

GOLF COURSE NEWS

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Ice, wind and fire

Startling snowstorm buries Midwest

By Peter Blais

The Halloween snowstorm that blanketed the upper Midwest horrified superintendents, forcing many to close courses early and leaving them shaking their heads for failing to blow out irrigation systems or make chemical and fertilizer applications earlier than usual.

Originally forecast to dump less than four to six inches of snow, the early-season storm left 28 inches of the white stuff in Minneapolis and as much as 40 inches farther north near Duluth, Minn., and Superior, Wis. That's close to half the average yearly snowfall in all three areas.

Southern Minnesota, South Dakota, Iowa, Nebraska, Kansas and Missouri received a mixture of snow and freezing rain, resulting in tree damage, power outages and delayed chemical and fertilizer applications.

"It was the largest single recorded snowfall here in the last 100 years," reported superintendent David Kohlbr of the 37.9 inches deposited on his Donald Ross-designed Northland Country Club in Duluth.

Kohlbr was fortunate. He blew out his irrigation system Oct. 1 and was just applying the last snow mold application to the final tee as the snow began falling around 1 p.m. on Oct. 31.

"My major concern was that the ground wasn't frozen yet," he added. "Snow mold could thrive in that stuff and we could have some real problems, especially on the fairways, next spring."

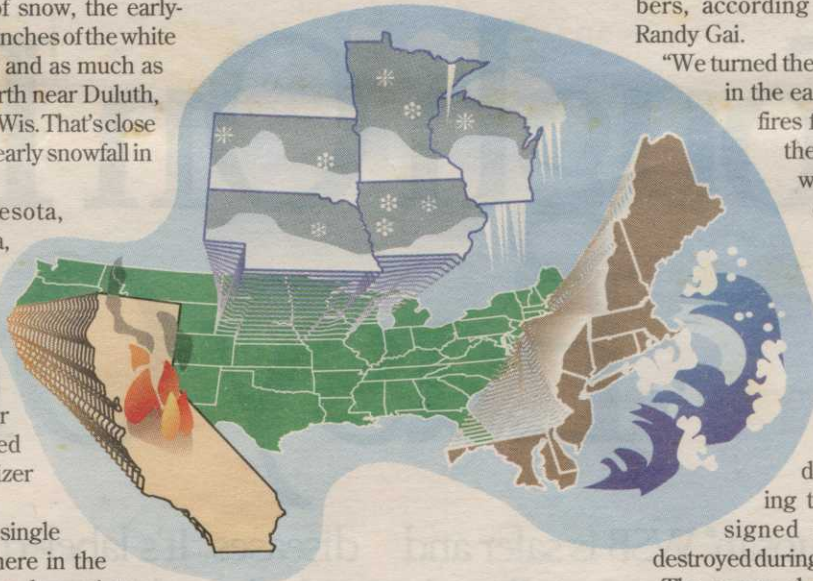
Kohlbr also feared crown dehydra

Continued on page 16

Hurricane slashes, floods East Coast

By Mark Leslie

Fronted by ferocious winds and coinciding with high tide, Hurricane Grace blasted the East Coast from Maryland to Maine on Oct. 30, leaving some areas looking like a war zone — complete with National Guard troops. Golf courses built for beauty along the coastline paid the price for that location in a frighten-



ing few hours that brought chaos from which it took a week to recover.

Driving from east to west, the storm hit Maine and Massachusetts, then turned south, pounding the shoreline with 15-foot waves and causing heavier damage than Hurricane Bob, which had struck Aug. 19.

"It was scary," said Brian Cowan, superintendent at Eastward Ho Country Club in Harwich, Mass., on the outer edge of Cape Cod. He described 78 miles-per-hour winds and massive waves that washed 14 cottages and a half-dozen

Continued on page 15

Runaway blaze terrorizes Oakland area

By Peter Blais

OAKLAND, Calif. — One golf course suffered major damage and several others barely escaped the intense flames that engulfed the hills west of the city in late October.

The 12th green, 14th tee and several fairways at Claremont Country Club were severely burned by falling embers, according to superintendent Randy Gai.

"We turned the irrigation system on in the early afternoon to stop fires from springing up in the more outlying fairways. It looks like a disease outbreak where the cinders landed. We'll have to re-sod some spots," Gai said.

At least 300 trees along the course and another eight to 10 acres of wilderness area belonging to the Jim Smith-designed facility were also destroyed during the blaze, Gai added.

The course closed from Oct. 22-28, re-opening the front nine on the 28th and the back nine a day later. No temporary greens or tees were needed.

Gai's crew re-seeded and re-sodded the damaged turf areas and removed 200 trees, including many stately redwoods and cypress, while the course was closed.

"We'll leave some of the scarred trees in and see what happens. But I expect we'll lose at least 300," the superintendent said.

The cost, mostly labor, to remove burned trees and repair damaged turf could run as much as \$200,000, Gai

Continued on page 15



EPA puts pesticide laws in states' hands

From staff reports

The federal government will soon give more responsibility to the states to manage pesticides that could contaminate ground water.

The Environmental Protection Agency's recently

released Pesticides and Ground Water Strategy gives states a major role tailoring programs to meet local conditions to avoid adverse effects on human health and the environment.

"Current findings do not

indicate a public health problem," noted EPA De-puty Administrator Henry Habicht. "However, monitoring studies, including EPA's National Pesticide Survey of Drinking Water

Continued on page 9



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CIRCLE #101

USGA adding 'quality control' arm for construction

By Peter Blais

Making certain course developers get what they are paying for is the raison d'être for the United States Golf Association Green Section's newest venture.

