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GOLF COURSE NEWS

SPECIAL LISTINGS
Architects and Builders
Pages 16, 17 and 20

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

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Florida spearheads change

Summit brings all sides together

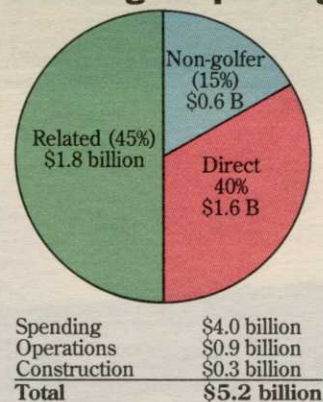
BY KIT BRADSHAW

Golf in Florida is a cornucopia, pouring \$5.2 billion annually not only into the golf industry, but into resorts, restaurants, agriculture, real estate, tourism, retail sales and services.

But the economic impact of golf as a business and the environmental benefit of golf courses must be recognized and understood by the public, legislators and governmental regulators.

Continued on page 10

Florida golf spending



Will other states follow the lead?

BY MARK LESLIE

In the wake of Florida's successful golf summit and with Golf Summit 90 set for Nov. 12-13, states where golf is big business may follow suit by adding lobbying arms and bringing together the industry and government agencies.

Summits like Florida's are "very important because golf is not well coordinated in most states," said Gerald Faubel of Saginaw (Mich.) Country Club.

Continued on page 22

Pebble Beach course facelift going full tilt

BY FRANK POLLARD

Plagued by drought and turf problems, Pebble Beach Co. on California's Monterey Peninsula faces an aggressive renovation program at the hands of its new owners.

Prior to the billion-dollar sale of Pebble Beach Co. to Ben Hogan Properties, Inc., officials at the facility had started an extensive program to restore Pebble Beach Golf Links to its original design. At the

same time, though plagued by drought, Pebble Beach was undertaking a program of additional course changes to meet the stringent requirements of the U.S. Golf Association for the U.S. Open, scheduled there in June 1992.

The primary challenge was eradicating kikuyugrass and all noxious weeds from the tees, aprons, collars, fairways and rough.

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Flood hits Augusta National and others

BY MARK LESLIE

Augusta National Golf Club lost its entire 11th green complex, Augusta Country Club faced washed-out riprap and one-quarter inch of silt on its 8th green, and other courses in Georgia and South Carolina dealt with their own problems after receiving as much as 15

inches of rain Oct. 10-12.

Tropical storms Klaus, Lily and Marco converged in a deluge creating the equivalent of 50-year floods in some areas.

Many courses simply watched the heavens open for two days and waited as the water soaked into the ground.

Others weren't so lucky.

Augusta National superintendent Marsh Benson had to contend with a complete washout of the 11th green and retaining walls, a washed-out 13th members' tee, a flooded 12th green and damaged 13th green as Rae's Creek

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16 ARCHITECTS top 200

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Course openings in 1990 through June 30

	Daily Fee	Municipal	Private	Total
Opened as new facilities	54	16	23	93
Added to existing facilities	19	4	13	36
Total courses	73	20	36	129

Source: NGF

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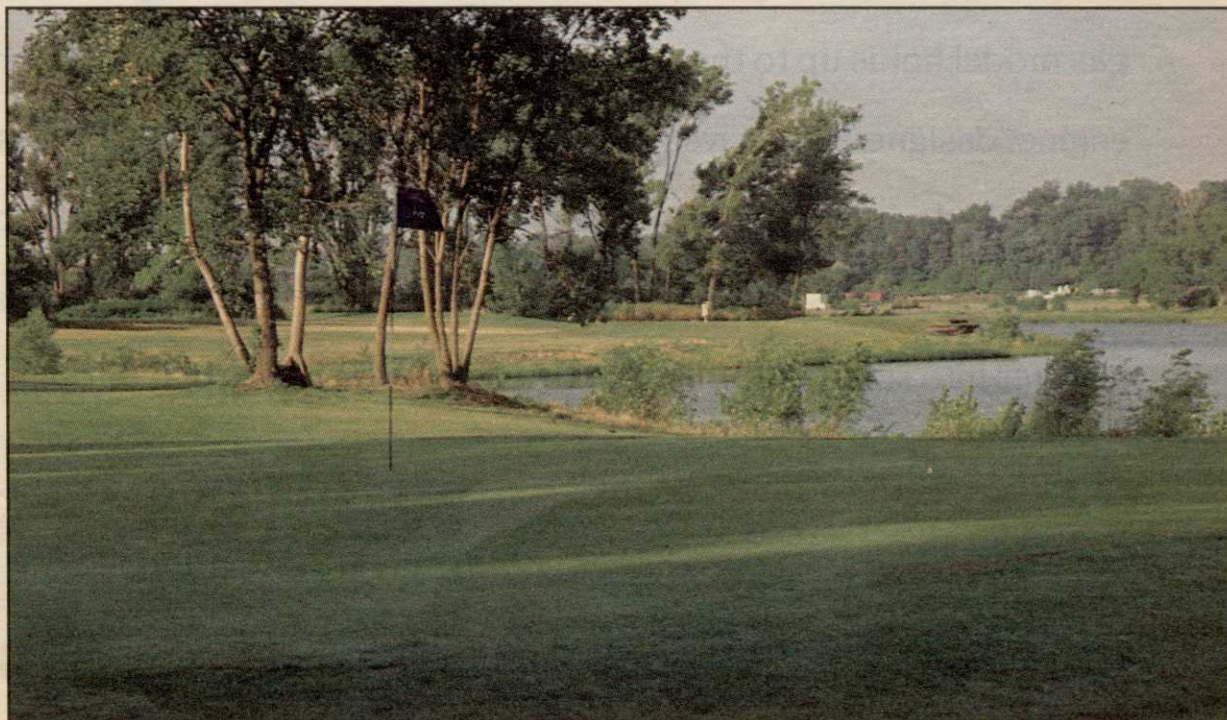
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Beating the crowds with backyard greens 30



The 13th hole at Iowa Shoreline Golf Course shows how well "derelict land" can be turned into green space. Architect Patrick

Wyss of Rapid City, S.D., designed the course in Carter Lake, Iowa. For more on new courses, see page 11.



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W-A-T-E-R would spell relief in Calif.

BY PETER BLAIS

California golf courses are dealing with a five-year drought that has led to watering restrictions, regional battles over water, charges of unfair allocations, forced conversions to effluent and proposals to build multi-billion-dollar seawater desalination plants.

Santa Barbara has been among the hardest hit. Basically a desert area that runs down to the sea, Santa Barbara has been in Phase III restrictions for more than a year, according to LaCumbre Golf & Country Club superintendent Doug Weddle.

For residents that means no washing cars or watering lawns. For golf courses, it means doing with 15 to 20 percent less water than historical needs. A defective water meter at LaCumbre established an even lower historical figure than the course's actual water use, Weddle said. Consequently, the course gets 50 percent less water than it used four years ago.

LaCumbre received 4-3/4 inches of rain the last 18 months, one-fifth its normal rate. Normally, Weddle could supplement his watering from the course's 31-acre lake. But it has been dry for three years.

"We put a blue line around it just to keep the handicap fair," Weddle said.

Santa Barbara superintendents can use their allotment as they see fit. Weddle waters greens and tees as needed. Roughs haven't been watered in 18 months. Fairways get 50 percent of their needs. That has left some fairways thinner, browner and with more weeds than he would like, but has freed some of the precious liquid for the many trees that line the course.

"If a tree dies, you may never see one on that spot again in your lifetime. But you can always replace grass," Weddle reasoned.

Wells were pumped so low this summer that salt water invaded parts of the Santa Barbara aquifer. That led to summer patch on six LaCumbre greens before new wells were dug, Weddle said.

To minimize growth, Santa Barbara never tied into the state water system that draws water from the Colorado River and Northern California. Instead the city tapped the Lake Cachuma watershed. The move maintained a smaller-town atmosphere, said Raymond Davies, president of the Golf Course Association of Southern California and superintendent at Virginia Country Club in Long Beach. But the drought has left Lake Cachuma "virtually dry."

The water problem is so acute local officials are considering building a multi-billion-dollar desalination plant, Weddle said. The facility would require tremendous amounts of energy. A nuclear plant would be the most practical power source, although licensing a new plant in environment-conscious California would seem unlikely. Trucking or shipping water from Alaska is also being considered.

Farther north, Monterey Peninsula courses have rationed water the past 18 months, receiving 20 percent less than they did in the 1987 base year, according to California GCSA President D.J. Pakkala. All courses are watering tees, greens and fairways, Pakkala said. Some have had to tighten belts, while others have more water than they need. The reason is the way the base was determined.

Rainfall can vary considerably within a very few miles on the Peninsula, Pakkala said. Courses receiving little rain watered heavily in 1987 and are consequently allocated more water today. Those drenched in 1987 watered lightly and are receiving less now.

"It's not an equitable way to allocate water," said Pakkala. "We'd like to see the water district use a 10-year average."

Variances are necessary for special projects, like watering a new seeding. Pebble Beach received an extra allocation for a kikuyu grass eradication and ryegrass overseeding program in preparation for the 1992 U.S. Open.

In Southern California, water has been rationed in Los Angeles County and fines levied at courses exceeding their allocations, Davies said.

Proposed ordinances in Los Angeles and Irvine would severely restrict planting turf and other landscaping features found on golf courses.

But despite receiving less than half its average annual rainfall, the area has suffered less than expected because it is tied into the state water system. The system includes a line that loops around San Francisco, a sore point with Northern Californians. While Southern California has largely avoided restrictions because of the imported water, the Bay Area has cut back. The situation angers Northern Californians and led to a sort of "civil war over water," Davies said. Northern legislators have proposed cutting Southern water supplies 40 percent.

The drought quickened the conversion to effluent, Davies said. Despite having its own wells, the city required Virginia CC to convert to treated water a year-and-a-half ago. Several older

greens, particularly where nitrates and salt pooled, suffered turf damage.

"They (city) basically put a gun to our heads," Davies said. "All six of the city's courses are now on effluent."

A return to normal rainfalls may be in sight, according to Davies. Ocean temperatures are running 10 degrees above normal. Such conditions historically give rise to El Nino winds bringing moisture from Baja.

"We're hopeful," said Davies, whose course historically averages about 12 inches of annual rainfall. "The last time this happened we got 30 inches."

In Santa Barbara, Weddle would be happy with the area's average 16-inch annual rainfall. But it would take more than 30 inches over the next six months before the water districts would consider lifting restrictions, he said.

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The central and desert areas have been less affected by the dry conditions.

"Our chapter hasn't had any major problems, yet," said William Griffith, superintendent at Belmont Country Club in Fresno and president of the GCSA of Central California. "Some courses have been asked to cut back on a volunteer basis, but there haven't been any restrictions."

Ironically, the Palm Springs area may be the least affected by the drought.

"We're sitting on one of the largest underground aquifers in the world," said Ross James O'Fee, superintendent at The Springs Club in Palm Desert and president of the Hi-Lo Desert GCSA.

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GCSAA plans major topics for int'l show

Topics ranging from turfgrass disease control to environmental regulations will be covered in 41 one- and two-day seminars at the 62nd International Golf Course Conference and Trade Show in Las Vegas, Nev., in February.

The seminars, held Feb. 5-8, are a prelude to the main portion of the Feb. 9-12 event. Six concurrent educational sessions are slated for Saturday, Feb. 9.

Attendance is expected to top 17,000 at the conference and show, hosted by the Golf Course Superintendents Association of America. After the educational sessions and seminars, a 2-1/2-day trade show, banquet, the association's annual meeting and election of officers, and GCSAA Golf Championship will be held.

Conference week opens with the annual GCSAA Golf Championship, Feb. 4-5 at five Scottsdale, Ariz., golf courses. A field of about 600 will compete for individual and chapter team honors.

Sports marketing entrepreneur Mark H. McCormack will be the keynote speaker at the opening session Friday, Feb. 8, at The Riviera, the Conference and Show headquarters hotel. McCormack is chief executive officer and chairman of International Management Group, a 14-company, multinational conglomerate, and the author of "What They Don't Teach You at Harvard Business School."

More than 500 manufacturers and distributors of golf/turf industry products, supplies and services are expected to exhibit at the trade show, which runs Feb. 10-12 at the Las Vegas Convention Center.

Singer/songwriter Neil Sedaka will perform at the formal closing banquet on Tuesday, Feb. 12.

The highlight of the evening will be the presentation of the Old Tom Morris Award, GCSAA's highest honor, to William C. Campbell. Campbell is the only American ever to have served both as president of the U.S. Golf Association and as captain of the Royal & Ancient Golf Club of St. Andrews, Scotland.

Golf Course News and the Chi Chi Rodriguez Youth Foundation will host a golf outing on Feb. 13 for exhibitors, distributors and their guests.

To be held at the Legacy Golf Club in Henderson, Nev., the tournament will benefit the foundation. Those interested should contact Golf Course News at 813-576-7077.

Last year's conference and show, held in Orlando, Fla., drew more than 17,300 people. Nearly 1,600 were international visitors and guests, representing 39 countries outside the United States. Attendance for the Orlando show broke GCSAA's attendance record, set in 1989 at the conference and show in Anaheim, Calif.

Univ. Arizona to set up turf lab

Karsten firm the benefactor

A new turfgrass laboratory "destined to become a leading facility particularly in those issues that relate to the desert climate," will be established at the University of Arizona College of Agriculture.

The state-of-the-art laboratory will be named the Karsten Laboratory for Turfgrass Research in honor of the Karsten Solheim family of Phoenix.

Solheim is the president and chief executive officer of the Karsten Manufacturing Corp., which gave \$500,000 to establish the facility.

Scheduled for completion next June, the building will be the centerpiece of the UA Desert Turfgrass Research Center, said Merle Jensen, the assistant agriculture dean for sponsored research.

"The impetus for this major gift is the strong relationship that has developed between the UA College of Agriculture, and the Arizona Golf Association, which represents the golf industry and dedicated members of the industry," Jensen said.

"Through this alliance, we're making a united effort to promote responsible turf research programs.

Our primary objectives are water conservation and developing sound environmental applications at golf facilities," he said.

UA Agriculture Dean Eugene G. Sander said, "With this new facility and its diverse support base, the UA Desert Turfgrass Research Center is destined to become a leading facility particularly in those issues that relate to our desert climate."

The Public Awareness and Research (PAR) Committee of the Arizona Golf Association of Phoenix is raising funds, supported by golfers and golf business interests throughout Arizona.

