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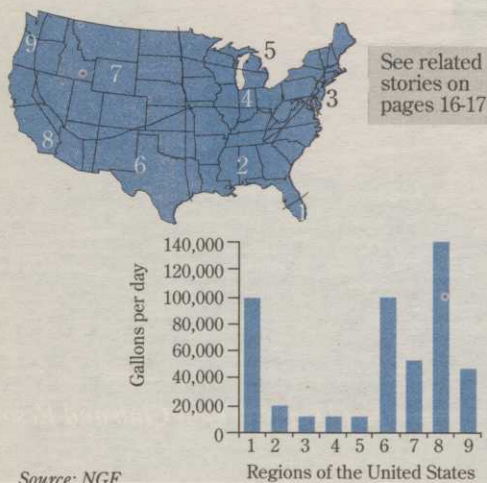
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Reaction to Gulf mixed...

BY MARK LESLIE

As the Persian Gulf crisis turned 1 month old, investors, builders and architects in the U.S. golf industry reacted with varying degrees of caution and optimism.

The length of the crisis is crucial to deciding its impact, everyone agrees.

Michael Hurdzan, an architect based in Columbus, Ohio, predicted an "incredible impact" from the crisis and harkened back to the Arab oil embargo of 1974 when the golf construction "virtually dried up."

"I think this situation is so unsettling that developers in the U.S. who have

not already committed (to a project) are going to wait and see. I think that some of those who are committed and who are on the fine edge are going to say, 'Hey, I'm going to cut my losses and stop right now.'"

Perry Dye, president of Dye Designs in Denver, Colo., and of the Golf Course Builders of America, said: "We're in the recreational, extra-dollar industry. We're the first to go and the last to come back. But until it happens we won't feel it."

Dye said developers whose projects have been in the permitting process

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... as Supers, others fear domino effect

BY MARK LESLIE

The domino effect of an oil shortage would be felt in construction and a range of operations on a golf course, superintendents and others agree, but how much is up for debate.

"I'm dead budget-wise," lamented Dan Jones, superintendent at Banyan Golf Club in West Palm Beach, Fla.

He said his first delivery of oil after Iraq invaded Kuwait cost 16 cents a

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Crumpin-Fox Club in Bernardston Mass., is "my personal favorite," says Roger Rulewich of Robert Trent Jones Inc. This view shows the 14th hole from the tee. Crumpin-Fox is being touted by

some as a candidate for best public course of the year. For information on this and other courses around the United States, see page 11. Photo courtesy of Crumpin-Fox

Club directors face tests

BY PETER BLAIS

The biggest threat facing the private club industry is that its members are perceived as elitists, according to a National Club Association lawyer.

The typical private club member appreciates traditions, is trying to conserve something of worth, likes to relax and enjoys some financial success, said Thomas Ondeck at the recent NCA Annual Club Director Conference in Pinehurst, N.C.

But private club opponents often view that same person as "reactionary, Republican, elitist and rich," said Ondeck, who has represented the club industry in more than 20 lawsuits, including three selective admissions cases before the U.S. Supreme

Court.

Because of this inaccurate perception, private clubs are sometimes portrayed as bastions of racial and sexual discrimination, said Ondeck. That has led to local and national legislation — like Congressman Charles Rangel's proposed national tax code amendment denying tax-exempt status, deductibility of dues and charitable contributions — that threaten the private club industry, he added.

Legislative volleys and media assaults have mounted over the past 25 years, coming to a head this summer at Shoal Creek in Birmingham, Ala., said Ondeck.

Things looked pretty good for private clubs in 1964 when Congress exempted

Continued on page 9

Fla. summit will draw all parties

BY PETER BLAIS

Item: A Florida water district considers instituting a \$1 per 1,000-gallon surcharge on golf courses for water pumped out of courses' own wells. The move could add \$10 to the average round and \$800 to the typical private club membership fee.

Item: The governor and cabinet shoot down a golf course development on an environmentally sensitive stretch of Panhandle shoreline, even

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Summit

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though developers promise to install state-of-the-art water treatment equipment and offer to move golf holes away from the shore.