Turf Renovation and Construction Services (TRACS) will act as the USGA's quality-control arm, serving course developers and owners seeking assurance that major new or remodeling projects are done properly.

Newly appointed TRACS Director Jim Moore will evaluate whether builders have followed the USGA's or other specifications in any major building or renovation contract.

"This is something we've always wanted to try" said USGA Green Section National Director Jim Snow. "We've been working on our Green Section specifications recently. Whenever we do that, the question always arises 'What do you do in the field to make certain courses are built to those specifications?'"

"A builder may have good intentions, but due to accidents or cutting corners, a developer doesn't always get what he's paid for. The developer might never find out until it's too late. This new service can help avoid that."

Any new course or course undergoing renovation are potential TRACS' clients. TRACS will review greens reconstruction, bunker renovations, newly installed irrigation systems or any other major construction. The USGA's environmental ecologist will also be available to review wetlands projects.

"Many clubs are having to rebuild features, like greens, because of age, incorrect management techniques, poor water quality, construction techniques that weren't appropriate for that area and many other reasons. TRACS will help make sure the job is done right this time," Snow said.

Moore will be available to help determine if a project is necessary; prescribe an appropriate construction program; oversee the process and any testing; establish a quality control program; and monitor progress through completion.

Unlike the Turf Advisory Service, which Snow said loses money, he expects TRACS will run on a break-even basis. He estimates construction projects will require five to 10 visits at a cost of \$1,500 to \$2,000 per day.

While that may seem steep, Snow said, quality control can save many times that amount in unneeded repairs down the road.

"Construction is the key time to reduce maintenance costs," Snow said. "Not only can investments made now save on later repairs, but they can also lead to reduced water and pesticide use in the future."

Some large golf course architectural firms may already offer these services, Snow conceded. But most smaller firms do not and could benefit greatly from TRACS.

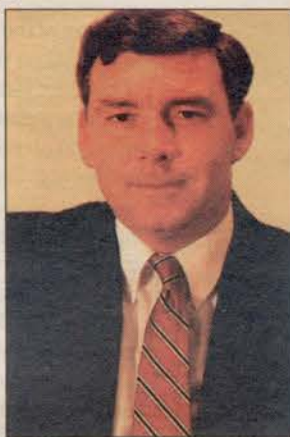
Lending the USGA name to a construction project may also lend it credibility, he added.

Prior to this appointment, Moore

was director of the Green Section's Mid-Continent region, making nearly 1,000 Turfgrass Advisory Service visits to 350 courses in a 10-state region over the past seven years.

"The Mid-Continent is the most diverse region of the Green Section, which has given me the opportunity to develop expertise in extremely wide-ranging climactic conditions, turfgrass varieties and usage, and construction techniques," wrote Moore in his biographical summary.

He has also been superintendent at Briarcrest Country Club in



'The Mid-Continent is the most diverse region of the Green Section, which has given me the opportunity to develop expertise in extremely wide-ranging climactic conditions, turfgrass varieties and usage, and construction techniques.'

— Jim Moore

Bryan/College Station, Texas, and Ridgewood Country Club in Waco, Texas, where he built greens and tees, designed and installed irrigation systems, and hired and managed maintenance crews.

Moore will handle most of TRACS' calls, with new staff added as necessary. Any additional employees will likely come from construction backgrounds, Snow said.

Western Region agronomist Paul Vermeulen will replace Moore as Mid-Continent Region director and a new agronomist hired to fill his former slot.



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CIRCLE #102

Michigan golf summit puts issues into perspective

By Bradley S. Klein

The temperature outside had plummeted over the weekend into the 20s, an annoying reminder that golf in Michigan is a seasonal affair. But the 200 participants in Michigan Golf Summit II, who met Nov. 4-5 in Ypsilanti, were drawn there out of concern for other kinds of climate, namely legislative and economic.

Sponsored by the Continuing Education Division of Eastern Michigan University and Michigan Golfer Magazine, the meeting brought together golf association directors, state government officials, journalists and golf facility owner/managers. They exchanged ideas and sometimes crossed swords over



Numbers in parentheses are national ranking.

the future of the phenomenal golf boom that has overtaken the state.

The chief issue in Michigan golf is defining and regulating wetlands. The Environmental Protection Agency is involved in complex negotiations about what constitutes a wetland. With so much land in northern Michigan devoted, or planned, for golf, the parameters of that decision will have an enormous impact on the game's growth.

One high-profile resort project, The Homestead, with land adjacent to Sleeping Bear Dunes National Lakeshore, is caught up in a jurisdictional dispute between the EPA and the state's Department of Natural Resources.

Meanwhile, a fascinating roundtable on "Golf and the Environment: A Compatible Twosome?" focused on cooperative efforts among superintendents, naturalists, and scientists in taking proactive measures to ensure environmentally sound practices.

SLOWPOKES AND THE MEDIA

Each panel represented diverse and sometimes conflicting views. Even a session devoted to "Slaying the Slow Play Dragon" managed to become controversial.

Jerry Comeau, manager of the municipal St. Clair Shores Country Club, argued that rewards (like a free ball and pack of tees) for timely play on the front nine can expedite play.

A more aggressive approach was outlined by Michael Bylen, general manager of the daily-fee Pine Trace Golf Course, who advocates pulling slow groups off the course after nine holes and refunding half of their greens fee.

On the other hand, Oakland Hills Country Club has taken the more literary approach of writing letters of complaint to slowpokes. The result has been a dramatic reduction in average playing time the past four years, from 4 hours 43 minutes to 3 hours 55 minutes.

Panelists agreed it is not the function of media to serve as industry handmaidens.