AGC buys Casta Del Sol

American Golf Corp. has acquired the par 60, 18-hole Casta Del Sol Golf Course in Mission Viejo, Calif., through a long-term lease with Haseko (California) Inc. which bought the course from the Mission Viejo Co. The public course is a Ted Robinson-designed executive course.

Facilities include a clubhouse, golf shop, snack bar, dining and banquet facilities.

American Golf Corp., of Santa Monica, Calif., owns or leases and manages 125 public, private and resort courses nationwide.



Seed Research donates funds to Ore. State

Seed Research of Oregon has donated \$500 to the Turfgrass Research Program at Oregon State University.

Associate Professor Tom Cook, who heads the turf research and instruction program, will use the money to continue the research being undertaken with his students.

Many golf course superintendents throughout the country are graduates of the Oregon State University program.

State cites Legends for new jobs

The South Carolina Department of Parks, Recreation and Tourism has honored The Legends Group, headed by developer Larry Young, for creating 25 new jobs at its Legends Clubhouse and Heathland Course in Myrtle Beach.

The Legends was one of 17 Grand Strand businesses recognized by

the PRT at a meeting on Aug. 30 for creating a significant number of tourism-related jobs in 1990.

"I'm pleased to be recognized for the commitment The Legends has made to the Grand Strand area. That commitment has grown since we started our first business here in 1975, and now we employ 221 people

at four courses," Young said.

The Legends Group plans to develop a community within its complex in Myrtle Beach. This complex will offer three golf courses: Heathland, which opened earlier this year; Moorland, scheduled to open in October; and Parkland, set to open in fall 1991.

Irwin given Sold on St. Louis Award

Hale Irwin, an outspoken proponent of the city, has received the Sold on St. Louis Award in recognition of his business and civic leadership.

The award (named after the national marketing initiative of the St. Louis businesses) honors individu-

als who "through word, deed or part of routine business practice, help position St. Louis as one of the nation's premier locations to live and work."

Hale Irwin Golf Services, Inc., supports a variety of community service projects, through the Hale

Irwin/Children's Hospital Golf Tournament and Hale Irwin's Clubs For Kids (the largest children's golf clinic in the United States) as well as other charitable activities.

Irwin volunteered earlier this year to star in a television public service announcement promoting the region.

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Seed group works deal with Nebraska University

The Native Turfgrass Development Group has reached an agreement with the Board of Regents of the University of Nebraska, for exclusive worldwide rights to propagate, name and market selected seeded buffalograss cultivars.

Members of the Native Turfgrass Development Group are Arrow Seed Co., Inc. of Broken Bow, Neb.; Farmers Marketing Corp. of Phoenix, Ariz., and Johnston Seed Co. of Enid, Okla.

Buffalograss is a native, warm-season species noted for its short, slow, stoloniferous growth habit. It needs less mowing, water, fertilizer and pesticides.

Dr. Terrance P. Riordan, turfgrass plant breeder in the university's Department of Horticulture, and Dr. Robert M. Ahring, project leader for NTDG, have identified male and female buffalograss plants exhibiting improved turf characteristics.

Synthetic lines of buffalograss are now under production. Seed from the first harvest will be used for testing and evaluation, including entry in the national buffalograss turf trials conducted by the USDA that will be established next summer.

Riordan said: "This project has allowed us to quickly develop new cultivars of this native species for use where water use is restricted because of limited quantity. These grasses will also use less pesticides and probably reduce the amount of clippings going into landfills—both important environmental concerns."

Mike Kenna, director of USGA Greens Section Research Committee, said, "This agreement for research support and marketing is a step toward the goal of making the new environmentally desirable cultivars available to not only the golf course industry but other turf users as well."

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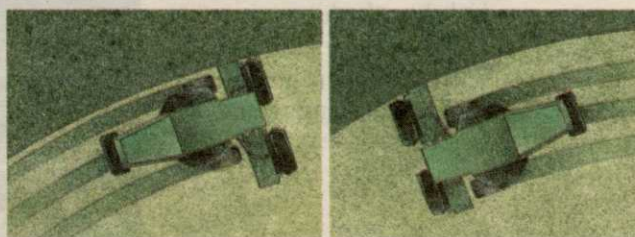
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5th Circuit Court hears Diazinon appeal

BY PETER BLAIS

Ciba-Geigy Corp., the original developer and the country's largest manufacturer of diazinon-based products, has appealed the Environmental Protection Agency's recent decision upholding its ban of the pesticide on golf courses and sod farms because of its risk to birds.

The EPA ruled in late July that "the only way to preclude diazinon from generally posing an unreasonable avian risk is to prohibit its use on golf courses and sod farms altogether."

That action upheld a ban the EPA imposed in June 1988, the first EPA prohibition of a pesticide solely to protect birds, according to Ciba-Geigy spokesman Stephen Powell.

Superintendents have reportedly found alternatives to diazinon since the government prohibition took effect. But those alternatives generally control fewer pests than does diazinon. That means several different chemicals must be applied to control the same problems.

"The ban has had some effect, but nothing earth-shattering," said Mark Jarrell, superintendent at Palm Beach National Golf & Country Club. "Diazinon is an all-purpose, broad-spectrum pesticide. It seemed safe and effective. It's too bad to lose something like this for political rather than scientific reasons. From what I understand, there were a few birds killed in the Northeast from the granular diazinon. The liquid formulation wasn't a problem."

"I have two or three options to replace diazinon. It makes it more expensive for treating something like mites. It probably costs me several hundred dollars more a year."

Ciba-Geigy, which Powell estimates supplies 75 to 80 percent of the diazinon sold in the United States, appealed the ruling in early September to the 5th U.S. Circuit Court of Appeals. The chemical manufacturer argued the pesticide can be used without endangering birds, primarily waterfowl, with certain restrictions.

According to Powell, those restrictions include:

- barring applications around ponds and wetlands;
- irrigating immediately after application so pesticide granules dissolve into the soil rather than remain on the surface where birds can eat them;
- limiting the number of applications per season; and
- limiting the timing of applications to when waterfowl aren't present.

Added Powell, whose company also appealed the original EPA diazinon ban to the 5th U.S. Circuit Court of Appeals in 1988: "We're basically following the same guidelines we did back then. We believe diazinon can be used in a manner that minimizes the risk to birds."

Powell said his company's latest legal effort could be successful because of rulings by both an administrative law judge and the appeals

court that the EPA review its initial ban.

An administrative law judge suggested several modifications to total prohibition after the EPA filed a notice of intent to ban the use of diazinon on golf courses and sod farms in 1986, Powell said.

The EPA was under no obligation to follow the administrative judge's ruling and imposed the ban in June 1988.

Ciba-Geigy filed its first appeal that summer, but re-labeled its bags of D.Z.N. Diazinon with instructions it not be used on golf courses or sod farms. The appeals court ruled in June 1989 that the EPA make some

modifications and sent the matter back to the federal agency. The EPA incorporated some changes but stood by its golf course and sod farm ban, prompting Ciba-Geigy's latest appeal.

"We've followed the agency decision that diazinon be taken out of the golf market. But we're hoping it will be reinstated," Powell said.

Statistically, golf courses represented less than 2 percent of Ciba-Geigy's diazinon sales in the pre-ban days of early 1988, Powell said. Homeowners were the major customers, buying 65 percent. Farmers and indoor pest controllers purchased 15 percent each. That left

just 5 percent for professional turf care companies and golf courses.

Homeowners, institutions, farmers and indoor pest controllers can still use diazinon. The ban applies just to golf courses and sod farms because of their attractiveness to waterfowl.

"I've seen a lot of birds around cornfields. I guess the golf course ban is a little surprising from that standpoint," the Ciba-Geigy spokesman said.

Powell said feedback from superintendents indicate they are using several pesticides to replace diazinon.

Many of the products are effective

NEWS

on tees and greens, but less so on fairways, he added.

One of the most common pests diazinon controls is white grubs, Powell said. The EPA in 1988 recommended five substitutes for diazinon — bendiocarb, carbaryl, chlorpyrifos, isofenphos and trichlorfon.

Powell said there are five to 10 diazinon manufacturers in the United States. All have supported his company's court actions. No appeals court decision is expected soon, he added.

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Mich. developers get judge's support

State NRC
to decide in
Dec. whether
to uphold ruling

BY PETER BLAIS

Developers have won the opening round in what looks like a long fight over building a golf course along a trout-laden river at The Homestead Resort near Ann Arbor, Mich.

Administrative Law Judge William C. Fulkerson recently ruled in favor of the resort's plan to build a

Bob Walker-designed golf course and 31 home sites along Crystal River near Sleeping Bear Dunes National Lakeshore.

The state Natural Resources Council is expected to decide in December whether to issue a building permit. The commission can accept, modify or reject Fulkerson's opinion.

Developer Robert A. Kuras hopes to begin construction next spring if the NRC approves. But waiting in the wings is the U.S. Environmental Protection Agency, which could object to plans to alter 3.68 acres of wetlands on the 266-acre site. The EPA has final say on state wetland

issues.

Then there is the opposition of just about every environmental group in the state. The 700-member Friends of the Crystal River was formed to oppose the project. It objects to the wetlands issue and possible golf course chemical runoff into the river.

The group has enlisted support from the Michigan United Conservation Clubs, Sierra Club, Audubon Society, Trout Unlimited, National Wildlife Federation and West Michigan Environmental Council.

Both sides predict further state and possible federal court battles

in what has already been a four-year struggle that has divided the community. Voters in a 1987 referendum favored the resort, 285-209.

"There were many public hearings before that vote," said Ben Whitfield, supervisor of Glen Arbor Township. "They had to be the most informed voters anywhere at any time on any project. And they supported it."

Kuras has spent more than \$1 million on legal and planning fees. He hired 27 consultants, nine from Michigan State University.

They developed a plan with buffer zones along the river that

NEWS

Fulkerson ruled would protect the water. The judge also determined canoeing would not be affected and fishing possibly improved.

"The river is anywhere from two inches to two feet deep, is absolutely crystal clear, and is full of steelhead trout. And therein lies our problem," said Walker.

Walker said the course has been designed to minimize impact to the river. Five holes would play along the water, but a buffer of native grasses intercepts runoff. Many fairways would have reverse slopes to channel runoff away from the river. Shoreline trees would remain largely untouched. As much vegetation would be saved as possible and a minimum amount of earth moved.

"The landscape is very conducive to a scenic golf course," he said. "The surroundings are the drawing card. So no one wants to change it any more than necessary."

"So far, the course has made headlines for all the wrong reasons. Once it's open, it will make them for the right ones."

The administrative judge's ruling pleased Kuras, who felt The Homestead had been held to a higher standard than past developments. DNR Deputy Director Jack Bails admitted that was the case because of the controversy.

"He (Kuras) has 266 acres zoned single family," said Walker. "He could put in 700 tract houses if he wanted, with each homeowner out there spraying his yard with three times as much herbicides, insecticides, chemicals, heavy metals and toxic materials as you would put on a golf course. There's no legal problem with that. But a golf course is a problem."

"That's because most people don't understand the maintenance procedures on a golf course and how sensitive they are to the environment."

Added Gerald Faubel, president of the Golf Course Superintendents Association of America:

"He (Kuras) has done an outstanding job of researching and trying to meet the demands of not only the Department of Natural Resources in Michigan, but also the EPA in Washington, D.C., and Region 5."

"And he won. I hope it (Judge Fulkerson's ruling) is the final decision because he has certainly proven his sincere desire to do it correctly. He did a wonderful job."

Fulkerson also noted the project would bolster the local economy. The Homestead would increase local tax revenues an estimated \$91,000.

"They (The Homestead) have met or exceeded all the requirements," Whitfield said. "They've really run the gauntlet and the permit should be issued so we can put this behind us."

"This will have a very positive impact on the area. It will expand our tourist season and provide more year-round jobs."

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Tropical storms leave destruction

Once again, fall weather has wreaked havoc in the Southeast. And once again, a few golf courses were severely damaged.

As reported on the front page, Augusta National lost its 11th green — virtually washed away by either tropical storm Klaus, Lily or Marco, but more likely a combination of all three. The 12th and 13th greens were also flooded but remained intact, while the 13th tee was substantially damaged.

Augusta National General Manager Jim Armstrong said he expected contractors would totally rebuild the green complex, along with retaining wall and rebuilt creek bed, in four to six weeks. That would mean the hole would be designed,



C. von Brecht

built and playable by late November or early December.

If this is done, Augusta National will again prove itself as the foremost private facility in the country. The month of November will be busy for the *Golf Course News* staff. In addition to the regular duties of the editorial staff, we'll be attending Golf Summit 90 mid-month in Palm Desert, Calif. People from all elements of the golf course industry will attend the two-day session co-

ordinated by the National Golf Foundation. We expect many critical issues to be addressed and positive steps taken at the summit... The same sorts of steps accomplished at the Florida Golf Summit last month in Orlando.

I've been invited to attend the John Deere Team championship that will be played at Mission Hills and The Dunes course immediately following Golf Summit 90. This unique event teams a club professional with a superintendent, two board members of the facility, and a representative from their John Deere distributor.

This is obviously a way for John Deere to entertain clients and prospective clients. But, more impor-

tantly, it brings together four members of a facility who would not normally play together. This type of event certainly can establish better relationships among the management of facilities.

This November issue offers you an opportunity to get to know the architects and builders who are kept very busy these days with new design, construction and renovations. The January issue will disclose the Architect and Builder of the Year, as selected by the architects.

Thanks for reading *Golf Course News*, and please let me know your comments!

Sincerely,
Charles E. von Brecht
publisher



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LETTERS

England's Arthur speaks out

To the Editor:

In an article in the September issue of *Golf Course News*, a Bradley S. Klein, who you state is a freelance writer, claims that in the mid-1980s, "several inland superintendents lost their fairways and their jobs as a result of following my advice."

This is totally untrue. I fully admit that many greenkeepers and golf clubs have indeed claimed that they were following my advice and methods when in fact they were not; but those who have followed my advice and sensibly implemented a program which involves the education of their club officials and members, have achieved excellent results and none has ever lost his job. In fact, even where over-enthusiastic implementation in too short a time resulted in somewhat traumatic course conditions (which is not my policy) and greenkeepers were under threat, they could and did rely on my help to find them more congenial posts. In fact many of the top posts in British greenkeeping today are filled by highly respected headmen as a direct result of my recommendations to their prospective employers, and who are my personal friends.