Item: A state legislator proposes cutting golf courses' water allotments 80 percent by the year 2000 if they don't convert to effluent, even though this would present a host of technical problems at many of the state's 1,000 golf facilities.

"The first place you read about those things is in the newspaper. That's not right. That's why we formed the Florida Golf Council and are having the Florida Golf Summit," said Raymon Finch, chairman of Emerald Dunes Golf Club and one of the organizers of the Summit, scheduled for Oct. 11-13 in Orlando. The focus will be government relations.

Among the speakers at the inaugural summit will be Gov. Bob Martinez, Florida Secretary of Commerce Bill Sutton, National Golf Foundation Executive Director Joseph Beditz, golf course architect Tom Fazio and golfer/designer Gary Player.

Finch moved to Florida from South Carolina two years ago. He was one of the organizers of the July 13-14 Florida Golf Leaders Conference that gave birth to the the council and proposed the summit. Finch and others hope their efforts will inform people of the need for a strong trade organization that can lobby and provide information on behalf of Florida's \$5.5 billion golf industry, one of the largest in the state.

"I saw dozens of golf organizations when I first came here, but a total vacuum in terms of a trade organization that treated golf like an industry," Finch said. "A trade organization usually brings people in the industry together. They trade ideas, raise money and become a voice in government. We need to keep the legislature and regulators informed about issues that concern us.

"Golf is good for everybody in Florida. But the government won't realize that unless we tell them. As a result (of the lack of a trade organization), the golf industry is threatened with being seriously curtailed by water, pesticide, land-use and environmental regulations.

"The government is our partner in everything we do today. Unless they understand our side, anything can happen...The golf industry is at risk in Florida."

To get golf's message across to the government and public, Finch sees the council raising funds to pay lobbyists, provide expert witnesses to testify at government hearings and establish a public relations program that will stop golf "from getting eaten up by misinformation."

"Unfortunately, the people who make decisions are just getting information from one side. We need to get our side out there, too. We want the information they get to be the truth," he said.

The Florida Golf Council has learned much from the successful experiences of the Arizona Golf

Association in representing that state's golf interests, said Finch. Florida's and Arizona's efforts "need to be repeated elsewhere," he added. "We need a national voice in Washington, too. But that's a little farther down the road."

The preliminary speakers list at the summit includes PGA Tour Commissioner Deane Beman; Florida State Golf Association Executive Director Cal Korf; Florida Turfgrass Association Executive Director Bob Yount; Arizona Golf Association Executive Director Ed Gowan; Riverside Golf Group President and CBS Sports announcer Steve Melnyk.

Also, Jay Landers of Landers &

'We need a national voice in Washington, too. But that's a little farther down the road.'

— Raymon Finch

Parsons; Roy Case, president of Case Golf Co.; Gene Bates of Gene Bates & Assoc.; Paul Courtneil, attorney with Gunster, Yoakley & Stewart; Thomas M. Latta, president of AmerAquatic, Inc.; Charley Stine, editor of Golfweek; architects Pete and Alice Dye; Ed Seay, executive vice president of Palmer Course Design Co.

Also John Johnson of Leventhol & Horwath; Erling Speer, president of Willoughby Golf Club; W. Lee Brandt, director of environmental services of Golden Bear Enterprises; Allen E. Salowe Sr. of Fishkind & Assoc.; Rich J. Budell, bureau chief of the state Bureau of Pesticides; John Wodraska, execu-

tive director of the South Florida Water Management District; Robert G. Nave, division director of Resource Planning & Management.

Mark Latch of the Division of Water Management; Tim Hiers, golf course manager at John's Island Club; Wade Hopping, managing partner of Hopping, Boyd, Green & Sams; F. Michael Wiles, senior vice president of marketing at Hammock Dunes Private Community; Ron Safford, director of sports development with the Florida Department of Commerce; David Pearson of Pearson, McGuire & Assoc.