Jack Berry, golf writer for the Detroit News, opened a few eyes with a straightforward account of how difficult it is for one correspondent to cover an entire sport statewide. He encouraged members of the golf community to make more effective efforts to publicize good stories.

In response to criticism about too much "negative" news, Lynn Henning, editor of PGA Magazine, reaffirmed the integrity of the journalist's craft as simply getting at the truth—a truth, he said, "that is not always positive."

It remains to be seen whether Michigan will get a golf council like those in Florida and Arizona. There are great differences in the interests of the golf resort owners, who tend to be up north, and the private clubs, many of which are in the south.

Moreover, the limited means available to the many family-owned operations may preclude their participation in a statewide effort that might benefit only some sectors of the industry.



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CIRCLE #143

Palmer, Faldo, Langer involved in major German project

A world-class destination resort and residential community outside Berlin, Germany, featuring golf courses designed by Arnold Palmer, Bernhard Langer and Nick Faldo, is being planned by International Management Group.

The Cleveland, Ohio, firm said the community, The Sporting Club Berlin, will be located in the town of Bad-Saarow Pieskow. Sir Winston Churchill and Max Schmilling actually played golf on the property in 1928.

Eighteen miles southeast of Berlin,

construction of the 605 acres site will begin next spring, with the hotel and first course scheduled for completion in summer of 1994. The developers are Golf and Yachthafen GmbH of Bad-Saarow, Germany, and Bau Holding Aktiengesellschaft of Spittal/Drau, Austria.

The development will offer year-round resort vacation opportunities with indoor and outdoor recreational entertainment for the entire family including three golf courses, a tennis center, equestrian center, yacht club and marina, and resort

hotel.

Palmer, Langer and Faldo have collaborated to design 54 holes of championship golf embellished by two clubhouses, practice ranges and a golf academy.

The Palmer course will be associated with the hotel for use by hotel guests while the courses designed by Langer and Faldo will be operated as a private club for members and invited guests.

Each course will have distinctly different characteristics based on varying site locations as well as indi-

vidual design philosophies.

The Sporting Club Berlin will also feature a 25-acre tennis center managed by the Nick Bollettieri Tennis Academy, which will include a tournament facility with a 3,000-seat stadium court; a tennis club with up to 20 indoor/outdoor courts, pro shop, locker rooms, and grill; and Germany's home for the Nick Bollettieri Tennis Academy.

Equestrian Olympic Gold Medalist in 1976 at Montreal, Alwin Schockemohle is designing the equestrian center, which will feature

indoor and outdoor riding stables, polo field, and riding and jumping lessons. A yacht club and marina will have an outdoor cafe, boat slips, fueling area and a boat launch.

A 214-room resort hotel will feature four gourmet restaurants, indoor and outdoor swimming pools, conference and banquet areas, fashion and sport shops, and a health and fitness spa.

International Management Group will manage all golf facilities, the equestrian center, yacht club and marina.

Ecological area throws LA plan into question

SANTA CLARITA, Calif. — A local developer's new plans for a residential golf development are drawing mixed reviews from county officials who ordered the redesign to protect an environmentally sensitive area.

The Newhall Land & Farming Co.'s original Westridge project included 18 holes and 1,872 housing units that would encroach on 300 acres of a Los Angeles County Significant Ecological Area, according to the Los Angeles Times.

The original plans called for removing 339 oak trees to accommodate nine golf holes and 336 housing units in the SEA. The Los Angeles County Regional Commission ordered developers to reduce the number of housing units.

The revised plans call for just 202 units with the removal of only 159 trees in the SEA. The nine holes will remain in the SEA, but only half-a-million cubic yards of dirt will be removed, half as much as earlier planned.

"They've made some great changes," said Commissioner J. Paul Robinson, who objected to the previous plan.

Other commissioners still objected.

"It's better than it was before, but I am still concerned about the removal of the oak trees, for one thing," Wulliger said.

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SG 174

City, architect attempt to span gap

100-foot chasm left bridge-less on purpose, says designer Wyss

NORTH MANKATO, Minn. — The city and architect Patrick Wyss are trying to bridge the gap over who should pay for building a 100-foot bridge spanning a chasm at the new municipal golf course.

City Administrator Bob Ringhofer claims Wyss failed to walk far enough into the woods to detect

the ravine before designing the course.

Architectural plans called for a path through the trees leading to just a 20-foot bridge spanning the gorge between the proposed 12th green and 13th tee, the city official said.

Wyss said he knew about the gorge and informed city officials that it would have to be dealt with later because the course was a rush job.

"On a fast-track project, issues like this surface," the Rapid City,

S.D., architect told the Mankato Free Press. "Had it not been a fast-track project, those things would have been researched."

A compromise is expected that would call for the city, Wyss and the developer, First Golf Corp. of Denver, to share the cost of construction.

Ringhofer has suggested a miniature suspension bridge similar to San Francisco's Golden Gate Bridge, providing a superb view of the gorge and a unique feature that will attract golfers.

Learning center opens in suburban Chicago

CHICAGO — Dallas-based Prentiss Properties is constructing a 17-acre golf learning center at its Continental Executive Parke in north suburban Vernon Hills.

The project will eventually include a driving range, sand bunkers, putting and chipping greens, golf-lesson area, pro shop, equipment service repair area and a miniature golf course.

Completion is expected next spring with a grand opening sched-

uled for October.

The learning center is part of the 255-acre first phase of Continental Executive Parke, which includes a 280,000-square-foot retail center, jogging/ bicycle paths, landscaping and infrastructure for a 112-acre business park.

The 602-acre park will eventually include 5 million square feet of office and light industrial space as well as land for warehouse/distribution projects.

