

Conference Report

International conferences scheduled

With the global explosion in golf has come plans for the second new international golf show in a year.

Golf Asia '91 is scheduled for next April 11-14 in Singapore, organized by Connex Private Ltd. Last November the first Golf Course Europe was held in Wiesbaden, West Germany, by convention company Expoconsult of Holland.

Zainal Abidin Shah, Connex exhibition manager, said his firm is inviting potential golf course owners, resort developers, architects and others in the industry to the show at World Trade Centre in Singapore.

The main purpose of the event is "to provide exhibitors and visitors with venues of displaying and observing the most up-to-date equipment and most effective techniques for making golf a better game."

American architect Ronald Fream, who alone is designing four courses in Asia, said there are 38 percent more new golfers every year in Asia, which translates to a demand for more suppliers, driving ranges and courses.

Shah said Thailand and Malaysia are indicative of the growth in the region. Thailand, he said, has 40-odd courses today and another

200 may be completed by 1995. Malaysia, which has 14 courses, has 50 more on the drawing boards.

The Golf Asia '91 organizers are calling it a "golden opportunity" for companies to expose their products and service to "this huge and vibrant golf industry in Asia-Pacific."

Meanwhile, Golf Course Europe, which was visited by people from 23 countries last fall, will be expanded to include more information for groundskeepers its second time around.

Expoconsult's Ellen MacGillavry said that move is in response to complaints that last year's show

was too much geared toward golf course design.

She said more than 1,000 golf courses are being planned in Europe, and the people developing those projects have an "enormous" need for information.

This year's conference and show will be held Nov. 28-30 in Paris.

Shah and MacGillavry are both expecting large turnouts from foreigners at their shows.

People may contact MacGillavry at Expoconsult, Industrieweg 54, P.O. Box 200, 3600 AE Maarssen, Holland (tele-

phone 03465-73777); and Shah at Connex Private Ltd., 3015A Ubi Road 1 #05-11/12, Kampong Ubi Industrial Estate, Singapore 1440 (telephone 7489696).

Jones

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scientifically not based on fact. But when you've got a cause, fact usually comes in second."

Jones said he has met with congressmen and agencies to make them "aware of our cooperation and interest; to let them know we're different from the farmers, and we are maybe five times the number of farmers. Therefore, while they're super-concerned not to injure farmers' livelihood, they should recognize that golf, too, provides a livelihood for those people who take care of it.

"It's also tourism, and tourism is one of the best dollars you can have because it's a non-cost dollar; it's clean and you don't have to build any social services, schools, hospitals to support it."

He said that for all those reasons, golf courses are economically as important, or more important, than another agricultural crop — "and grass is a crop."

"These are the kinds of interpretive programs I've tried to help people in authority see: that we are the good guys and are with them; and if they explain the rules, we will work with them," he said.

Jones said golfers should attend public hearings to support golf course projects in their communities, regardless of whether they will play there, "because if they don't, and the people who consider them a toxic waste dump have their way, they may pass regulations which will mean their golf courses will be affected."

He said this scenario has been played out in Arizona and California in periods of drought "when they've restrained the amount of water to such an extent that you can't grow grass. It's an easy political thing to do when there is a climatic strain on any system, whether it be sewage or a reservoir."

He said, "If you're a golfer you should take an interest, just as you would about schools..."

His message is getting out and many are interested, because they recognize that there is not enough golf, he said. If there is not enough public golf, private courses might face legislation, he added.

He said he has asked congressmen "to watch bills that might affect us, so they wouldn't throw out the baby with the bath water. If they're going to regulate the farmers and Chemlawn, then they should do it in such a way that those who oppose us for growth reasons, would not have a new arrow in their quiver that was ill intended to be used for the golf world."

At the ASGCA's structural level, Jones said he was recommending two-year terms for officers; and greater clarity regarding membership qualifications.