You should also know that I did not and do not claim to have "invented" the policy of minimal fertilizer (nitrogen only) and controlled irrigation. I have not, neither do those who follow this policy, ever say "no fertilizer and no water." Of course different advice is given to different courses in different ecological environments.

In an adjacent column you describe the fertilizer mix used at Fraserburgh by Gordon Moir. This is almost exactly the same as is

used on all the courses, from famous championship links to small town courses, following this policy whether advised by the S.T.R.I. Agronomists or myself. It is in fact the published policy of the Sports Turf Research Institute.

I have been preaching this logical and sensible gospel for well over 40 years — I did not invent it. You seem to imply I am or was some come-day, go-day character. You do not seem to realize that I was for 18 years responsible for the condition of all the courses on which the Royal and Ancient staged their Championships including of course The Open — as their consultant agronomist.

Clearly you do not know that I was responsible for advising over 550 golf clubs in Europe as well as the U.K. I am both qualified, with a degree in agricultural botany dating back to the days when degrees meant something more than they do today and also the most experienced agronomist in the U.K. I was trained starting over 50 years ago by some of this country's leading botanists and golf course management is a study of botany not chemistry.

You do not apparently know that I was co-author of "The Way Forward" as a founder member of the R & A's Greenkeeping Panel (of which I am still an active member) which document is the basis of the so-called revolution in golf today referred to by Mr. Klein. You should know that I enjoy the confidence not only of the R & A and the Research Station (S.T.R.I.) but also of the USGA Green Section.

Let me make it very clear that the prevalence of poa annua on so many British courses (which I found ech-

oed on many temperate zone U.S. courses) is a direct result of gross overfeeding and overwatering in a frenzied chase for color which too many golfers equate with quality. Ask Al Radko — ever to be respected for his comments that "Green is not Great!"

J.H. Arthur
East Devon
England

Editor's note: J.H. Arthur is without doubt one of Britain's most respected agronomists. His distinguished work through the Royal and Ancient Golf Club has greatly advanced turf management, and he has championed the cause of classical linksland turf.

As one of nine co-authors of the pathbreaking R&A Greenkeeping Panel report, "The Way Forward," he has contributed to much creative thinking in British golf course maintenance. He enjoys, and deserves, the confidence of prominent golf associations and turf specialists on both sides of the Atlantic.

Bradley S. Klein's article in the September issue of *Golf Course News* makes clear that British golf course superintendents are engaged in a controversy regarding the appropriate model for turf management. Such a lively debate is a sign of vitality in the industry.

As a prominent voice in the field, Arthur holds strong views on (to quote Klein) "the smallest amounts of water and fertilizer needed." The article never claims that Arthur "invented" this policy, nor that he ever advocated "no fertilizer and no water."

Indeed, the major point of the article is that Arthur's position represents a return to traditional greenkeeping values. Arthur's ideas are certainly important and highly regarded. However, they are by no means universally accepted.

As Arthur himself acknowledges, a number of superintendents found themselves in trouble

with their clubs when they began implementing what they claimed or understood to be his maintenance program. There are legitimate grounds for debating whether such failures came about through bad luck, individual error on the part of superintendents, "over-enthusiastic implementation" of a sound plan, or carrying out a program that was simply not appropriate for local conditions.

The fact remains, as Arthur himself acknowledges, that in a few cases the results were "somewhat traumatic" and superintendents were held accountable, to the point where they began looking elsewhere for work.

There is much merit in Arthur's

views on greens maintenance, and no one can dispute the considerable success his programs have enjoyed. His expertise and the forthrightness and consistency with which he has advocated his views are acknowledged by everyone in the profession.

Letters welcomed

We hope our readers feel free to write letters to the editor concerning stories we have published, or issues concerning the golf course industry.

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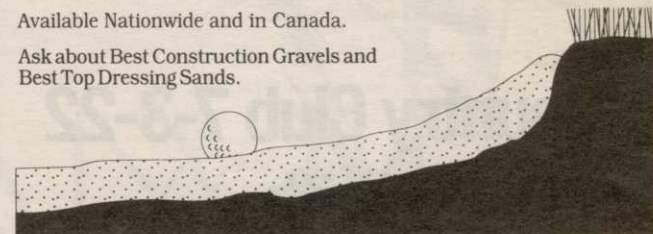
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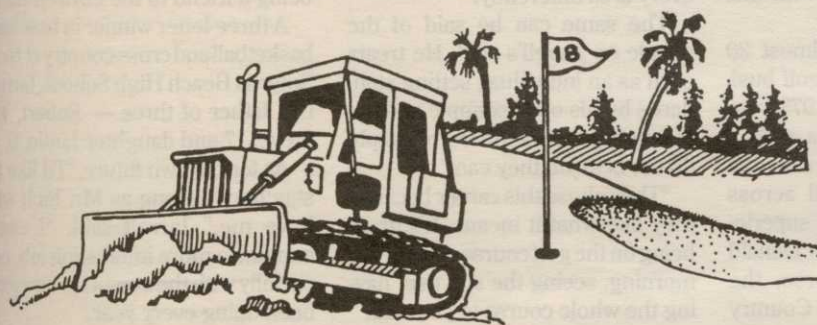
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SUPER FOCUS

BY PETER BLAIS

The Florida Golf Course Superintendents Association needed someone to write a course management column for the national newspaper *Golfweek*. It turned to Mark Jarrell.

The state Department of Environmental Regulation needed two courses where it could sink monitoring wells to test for ground water contamination. Jarrell volunteered his Palm Beach National Golf & Country Club.

Jarrell tackles Fla. issues head-on

The organizers of the Florida Golf Council needed a superintendent to serve on its environmental committee. Jarrell stepped forward.

The Florida GCSA needed a secretary/treasurer and the Florida Turfgrass Association a director. Again, Jarrell answered the call.

"I'm concerned about what's happening in the golf industry. If I can help steer things in the right direction, that's great," explained Jarrell of his involvement in so many extracurricular activities in addition to his workload at his Lake Worth, Fla. course.

Perhaps best known nationally for his work at *Golfweek*, Jarrell

said he enjoys the opportunity to flex his literary muscle, even though "I was basically drafted" for the job four years ago by then-Florida GCSA President Tom Burrows.

"I guess they couldn't find another literate person foolish enough to do it," Jarrell joked. "Writing gives me the chance to educate the public about the problems superintendents face. It amazes me to find out just how uninformed golfers and the public are about what we do."

And what they don't do, namely, pollute the environment.

"Golf is a much-maligned industry. The public perception is really much worse than any of the potential risks," said Jarrell, the 1988 winner of the FGCSA's Annual Distinguished Service Award.

Jarrell firmly believes golf courses benefit the environment. He considers himself an environmentalist and has little use for "so-called" environmentalists who demand zero risk, a group he and others have called "toxic terrorists."

Unfortunately, those are the people who get the press and often drive the decisions made in Washington, Jarrell said.

"People at the EPA have told me their agency is really a political rather than a scientific organization," he said. "Many decisions are made on the basis of what people want instead of what can be scientifically proven. And many people are misinformed."

Which is why Jarrell is so happy with the efforts of the Florida Golf Council to lobby the Florida statehouse on behalf of the state's \$5.5-billion golf industry and why he agreed to join the group's environmental committee.

"I'm encouraged by what's happening with the Florida Golf Council," he said. "Superintendents have been the leaders in dealing with regulatory problems for years. It's just beginning to hit home with developers, architects and owners that we all have to deal with this together."

Jarrell speaks from almost 20 years experience in the golf business. After graduating in 1973 from the University of Florida with a bachelor's degree in ornamental horticulture, he stepped across campus to become head superintendent at the university's Donald Ross-designed golf course, the former Gainesville Golf & Country



'Many decisions are made on the basis of what people want instead of what can be scientifically proven. And many people are misinformed.'
— Mark Jarrell

Club.

"I was too poor to move out of town," he quipped.

Two years later, he took over Sugar Mill Country Club in New Smyrna Beach near Daytona, a Joe Lee-designed course. He stayed four years before Buffalo (N.Y.) businessman Joe Rich, of Rich Foods and Rich Stadium fame, hired him in 1979 to run Palm Beach National.

Opened in 1962, the Palm Beach County course, especially the drainage system, desperately needed renovation when Jarrell first arrived.

"I bet we laid six miles of drainage tiles those first three years," he said.

Jarrell and Lee have since combined to renovate the entire front nine and two holes on the back. The remainder will be refurbished over the next couple of years with the goal of making Palm Beach National one of the premier courses in the county, Jarrell said.

Jarrell describes his facility as a "typically flat South Florida course." Untypically, it is covered with a handful of different Bermudagrass varieties.

"The biggest challenge here is the variety of soil and grass types," Jarrell said. "It makes it difficult to have any kind of uniform turf management program. You have to treat every area differently."

The same can be said of the people on Jarrell's staff. He treats each as an individual, setting standards by his own example and encouraging staff members to "simply do the best job they can."

"They chose this career because they like what it means. It's great being on the golf course early in the morning, seeing the sun rise, having the whole course to yourself."

Florida summit

Continued from page 1

This was the overriding message during the Florida Golf Council's inaugural Golf Summit, Oct. 11-13 in Orlando.

It was an important enough message for Gov. Bob Martinez to take a break from his re-election campaign to speak to more than 150 attendees, telling them: "This is an industry we want to see grow."

It was important enough for the governor to sign a proclamation during the summit declaring Nov. 20 "Florida Golf Day."

It was important enough for golf's icon, Arnold Palmer, to attend and declare: "You in this room, and those involved in building golf

courses, have the responsibility to spread the word about golf. We must provide education about golf, and the good things that a golf course does for the environment."

"I believe in the Florida Golf Council. It's not just in Florida that golf is important ... it's in the nation and the world."

Florida Secretary of Commerce Bill Sutton emphasized the importance of golf to Florida: "We are a sporting state, and golf is one of the foremost industries in Florida. There are more acres of fairways than coastline land in Florida."

And PGA of America's Jim Awtrey said, "If we don't take action as a group to let Florida know what golf

"I like being a manager, being utilized for my brain, but still being involved with the outdoors. Here you can see the results of what you do. It's not like writing, where you may never hear a word about a column after you write it. On the course, you can see every day whether you're doing a good job or not."

The Department of Environmental Regulations would likely argue that Jarrell is doing a very good job based on initial reports from its ground water monitoring wells at Palm Beach National. All 37 pesticides tested were below detection limits.

"That's a 30-year-old course showing no ground water contamination," Jarrell said. "I'm thrilled to death. We sunk wells at what I thought would be worst-case and best-case sites. There was no difference."

The DER and U.S. Geologic Survey Service are planning a joint study comparing ground water quality at courses using effluent and those using conventional water sources. A survey is still being developed to determine which courses might be most affected, said Jarrell. No test courses have been selected.

Jarrell declined to speculate what the tests will eventually show, although he is "optimistic" the results will further bolster golf's claim of being a friend to the environment.

A three-letter winner in baseball, basketball and cross-country at New Smyrna Beach High School, Jarrell is a father of three — Robert, 19, Steve, 17 and daughter Jamie, 6.

As for his own future, "I'd like to stay here as long as Mr. Rich will have me," Jarrell said. "I can't imagine a more interesting job, especially with the new projects we've been doing every year."

represents to this state, then it will be relegated to just a game."

PGA Tour Commissioner Deane Beman said the focus of the summit — governmental regulation — is a key to the continued success of golf in the state.

"There must be open communication between elected officials, golf course architects and developers," Beman said. "This is essential to the future of golf in Florida."

When two days of talks were complete, a roundtable highlighted future plans, including:

- Gathering pertinent data on golf courses and their environmental impact.

Continued to page 21

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NEW COURSES

Wyss's course fixes 'eyesore'

Architect Patrick Wyss is working on four government-owned golf courses but none may be as satisfactory as the one he completed for Carter Lake, Iowa.

Carter City had a vacant, "derelect piece of land loaded with old concrete foundations," Wyss said. "We cleaned up an eyesore, excavated the rubble, built large earth mounds, and now have a public open space that's a great benefit for the community."

Iowa Shoreline Golf Course is a par 72, 6,800-yard municipal course that gained "tremendous community support since Day One," he said.

Water is an important element to the course. The course has 4,000 feet of lake frontage, with two holes running full-length along the lake.

Wyss said four sets of tees were built in a strategic design with "the public golfer in mind ... the lake is on the left on both holes" because so many high-handicappers slice the ball.

Wyss's other government courses are the nine-hole Hay Creek Center Golf Course in Wright, Wyo., and nine-hole LaVista (Neb.) Executive Golf Course, which are under construction; and the 36-hole Mankato (Minn.) Golf Course, and 18-hole North Platte (Neb.) Golf Course, which are in planning.

Burns begins work on Georgia layout

Burns Golf Design of Fernandina Beach, Fla., has completed construction drawings for the first nine holes of what will be an 18-hole golf course at Laura S. Walker State Park near Waycross, Ga.

Steve Burns, a former design associate with Tom Fazio Golf Course Design, expects design and construction of the second nine to take place next spring pending further funding by the state Legislature this winter.

Burns says the par 72 course will be challenging, but playable for all levels of golfers, with several sets of tees ranging from 4,881 to 6,995 yards. Two large lakes will come into play on six holes, but the average golfer won't be confronted by any forced carries.

Although the site is relatively flat, the finished course will have holes with elevation changes up to 15 feet.

In addition to the Laura Walker course, Burns is working on two courses in Ohio.

Course in Michigan, not in Mississippi

The October issue of *Golf Course News* mistakenly listed a nine-hole addition to the Country Club of Jackson in Jackson, Mich., as being at the course by the same name in Mississippi.

The 3,402-yard, par 36 layout, designed by Arthur Hills of Toledo, Ohio, has been seeded and may be ready for play next fall, according to superintendent Bill Madigan. The Michigan course now has 27 holes.

We apologize for the error.

Blackwolf Run has 36

Blackwolf Run's new nine holes by Pete Dye is its fourth nine — not its third as a headline said in the September issue. The story correctly said the Kohler, Wis., facility now sports two 18-hole championship courses — the River and Meadow Valleys courses.

Courses approved in the United States

Golf Course News is publishing this list monthly. It includes courses that have been approved around the country in the past month. In addition, the chart below this one contains the sites and contacts for new courses and renovations in the planning stages. When those courses are ready to begin construction they will be listed again in

this "Courses newly approved in the U.S." chart.

We would appreciate your help in updating this section. To contact us call 207-846-0600 or write *Golf Course News*, P.O. Box 997, 38 Lafayette St., Yarmouth, Maine 04096.