NGCOA names Rossi winner

The National Golf Course Owners Association has awarded its first Don Rossi Scholarship to Bill Anderson of Ashland, Ohio.

The \$1,000 scholarship was created to honor the late Don Rossi, who was instrumental in forming the association and to aid students in the field of sports administration, especially those interested in golf.

Anderson will be receiving a master's degree in sports administration from Ohio University. He has recently completed an internship with the U.S. Golf Association. His duties with the USGA included on-site assignments at USGA tournaments in the areas of media relations, championship administration, and general operations.

He was a member of the Ohio State University Golf Team and a graduate assistant to the golf coach. He has also worked at Brookside Golf Course in Ashland in a variety of capacities.

"I am truly thrilled to be the initial recipient of the prestigious Don Rossi Scholarship," Anderson said. "The game has grown so much recently, partly due to the efforts of Don Rossi and the members of the NGCOA, I only hope that one day I will have the opportunity to contribute to the game as well."

Mike Hughes, executive director of the NGCOA, said: "We are extremely pleased to provide this scholarship in the name of Don Rossi. He was a great contributor not only to our association but to the game of golf. By creating this scholarship we are honoring him and also contributing to the business of golf management."

"Bill Anderson is a great example of the kind of person we are trying to help. He has great deal of experience in golf administration ranging from working on a course, interning with the USGA, and attending one of the finest sports administration programs in the country. We feel confident he will make a significant contribution to the game and we are glad to provide some help and encouragement."

Among many contributions, Rossi served as president of the National Golf Foundation and executive director of the Golf Course Builders of America and Golf Car Manufacturers of America. He died in 1990.

Meet two of Tim Taagen's best friends

There are two things Tim Taagen won't part with. First is his black lab, Rocky. Second is his John Deere 1200 Bunker and Field Rake. Both make his life easier and more enjoyable.

"I wouldn't have any other bunker rake," says Taagen, superintendent at Green Gables Country Club in Denver, Colorado. "It's paid for itself many times over since we got it three years ago.

"Members had complained for years that the bunkers were too hard. We had tried everything from rototilling to power raking twice a day. In fact, the club was almost ready to spend \$70,000 on new sand before the 1200 arrived.

"We demo'd it for one week and it made such a difference that members were actually coming over to see this new machine.

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Delay asked on N.J. project

JERSEY CITY, N.J. — Liberty State Park Advisory Commission member Audrey Zapp wants to place a moratorium on development of a golf course and other recreational amenities until hazardous waste issues are studied at the facility here.

Toxins are present in the soil at two sites the state hopes to develop into a golf course and a marina.

The proposed golf course location contains 95,000 tons of contaminated harbor silt, according

to the Jersey Journal.

The New Jersey Department of Environmental Protection and Energy operates the park and would develop the course.

Zapp wants a panel of state legislators to review the hazardous waste situation at the sites.

The ultimate goal is to get rid of the waste by using some of the state's \$991 million in toxic cleanup funds, Zapp said.

The study would result in time-tables for disposing of the waste, she added.

Rees Jones does first West Coast layout

Architect foresees 'magnificent course' on San Bernardino County site

LOS ANGELES — Rees Jones will design The Golf Club at Oakcrest in western San Bernardino County, his first original design on the West Coast.

Oakcrest Land Co. plans an exclusive golf and residential community for the 575 acres of rolling hills located 35 miles from Los Angeles. The gated project will include 205 custom-home sites.

Robert J. Altevors Jr. of Costa Mesa is the architect of the planned

\$10 million clubhouse.

The club will be patterned after traditional golf clubs in the Midwest and East Coast, according to Oakcrest Land Co. managing partner Patrick Crooks.

"We are very excited about the opportunity Oakcrest presents," Jones told the Los Angeles Times. "The elevation changes and 7,000 mature oak trees will allow for a magnificent golf course."

The club is a joint venture be-

tween Oakcrest Land Co. and Harvest Development Co., also of Costa Mesa.

The principals have helped develop Castle Pines Golf Club near Denver; The Golf Club at Desert Mountain in Scottsdale, Ariz.; Marbella Golf & Country Club in San Juan Capistrano; and Marsh Landing in Jacksonville, Fla.

Construction is scheduled to start in late spring with an expected opening date of summer of 1993.

Ground water study slows Pa. golf course

ELIZABETHTOWN, Pa. — Plans for a golf course on a former landfill site here will be delayed at least a year while a ground water study is completed.

West Donegal Township and Elizabethtown officials remain committed to the project, partly located over a Waste Management Inc. landfill. But the course's irrigation plan cannot be completed until the ground water flow is charted and submitted to the state Environmental Protection Agency.

"I think we ought to use this time to educate the people. Let's not wait for them to educate themselves because they will misconstrue things the way they want," the Beaver County Times quoted West Donegal supervisor Barry Garman.

More than 1,400 citizens have signed a petition opposing the golf course. Opponents claim the course and studies regarding it are a frivolous use of taxpayer money.