Dennis Wise of Fazio Golf Course Designers; William L. Barton, *Continued on page 23*

BENTGRASS

Chester Manni
Bodega Harbour Golf Links
Bodega Bay, CA

Armen Suny
Castle Pines Golf Club
Castle Rock, CO

David Fleming
Singing Hills Country Club
El Cajon, CA

Kenny Goodman
Bull Valley Country Club
Woodstock, IL

Wesley L. Mathany
Glen Echo Country Club
Normandy, MO

Ben Crenshaw & David Doguet
Barton Creek Conference Resort
Austin, TX

Timothy O. Madden
Mt. Snow Country Club
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International Town & Country Club
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The great coverup

Course cover sales rise in wake of killer frosts

BY PETER BLAIS

Turf cover manufacturers are expecting sales to increase this fall, especially at transition zone courses where last winter's record cold temperatures caused extensive turf damage.

Turf covers have grown in popularity over the past five to 10 years as a way to protect cool-season grasses, like bentgrass, on windswept Northern and Central courses from desiccation (drying out, often resulting in death of the plant).

But increasingly, superintendents in the transition zone between cold and tropical climates are discovering covers can also protect warm-season turf, like Bermudagrass, especially on those rare occasions when the mercury drops well below the freezing mark and the wind howls.

"We've already seen a substantial sales increase in the South because of the fears of another cold winter," said Emory Hunter, sales manager with Washington-based Davenport Seed Corp., the manufacturer of Warren's Terra Shield turf cover. "The Terra Shield was very successful in protecting greens throughout the South."

"I don't know of a single course that lost a (Bermudagrass) green last winter that was covered with our Typar Style 3301 cover," added Gary Anderson, market development account executive with Reemay, Inc. of Old Hickory, Tenn. "We're expecting good sales this year because of the terrible freeze last winter."

Ironically, while Typar 3301 helps insulate turf from wind and cold, the black cover is primarily designed to block sunlight.

This prevents grass from warming on an unseasonably warm winter day, temporarily emerging from dormancy, and sapping the plant of strength and nutrients it needs to green up in spring, Anderson explained.

The desiccation protection was an additional benefit during last winter's frigid conditions.

"The black cover helps insulate the grass from the wind and cold, but also keeps it from getting too warm," Anderson said.

Reemay also manufactures the more traditional white (the company prefers the term 'natural') Typar Style 3201 cover. This type of lightweight (1.9 ounces per square yard compared to three ounces for black) cover, designed primarily to protect cold-season grasses from desiccation, remains the big seller for turf cover companies.

"Most of our business is still in lightweight covers for Northern and Central courses," said Anderson. "Covers aren't generally used on courses below the transition zone, except maybe to help grow in a newly sodded area."

Greens on elevated, windswept hilltops benefit most from turf covers, according to John Roberts, a University of New Hampshire associate professor of plant biology, who has researched turf covers the past seven years.



Course covers are being tested at the University of New Hampshire, where researchers have found their main benefit is protection from the wind. Covers have relatively poor heat retention, says UNH Professor John Roberts.

Covers 'have little effect on direct low-temperature kill. But if the wind is blowing, they can help a lot.'
— Professor John Roberts

"The main protection is from the wind," the UNH professor said. "Covers have relatively poor heat retention. They only keep the turf between one and three degrees warmer overnight, although that can increase to 10 to 15 degrees in the afternoon."

"So they have little effect on direct low-temperature kill. But if the wind is blowing, they can help a lot."

Ken Flisek, superintendent at The Woodlands in Falmouth, Maine, agrees. "They're good to protect greens from desiccation. But I don't think it helps with the ice (direct low temperature kill) problem."

Still, the extra few degrees of warmth provided by Terra Shield "made the difference" at some Southern and transition zone courses last year, said Hunter.

"They're especially helpful in the spring, when you go through the thaw-freeze-thaw cycles," he added. "When the grass begins coming out of dormancy, water gets in the tissue, freezes and ruptures the cell tissue. The cover reduces the possibility of freezing."

Covers are generally placed over greens in the late fall and removed about three weeks after the snow melts. They must be securely fastened to the ground to prevent wind from getting underneath "or you can end up with something that looks like a huge kite in the nearest tree," said Anderson.