Under "Type" — D= Daily Fee; P= Private; and M= Municipal.

Location	Course Name	Type	Holes	Address	Architect/Contact
California					
Pleasant Hill	Pleasant Hill CC	P	9	Grayson & Reliez Valley Rds.	Jim Dalton
Florida					
Howey-in-the-Hills	Mission Inn	D	18	Mission Inn Golf & Tennis Resort	Bob Beucher
Georgia					
Macon	N/A	N/A	18	Zebulon Rd.	McGlamry Properties, Warner Robins
Illinois					
Aurora	Orchard Valley GC	M	18	Galena Blvd. & Orchard Rd.	Fox Valley Park Board
Indiana					
Culver	Deer Trace GC	D	18	N/A	C.J. Pederson & Assoc.
Henry County	Rolling Hills GC	D	18	Delaware County Rd. 800-S	Owner Merl Swoveland
Maryland					
White Hall	Greystone	P	18	2115 White Hall Rd.	Joe Lee
North Dakota					
Manvel	N/A	D	18	N/A	John Sweeney
Moorhead	Village Green GC	M	9	Village Green Blvd.	City Manager James Antonen
Ohio					
Aurora	Barrington CC & Estates	P	18	Rts. 43, 82, 306	Jack Nicklaus
Port Clinton	Erie Islands Resort & Marina	P	18	4495 W. Darr-Hopfinger Rd.	X.G. Hassenplug
Oregon					
Portland	Wood Village Golf Center	D	9	Northeast Arata Rd.	Lee Brune
Texas					
Houston	N/A	N/A	18	Bentwater	Scott Miller Design

Courses newly planned in the United States

Following is a chart containing the sites and contacts for new courses and renovations in the preliminary planning stages. When these courses are ready to begin construction they will be listed again in the "Courses newly approved in the U.S." chart.

We would appreciate your help in updating this section. To contact us call 207-846-0600 or write *Golf Course News*, P.O. Box 997, 38 Lafayette St., Yarmouth, Maine 04096.

Location	Contact		
Alabama		Mississippi	
Birmingham	USX Realty Development	Natchez	Board of Aldermen
California		Missouri	
Fresno	Robert Davidson & Assoc.	Chillicothe	Don Wright
Palm Springs	SENCA Real Est., Fort Worth, Tex.	Kansas City	Developer John Q. Hammons
San Diego	Johnny Miller	Nebraska	
Stockton	Robert Muir Graves	Lincoln	Ross Engineering
Vista	Parks Dir. Jim Porter	Orchard	Todd Erb
Florida		Nevada	
Brevard County	Developer David Smith, Orlando	Mesquite	Developer Francis Wong
St. Petersburg	Developer Frederick E. Guest II	New Jersey	
Georgia		Piscataway	Middlesex Co. Bus. Adm. Paul Abati
North Augusta	Riverside Partners	West Milford	Developer Wm. Terranova, Huntington
Illinois		Oklahoma	
Waterloo	Developer Ken Osterhage	Broken Bow	State Ofc. of Public Affairs
Iowa		Utah	
Clinton	First Golf Corp.	Riverton	Salt Lake Co. Contracts & Procurement Div.
Maryland		Vermont	
Cecilton	Jonathan T. Ginn, Easton	Barre	Town Selectmen
Massachusetts		Virginia	
Northboro	Phil Wogan	Bristol	City Mgr. Paul Spangler
Sutton	Plantation Realty Trust	Fredericksburg	Stafford Co. Parks Dir. Mike Scott
Michigan		Washington	
Gwin	Gerald Matthews & Assoc.	Ilwaco	Nellis & Assoc., Seattle
Oakland	Developer Robert Rediske	Mukileto	Island Meadows Development
Rochester	Oakland Univ. V.P. Robert McGarry	Port Orchard	Dept. of Comm. Dev.
Minnesota		Shelton	George F. Heidgerken, Aberdeen
North Mankato	City Hall	Wisconsin	
		Appleton	Bruce Purdy, Incline Village, Nev.
		Fond du Lac	Ledgewood Golf & Supper Club

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Calif. vote puts golf on the line

Continued from page 1

are also used on golf courses.

"It's a real concern that we'd be unable to maintain golf courses without these products," said Raymond Davies, president of the Golf Course Superintendents Association of Southern California. "The most frustrating thing is that there was no science involved in putting the initiative together. It is based on fear rather than fact."

"Superintendents think of pesticides as medicine for plants and give them appropriate dosages. This initiative ignores dosages, no matter how safe, and stresses any link that's ever been made between a pesticide and cancer. The problem

'CAREFUL would be preferable. It works in a more gradual manner to reduce pesticides.'

— D.J. Pakkala

is, people aren't educated about the value of pesticides and are afraid of cancer."

The second ballot question, the agriculture-backed CAREFUL initiative, calls for more government-sponsored research and education rather than an immediate ban on many pesticides.

"CAREFUL does some good things," said Davies. "If you're concerned that there isn't enough

testing being done, this is a reasonable next step."

In cases where the initiatives conflict, a stipulation in CAREFUL would give precedence to the initiative that receives the most votes. CAREFUL seems to have more support than Big Green, according to Davies and California GCSA President D.J. Pakkala of Hi-Lo Desert International Golf Partners, Inc.

"Of the two, CAREFUL would be preferable," Pakkala said. "It works in a more gradual manner to reduce pesticides. Big Green applies a broader brush stroke that just wipes everything out."

Among the common golf course

chemicals Big Green would eliminate over the next decade, Pakkala said, are benomyl, chlorothalonil, mancozeb, maneb, thiophanate methyl and bromoxynil.

"It would do away with things we use a lot," said the California GCSA president. "There are already many pesticides labeled elsewhere we can't use here. This just compounds the problems we're already dealing with. It definitely creates a hardship for superintendents trying to run their courses."

For example, Davies said his home course, Virginia Country Club

in Long Beach, is largely planted in poa annua. Some products that are available to control poa pests in other states aren't available in California because of its already tough licensing laws.

"If they take away the pesticides we use to keep poa growing, it's going to be difficult," Davies said. "We might have to decide to try replanting in hybrid Bermuda or making a heroic effort at growing bentgrass. Or we might have to raise cutting heights."

"Insects aren't generally a big problem in Southern California. But if you don't control them on poa, you end up with an unplayable surface."

One of the main differences between the two initiatives involves control.

Davies said CAREFUL would leave implementation in the hands of the California Department of Food and Agriculture, a state agency dedicated to safe food with minimal environmental risk.

Big Green, he added, would give that power to the Department of Health Services, which is committed to the environmentalists' goal of zero tolerance for chemicals linked in any way, regardless of dosages, to cancer.

"Giving environmentalists control of pesticide use through the Department of Health Services may be the biggest impact of Big Green," Davies said.

Passage of Big Green would cost the state government \$3 billion the first year, Davies said.

Democratic gubernatorial candidate Dianne Feinstein has endorsed Big Green. Republican hopeful Pete Wilson has not backed one initiative or the other.

"I've heard from a number of people that CAREFUL is gaining strength and 128 (Big Green) isn't looking as good. We'll see," said Pakkala.

Whatever happens, it's obvious changes are on the way, according to William Griffith, president of the GCSA of Central California.

"We'll have to re-do our thinking on how to maintain a golf course," Griffith said. "We've gotten lazy over the years, applying broad spectrum chemicals at higher rates to kill pests."

"Now we've got to go back to school and come up with alternatives, maybe some that worked before all these pesticides were available."

"We can solve the problems. But it's going to be more difficult and more expensive. The golfer has gotten spoiled by perfect conditions. Now that they're taking the tools out of our hands, he'll have to put up with less-than-perfect conditions. Or he may have to live with higher green fees to pay for the alternatives."

Added Davies: "We have some real picky customers who are used to some of the best courses in the world here in California. If the initiative passes and we lose a considerable amount of turf, they're going to be frustrated."

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GCSAA courses earn accreditation

The Accrediting Council for Continuing Education and Training has accredited the continuing education programming offered by the Golf Course Superintendents Association of America. ACCET is recognized by the U.S. Department of Education as the official accrediting agency for non-collegiate continuing education.

"Receiving accreditation confirms our belief that GCSAA offers topflight educational benefits to our members," said John M. Schilling, GCSAA executive director.

ASPA accepts 90s' challenge

The new president of the American Sod Producers Association suggests the ASPA can lead the way during the "decade of environmentalism" by speaking out about the benefits of sod.

Cecil Collings of Green Valley Turf Farms, Inc., in Canfield, Ohio, speaking at the ASPA's annual business meeting in Ottawa, Ontario, noted that he would fully support the group's ongoing programs in marketing, the environment and research.

Mentioning the many advances in the turfgrass sod industry since the ASPA's founding in 1967, Collings said ASPA members face new problems and opportunities.

ASPA members and guests attended the 1990 Summer Convention and Field Days, July 23-25. Members elected a slate of officers along with Collings.

Elected to the 1990-91 board of trustees were Vice President and President-elect Darwin McKay of Turfco in Meridian, Ind.; Secretary-Treasurer Mike Holmes of Warren's Turf Nursery, Inc., in Crystal Lake, Ill.; Dr. Tim Bowyer of Southern Turf Nurseries, Inc., in Norcross, Ga., and Doug Barberry of Aldino Sod Farms in Churchville, Md., to three-year

GCSAA tops Canadians

The Golf Course Superintendents Association of America board of directors "eked out" a victory over its Canadian counterparts in a special golf tournament in Montreal in September.

GCSAA President Garald Faubel credited the victory to "a couple of good sticks"—Randy Nichols, Randy Zidik and Joe Baidy—who all "played great while and the rest of us played to our handicaps."

Faubel expects the Canadian board will travel to the United States next year for a rematch in what will become an annual event. The GCSAA donated the trophy, which will be held year to year by the winning team.

"We had a marvelous time in Montreal at the Quebec Fall Field Day," Faubel said. "Once again, they displayed their wonderful Canadian hospitality... We had a lobster and mussel dinner at (Hillsdale Golf and Country Club) superintendent Randy Scott's home, with lobster provided by Canadian President Blake Palmer (of Rockwood Park Golf Course in St. John, New Brunswick)."

The teams played a practice round at Beacons Field Golf and Country Club, hosted by superintendent Mark Dufresne.

"What a tremendous way to have relations increased—and on the golf course," Faubel said.

Colleen Smalter Pederson, GCSAA senior director of education and marketing, said: "We chose to pursue accreditation to get public verification of the scope and quality of GCSAA's educational programs. It is important to us to have our programs measured against established standards."

The ACCET Accrediting Commission voted for approval Aug. 18, culminating a two-year preparation, application and evaluation process. Full accreditation recognizes the association's curriculum of more than

terms; and Bill Huber of Huber Ranch Sod Nursery in Schneider, Ind., to a one-year term.

50 one- and two-day seminars designed to provide information on up-to-date golf course maintenance practices and to sharpen the management skills of superintendents.

GCSAA's correspondence course work is also included under the accreditation. The association introduced its first correspondence course, covering media relations, last year. Correspondence training courses for underground storage tank management and hazard communication are planned for 1991.

Nearly 3,500 participants attended GCSAA's 38 conference seminars and 30 regional seminars during the 1989-90 academic year. Another 81 seminars are planned for 1990-91.

ASSOCIATION NEWS

Education crucial element for ASPA mid-winter conclave

The American Sod Producers Association's Annual Mid-winter Conference and Exposition will be held Jan. 23-25 at the Hyatt Regency in San Antonio, Texas.

ASPA officials feel the conference theme, "Growing for the Future," indicates the forward-looking educational program, with topics ranging from biostimulants to global warming, and with a focus on human resource management.

Exhibitors from around the world will display their latest products and services.

For further information on the conference and exposition, the pre-conference seminar, and a post-conference farm tour, people may contact ASPA Meetings Administrator Thomas G. Ford at 1855-A Hicks Road, Rolling Meadows, Ill. 60008; 708-705-9898.

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REGIONAL NEWS

Northeast

Research funds earned

The Maine State GCSA garnered \$3,200 for its research fund at a recent tournament at The Woodlands in Falmouth.

Thirty teams competed in the tournament, which was won by the host Woodlands team with Waterville Country Club's foursome placing second.

The association will present the donation at its turfgrass conference March 19-20.

New York exposition

The New York State Turfgrass Association is holding its annual conference and trade show Nov. 13-16 at the Rochester Riverside Convention Center.

One-day seminars on human resources management, Right to Know and hazardous materials communication, and basic turfgrass management programs are scheduled on Nov. 13. Concurrent educational seminars will be conducted the next two days.

The golf course session will focus on biocontrol and forecasting of diseases. Integrated pest management principles and

practices will be discussed in golf course and grounds maintenance/lawn and landscape sessions.

Mountains

Rocky Mountain show

The Rocky Mountain Turfgrass Association expects its 37th annual Rocky Mountain Turf Conference to be the largest ever, featuring educational tracks, industry updates and a turf trade show.

The Dec. 4-5 conference will be held in the Holiday Inn I-70 in Denver, Colo. Golf course, lawn care, parks, mechanical and sports turf topics will highlight the educational tracks. Call 303-688-3440 for more information.

PGMA seminar in Denver

The Public Golf Management Association will hold a seminar for golf management professionals at the Radisson Hotel-Southeast in Denver on Dec. 19-20.

Registration and the opening session is scheduled for 1:30 p.m. on Dec. 19, followed by management topics and a reception and dinner.

Southeast

Turf Institute readied

The Sports Turf Managers Association and South Carolina Chapter #1 will co-host the South Carolina Sports Turf Institute Nov. 9 from 7:30 a.m. to 2:30 p.m. at the Simpsonville City Park Recreation Building.

Speakers and their topics include Clemson University Extension Agent Emory Jones, "Soil Testing: Is It Necessary?"; Mac Wilder of Tilton Turf, "Turf Rejuvenation"; University of Georgia Extension Agronomist Gil Landry, "Establishing Cultural Management Priorities for Sports Fields"; and Neal Howell of Lesco, "Sports Field Fertilization." Contact Sports Turf Managers Association at 702-739-8052.

West

California officers take posts

The California Golf Course Superintendents Association has elected its slate of officers and directors for 1990-91, headed by President D.J. Pakkala of Hi-Lo Desert GCSA and International Golf Partners, Inc.

Other officers are Vice President Ray Davies of the Southern California GCSA, from Virginia Country Club; Secretary Gilbert "Pete" Bibber of the Northern California association, from Pebble Beach Co.; and Treasurer Mike Swing of San Diego and Eastlake Country Club.