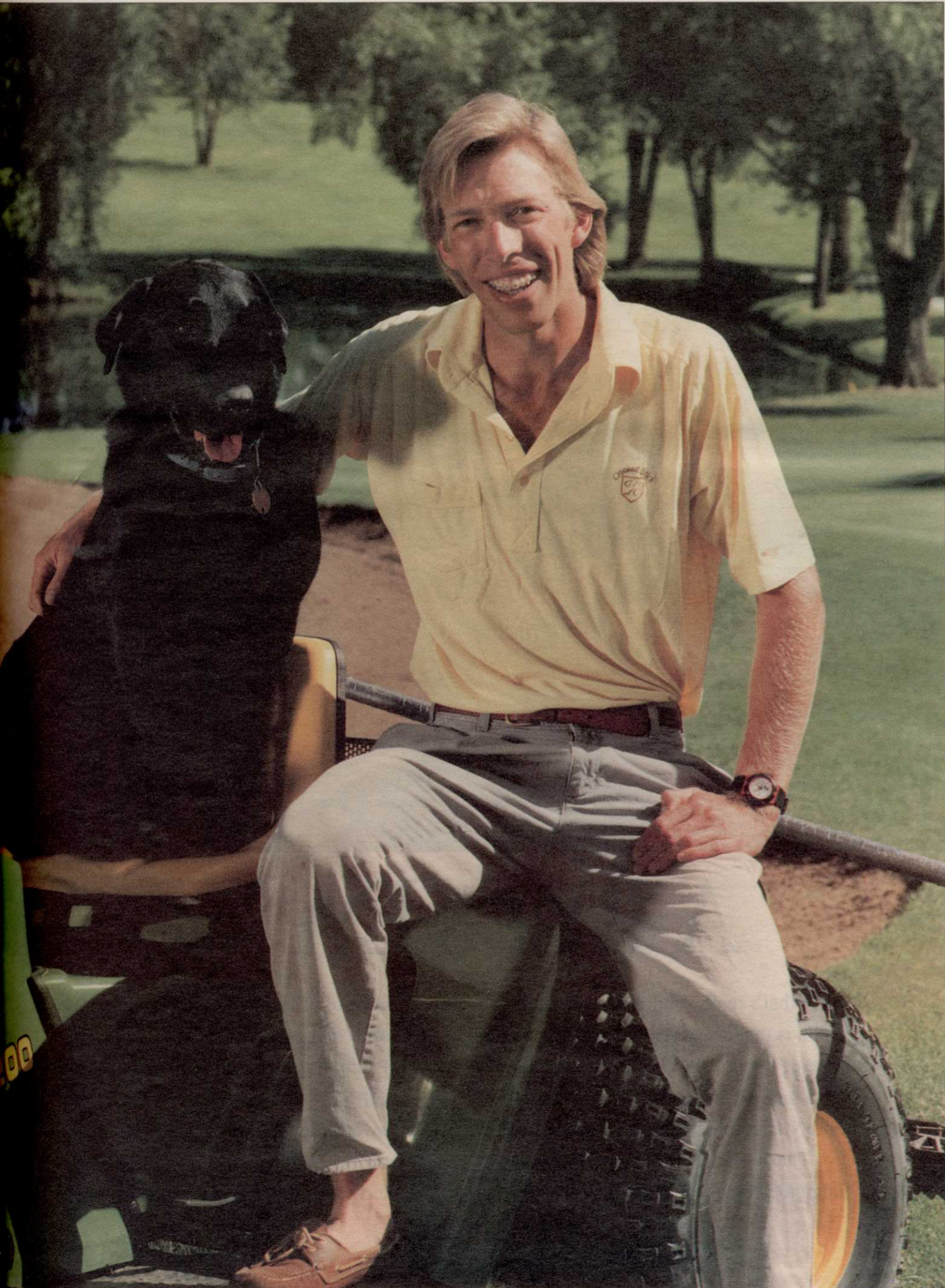
Government officials have countered that the course could eventually generate enough revenue to purchase other recreational facilities and lower taxes.

Brent Wadsworth enters Illinois Hall

Brent Wadsworth, selected Golf Course Builder of the Year in 1989 and 1990 in Golf Course News surveys, was one of four prominent golf figures recently inducted into the Illinois PGA Hall of Fame.

Harry Pezzullo, director of golf at BallenIsles Country Club in Palm Beach Gardens, Fla.; Bob Goalby of Belleville, 1968 Masters champion; and Marshall Dann of Glenview, for 29 years Western Golf Association executive director, also were honored.

Wadsworth, 62, chairman of Wadsworth Golf Construction Co. in Plainsfield, Ill., has been described as literally the building force behind some of the finest golf courses in America. His company has built more than 350 courses throughout the country, constructing or remodeling more than 40 public and private courses in Illinois alone.



GCSAA's 63rd int'l conference targets pesticides, wildlife

Nat'l pesticide control spokesman, others to take part in panel...

NEW ORLEANS—Perspectives on and perceptions of pesticide use on golf courses will be the theme of an Environmental General Session, scheduled for Friday, Feb. 14, as part of the 63rd International Golf Course Conference and Show. The session will feature three presentations.

Jay Feldman, national coordina-

... while wildlife habitat opportunities explained

NEW ORLEANS — Learning how to create and enhance wildlife habitats on golf courses is one of the educational opportunities headlining the International Golf Course Conference and Show, Feb. 10-17, here.

The event will feature more than 60 continuing education seminars and sessions, many of which will be geared toward the environment.

One educational opportunity is a new seminar entitled, "Wildlife Management and Habitat Conservation."

The seminar, developed by GCSAA in cooperation with the Audubon Society of New York, will be held from 8 a.m. to 5 p.m. Wednesday, Feb. 12, at the New Orleans Convention Center.

Ron Dodson, president of the Audubon Society of New York, will be the lead instructor for the one-day seminar.

Topics to be discussed include:

- how to use more native and naturalized plants to attract birds and wildlife to a course;
- how to increase the populations of insect-eating birds and wildlife on a course by constructing nest boxes and implementing other wildlife enhancement methods;
- how to incorporate insect-eating species into an overall integrated pest management strategy;
- how to implement water conservation and wetland conservation techniques; and
- how wildlife fits into the urban/suburban environment, and how to identify and promote wildlife species on a course.

