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# GOLF COURSE NEWS

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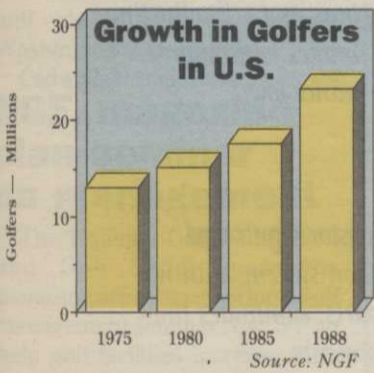
VOLUME 1 NUMBER 7  
SEPTEMBER 1989

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## Success hinges on detail

Do a market study or roll the dice, experts tell potential developers at conference

BY MARK LESLIE

The keys to success for golf course developers are to have a market study done, plan with care, put together a team of tested professionals and create "an experience" for the golfer, according to a score of experts in the golf industry.

Speaking at a Golf Real Estate Development Conference in Palm Beach,

Fla., organized by Crittenden News Service, experts hammered home the importance of detail.

"The salient message all of us would give to you," said conference chairman and golf course architect Michael Hurdzan, "is 'plan with care.'"

A project should be driven by facts, not

*Continued on page 26*

### Course plans in the Southeast

|                | Under Construction | Being Planned |
|----------------|--------------------|---------------|
| Alabama        | 2                  | 4             |
| Florida        | 30                 | 39            |
| Georgia        | 13                 | 7             |
| Louisiana      | 0                  | 3             |
| Mississippi    | 1                  | 1             |
| North Carolina | 16                 | 10            |
| South Carolina | 19                 | 11            |
| Tennessee      | 7                  | 6             |

## England learning new ropes

BY MARK LESLIE

Canadian Brian Turner's new \$51-million project could be entitled "The Americanization of England," with a plot of taking championship-quality golf course design and maintenance where it has never gone before.

Turner, transplanted to England in 1984, saw an opportunity in Great Britain to combine business (he's a real-estate developer) with pleasure (he's also an avid golfer). The result: East Sussex National Golf Club in Horsted, Sussex, which introduced an American-style golf course and country club to that country for the first time when it opens eight holes of its West Course at the end of August. The rest of the West Course and the entire East Course are expected to open next May 31.

"What I saw was a business opportunity to bring excellence in golf course design and golf course conditioning to the British Isles. It didn't exist over here," Turner said.

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Beauty and danger come into play on this 18th hole at Highland Springs Country Club in Springfield, Mo. Designed by Robert Trent Jones Jr. and built by Greenscape, Ltd. of Menlo Park, Calif., the 18-hole private

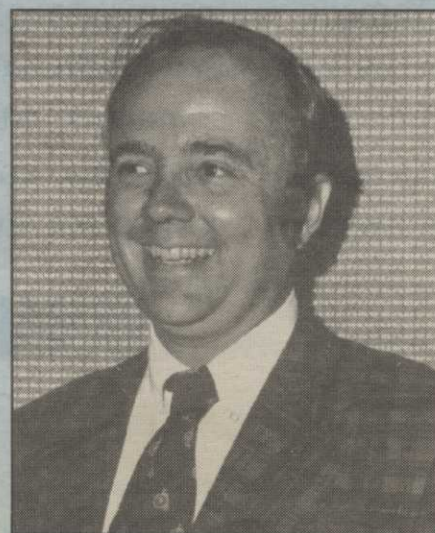
course meanders around four lakes and over rolling terrain. More information on new courses around the country and a table listing courses on which plans have started in the last month are on pages 12 and 13.

## Jones: Stress the values of courses

At a time when some environmental groups are opposing golf course developments the golf industry should focus on the benefits of green belts, says the president of the American Society of Golf Course Architects.

Robert Trent Jones Jr., a former chairman of the California State Parks and Recreation Commission, believes golfers and those in the industry should unite and explain more vigorously that a golf course serves as an animal habitat, bird sanctuary, oxygen-

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Robert Trent Jones Jr.

## Sci-fi-like invasion worries supers

BY WILL BARTLETT

South of the Mason-Dixon line an invasion is taking place by a well-organized army: Imported fire ants. Lacking any natural enemies, the ants have spread unchecked across the South and Southeast, damaging everything in their path from golf course rough, fairways, cart paths and irrigation systems to crops, grasslands and animals.