New directors are Joe Rodriguez of Northern California and Rossmoor Golf Club; Tim Thilo of Sierra Nevada and Peach Tree Country Club; Bob Tillema of Sherwood Forest Country Club and past president of the Central California GCSA.

Also, Doug Weddle of Southern California and La Cumbre Country Club; Ross O'Fee of Hi-Lo Desert and The Springs Club; Dick Rudolph of San Diego and Aviara Resort; and

Rich Scholes of Sierra Nevada and Rancho Murrieta Country Club.

North Central

Regional conference

The Ohio Turfgrass Foundation annual conference and show, the country's largest regional event, is scheduled for Dec. 10-13 at the Cincinnati Convention Center.

Among the speakers will be professors Robert Funk, James Beard, Houston Couch, Peter Dernoeden and A.J. Powell.

For more information contact Phyllis Poreh at 614-292-2601.

ITF presents service award

The Illinois Turfgrass Foundation will present its Distinguished Service Award to Albie Staudt of Geneva at its annual meeting Dec. 4 in Springfield.

Staudt was superintendent at Geneva Golf Club for 30 years before recently retiring. He was also a 34-year member, board director and past president of the Midwest Association of Golf Course Superintendents.

South Central

Alabama GCS to elect officers

The Alabama Association of Golf Course Superintendents, which increased its membership to 120 this year, is accepting nominations for 1991 officers. New officers will be elected at November's annual meeting...Greystone Golf Club in Birmingham is under construction and scheduled to open in Spring 1991.

West Texas GCSA wins tourney

West Texas GCSA defeated four other regional associations to take its second-ever Texas Trophy Golf Championship held Oct. 1-2 at Hidden Hills on Lake Travis. The Lone Star GCSA and Dow Elanco sponsored the annual, two-day event.

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Pebble Beach

Continued from page 1
throughout the course.

The restoration also included bringing the course back to its original 1919 design of Jack Neville and Douglas Grant by restoring original greens and bunker sizes, shapes and precise locations.

Greens had gotten smaller and, along with the bunkers, had changed over 70 years of play and associated normal maintenance practices.

Hogan Properties, a subsidiary of Tokyo-based Cosmo World Corp., decided not only to meet the previous commitments but to accelerate their execution.

Jack Nicklaus was hired as a long-term consultant to make changes that will bring the course back to its original links look and quality, plus put it in ideal condition for the '92 Open.

Nicklaus has made a preliminary course inspection and was to return in early November for further analysis and recommendations. Nicklaus will first see that all bunkers conform to a more natural seaside links condition and appearance rather than the current well-manicured and tightly trimmed quality and look.

A program to kill all Kikuyugrass on the course was immediately undertaken. Ed Miller, newly appointed Pebble Beach Co. superintendent of courses, set the program in motion.

"In order to eliminate the Kikuyugrass, we treated all fairways—with the exception of holes 3, 6 and 16, and the approaches on 8, 9 and 13—by spraying them with Round-up, a non-selective herbicide that effectively destroys all unwanted vegetable matter," said Miller. "The Kikuyugrass infestation on those remaining badly infested fairways necessitated total soil fumigation and sterilization with methyl bromide and that work was completed on Sept. 29."

Methyl bromide was applied by agricultural equipment developed to denude commercial strawberry fields of insects prior to planting. This equipment, specially modified and mounted on a caterpillar tractor, used soil chisels to penetrate the fairways so methyl bromide could be injected deep into the soil. Simultaneously, plastic tarp was laid down for protective and safety purposes during the fumigation process.

Extra precaution was taken to keep people and animals clear of the fumigated areas, which were roped off with crews continuously monitoring the areas. Warning signs were also posted.

Following tarp removal, no dangerous after effects were encountered since methyl bromide becomes inert immediately on contact with the



A maintenance crew spreads out a plastic tarp over part of one of Pebble Beach Golf Links' fairways as part of the Kikuyugrass eradication program. Photo by Ed Miller

atmosphere.

The methyl bromiding process involved treating one-half a fairway at a time (lengthwise) so daily play could continue. The tarps were kept on for 48 hours.

The surfaces of the fumigated areas were badly disturbed by the soil-chiseling process and needed a lot of follow-up preparation before seeding. Fairways were aerated and then smoothed by flail-mowing, harrowing or simply rolling. The surfaces were then scratched by vertical mowing and seeded.

Areas around tees as well as the collars and aprons on each of the 18 holes were also stripped and resodded.

"We used perennial ryegrass, rather than bentgrass, to reseed all of the fairways," said Miller. "It establishes itself better and faster in this environment and has shown the ability to resist the invasion of Kikuyugrass better than many other grasses. We selected Seed Research of Oregon's perennial ryegrass blend consisting of 25 percent SR4000, 25 percent SR4100 and 50 percent SR4200 for the fairways. This mix results in a great tillering fairway turf that can handle the stress of traffic and play very well."

He also noted that this type perennial ryegrass promises to significantly decrease water usage, allow golf balls more roll, and provide a fine playing surface. Fairway seed was broadcast at 500 pounds per acre and a blend of rye/fescue, selected for the roughs, was broadcast at 350 to 400 pounds per acre.

Once entrenched, Kikuyugrass is very difficult to eliminate entirely. A constant and vigilant maintenance program is necessary to keep it

under control even after soil sterilization.

Miller said, "Our follow-up program will be one of instantly spot spraying with Round-up and reseeding or sodding any areas in which we discover or even suspect its re-emergence."

It is expected the course will be in good condition for play at the PGA Tour's AT&T Pebble Beach National Pro-Am in late January.

The greens and bunkers on holes 1, 2, 4, 5 and 7 have been completely restored to their original state. Work is being accelerated to renovate the remaining greens and bunkers. This work will be continuing throughout 1991.

Erosion over the years may make it hard to restore some greens and bunkers to precisely their original shapes. But most will be renovated without difficulty. No changes are being made to the contours, grades and slopes of the greens, just their overall shape.

"In addition to a great many old and quite excellent photographs from our archives, one of the processes we are using to discover earlier green shapes is to use soil probes to plumb and extract cores from the perimeters of the greens," Miller said. "We can detect the exact location, shape and size of earlier greens by analyzing soil mixes and by observing poa annua and creeping bentgrass that would typically be in the greens rather than in the current collars and/or immediate rough."

Paul Spengler, vice president of golf, outlined other areas of renovation. "We are also enlarging the tees and, in several cases, realigning them with the fairways. With the amount of play the course sees yearly—some 50,000 rounds—we need as much teeing area surface space as possible to handle this volume of traffic."

"We are also adding new ladies' tees which are more accessible to the cart paths and will improve play through better alignment with the current fairways."

"It's a very exciting program to restore such a prestigious old course to its original state," said Spengler, "and there are quite a few new plans in the offing."

"Among them are re-establishing the practice areas at Spyglass Hill Golf Course and Pebble Beach Golf Links with better turf and practice facilities, such as practice bunkers and chipping greens."

"When the work at Pebble Beach is completed, each of the remaining Pebble Beach Co. courses—Del Monte, Spyglass Hill and the Links at Spanish Bay—will be upgraded to provide the finest possible product for those players who come from around the world."

Frank Pollard is a freelance writer based in Hollister, Calif.

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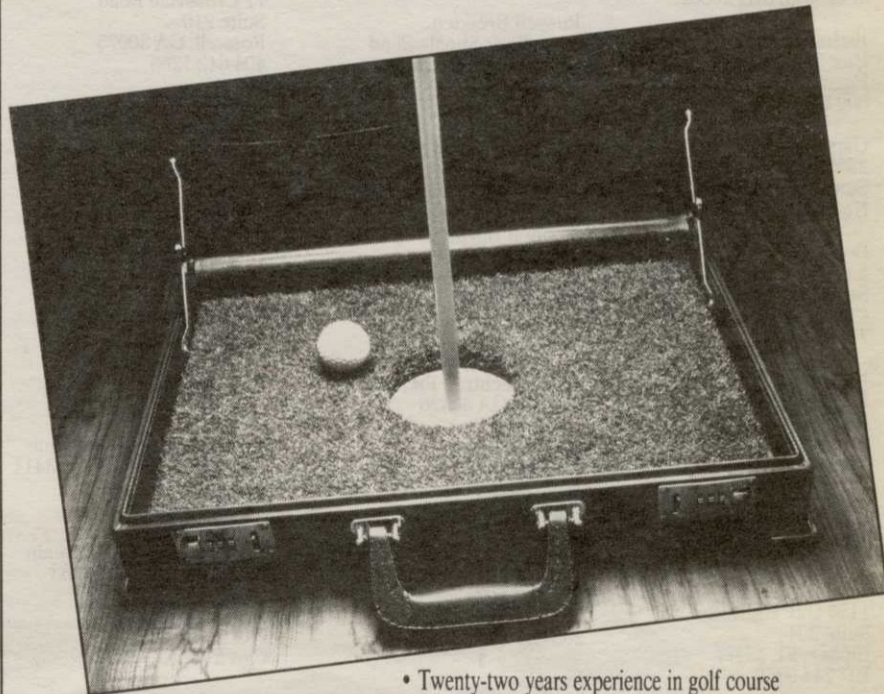
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Finances push environment as key problem

BY PETER BLAIS

Richard Stambrosky approached several local banks a year ago about financing Ricon Development Corp.'s Jack Nicklaus-designed golf course and 500-unit residential development on the outskirts of Pittsburgh.

Bank officers loved the idea of getting in on the front end of the \$35-million Neville Wood project and potential 30-year mortgages on the \$200,000 to \$1 million homes that will

eventually ring the residential golf community.

But when the local banks tried to farm out parts of the deal to savings and loan associations, the S&Ls said "no." That surprised the local banks' upper management who pulled their support.

Fortunately, Stambrosky approached Kidder Peabody & Co. The investment services firm found an interested investor who

could ride out the current economic crisis, allowing construction to begin in the hopes the situation will improve by the time the course opens in 1992.

"We were lucky," said Stambrosky, president of Ricon. "We've talked to people at many projects that can't get funding. The banks just won't touch them until the economy turns around. The S&L crisis has definitely caused things to slow down. In some cases,

there's just no money out there."

Bob Whitley had a similar experience. The developer of Old Marsh Golf Club in North Palm Beach, Fla., is building a golf course community called Colleton River Plantation near Hilton Head, S.C. He would have liked to approach the banks he'd traditionally done business with for money. But he knew better than to even try.

Continued on page 18

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Survey

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"The S&L crisis has been devastating," said the president of Whitley Development Corp. "It's not so much the lost credit from the S&L debacle as the spillover into the commercial banks. They virtually have a moratorium on golf course development.

"Government regulators are becoming stricter with the banks so we don't get a repeat of the S&L mess. They're making the commercial banks set aside larger reserves and that's driving some projects right out of the market.

Whitley said he resorted to unconventional financing at Colleton. "We have two alternatives, Japanese money or pension funds. We would

have gone to the banks we've done business with over and over again. But they just can't do it now," he said.

Golf course architects and builders seem to agree with Stambrosky's and Whitley's assessments based on Golf Course News' annual survey.

A year ago, the environment was easily the major concern of architects and builders. It was mentioned by more than two-thirds of those responding to the survey as the critical issue facing the industry.

Environmental delays remain a major sticking point in bringing projects to fruition, according to 74 percent of the designers and builders. But the environment now shares center stage with the funding dilemma.



G. Matthews

'Environmentalists will be looking at existing courses more and more.'

Lack of financing, which received scant attention last year, was mentioned as the critical issue or the major obstacle to the course-a-day goal by 61 percent of those surveyed this time around.

"The environment and financing go hand-in-hand," said Del Rey, Calif. architect Richard Bigler. "The environmental delays drive us all crazy. And they can draw out a project so long that funding dries

up and developers can't hold the property."

Added builder Jerry Pierman of International Golf Group: "The key is financing. If you're financed properly, including contingencies, you can always wait, even if you don't get that environmental permit right away. If you don't have the money, you can't afford to wait. Money can buy you time."

Architects and builders blamed environmental concerns, lack of funding and poor weather for delays in opening courses during the first half of 1990, according to the National Golf Foundation. The NGF reported the 129 new course openings in the first six months of this year were off 19 percent from the 159 that opened during the same period a year ago.

But with 570 courses under construction, compared to 375 in the second half of 1989, the NGF is optimistic total 1990 openings will still surpass last year's 290. And with another 684 in the planning stage, it believes the goal of a new course a day through the year 2000 is well within reach.

Architects and builders aren't so sure.

"There are many courses on the drawing boards," said Jim Robinson, general manager of American Golf Course Construction in Plano, Texas. "But financing has become more difficult to obtain in the last year. I've heard of a number of projects that are not going through or will have to wait."

"The environmental problems will be with us forever," added Steven Forrest, a designer with Arthur Hills & Associates. "In the short term, however, things are slowing down while everyone waits to see what happens with the economy."

Added Whitley: "It will never be as easy as it was five years ago to get financing. But eventually it will be easier than today. It could be two or three years before we see any significant improvement. It won't be next year."

"I've always thought the course-a-day goal was implausible under the best of circumstances. This will make it impossible. We've been working on this (Colleton) for two years and are just getting our financing. The guy looking for money next year or the year after may not be able to get it at all. I think we'll be lucky to get half the number of courses open next year. I can't see more than 200."

Financing and the environment were far and away the issues most frequently mentioned by architects and builders. Following is a cross-section of their comments:

- "People just aren't aware of the benefits of a golf course to the environment," said Michigan architect Gerald Matthews. "Architects have to work together to get the message out. Superintendents need to get involved, too. The environmentalists aren't just going after new courses. They'll be looking at existing courses more and more in the future."

- "Only 20 percent of all the projects proposed ever get built," said Bigler, an architect for over 30 years. "We have 18 proposals right now and I'd be happy if two or three are ever completed. It might be a little different with the really big names like Nicklaus. But with the rest it would average around 20 percent."

"I saw the boom in the 1950s and again in the late 1960s. That's the way it is with the new course market. It goes up and it crashes, goes up and crashes.

"If the situation in Iraq explodes and gasoline prices go way up, the golf industry will crash like a rock. That's what happened when petroleum prices went up in 1973. Petroleum costs directly affect golf course development. Pipes are made of plastics which are made of oil. Then there's increased grading costs.

- "People are understandably concerned about the environment,"

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Survey

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said Nashville, Tenn., architect Gary Baird. "But the pendulum has swung too far. We're paying today for avoiding environmental issues in the past. Agencies are overly sensitive. Hopefully the pendulum will start swinging back the other way."