The ASNY also is cooperating with the U.S. Golf Association on a sanctuary program for golf courses.

The Audubon Cooperative Sanctuary Program offers advice on how to take an active role in environmental conservation and become involved in a program that will benefit the environment as well as the game of golf.

Other seminars and sessions during the conference and show that will be aimed at assisting superintendents' environmental efforts will cover such subjects as protection of water resources, introduction to integrated pest management, conserving irrigation supplies, hazard communication, use of organic fertilizers and practical environmental responsibility.

tor of the National Coalition Against the Misuse of Pesticides, will outline his group's concerns about urban pesticide use.

John Stossel, ABC-TV's "20/20" correspondent, will address issues related to how the media perceive and report on the pros and cons of pesticide use, and how that influences the public's perception.

Victor Kimm, the Environmental Protection Agency's deputy assistant administrator for pesticides and toxic substances, will provide a regulatory viewpoint and explain

the agency's pollution prevention program and strategy regarding pesticides in groundwater.

A panel question-and-answer forum will follow the presentations.

GCSAA President Stephen G. Cadenelli said: "There aren't many opportunities, in a single two-hour session, to hear a leader of a national anti-pesticide group, an Emmy-winning environmental news correspondent and a high-ranking regulatory official talk about their views on the complicated issue of pesticide use. This should be an

extremely interesting and highly educational exchange."

Feldman is one of the founders of NCAMP, an organization formed in 1981 and dedicated to generating public awareness of the health and environmental risks of pesticides and promoting alternative pest management strategies that reduce or eliminate a reliance on pesticides.

The National Environmental Development Association honored Stossel last year for balance and fairness in journalism. He also has been honored five times by the

National Press Club for excellence in consumer reporting, and is the recipient of 17 Emmy Awards.

Kimm joined EPA in 1971 and spent 10 years as head of the agency's drinking water program before becoming deputy assistant administrator for pesticides and toxic substances in 1985. His professional career is divided between the management of environmental programs at EPA and consulting engineering work.

The 1992 conference and show will be held Feb. 10-17.



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EPA puts pesticide authority on states' shoulders

Continued from page 1

Wells released last November, have shown that pesticide residues are occurring in some public and private wells in various locations across the country.

"While the well-water survey found pesticide residues in only 10 percent of the wells tested, and less than one percent exceeded health levels, the fact that residues are appearing makes it essential to focus on preventive approaches to minimize threats to ground water resources associated with pesticide

use."

The strategy document is not a regulatory measure. It describes how EPA intends to regulate some pesticides in the future.

If the agency determines that a particular pesticide has or is likely to contaminate vulnerable ground water as a result of normal use, and that labeling and other national-level restrictions do not ensure adequate protection, EPA may require individual State Management Plans as a condition of continued use of that pesticide.

'It will be interesting to see the thresholds EPA will use to move a pesticide from general to restricted use.'

— Allen James

State Management Plans are an alternative to cancellation. Since risks to ground water are the result of localized conditions, national

cancellation may not be necessary if an EPA-approved management plan is followed.

EPA's determination that State Management Plans are needed for one or more pesticides is a formal regulatory decision. That means there is opportunity for public comment and certain appeal rights for pesticide registrants before a decision is final.

EPA expects to propose some pesticides for the State Management Plan approach in 1992. A final determination requiring State

Management Plans for those pesticides could take about two years.

While applauding EPA efforts at federal-state cooperation, how the EPA will determine what pesticides would require State Management Plans concerns Allen James, executive director of Responsible Industry for a Sound Environment, a pesticide manufacturer and distributor trade association.

"The criteria has been detection. But that isn't the same as contamination," James said. "It will be interesting to see the thresholds EPA will use to move a pesticide from general to restricted use.

"There are products used on golf courses that have been detected in ground water. Any detected in the future could end up on a restricted-use list. It is possible a restricted-use product could only be applied by a licensed applicator, not a regular member of a maintenance crew.

"That is why it concerns us whether the criteria is potential leachability, detection or actual contamination. If it is just detection or leachability, then we have problems. It could take very little leaching potential to move a product to a restricted-use list."

According to the strategy, State Management Plans would focus on vulnerable areas of the state and may choose from a wide variety of measures including pesticide education for users, modified application practices, use restrictions or prohibitions in specific places, and best management practices to reduce risks of ground water contamination.

"A State Management Plan should reflect the degree of potential risk in a state, which is a function of both the degree to which a problem pesticide is used, and the vulnerability of ground water in the area," Habicht said.

EPA will approve individual state plans and exercise periodic oversight to ensure they are effective.

EPA will also encourage non-regulatory approaches to ground water protection including development of safer chemical and non-chemical pesticide alternatives and transfer of new technologies in partnership with other federal and state agencies.

EPA, the U.S. Department of Agriculture and the U.S. Geological Survey will work together in supplying states with technical assistance and guidance on activities such as data interpretation, monitoring, ground water vulnerability mapping and applying best management practices.

The pesticide strategy was developed with extensive public participation by state agencies of health, agriculture and environmental protection, as well as the pesticide industry, environmental groups and farm organizations.

The general approach of state responsibility for designing individual management plans has broad support, according to EPA officials.



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AUGUST 1991

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2nd quarter 1991 course update

Type	Open			Under Construction		
	1991 YTD	1990 YTD	1990 Yrend	1991 YTD	1990 YTD	1990 Yrend
Daily Fee	48	—	166	340	—	301
Municipal	13	—	37	88	—	71
Private	27	—	86	189	—	184
N/A	—	—	—	3	—	4
Totals	88	82	289	620	511	560

Source: NGF

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Management Companies

High Court ruling said 'scary'

By Peter Blais

The recent Supreme Court ruling freeing local governments to impose pesticide regulations that conflict with federal law could severely restrict the use of golf course chemicals, according to a Golf Course Superintendents Association of America official. "It scares the hell out of me. It's

another step toward more regulations," said Charles Passios, government liaison to the GCSAA board of directors.