There are two methods of treating the problem of fire ants: Individual mound treatment and broadcast treatment of the entire area with a bait insecticide. Most golf course superintendents spot treat the

*Continued on page 5*

# CALENDAR

## September

7 — Ohio Turfgrass and Landscape Horticulture Research Field Day at Ohio State Turfgrass Research Center in Columbus. For further information contact Dr. Karl Danneberger at the Ohio State Department of Agronomy at 614-292-9491.

14 — Third Annual Turfgrass Research Conference and Field Day, sponsored by the University of California Cooperative Extension Service, at the University of California in Riverside. For further information contact Victor A. Bibeault at Bachelor Hall Extension, University of California, Riverside, Calif. 92521; 714-787-3433.

18-19 — Alabama Turfgrass Conference at Auburn University Hotel and Conference Center in Auburn. For further information contact Dr. Coleman Ward, Room 15, Extension Hall, Auburn University, Auburn, Ala. 36849; 205-844-5479.

19-20 — Virginia Tech Turfgrass Field Days at the Virginia Tech Turfgrass Research Center in Blacksburg, Va. For further information contact J.R. Hall III at the Agronomy Department, telephone 703-231-9736.

19-21 — Royal Windsor '89 Institute of Groundsmanship Sports and Leisure World Trade Exhibition at the Royal Windsor Racecourse in England. Telephone 0908-311856 for information.

22 — Louisiana Turfgrass Field Day at Burden Research Plantation in Baton Rouge, La. For further information contact Dr. Jack D. Fry, Department of Horticulture, Louisiana State University, Baton Rouge, La. 70803; 504-388-1040.

25-26 — Golf Real Estate Development Conference at Pleasant Run Resort Hotel in St. Charles, Ill., coordinated by Crittenden News Service, Inc. To register, at \$495 per person, contact Crittenden, P.O. Box 1150, Novato, Calif. 94948; telephone 415-382-2486 or 800-443-8318.

28-29 — Hawaii's annual turfgrass conference at Pacific Beach Hotel in Honolulu. For further information contact Karen J. Bento of HGP, Inc. at 808-841-3305.

## October

2-3 — GCSAA seminar on Business Communication and Assertiveness Techniques at South Yarmouth, Mass. \*

3 — Golf Course Superintendents Association of New Jersey's 25th Annual Turfgrass Equipment, Supplies and Irrigation Field Day at

Rutgers Stadium and Golf Course, River Road (Route 18), Piscataway, N.J. Contact Dr. Henry W. Indyk, Crop Science Department, P.O. Box 231, Cook College, New Brunswick, N.J. 08903; 201-932-9453.

4-5 — The annual Southern California Turfgrass Expo, devoted to the exhibition of equipment, materials and services for installing and maintaining turfgrass and landscape, at the Orange County Fairgrounds in Costa Mesa. More than 230 manufacturers and distributors will display and demonstrate their goods and services. Bluegrass music and a barbecue are included. For more information contact Chuck and Barbara Wilson at 714-951-8547.

4-6 — Golf Course Europe, an international exhibition and conference on the design, construction and maintenance of golf courses and on golf club management, at Rhein/Main Halls, Wiesbaden, West Germany. For more information contact Allard J. Hoogland at Expoconsult, P.O. Box 200, 3600 AE Maarssen, Holland; telephone 03465-73777.

11 — GCSAA seminar on Budgeting and Forecasting at Billings, Mont. \*

8-11 — Florida Turfgrass Association Annual Conference and Show in Tampa, Fla. Contact the FTA, 302 S. Graham Ave., Orlando, Fla. 32803; 407-898-6721.

16-17 — GCSAA seminar on Environmental Considerations in Golf Course Management at Melville, Long Island, N.Y. \*

18-19 — GCSAA seminar on Disease Identification and Control at Pleasanton, Calif. \*

19-21 — USCID regional meeting on Drought Management at St. Louis, Mo. For further information contact Larry Stephens of USCID, P.O. Box 15326, Denver, Colo. 80215; 303-236-6960.

22-24 — Texas Seed Trade Association annual convention at Westin Galleria in Houston.

24-25 — GCSAA seminar on Basic Turfgrass Botany and Physiology at Toronto, Ontario, Canada. \*

25-27 — 1989 Southwest Turfgrass Conference at the Albuquerque (N.M.) Convention Center will include the SWTG Conference, Turf and Ornamental Insect Management Workshop and a golf tournament. For more information contact the Southwest Turfgrass Association at New Mexico State University, P.O. Box 3AE, Las

Cruces, N.M. 88003.