To hold down the cover, Reemay recom-

mends a 3/8-inch concrete bar laid around the exterior of the fabric. Cover and bars are secured to the turf with U-shaped metal staples passing through fabric and turf every two to three feet.

"That system has effectively held covers down in winds over 45 miles per hour," Anderson said.

If securely fastened to the ground, today's synthetic covers shield greens from the drying effects of wind and cold while allowing beneficial sunlight, water and air to penetrate.

"If a superintendent fertilizes properly, the cover allows for quicker release of nitrogen and quicker green-up in the spring," Roberts said.

According to Anderson, the additional warmth provided by covers on Northern courses gets grass growing between one and three weeks earlier than on uncovered greens in the spring. They also allow seeds to germinate later into the fall and early winter, improving their absorption of systemic chemicals against diseases like snow mold.

Roberts said four or five covers on the market are very similar in performance. However, there are no laws requiring a cover to meet certain criteria, as with pesticides.

"Not all of them are good," Roberts said. "But those that have been around three to five years and have proven effective are very reliable."

It costs about \$300 for a (white) cover the size of the average 6,000-square-foot green (\$500 for the black cover), said Anderson. Terra Shield also costs about \$500 for the typical green, added Hunter.

Covers can last from three to five years if stored properly out of the sun.

"Covers are not a panacea," said Roberts. "They're additional weapons in a superintendent's arsenal. They are beneficial in certain situations."

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England duplicates student turf program

Top turf students from the United Kingdom and the Netherlands recently completed the European Turf Care Seminar in Manchester, England.

Sponsored by Jacobsen Division of Textron, and organized by the U.K.'s Institute of Groundsmanship, the program brought together 25 students for three days of intensive, hands-on education.

As with its U.S. counterpart, Jacobsen's

College Student Seminar, the European program allows students to learn from experts in the students' field of study. This year's program included lecturers from the United Kingdom's golf and sports turf industries as well as field trips to horse racing's Haydock Park Race Course and Manchester United's soccer stadium.

Students were given an overview of the U.S. golf industry by John Peirsol of Lake City

(Fla.) Community College.

The European Turf Care Seminar was the second one jointly conducted by Jacobsen and the IoG, and the first to include students from outside the United Kingdom.

Jacobsen's College Student Seminar, which served as the model for the European seminar, has been held for the past 23 years at the company's headquarters in Racine, Wis.

Summit

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president of Wilson, Miller, Barton & Peek; Henry J. Fishkind, president of Fishkind & Assoc.; Jack Mathis, president of Golf Plan Group; Richard Orman, vice president of Public Golf Corp.; Donald E. Rhodes, vice president of golf finance with Textron Financial Group; Doug Winter, president of Doug Winter & Cos.

W. Clifton Smallridge, superintendent at Royal Poinciana Country Club; Joseph Towry and John Parnell of the St. Petersburg Public Utilities Department.

Also, Henry Dean, executive director of

St. Johns River Water Management District; Raymond Miller, chief executive officer of Wilson, Miller, Barton & Peek; Larry Hawkins of GEO Science.

Also, Rick Jacobson of Jack Nicklaus Golf Services; Mike Dasher of Arthur Hills & Assoc.; Bob Cupp of Cupp Design Inc.; Ron Andres of Grand Harbour; Richard Norton, general manager of NGF Consulting Inc.; and Howard Searcy, president of Howard L. Searcy Engineers.

The summit gets underway Thursday at 10 a.m. with the Florida Golf Council board of directors meeting, followed by a golf

tournament, conference registration and a cocktail reception at the Hyatt Regency Grand Cypress.

Speakers, educational sessions and panel discussions dominate Friday's schedule, which begins at 8:30 a.m. and continues until 4:45 p.m.

The event concludes Saturday with a final speaker at 8:30 a.m., a roundtable discussion on the future of golf in Florida and a wrap-up session.

The conference fee is \$425. To register or obtain more information call 407-688-0800.