"The major problem right now is getting funding for public courses. The private course development business is in a slight recession. But it isn't hurting as bad as the public sector. We've got to find a way to get the banks to loosen up for the public club sector. I've got one guy with a net worth of \$10 million who wants to build a public course. But he's been turned down for funding 20 times. That's ridiculous."

"The problem is the staff at the agencies involved in the approval process apply restrictions exactly as the rules say," said Bruce Charlton, a designer with Robert Trent Jones II International. "They don't understand that a golf course can benefit the environment and doesn't necessarily fall within the rules they're using."

"Architects are environmentalists. Our livelihood depends on our ability to transform the outdoors into a natural recreation area. We don't force courses on the environment. We have to make agencies see that a golf course is a great filter, a natural transition zone from a residential to a wild area."

"The future of the golf course development business depends on our developing black and white statistics proving the environmental benefits of golf. We have to fight science with science."

"There are a lot of non-professionals out there with a lot to say," said Pennsylvania architect Ferdinand Garbin. "They're a vocal minority and they're swinging many people their way. They prey on an uninformed public making arguments like, 'If you let them drain that swamp, your child may never see a speckled trout.' It's ridiculous."

"The laws are changing so fast, it's tough to keep up. In Ohio, we started a project and then had to shut down because the law changed."

"In Pennsylvania, we're working on 25 acres that have been approved for construction. But we're still waiting for approval on the rest of the course."

"At a ski area in New York, we built 18 holes over a swamp. We'd like to build another 18. But it's a protected area now. You can't even walk it."

"The fear people have about developing courses in rural areas is that it's the first step to commercial development. They see it as a growth initiative," said Wisconsin architect Garrett Gill.

"They worry about depletion of ground water supplies, even though historically there's been plenty of water in Wisconsin. They worry about ground water contamination, so we've used a lot of integrated pest management techniques to try to alleviate those fears."

"It's ironic that with so much agricultural land around, golf courses get picked on for using chemicals. But golf courses are an easy target."

"Golf courses here have to fit into

a particular niche. People want to protect prime agricultural land and wetlands. And they're no longer welcome in flood plains. That leaves marginal farmland as the only spot available. Golf courses are a good use for that land."

"I was at a town council meeting last night. What a show," said Maryland architect William Love. "The site sits over an old sewer line with a secondary growth of trees. But the no-growthers and the environmentalists were there."

"The environmental process adds a lot of time and expense to a project. We had a site with non-delineated wetlands. It cost \$110,000 just for the environmental study."

"Financing and permitting difficulties are the major issues said Lakeland, Fla., architect Lee Bil-



Rees Jones

berry. "I'm not sure who is in control," he said. "There are too many bureaucrats."

"No-growthers, posing as environmentalists, play on peoples' fears of any man-made chemicals to stop any development," said Steve Burns of Burns Golf Design in Fernandina Beach, Fla.. Golf courses, if anything, are good for the environment. But they use chemicals, so they are an easy target for the pseudo-sci-

'A lot of the little guys are not able to take the risk...'

entists and anti-development people to pick on."

"Water and chemicals are the major issues," said Juno Beach, Fla., builder and architect Jim Fazio. "Water is wasted and there is a shortage of it. Chemicals pollute the water. Golf courses do not have to be 100 percent conditioned if they are going to endanger the environment."

"The banking problems have caused some of our clients some difficulty in that the banks don't understand the value and the economics of golf. I think we're going to have to do a little more work so the banking industry understands the dynamics of our industry," said New Jersey architect Rees Jones.

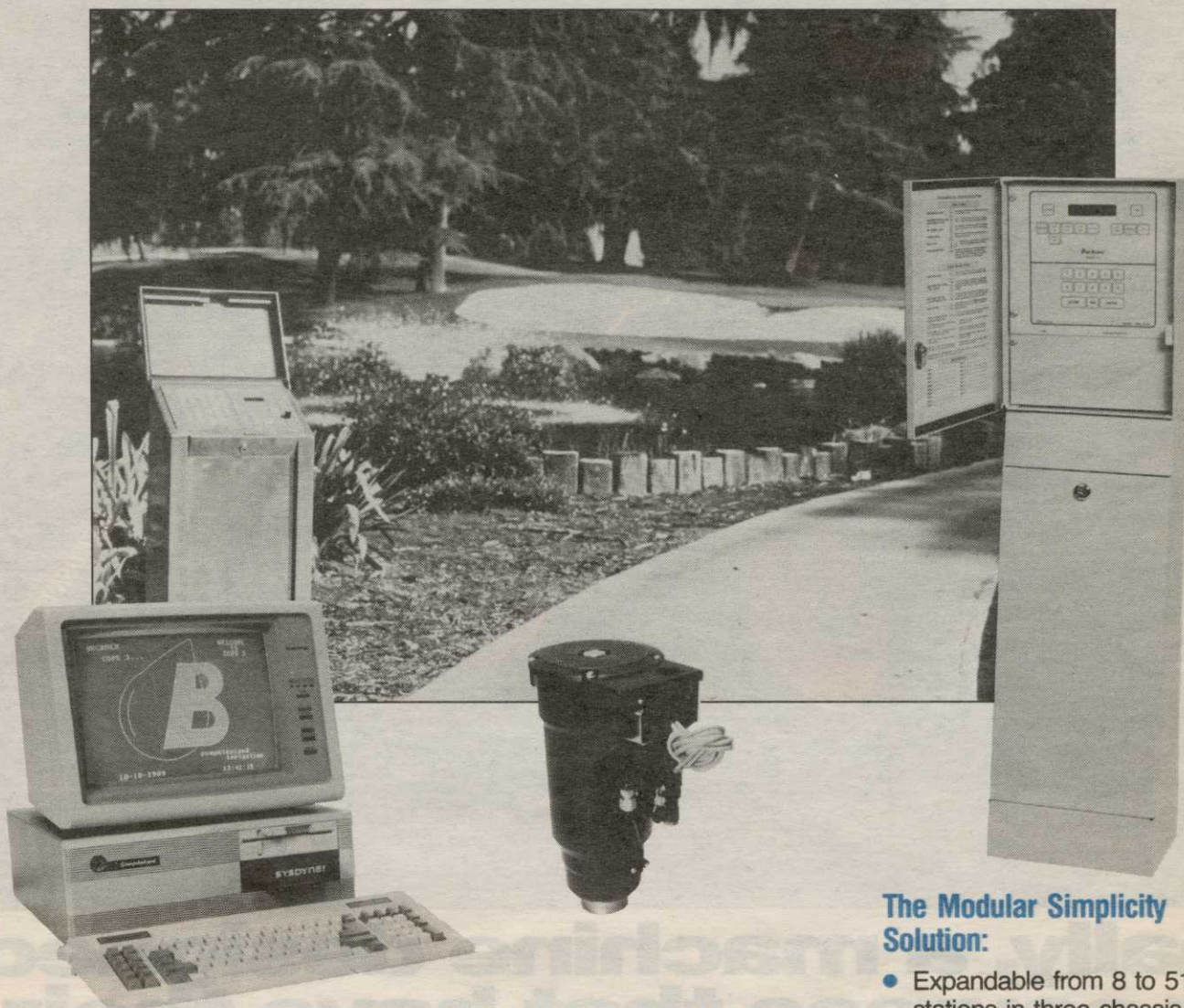
"A lot of the little guys who used to be a part of the industry are not

able to take the risk of going through that long and difficult process to get environmental approval. They don't have the money in some areas to take the risk that they might not get approval."

"We have to streamline the process in every respect so that middle-budget golf course people can get a green light. Those are the people that can provide golf at a reasonable rate."

"Developers, financial institutions and permitting agencies are being misled by the hype of the golf boom as predicted by the NGF. That has caused novices to enter the marketplace unprepared and professionals to act very cautiously, creating a false depression," said Lisa J. Maki, president of Golf Design Services, Inc., of Leesburg, Va.

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RANSOMES

BOB-CAT

Florida summit

Continued from page 10

- Disseminating this information through the council's clearinghouse.
- Developing a relationship with lobbyists in Tallahassee to monitor legislation and provide credible data to legislators.
- Communicating with the public and media.
- Developing a speakers bureau within the council.
- Creating strategic and business plans for the council.
- Initiating a fund-raising effort to insure continuation of the council.

A panel of Berman and architects, including Palmer, Ed Seay of Palmer Golf Design, Pete and Alice Dye, and augmented by a phone link-up with Tom Fazio, reiterated the importance of dialogue between governmental regulators and golf course designers.

"The environmental problems are there because we didn't deal with them in the past," Fazio said, "but they are not insolvable problems. Cooperation is important in getting these issues resolved. Environmental issues will not stop the game of golf."

Prior to this panel discussion, a group of regulatory agency representatives had delineated the laws and orders governing golf course development.

Seay pointed out: "It was very helpful for us to have these regulatory representatives here, because we, for the most part, feel they are a necessary part of the creation of golf courses in the state. But we must emphasize to these regulators that properly designed and properly maintained golf courses are nature's benefactors."

"We, as golf course designers, want to protect, enhance, re-establish and renew the environment. We need a set of regulations that can be interpreted uniformly, first by the federal government and then by the state."

The intricacies of the golf course development approval process was the subject of one session.

Allen E. Salowe of Wilson, Miller, Barton & Peek, Inc. moderated the panel, which included Dr. W. Lee Berndt of Golden Bear International; William L. Barton of Wilson, Miller, Barton & Peek; Frank Matthews of Hopping, Boyd, Green & Sams; Dr. Henry J. Fishkind of Fishkind & Associates; and Robert Nave of Resource Planning & Management.

Barton said increased regulation makes the permitting process more difficult, time-consuming and expensive.

"There is a need for a reasonable effort to wisely manage Florida's natural resources and growth," Barton said. "In our view, if we presume that Florida will continue to grow, the trend toward increasing regulation is irreversible. Those of us in the business of development must learn to quickly adapt, while at the same time making a diligent effort to influence the legislative and rule-making process toward reasonableness."

Barton added that in addition to adequate financing, the two most important aspects of succeeding in design, approval and construction of a quality golf course are site selection and involvement of a professional team from the early planning stages.

Members of this team, he said, would include environmental consultants, civil engineers, ground water

hydrologists, a land planner, golf course architect, land-use attorney and landscape architect.

Berndt said interaction between several elements in a golf course ecosystem must be addressed as part of the environmental issue.

"A golf course development contains turfgrass, trees, buildings, parking areas, roads, sewers and irrigation systems, lakes and streams, maintenance equipment and electricity and plumbing. It definitely includes the animals on the property and the people who will come to play golf," Berndt said. "It may also include pools and tennis courts and stables for domestic animals."

"Because of all these elements which affect the ecosystem, you must



Photo by Kit Bradshaw

With Arnold Palmer at his side, Florida Gov. Bob Martinez, front right, declares Nov. 20 as Florida Golf Day. Standing left is Florida Secretary of Commerce Bill Sutton and right is PGA of America's Jim Awtrey.

be concerned about land, air, water, plants, people and animals. Each of these elements affects the other."

Of all these, he added, turfgrass is the heart of a golf development, and well-maintained turfgrass can help provide a better environment at a golf course.

"Turfgrass can produce oxygen, act as a noise buffer, help stop erosion and reduce pesticide and fertilizer runoff," Berndt said. "It can also reduce water and soil pollution and provide a pleasing aesthetic appearance. Well-maintained turfgrass can be an environmental hero."

Frank Matthews said two regulatory concerns are currently in the forefront:

- an effort to eliminate the use of potable water for irrigation purposes
- Continued on page 23



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Pictured above: The inaugural drive at the world's first Antarctic Open.

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For free information circle #121

Lobbying

Continued from page 1

president of the Golf Course Superintendents Association of America. "It seems the more highly organized the efforts are, the more success people have in some states."

One of those is Arizona, one of two states employing a lobbyist. Asked whether other states might hire lobbyists, Arizona Golf Association Executive Director Ed Gowan said: "It's a matter of enough people being put up against the wall by the regulations, and then being forced to react..."

"The golf industry has to perceive itself as an industry, and golf associations have to become trade organizations representing them. I don't believe the environmental impact studies we're seeing and the questions raised by environmentalists and legislators are isolated to Arizona and Florida."

However, only Michigan and Florida have held state summits on the golf industry, and only Arizona and California have lobbyists at state capitols. Florida now expects to keep watch on legislation as a result of forming the Florida Golf Council in September.

And Robert Thomas, director of communications for the Southern California Golf Association in North Hollywood, said summits and lobbyists aren't for every state.

"We've discussed having a summit. But at this point, if we did one, it would be very focused, such as on water. The feeling is the NGF is covering that area," Thomas said.

Concerning lobbyists, he said: "California is unique. We have year-round golf and it's a major, major industry. It's worth our time and effort to do it."

"We have had a lobbyist for at least seven

years in Sacramento to let us know what's coming up and provide us the ability to reach legislators. Our efforts are coordinated through that person."

Gowan said Florida's summit was "wonderfully timed."

"Everyone came to the realization that their problems are not three or four years off. Their problems have begun," he said. "That's very much what happened in Arizona five or six years ago."

"I think Florida has a great opportunity to protect the industry and help it grow. And they have the support of the governor, too, who understands golf is an important part of the community. It is an important part of tourism. And yet they are all also concerned about the environment, water use, and a lot of concerns."

He said those concerns "will have to be addressed by a body like the Florida Golf Council, or there will be regulations written without their input. They can participate now or they will be regulated without their participation."

Although helping with new development, Arizona's lobbying efforts have been more important in protecting the future of existing courses, Gowan said. Legislators and the staff at the Department of Water Resources and Department of Environmental Quality are educated concerning "the value of golf economically in the state, both in direct revenues and jobs created, as well as an important part of the tourist industry," he said.

Taxes, water and open-space legislation have been the ASA's main focuses.

The lobbyist informs the association about proposed legislation, while the ASA talks to lawmakers "to try to make sure there are no laws written that favor one certain group over another, like agriculture to the detriment of golf," Gowan said. "We act as an information source for courses and developments. We give them their options for redress and how to pursue them... We want to present a fair, responsible position of the golf industry to the legislature."

"We're a moderate viewpoint. We try to present to the legislature and governmental bodies the middle-road view of what the golf industry needs and wants. Other entities want freedom and less restriction and they put their own lobbying to reflect that view."

