction heart of that deal."

Because of that specialization and the enormous amount of money spent on a golf



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course today, Dye believes developers should take care in selecting a builder. "People may spend a lot of time selecting an architect," he said, but the architect's fee is usually 6 or 7 percent of the total project cost while the builder deals with around 93 percent. It's important that you deal with a good qualified person who is experienced, has done it before and knows how to give you the product," Dye said.

As the demand for builders' services increases, so does the demand that they master new fields of expertise, Dye feels.

"More and more nowadays we're having to deal with things we've never had to deal with before because premier, easy-to-build-on land is now taken by houses and what is left is what the golf course is allowed to go on, so we're usually left with a swamp, a hole, a landfill to build on," he said.

"A golf course is used to cover up a lot of blemishes. We haven't quite gotten into putting golf courses on toxic waste dumps, but it is something that would be an added

## Course builders' 1989 officers

The Golf Course Builders Association's new slate of officers includes:

**President:** Perry Dye of Dye Designs, Inc., in Englewood, Colo.

**Secretary:** Jerry Pierman of International Golf Group in Juno Beach, Fla.

**Treasurer:** Jim Kirchdorfer of Irrigation Supply Co. in Louisville, Ky.

amenity."

Animals, fish, alligators, birds, all types of vegetation — all are causing problems for golf course developers in one place or another around the United States.

"I don't think people in the industry are going to go unchallenged by problems — especially environmentally speaking," Dye said. "We have problems we are going to have to work on."

"But I don't think that green grass and golf courses are going to be eliminated by our society for any reason. The open space created by a golf course and the maintained effect it has are positive influences. It's a very popular game. We have 23 million or 24 million golfers here in the United States."

"Golf is going to go on but it's not going to go on unchecked. Environmentalists, planning and zoning, all these people are still going to be around. Projects get approved on a one-by-one basis. They go before local zoning and committees... and I would much rather approve a golf course to be built on my piece of ground than I would a toxic waste dump."

"It is an alternative to use the ground. It works. I think people recognize that."

## Burton's Walton chairs NGF's directors

W. Morris Walton, president of Burton Manufacturing Co., Inc., is the new chairman of the National Golf Foundation board of directors.

Other officers are Vice Chairman Glenn Rupp, president and chief operating officer of Wilson Sporting Goods Co.; Secretary

Charles Yash, vice president of marketing/sales for Golf Products of Spalding Sports Worldwide; and Treasurer Allan Solheim, vice president of Karsten Manufacturing Corp., who was re-elected.

Appointed directors were Gary Wiren, president of Golf Around the World; Terry

Williams, director of McKinsey & Co.; Gail Goodrich, vice president-acquisitions for American Golf Corp.; and Joseph Greenday, president of Golf Writers Association of America, Inc.

The National Golf Foundation is headquartered in Jupiter, Fla.

## GCSAA changes its hierarchy

Gerald L. Faubel of Saginaw (Mich.) Country Club is the new vice president of the Golf Course Superintendents Association of America.

Faubel was elected at the association's recent International Golf Course Conference at Anaheim, Calif., during which Dennis D. Lyon of Aurora, Colo., was installed as president.

Stephen G. Cadenelli of Metedeconk National Golf Course in Jackson, N. Y., was appointed secretary-treasurer.

Cadinelli and Randy Nichols of Cherokee Town & Country Club in Dunwoody, Ga., were re-elected directors.

Gary T. Grigg of Shadow Glen GLC in Olathe, Kan., is a new director. Randy P. Zidik of Rolling Hills Country Club in McMurray, Pa., will fill Faubel's unexpired term.

William R. Roberts of Lochmoor Club in Grosse Pointe, Mich., and Joseph G. Baidy of Acacia Country Club in Lyndhurst, Ohio, continue as directors.



GCSAA President Dennis Lyon, center, with Vice President Gerald Faubel, left, and Secretary-Treasurer Stephen Cadenelli.

## Association formed for turf journalists

A national association has been created to provide professional enrichment for turf and ornamental journalists.

The Turf and Ornamental Communicators Association (TOCA) will include editors, reporters, freelance writers, photographers, representatives of corporations and public relations agencies, and others involved in the business of providing information to turf and ornamental professions.

Bill Liles, director of Ciba-Geigy Corp.'s Turf and Ornamental Department which has provided a grant to fund TOCA, said the association "will allow editors and other communicators to develop their writing, editing, design, photographic and other skills, plus keep abreast of trends in this fast-growing industry."

"We hope others in the business community will come forward to help support this worthwhile association," Liles said.

TOCA will meet annually for seminars and a business meeting. Dues will be \$75, which includes a newsletter. An organizational meeting is tentatively scheduled for this fall.