"It means superintendents are going to have to be more pro-active than ever, participating in the process and taking a lead role to make sure our concerns are heard when towns want to pass regulations."

In the case of the Town of Casey, Wis. v. Ralph Mortimer et al, the court ruled unanimously June 21 that the language of the Federal Insecticide Fungicide and Rodenticide Act does not allow it to pre-empt locally passed regulations.

The decision overturned a Wisconsin Supreme Court ruling that FIFRA

Continued on page 23



Major changes expected in revisions of wetlands laws

By Mark Leslie

Wetlands preservation regulations that have handcuffed golf course developers and created long, expensive waits for approvals are being rewritten — and loosened extensively — on two fronts.

A revision of the much-maligned federal wetlands delineation manual — used by the Army Corps of Engineers, Environmental Protection

Agency, U.S. Fish and Wildlife Service, and Soil Conservation Service since 1989 — is under review and is said to more narrowly define what constitutes a wetland.

Some conservationists are

angry. Linda Winter, director of wetlands programs for the Izaak Walton League, said a scientifically sound definition is "being thrown out and ignored for political reasons."

One EPA ecologist resigned and another asked that his name be dropped from the credits of the revision.

But others are looking forward to changes.

Continued on page 28

First facilities open for handicapped

By Mark Leslie

Two golf facilities built especially for the physically challenged will open within the next month, marking milestones for the country's millions of handicapped people.

In Akron, Ohio, Edwin Shaw Hospital is completing the first course in the country designed especially for handicapped golfers. Dedi

Continued on page 38

End of drought won't solve Calif. woes

By Peter Blais

RIVERSIDE, Calif. — Water will continue to be in short supply for many years in California because of the seven-year drought, increased demand from a growing population and environmen-

tal concerns, according to a Southern California water expert.

"We are going to see changes in our landscapes and maybe in our lifestyles if the shortages are severe enough and long enough,"

Coachella Valley Water District water management specialist Dave Harbison said during a recent water management seminar sponsored by the University of California, Riverside Cooperative

Continued on page 20

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Snow buries Midwest courses

Continued from page 1

tion as the snow settles and temperature drops. *Poa annua*, which is common at Northland, will be particularly susceptible to rupturing because it lacks the natural resilience to dehydration that bentgrass possesses, he said.

The Minneapolis area, which has enjoyed several consecutive mild winters, was caught short by the storm. The snow began falling midday Thursday (Oct. 31), and continued all day Friday before tapering off Saturday afternoon.

"This is my 10th full season here and I've never seen anything like this so early. I've asked neighbors, who have been here even longer, and they say this is the worst," said Chris Hague of Hazeltine National Golf Club in Chaska, Minn., site of the 1991 U.S. Open.

"Many people hadn't blown out their irrigation systems," he said. "They're bleeding the heads through two to three feet of snow. The ground didn't have a chance to freeze, though, so they should be able to pull it off."

Hague devoted three crew members exclusively to removing snow from greens and tees so he could administer a final snow mold fungicide treatment.

"You couldn't get down your winter protection in time," Hague said. "People are going to have to put down granular applications instead of spraying. It's a real mess."

Keith Scott at Oak Ridge Country Club in nearby Hopkins is also moving snow from tees and greens, hoping to get down a second snow mold fungicide application.

"By removing the snow this week we should be fine," he said in early November. "The fairways could have a few rough spots next spring. Otherwise, we should be OK."

Minneapolis-area superintendents who use snow covers were unable to get them down in time, Hague said. "But with this much snow for insulation, we won't need covers as long as the weather stays cold. We're better off if it stays like this (15 degrees the day he was contacted) than having the snow melt and freeze again later."

The ground's failure to freeze before the storm could prove a silver lining. If it does not freeze all winter, the snowmelt will drain through the soil quicker next spring. That would require less clean-up than water running off frozen ground, Hague said.

Missed snow mold applications, canceled fall projects (bunker renovations, tree clearing) and being able to lay off seasonal employees earlier than usual also saved on the maintenance budget, he added.

But those projects will have to be done next spring, Hague noted. Repairing snow mold-damaged turf could prove costly. And irrigation lines that weren't drained before the storm could show leaks once the system is restarted.

"Overall, there are more negatives than positives," Hague said.

SPARED THE WORST

Areas south and west of Minneapolis fared better.

Brainerd, located west and roughly midway between Minneapolis and Duluth, received 10 to 12 inches of snow, according to Scott Hoffmann, superintendent at Madens Pine Beach Golf Course.

"There was a path through the central part of the state that didn't get hit as bad," he said. "We got our fungicide treatments down two weeks earlier, so we were pretty lucky. We didn't have a chance for

dormant fertilizer applications or a final top dressing. We'll be pretty busy come spring."

Eau Claire, Wis., seemed to lie along the same light-snow path.