Gowan suggested golf associations, or groups of courses where an association doesn't exist, should discuss their situations with regulatory and governing bodies, and "play an active role in the use of the natural resources. That is only going to become more critical as our population grows."

Gowan and others weren't aware of any other states with summit or lobbying plans.

"The Florida effort was a case of people who perceived the need, wanted to be two or three steps ahead of regulations and wanted to participate in them," Gowan said. "I'm not sure other states are aware of the situation or looking at it."

National Golf Foundation President Joe Beditz said: "We certainly hope and encourage other states to do the same (as Florida). Often, facilities concerns and problems are better solved from the state level. We can provide the national picture, as we do at our summit, and hope that statewide summits can further help facilities and their concerns."

Faubel said the Michigan summit held in the fall of 1989 has already paid dividends and he expects biennial summits.

"Everyone is better informed," the GCSAA president said. "It got public golf and private golf together, brought out the environmental and slow-play issues, brought together the superintendents, university people, architects — everybody. We focused on where our efforts were going."

"We needed to get a better understanding of best management practices, because we didn't have that as far as maintenance goes. And the Department of Natural Resources did not have an understanding of what was really needed."

The DNR, superintendents and Michigan State experts are working to produce a manual "to show how a sensitive environmental area can be managed properly," Faubel said.

He said everybody is now striving together for some of the same goals:

- Meeting the demands of the golfers for golf courses.
- Implementing environmentally safe maintenance practices.
- Increasing junior golf, a "critically important" job done well by the Professional Golfers Association.

Continued on page 23

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Florida summit

Continued from page 21

by encouraging gray water usage; and

- the Army Corps of Engineers' position that golf courses are non-water dependent activities for dredge and fill permitting.

Other areas of regulatory concern, he added, are proposed regulations that protect or preserve upland species habitats and possible rules on buffer zones for isolated wetlands.

"Those involved in developing a golf course must create a consulting team early and keep them involved throughout the approval process," Matthews said.

"The approval process is difficult and, without a pro-active position, it will become more difficult to build golf courses. A major problem in developing a golf course is that the approval process is multijurisdictional. There are too many cooks in the kitchen."

Fishkind offered some practical advice for sorting through the approval maze.

"Consider interim agricultural use for the property before you develop a golf course," he said.

"Integrate your effluent disposal and storm-water designs from the beginning of the project," Fishkind said.

He suggested that when developers present the plan for a course, they make it the initial plan, not the final one.

"The regulators want to see the steps involved in the evolution of the plan, and if you show them the steps taken to eventually create the final plan, it is much better."

Fishkind said working with local governments to create a golf course as a recreational amenity will help fill the demand for public courses while providing an economic advantage to the developer.

"A golf course can have a wonder-

ful economic impact on the community while providing recreational space for the citizens," he said.

Other summit sessions discussed water resources in the 1990s, the growing importance of recycled water, communications and marketing, public and private joint ventures to develop a municipal golf course, detailed course design, and financing and refinancing of new and existing golf courses.

Raymon Finch, chairman of Emerald Dunes Golf Club and one of the summit's organizers, said the catalyst for the creation of the Florida Golf Council was the realization that "there was no organization that was interested in the business aspects and interests of golf in the state."

The council had put together a successful summit in three months, but its future depends upon strong financial support, development and dissemination of empirical data on the environmental impact of golf courses, interaction with regulators and legislators, and communication with members, the public and the media.

The challenges facing the fledgling organization were spelled out by Ed Gowan, executive director of the Arizona Golf Association. The AGA has tackled many of the issues facing Florida golf, and has successfully provided input to legislators and regulatory agencies in Arizona.

"You need to be active, to be there when the legislature discusses the issues, and provide them with facts,"

Gowan said. "You must also communicate to the members of the council, to the public and to the media the importance of golf, the issues that are affecting the industry."

Despite a \$2,500 donation by the Florida Golf Course Superintendents Association, the need to raise funds to continue the work of the council is paramount to its success.

Nancy Oliver, interim executive director of the council, said a major fund-raising campaign will focus on Nov. 17 — three days before Florida Golf Day and the World Cup event at Grand Cypress in Orlando.

The council is asking each of the state's 1,024 courses to donate \$1 per round played Nov. 17 and challenging the golfers to equal that amount.

The council will then take calls at Grand Cypress on Nov. 20 and tally up the donations. Oliver said she hoped \$25,000 could be raised.

"There is a lot of enthusiasm," Oliver said. "The teamwork has been incredible. We received a powerful message: that we're in this together, for the good of golf."

She said she hopes the council hires a director by the first of the year.

"When we go into political forums we need someone strong," she said. "We can't afford to wait much longer... The legislature convenes in April-May, and they're not going to wait for us. They won't table their decisions until we get our act together."

Kit Bradshaw is a freelance writer based in Jupiter, Fla.

Lobbying

Continued from page 22

- Addressing the speed of play concern. "Americans do a horrendous job in speed of play. You go to any foreign country where they are walking and they'll get in 3-1/2 to 4-hour rounds like nobody's business. It's that darned cart, but the cart is a major income for the golf course owners."

- Getting industry to support research.

"We need to have a coordinated research effort, not having one state doing the same thing another state is doing. We need to make our research dollars count, because essentially they are coming out of the same pocket," Faubel said.

Events like summits have tended to be cosmetic, said golf course consultant James McLoughlin of The McLoughlin Group in Pleasantville, N.Y. "But it won't hurt. If it will establish a warm, positive glow in the state, it makes sense."

He aired a sobering thought.

While many issues must be addressed, he said golf's lobbying efforts against things like rising land taxes in the early 1970s have usually failed.

"Golf's not an easy beast to make the masses feel sorry for. It's not a sympathetic animal," McLoughlin said.

He added another thought: "Yet, that's not to say that can't change as



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BUSINESS NEWS

Blower wins award for RedMax

RedMax received an Innovative Products Award for its EBA440 autostart backpack power blower at the International Lawn, Garden & Power Equipment Expo in July. In last year's competition RedMax received two Innovative Products Awards — one for the Reciprocating Edger and one Overall Winner Award for the reciprocating blade design on the RedMax Reciprocator.

The awards are sponsored by Lawn & Garden Marketing and endorsed by Expo 90. Winners of Innovative Products Awards were selected from more than 50 entries. Each manufacturer's product was judged on safety, investment value, effectiveness, innovativeness, ease of operation, and appearance. A division of Komatsu Zenoah, RedMax manufactures a wide range of yard and garden equipment.

Pickseed opens warehouse, plant

Pickseed has opened a 30,000-square-foot warehouse and cleaning plant that will encompass a state-of-the-art system for processing chaffy grasses at Sherwood Park in Edmonton, Alberta.

At opening ceremonies on July 24, Western Region Manager Karl Fiander welcomed the guests, including management and production personnel from Pickseed centers in Tangent, Ore.; Regina, Saskatchewan; Winnipeg, Manitoba;

and Richmond Hill and Oakwood, Ontario.

President Thomas J. Pick explained the facility will process chaffy grasses, especially Creeping red fescue.

Pickseed's new variety, Jasper, will be produced in northern Alberta and processed at Sherwood Park, he said.

Pickseed operates accumulation centers in Dawson Creek, British Columbia, in the Peace

River region. Seed will be bulk shipped to Sherwood Park and stored and processed. From this location, seed will be distributed to other Pickseed locations and customers.

The Western sales operation headquartered at Sherwood Park will cover Saskatchewan, Alberta and British Columbia.

In association with Pickseed West Inc., the company also distributes proprietary turfgrasses.

Columbia ParCar honors best dealers

Ben Sherwood, director of marketing and sales for Columbia ParCar Corp. in Deerfield, Wis., announced the Columbia ParCar

dealers who have received 1990 Model Columbia ParCar Dealer Achievement Awards.

Frank Priddy, Joyce Ruether and

Steve Brown of Great Texas Golf Cars in Stafford, Texas, were awarded the 1990 Eagle Award. The award is given to the distributor that has achieved the highest excellence in marketing and selling. ParCar Corp. Chairman W.R. Sauey also awarded Priddy the rare Tiger Award for outstanding work in aggressively selling ParCars in Texas.

Fred Leach of Wolverine Golf Cars in Pontiac, Mich., was awarded the 1990 Champion Award, given to the distributor with the highest sales for the model year.

Bill and Mary Strohbusch of P.J. Enterprises in Ft. Atkinson, Wis., were presented the Foundation Award, given to the distributor who has done the best job of using Columbia ParCar's marketing and sales programs to build their business.

Scott Gobrecht of Golf Cart Services, Inc. in New Oxford, Pa., was awarded the Phoenix Award. The Phoenix Award is given to the distributor who has shown the greatest improvement in ParCar unit and parts sales.

Bill Manto of Golf Car Sales & Supply in Peachtree City, Ga., was given the Genesis Award for the best sales and service excellence within the first year of becoming a ParCar dealer.

Jock Mackie of Sportline, Inc. in Wanchai, Hong Kong, was awarded the Alpha Award for the highest parts sales for that model year.

Jacobsen sets student reunion

Jacobsen Division of Textron will hold a reunion for golf course superintendents who attended the company's annual College Student Seminars. The reunion will be held Feb. 10 during the International Golf Course Conference and Show in Las Vegas, Nev.

Jacobsen President Robert Reid said that with more than two decades of classes to draw from, the potential attendance is substantial.

"We've been fortunate enough to have had hundreds of the best students from the top turfgrass programs in the country come to Racine (Wis.) during the 23 years we've held this seminar," Reid said. "We know most of them belong to the GCSAA and we'd like to see them again and find out what they're doing."

Reid said the reunion will give former students a chance to renew acquaintances with seminar classmates.

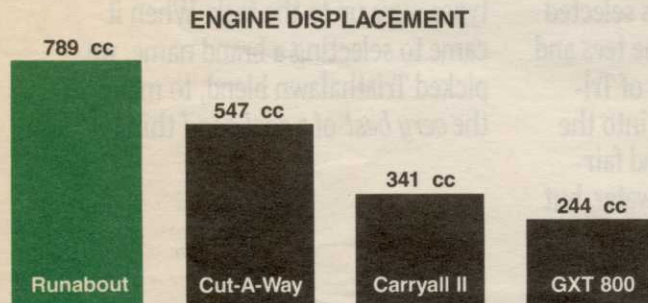
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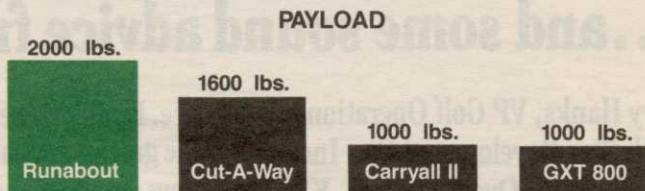
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RANSOMES

CUSHMAN

Lesco appoints Yarborough v.p.



R. Yarborough

Robert Yarborough has been named vice president of control products for Lesco, Inc. in Cleveland, Ohio, according to President Ronald L. Dezember.

Yarborough, 41, who joined Lesco in 1984, previously was manager of product development.

He initially was a project leader for research

and development of special products, including Lesco PRE-M, a pre-emergent herbicide for grassy and broadleaf weeds.

Before joining Lesco, Yarborough was in sales capacities with Mobay Agricultural Chemical Corp. and the Tuco Division of the Upjohn Co.

He had five years experience as a golf course superintendent.

Yarborough holds a bachelor's degree in agronomy from Delaware Valley College of Agriculture in Doylestown, Pa.

Portz new super at Hammock Dunes

Admiral Corp. has named David Portz superintendent of its oceanfront Hammock Dunes Links Course in Palm Coast, Fla.

Don McGee, executive vice president, said, "We believe Dave Portz's experience and leadership in quality groundskeeping will enhance our course's aesthetic values and the playing enjoyment of our club members."

Prior to joining Admiral Corp., Portz was superintendent of Palm Coast's newest

course, Cypress Knoll. Portz's career began in 1973 at the private Brookside Country Club in Allentown, Pa.

The certified golf course superintendent is a graduate of Penn State University.

Mengle promoted

Paul Mengle, manager of sales and marketing for Lebanon Turf Products, a division of Lebanon Chemical Corp., has announced the appointment of Richard E. Fedigan to the position of purchasing/customer service manager for that division.

Fedigan joined Lebanon in June 1989 in the Farm Department as crop protection product manager.

Fedigan holds a bachelor's degree in agricultural economics from Penn State University, a master's in agricultural economics from Ohio State University, and a master's of business administration from the State University of New York in Buffalo.

Hills hires planner

Arthur Hills and Associates, golf course architects, announced that Judd Silverman has joined the firm.

His responsibilities include promotional and tournament services to clients. He will also assist in pre-design feasibility planning including financing of proposed golf courses.

He will continue to serve as the tournament director of The Jamie Farr LPGA Toledo Classic, a position he has held since 1983.

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ON THE MOVE

Key director of maintenance at Pointe

The Pointe Resorts in Phoenix, Ariz., has chosen Jim Key as director of golf course maintenance. Key will supervise all course operations at The Pointe Golf Club on South Mountain and The Pointe Golf Club at Lookout Mountain.

Most recently the golf manager of the eight courses controlled by Recreation Centers of Sun City, Inc., Key is a graduate of Texas A&M with a bachelor's degree in turfgrass science.

His prior supervisory positions have included Laredo (Texas) Country Club; Do-

minion Country Club in San Antonio, Texas; and Feather Bay Golf Course in Brownwood, Texas. He also supervised the construction for Eagle Creek Golf Club in Cave Creek, Ariz.

Key was an assistant superintendent for the Oak Hills Country Club in San Antonio and Panorama Country Club in Conroe, Texas. Early in his golf career Key was a golf professional for nearly five years at Memorial Park Golf Course in Uvalde, Texas.

Key is a certified member of the Golf Course Superintendent's Association of America.

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NEW LITERATURE

Golf community directory helps home buyers

Hilary House Publishers Inc. has released a new, 296-page publication titled "The Directory of Residential Golf Course Communities."

Consumers can use this one source to research 280 of America's leading golf course communities for full-time, vacation or retirement living.

The publication includes information on when the community opened; age range of residents; how many owners use their home as a primary residence or vacation home; total acreage in the community; number of home sites and lot sizes available; whether the community is located inland or by the water; name of the closest airport; financial considerations (equity, initiation fees, dues, minimum food and beverage spending); number of holes; availability of fitness center, monitored security, clubhouse, pool, tennis, marina, equestrian facilities and fishing.

