

# Wisconsin, Minnesota boast highest figures

Golf fever is highest in Wisconsin and Minnesota, according to the latest research released by the National Golf Foundation.

NGF's Golf Participation in the U.S./1989 Edition reports that nearly 16 percent of the residents in Wisconsin and Minnesota play golf.

Utah, Iowa, Michigan and North Dakota follow the top two, with 14 percent of their populations being golfers.

Michigan also is one of seven states able to boast more than one million golfers. California is the leader with 2.4 million, followed by New York with 1.7 million; Texas, 1.6 million; Illinois, 1.5 million; Ohio, 1.4 million; Michigan, 1.3 million; and Florida, 1.2 million.

According to the report, the number of golfers nationwide increased in 1988 from 21.7 million to 23.4 million — the third straight year the number increased by more than 7 percent.

Also, figures show that national golf participation exceeded 10 percent for the first time, climbing from 9.7 to 10.4 percent.

While the number of golfers nationwide has grown, so has the total rounds played — from 434 million to 487 million rounds.

Fueling this growth in rounds played, according to NGF Vice President of Research Dr. Gordon Benson, is the extraordinary increase in the number of frequent golfers, those who play 25 rounds or more a year.

"The number of frequent golfers grew from 4.8 million to 5.6 million — a 16-percent rise," Benson said. "This is a sharp departure from the previous year when frequent golfers showed no increase in numbers."

"The importance of these frequent golfers is underscored by the fact that although they represent only 24 percent of the golfing population, they play 75 percent of the total rounds."

State	Part. Rate	Nat'l Rank	Total Number	Nat'l Rank
Alabama	5.3	46	213,332	32
Arizona	9.7	24	324,753	24
Arkansas	5.0	47	117,725	36
California	8.7	T-31	2,364,909	1
Colorado	12.0	13	390,688	20
Connecticut	10.6	20	334,403	22
Delaware	8.2	37	51,259	47
Dist.Columbia	3.8	49	23,044	49
Florida	9.9	22	1,171,635	7
Georgia	7.0	42	428,738	17
Idaho	12.3	11	123,728	35
Illinois	13.1	T-7	1,485,815	4
Indiana	12.1	12	655,824	12
Iowa	14.5	T-3	403,575	19
Kansas	12.9	T-9	313,144	25
Kentucky	8.9	29	326,579	23
Louisiana	5.7	T-44	250,545	30
Maine	8.5	T-33	98,561	40
Maryland	8.5	T-33	377,325	21
Massachusetts	10.5	21	601,110	13
Michigan	14.2	T-5	1,279,734	6
Minnesota	15.9	T-1	664,005	10
Mississippi	4.0	48	104,151	39
Missouri	8.3	36	417,787	18
Montana	9.8	23	79,339	44
Nebraska	10.9	18	171,462	33
Nevada	11.5	T-15	114,875	37
New Hampshire	8.7	T-31	89,733	42
New Jersey	8.8	30	661,710	11
New Mexico	11.5	T-15	170,629	34
New York	9.5	T-25	1,660,393	2
North Carolina	9.3	T-27	584,846	14
North Dakota	14.2	T-5	95,922	41
Ohio	12.9	T-9	1,359,875	5
Oklahoma	8.1	38	263,533	29
Oregon	10.7	19	285,079	28
Pennsylvania	7.7	40	897,000	8
Rhode Island	7.2	41	69,351	45
South Carolina	8.5	T-33	286,008	27
South Dakota	11.8	14	82,879	43
Tennessee	6.2	43	295,548	26
Texas	9.5	T-25	1,560,940	3
Utah	14.5	T-3	241,578	31
Vermont	9.3	T-27	49,793	48
Virginia	7.8	39	451,024	16
Washington	11.0	17	486,837	15
West Virginia	5.7	T-44	107,288	38
Wisconsin	15.9	T-1	748,207	9
Wyoming	13.1	T-7	63,778	46

Source: National Golf Foundation

The report is based on research done by McKinsey & Co. and the NGF.

# Public pressure puts golf course out to bid

Howard County, Virginia, will proceed with its \$4-million project to build two public golf courses, but without the services of an ex-parks director who had won a no-bid contract to build the courses.

Officials last spring promised to award the no-bid contract to the county parks director, William M. Mitchell, who had set up the project and then resigned his job.

"We have decided we are going to proceed without that contract, without that work," said Deputy County Administrator Robert E. Vogel.

The county's intention to give the contract

to Mitchell became public in April when Mitchell announced his resignation. Officials then said they would award Mitchell the contract because he had special qualifications that made him uniquely suited to the job.

Now County Administrator Buddy Roogow says that, for an undetermined fee, Mitchell will act as a consultant to help acquire the land and design the course.