26-27 — GCSAA seminar on Environmental Considerations in Golf Course Management at Manchester, N.H. \*

30-31 — An Introduction to Soil Science, a seminar sponsored by the GCSAA. \*

## November

2-3 — GCSAA seminar on Golf Course Restoration, Renovation and Construction Projects at St. Louis, Mo. \*

4 — Lawn Seed Conference at Crown Center Hotel in Kansas City, Mo. For more information contact the American Seed Trade Association, 1030 15th St., N.W., Suite 964, Washington, D.C. 20005.

4-7 — Western Seedsmen's meeting in Kansas City, Kansas.

6 — GCSAA seminar on Golf Course Safety, Security and Risk Management at East Brunswick, N.J. \*

7-8 — GCSAA seminars on Environmental Considerations in Golf Course Management and Golf Course Safety, Security and Risk Management at Lansing, Mich. \*

9-10 — GCSAA seminar on Disease Identification and Control at Bolton, Mass. \*

12-15 — International Irrigation Exposition and Technical Conference in Anaheim, Calif. For information contact Ann Sheridan, Irrigation Association, 1911 North Fort Myer Drive, Suite 1009, Arlington, Va. 22209; 703-524-1200.

13-14 — GCSAA seminars on Negotiating and on USGA Intermediate Rules of Golf at Goat Island, Newport, R.I. \*

15 — GCSAA seminar on Golf Course Safety, Security and Risk Management at Painesville, Ohio. \*

16-17 — GCSAA seminar on Irrigation Part II: Systems Design and Management at Painesville, Ohio. \*

27-30 — Third Asian Water Technology Exhibition, Kuala Lumpur, Malaysia. For further information contact International Conferences and Exhibitions, Ltd., 29 Deering St., London W1R 9AA, United Kingdom.

28 — GCSAA seminar on The Biology of Turfgrass Soils at Grandview, Mo. \*

29-30 — GCSAA seminar on Insects of Turf: Principles of Control at Lincoln, Neb. \*

## December

4-7 — New Jersey Turfgrass Expo '89 at Resorts International Hotel in Atlantic City, N.J. Contact Dr. Henry W. Indyk, Crop Science Department, P.O. Box 231, Cook College, New Brunswick, N.J. 08903; 201-932-9453.

5-6 — GCSAA seminar on Public Relations and Public Speaking at Atlanta, Ga. \*

5-7 — Pacific Coast Turf and Landscape

Conference and Trade Show at Washington State Convention and Trade Center in Seattle, Wash., including talks by national and regional experts on plant diseases, toxic waste disposal, ground-water contamination and use of pesticides and fertilizers. The event is sponsored by the Western Washington Golf Course Superintendents Association, Washington State University and Jones and Associates. For further information contact Jones and Associates, Park Center, Suite 200, N. 908 Howard St., Spokane, Wash. 99201; 509-327-5904.

8-9 — GCSAA seminars on Golf Course Construction Techniques and Management and on Golf Course Restoration, Renovation and Construction Projects at Tuxedo, N.Y. \*

10-13 — The 41st Turfgrass Conference and Show at Metro Toronto Convention Centre, sponsored by the Canadian Golf Superintendents Association. Further information is available from CGSA at 2000 Weston Road, Suite 203, Weston, Ontario M9N 1X3; 416-249-7304.

11-12 — GCSAA seminar on Business Communication and Assertiveness Techniques at New Orleans, La. \*

11-12 — GCSAA seminars on Golf Course Construction Techniques and Management and on Golf Course Restoration, Renovation and Construction Projects at Tuxedo, N.Y. \*

14-15 — GCSAA seminar on Basic Principles of Turfgrass Management at Albuquerque, N.M. \*

## January 1990

7-8 — GCSAA seminar on Basic Principles of Turfgrass Management at Nashville, Tenn. \*

10 — GCSAA seminar on Safe Pesticide Management at Raleigh, N.C. \*

10-11 — GCSAA seminar on Golf Course Construction Techniques and Management at St. Charles, Ill. \*

15 — GCSAA seminar on Employee Training at Richmond, Va. \*

17-18 — GCSAA seminar on Landscape Plant Materials at Wichita, Kansas. \*

23 — GCSAA seminar on Negotiating at Cincinnati, Ohio. \*

24 — GCSAA seminar on Employee Training at Cincinnati, Ohio. \*

25-26 — GCSAA seminar on Plant Nutrition and Fertilizers at Portland, Maine. \*

\* — For more information or to register, call the Golf Course Superintendents Association of America at 800-472-7878 or 913-841-2240. The seminars are dependent upon the availability of the instructors, and are therefore subject to change.