Also included are names of the course designer, golf pro and touring pros plus listings of the tournaments hosted by each community. Most important, each description discusses the sizes and styles of homes, availability of home sites and price ranges.

"The Directory of Residential Golf Course Communities" costs \$19.50 plus \$3 postage and handling. It can be ordered from Hilary House Publishers, Inc., 980 North Federal Highway, Suite 206, Boca Raton, Fla. 33432 or by calling 407-338-2120.

Turner flail mower literature offered

Industrial flail mowers are featured in new product literature published by Turner Equipment, Inc., a division of Elswick, Inc.

Marketed under the trademark "Roadrunner," the mowers are built to stand up to the most rigorous maintenance conditions.

Roadrunner flail mowers are available in three basic models and in a variety of configurations that mow a swath from 74 inches up to 21 feet, depending on the size and number of mid-mount wings and rear-mount units.

The mid-mount wings attach to the tractor with Turner's patented "T" mounting frames, designed to minimize stress on tractor assemblies.

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For a free copy of the new literature write Marketing Department, Turner Equipment, Inc., 4675 Granite Drive, Tucker, Ga. 30084 or call 404-934-5017.

Wittek features range equipment

Wittek Golf Supply's new eight-page color brochure features the latest in driving range equipment, including the Ball Hawk SL90 ball picker and Wittek Blue Grass Tee Mat.

The brochure also contains a variety of new range supplies and pro shop display fixtures for golf clubs and umbrellas.

The free brochure is available by calling Wittek Golf Supply Co. at 1-800-869-1800.

Golf Course Marketplace

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The Ohio State University's Golf Course Maintenance Short Course will be held January 7-11, 1991. To receive info., write or call: Sue White, Ohio State Univ., Dept. of Agronomy, 2021 Coffey Road, Columbus, OH 43210, (614) 292-7457.

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NEW PRODUCTS

Cushman offers new aerator tine attachments

Cushman has introduced new tine holder attachments and 1/4-inch solid tines for the Ryan GA 30 and Ryan GA 24 aerators.

The solid tines are designed for mid-summer and off-season aeration to supplement regular spring and fall core aeration treatments.

The solid tines provide increased oxygen, nutrient and water intake to the turf root zone, but do not pull cores to the surface.

The new system for the GA30 will include "quint" tine holders, with five 1/4-inch solid steel tines and adjustable spacing from 1-3/8-by-1 inch to 1-3/8-by-5 inches.

The GA24 can be equipped with "quad" tine holders with four 1/4-inch tines and spacing of 1-by-1 inch. Surface penetration can be adjusted from two to three inches.

The new solid tine treatment is designed as supplemental aeration and is not intended to replace regular spring and fall aeration. "However, these new attachments allow the superintendent to get increased utilization of his aeration equipment and thus make it more efficient to own," said Cushman manager of turf product sales Clark Staples.

For more information contact Cushman, Inc., P.O. Box 82409, Lincoln, Neb. 68501 or call 800-228-4444. Circle No. 308

Hose-end sprayer made for course

A hose-end applicator designed to apply Hydro-Wet Turf Wetting Agent is being marketed by Kalo, Inc. of Overland Park, Kan.

"It's the only hose-end sprayer designed for the golf course," said sales manager Chuck Champion.

The sprayer accurately applies Hydro-Wet to tees and greens. It also applies micronutrients and other additives. The Pro-Ap metering system mixes small quantities of chemical with large volumes of water and offers a variety of chemical dilution rates.

The Pro-Ap connects to one-inch water service, adapts to 3/4-inch. The pistol-grip design and light weight reduces operator fatigue. It is molded from chemical-resistant Celcon.

For more information contact Kalo, Inc., 4370 W. 109th St., Suite 210, Overland Park, Kan. 66211-1311 or call 913-491-9125. Circle No. 305

Beefed-up triplex mower available

Jacobsen now offers a more powerful gas Tri King triplex mower for tees, fairways and trim. The new Tri King 1671G also has a larger height of cut range and larger front tires.

The Tri King 1671G has a 16-horsepower gasoline engine. It has a 71-inch cutting width and choice of five- or 10-blade, seven-inch reels.

The Tri King 1671G's height of cut is adaptable to a wider range of conditions. Blades can be set from 3/8-inch to three inches.

Larger 20-inch tires improve ground clearance and a balanced design reduces compaction. Three-wheel drive is available.

For more information write Jacobsen, 1721 Packard Ave., Racine, Wis. 53403-2561 or call 414-637-6711. Circle No. 309

Flood

Continued from page 1
overflowed.

General Manager Jim Armstrong said the 135-by-40-foot pond that hugs the left side of the 11th green was "gone," along with its retaining walls.

While using a temporary green, Armstrong hired outside contractors and expected to have a new 11th green, retaining wall and creek banks constructed by late November or early December — "weather permitting."

Armstrong discounted rumors that the job would be done in 2-1/2 weeks, saying that while that would be possible, the other work had to be completed before greens reconstruction could begin.

Architect Ed Connor of Golphorms in Ponce Inlet, Fla., who in 1987 created a computer model of the elevations and contours of all Augusta National's greens, said the club has the best topographical details of any course he had ever seen. Therefore, it would be easy to rebuild it to its original state as designed by Alister Mackenzie and Bobby Jones in 1933.

Neighboring Augusta Country Club was "fortunate," said superintendent Mike Crouch. "At least we've got grass."

With 12 inches of rain falling in 24 hours, Rae's Creek also overflowed onto Augusta CC's 8th green and left one-quarter inch or more of silt, washed out the riprap and damaged a bridge.

Crouch's crew aerified the damaged turf, then washed off the silt with high-pressure hose. He estimated the cost of the damage at less than \$10,000.

In South Carolina superintendents reported from 8-1/2 inches at Florence (S.C.) Country Club to 15-2/10 at Snee Farm Country Club in Mt. Pleasant.

Nelson Cato, superintendent at Woodside Plantation Club in Akin, said his course got 13 inches of rain in two days, nine inches of it falling in nine to 10 hours on Oct. 12. Nevertheless, he said some concrete cart paths and a pump house, where rain blew out a main disconnect, suffered the major damage.

The town of Mt. Pleasant helped Snee Farm by sending two tractor pumps to the spillway and pumping out 1,800 gallons per minute for two days, according to superintendent Billy Ford.

Superintendent Dennis Bowsher reported his Sunset Country Club in Sumter absorbed 12-13 inches of rain in two days. Though the driving range and tennis courts flooded, his sand-based course drained so well only a couple of sand traps were washed out.

Several superintendents reported they had just overseeded before the rains fell.

Superintendent Chuck Green at Florence lost some of his overseeding work, as did John Gay at Forest Lake Club in Columbia.

Bucky Hill, superintendent at Palmetta Golf Club in Akin, had closed his course for two weeks to overseed. The storms caused him to close it another four days, but he was thankful that his \$14,000 in seeds had mostly germinated.

"We had a pretty good river coming across 4, 5 and 6 fairways," Hill said. The 10-1/4 inches of rain completely destroyed the old dirt cart paths on the course, which was built in 1892 and remodeled by Mackenzie in 1940-41.

Hill had a contractor haul in clay and rock to build up the paths well enough to get play going again. But his crews were still scraping sand off the fairways in late October.

At Kiawah Island, Pete Dye's new course reportedly survived its first major test of water drainage in fine shape.

Assistant superintendent Milt Langley said Wild Dunes Golf Course on the Isle of Palms did not lose its 18th green, as had been rumored. But construction crews working on the new Dunes West course were slowed by mud since the cart paths and roads were not finished.

Golf Course Marketplace

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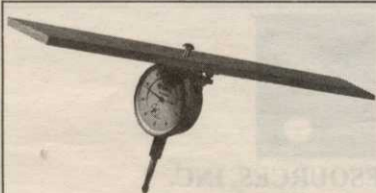
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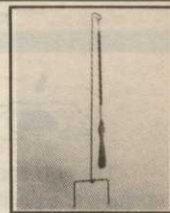
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CALENDAR

November

11-15 — Green Industry Expo and Professional Grounds Management Society and American Landscape Contractors' Association Conference at the Hyatt Hotel in Nashville, Tenn. Call 301-667-1833.

12-13 — GCSAA seminar in Painesville, Ohio, on environmental management.*

12-14 — Golf Summit 90, the third in a series of industry strategic planning meetings, at Marriott's Desert Springs Resort and Spa in Palm Springs, Calif. Coordinated by the National Golf Foundation, the summit will focus on the progress made in the programs of the Strategic Plan for the Growth of Golf, first introduced by the NGF in 1988. Contact the NGF, 1150 South U.S. Highway One, Jupiter, Fla. 33477; 407-744-6006.

13-16 — New York State Turfgrass Association Turf and Grounds Exposition at the Rochester (N.Y.) Riverside Convention Center. Contact NYSTA at 800-873-TURF or 518-783-1229.

14 — GCSAA seminar in Palm Beach Gardens, Fla., on Budgeting and Forecasting.*

14 — Scotsturf 1990 in Ingleston, Edinburgh, Scotland. Contact Anne Swan at 0908-311856.

15-16 — GCSAA seminar in Louisville, Ky., on Plant Nutrition and Fertilizers.*

26 — GCSAA seminar in Rapid City, S.D., on Water Quality and Irrigation Scheduling.*

27 — GCSAA seminar in Albuquerque, N.M., on Developing Your Hazard Communication Program.*

28 — GCSAA seminar in Albuquerque, N.M., on Safe Pesticide Management.*

28-30 — Second Golf Course Europe, an international exhibition and conference on the design, construction and maintenance of golf courses and golf club management, at Le Parc des Expositions in du Bourget, Paris, France. Contact Ellen MacGillavry at Expoconsult, Industrieweg 54, P.O. Box 200, 3600 AE Maarssen, Holland; 03465-73777.

29-30 — GCSAA seminar in Pleasanton, Calif., on Golf Course Restoration, Renovation and Construction Projects.*

December

2-3 — GCSAA seminar in Denver, Colo., on Environmental Considerations in Golf Course Management.*

3-4 — GCSAA seminar in Cedar Rapids, Iowa, on Managerial Productivity.*

3-6 — New Jersey Turfgrass Expo '90 at Trump Taj Mahal, Atlantic City. Contact Dr. Henry W. Indyk, Crop Science Department, P.O. Box 231, Cook College, New Brunswick, N.J. 08903; 201-932-9453.

* — For more information or to register, contact Betsy Evans, education coordinator, 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.

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ON THE GREEN

BY BILL ROLKE

"Gotta practice my putting game," you say as you step out into the backyard with putter in hand.

Fantasy, you say?

Nope.

Putting Greens International is making it possible across the country. It has developed a patented, artificial putting green that can give the serious golfer the opportunity to practice his approach game and improve his putting skills.

The greens can be contoured, sized and undulated to the customer's specifications. "Best of all," said president Jerry Carr, "these greens will need no chemical treatment, mowing, or upkeep other than an occasional sweeping when leaves and other wind-blown debris land on the surface."

While driving ranges are nearby most golfers, few have the chance to practice chipping and putting. Carr recognized this many years ago, but because of his experience in the lawn and landscaping business, realized a natural backyard green would be very expensive to install and maintain. And, finally, weather conditions would restrict play.

Carr experimented with various artificial carpets and turfs and found none with the characteristics of a natural green. He then opened negotiations with a manufacturer of

Beatin' the crowds, stayin' home



Photo by Bill Rolke

Putting greens can be sized, shaped and undulated to the customer's desires.

artificial turf and developed a porous, padded, nylon product that when installed over a foundation of crushed stone and top-dressed with a special sand, resulted in a green with a Stimpmeter value of 10.

After a year-and-a-half of testing the finalized product under actual use, Putting Greens International installed a demonstration green at the 1990 Indianapolis Annual Spring Flower and Garden Show.

It was an instant success, drawing crowds morning to night for the eight days. A number of orders also came in.

Serious golfers were impressed by:

- the modest cost (\$3,500 average) for a 15- by 25-foot practice green;
- its low maintenance;
- it can be almost any shape, size and pitch;
- it is unharmed by insects, animals or children at play;
- it is non-fading, unaffected by heat or cold, and has an expected 12- to 15- year life; and
- it can be used immediately after a hard frost or heavy rain.

Using it for outdoor entertainment of guests is yet another plus factor.

Other market areas for the putting greens have been untapped. Hotels and motels are interested in installing them to attract guests, much as swimming pools are used.

Similarly, apartment and condominium complexes and retirement homes are considering them. Some practice driving ranges are also considering installing the greens so golfers can practice their total game at one location.

The artificial greens are not being considered as substitutes for regular gold course greens.

In fact, Carr felt installations at courses would occur only where managers want to offer a practice green for use when the natural greens are closed due to weather or maintenance.

After a year of installing greens in central Indiana, Putting Greens International is moving into the national market. Through shows, meetings and video programs, it is offering the concept to landscape companies.

Dealers will be taught how to install the greens and provided with the patented turf materials.

As soon as the national market is in place, Putting Greens plans to move into the international market. Japan may be the first target. The Japanese are avid golfers, but have limited opportunities to play due to extended waiting periods at public courses and exorbitant club membership fees. As a result, the average Japanese golfer spends most of his golfing time at driving ranges.

Installation of adjacent putting greens would help satisfy the Japanese golfers' quest for a balanced golfing experience, Carr reasons.

What comes after Japan?

"Well," Carr said, "I've always wanted to see Australia."

Bill Rolke is a freelance writer based in Columbus, Ind.

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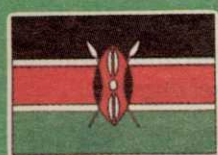
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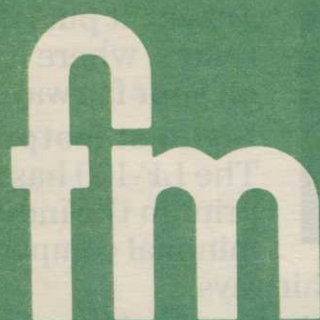
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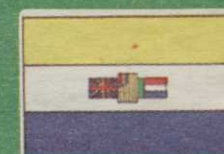
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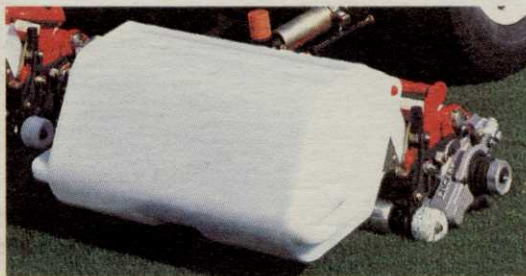


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