Roogow said, "This is not a sop to Bill; this was not a quid pro quo," adding that he would seek legal advice and, if needed, request bids on the work offered to Mitchell.

# Course views equal success amidst soft sales market

Views of two golf courses and a single-family environment reportedly have brought a boom at the exclusive St. Andrews Country Club in Boca Raton, Fla., where the real-estate market has otherwise been suffering from sagging sales.

The St. Andrews community sold nearly \$75 million worth of homes — averaging \$750,000 apiece — during the first half of 1989, exceeding even St. Andrews officials' projections, according to Vice President Brian Taub.

Taub said that to keep up with demand, St. Andrews is building 76 new homes worth \$57 million.

Taub said the project's success begins with environment.

"Home buyers today want the pure single-family neighborhood environment we offer here," he said.

"Other communities simply can't offer a country club environment with homes offering views of amenities and two golf courses.

"For example, in creating our neighborhood concept, we sacrificed high density for a community plan that focuses on home sites taking advantage of golf course views, waterway and lake views as well as views of the community amenities."

# Lawn care conclave set

The Professional Lawn Care Association of America will host its 10th Annual PLCAA Conference and Show, Nov. 6-9 at Cashman Auditorium and Field Center in Las Vegas. The organization has grown from 175 member companies in its first year to 1,350 member companies.

The convention will include pre-conference workshops on business, water management and pesticide training, as well as a pre-conference management training seminar at Caesar's Palace for trainers and recruiters.

"These 2 1/2-day workshops are intensive and comprehensive. Employees in lawn care businesses are difficult to hang onto, given the competition and shortage of available workers within the 20-24 age group," said Dr. Barry Troutman, director of education for the PLCAA. "Few people these days have any experience in agronomics and pesticide use. The seminar on training will help PLCAA members deal with the instruction and education of potential employees."

There will be some earlybird workshops on Monday dealing with business, finances, employee career development, drug and alcohol issues in the workplace, water management and pesticide training. An opening session will follow at Cashman's Auditorium celebrating the 10th anniversary of the PLCAA, as well as a trade show and preview party at Cashman Field Center.

On Tuesday and Wednesday, there will be a new product exposition. The new products and equipment will be presented by company representatives during a continental breakfast.

The annual meeting with the election of PLCAA officers and a general session will follow breakfast. Later that day members will meet to discuss the issues of the 1990s, including water allocation, new technology, regulations, health and finding employees.

There will be a new member reception, service workshops on pumps and small

engines, and breakout sessions on people, government, health, water and technology.

Some outdoor equipment will be demonstrated Thursday along with a barbecue lunch, followed by a general session and then the closing session.

Shuttle bus service will be provided between Cashman Field Center and Caesar's Palace Hotel. To register call the PLCAA at 800-458-3466.

# Chase joins golf insurance specialty

The Chase Insurance Agency of Ocean City, N.J., is now offering an insurance program for daily fee courses that Chase says will provide golf course operators with all the necessary coverage through one policy.

Chase Insurance's Fore Golf program is a policy designed for privately owned daily fee courses, non-equity clubs, municipal operations, resorts and residential real-estate developments.

To be eligible the course must have 18 holes, an annual gross revenue exceeding \$600,000, a clubhouse facility and an on-property management staff.

Chase insurance President David E. Stefan says a minimum premium payment per facility for various coverages would be \$50,000, which includes liquor liability, business interruption from loss of revenue from clubhouse operation and greens protection including the putting area and tee boxes.

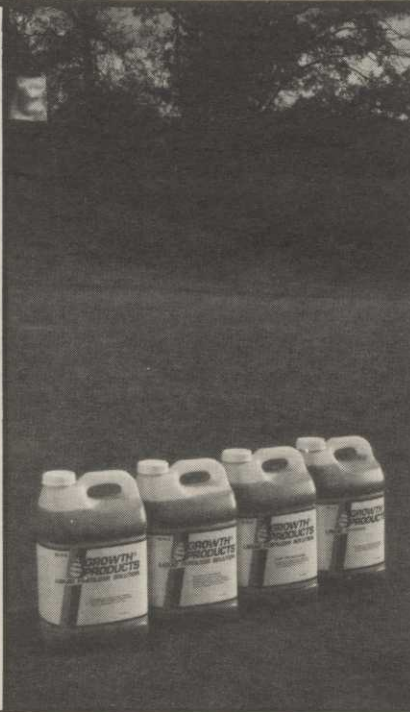
Chase Insurance is a division of Chase Inc. The New Jersey-based company, established in 1969, is an executive search and management consulting firm specializing in the golf industry.



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