# The Americanization of England

Continued from page 1

Turner not only is importing the American concept of premium-caliber grounds and groundskeeping to England, he is also bringing in top-notch experts from the United States and Canada — people who have achieved international acclaim in their fields.

There is a strong connection between East Sussex National and Augusta National, host club for the Masters Tournament. Standards set at Augusta are target standards for East Sussex.

The Who's Who-type list includes:

- Architect Bob Cupp of Atlanta, Ga.
- Consulting agronomist Dr. Joseph Duich of Pennsylvania State University.
- Golf course grow-in superintendent Ken Siems, ex-superintendent at Augusta (Ga.) Country Club and Horsted Properties Ltd. from Toronto, Canada.
- Turf management consultant Bill Fuller, president of William R. Fuller Inc. and for 11 years the superintendent at Augusta CC.
- Golf Operations consultant Jack McLoughlin, chairman of The McLoughlin Golf Corp.
- Subcontractor Keith Dewar, president of American Golf Course Construction, Inc. in Plano, Texas.
- Clubhouse designer Bill Zmistowski Jr. of Denver, Colo., who is designing the facility in conjunction with Britain Michael Blee.
- Clubhouse operations consultant C.

Alex Walker, president of C. Alex Walker and Associates and general manager of Oakdale Golf and Country Club in Toronto.

"I don't like risks," Turner said. "If you're going to do anything in life you want to reduce the risks. I hired the best designer I could find. I used my own standards to assess designing. I wanted a designer who was hands-on, who was accurate and had a track record of meeting his budgets. It was a question of risk reduction.

"You can't expect to do a great project without a lot of risks unless you hire accordingly."

Turner said he felt the project "stood a good chance of being as good as there is anywhere, not just Britain. I brought in Billy Fuller, who was a superior grass man, who used to be super at Augusta. I brought in Joe Duich, who is responsible for developing the hybrid strains of bentgrass — Penncross, Penneagle; he's been over every three or four months.

"I brought over my green super (Siems), a prize-winner and excellent student at Penn State and the super at a private club in Toronto."

## A new game

Scotland may be the cradle of the golf world and England a next-door neighbor, but the great advances in grasses and grounds maintenance have come in the United States in the last 40 years. Those

advances have been spurned by the British who have neither listened to American experts who have said bentgrass could grow well in England nor given much credence to the call for higher quality maintenance.

Better maintenance means higher costs — an unsavory thought to the British, Turner said. But he is sure "they'll like it once they play on it," and they will be willing to pay the price.

The \$23,000 joining fee is "huge by British standards," said East Sussex marketing manager Mick Green. "The most expensive club you can currently join is Wentworth and that costs about \$2,000 to join."

But Turner is undeterred. "They say Europe is a fertile market," he said, "but the best market is here in England. Things will change here. It took 40 years for golf in the U.S. to get where it is; it won't take long here."

"We've brought in the technology, brought in the experts and decided it would work. Now we've proved it. Things have come up pretty rosey," he said.

"There's a real thirst for knowledge among greenkeepers here. They're not given much status in life over here. There's been a body of the public critical of the U.K. and the greenkeepers themselves are leading the rush.

"In America there was a lot of experimentation. Now they don't have to experiment ... The grasses have been

developed, the techniques developed. Over here, those old mistakes aren't likely to happen because now there's a whole lot of knowledge available and they know they can find it, and they're smart enough to know what not to do."

Britain's Walker Cup team practiced on eight holes and reportedly was thrilled with the results so far of that grass and groundskeeping knowledge.

And marketing manager Green said potential sponsors have already expressed an interest in financing a major pro tournament at the East Course, which is England's first stadium course. "I think 1992 will be the first good time for a tournament," Green said.

East Sussex National Golf Club isn't the end of the dream for Turner, either. "I see this as a country of opportunity," he said, adding that he plans to build more championship-calibre courses and "if I had a choice I feel I would be honored if Bob Cupp would do it for me. He's an artist, has marvelous understanding of terrain, and is so talented in engineering.

"Artistically I've got a golf course that will really turn you on.

"The first thing for a golfer is to walk out and have something that really cranks him up when he looks at it. If you can't do that, I don't want it."

He feels he's got it at East Sussex and wants more of it elsewhere.