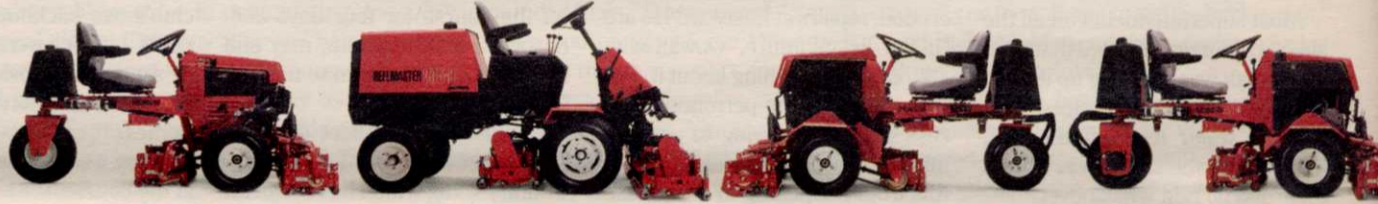
"We got five or six inches," said John Granholt, superintendent at Eau Claire Golf & Country Club. "We hadn't done any dormant fertilizing or snow mold applications. But we'll get it done, even if we have to blow off the snow and spray them on."

Freezing rain and five inches of snow pelted Rochester) Golf &



Assistant superintendent Todd Carlson, right, and crew member Jim Schleuger show the depth of their problems at Northland Country Club in Duluth, Minn.

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Faubel proves prevention theory versus gypsy moths

By Peter Blais

Homeowners near Saginaw (Mich.) Country Club are about to get a dose of the old adage concerning an ounce of prevention being worth a pound of cure.

Over the past seven years, superintendent Gerald Faubel closely monitored the consistent build-up of gypsy moths, which can defoliate an entire golf course in a few weeks.

"We reached a threshold last fall that, if we allowed the population to keep growing, we were going to

suffer significant damage," said the immediate past president of the Golf Course Superintendents Association of America.

Faubel decided an aerial spraying of BT was in order. He informed the owners of the 200 neighboring home sites this spring that the application was about to take place and invited them to participate.

They declined.

"People usually wait until fecal matter is actually falling from the trees before they'll do anything. By then, it's too late," Faubel said.

"It's difficult to get homeowners to agree to spray. A single person can stop a spraying project, even if all his neighbors want it.

"It usually takes a county-wide mandate. But, by that time, the situation is often too bad to save the trees."

Saginaw Country Club is isolated enough that it did not need its neighbors' approval.

Faubel said he received no negative reaction after informing neighbors the application would go ahead. In fact, many were out with

cameras at 5:30 a.m. the day the plane swooped over the golf course, he added.

"We got excellent control of the moths within a few days," Faubel said. "We knocked the population back to the point where we won't have to spray next year and probably for a few years after that.

"By monitoring the population closely, you can alleviate most problems with a single pesticide application. We'll keep monitoring. We're willing to suffer some damage, but not wholesale devastation.

When the population reaches a critical level again, we'll treat it.

"We save money by not having to treat yearly and also make the trees healthier. It shows that a true integrated pest management approach can work."

And what of Saginaw Country Club's neighbors?

Studies of the gypsy moth larval population already show that trees at many home sites will suffer significant damage next spring, according to Faubel.

"It's a shame," he said.

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Snowstorm

Continued from page 15

Country Club, in southeastern Minnesota.

"It's strange. We usually get a lot more snow than they do up there," said assistant superintendent Jeff Anderson.

Anderson was shoveling off the snow so the sun could melt the underlying ice, allowing a final snow mold fungicide application. Power outages, fallen trees and downed branches were major problems.

"We lost three full trees, including a big willow, and a lot of large branches," Anderson reported.

Sioux Falls, S.D., and Omaha, Neb., roughly marked the western edge of the storm, which tracked from south to north.

"We just got the lines blown out the morning the storm hit," said Tom Jansa, assistant pro at Elmwood Golf Course in Sioux Falls, recipient of a dozen inches of early-season snow.

"It wasn't as good of a job as we would have done if we could have waited a little longer," he said. "We also moved up the snow mold application and got it done that same morning. The course closes Nov. 1. So, we basically lost just one afternoon's worth of play."

Omaha got three inches of ice, followed by eight inches of snow and 40-mile-per-hour winds, according to Omaha Country Club assistant superintendent Joe Adams.

The course received less than 24 hours notice of the storm's arrival and had no time to blow out the irrigation system or apply fall fertilizers and fungicides.

"We usually don't have to do those things for another three or four weeks," Adams said during the first week of November. "We've been digging up drains and bleeding the sprinkler heads. We've had to chip through ice to get at them.

"The ground is still soft, so we should not have any cracked pipes. The ice insulated everything."

The storm tracked as far east as Dubuque, Iowa, on the Illinois border.

"We got 1-1/2 inches. It's stopped us from getting a few things done," said Jim Burton of Dubuque Golf & Country Club.

"My wife is in the landscaping business. She's got \$3,000 worth of perennials sitting in the garage that she wanted to plant on the course and other places."

GCSAA studies pesticide, fertilizer use for scientists

A new study on pesticide and fertilizer use will help guide scientists reviewing the environmental impact of golf course management.

The study, which documents chemicals typically used to control weeds, insects and diseases on America's courses, is being provided to the United States Golf Association's Environmental Research Committee thanks to funding from the Golf Course Superintendents Association of America Scholarship and Research Inc., a non-profit science and education

foundation.

"This survey and subsequent report continues GCSAA's commitment to working closely with the USGA in turfgrass and environmental research," said GCSAA President Stephen G. Cadenelli.

"The information from this report will assist researchers who are carrying out work funded by the USGA by providing them accurate data as to which materials are being used on America's courses."

William Roberts, vice president of the GCSAA Scholarship and Re-

search board of trustees and a member of the USGA environmental committee, said "it was critical to know exactly what chemicals we should be studying rather than just making assumptions. This report allows us to efficiently direct the researchers' efforts to get the most from the investment USGA is making."

The study, which is based on a nationwide survey of golf course superintendents, examines insecticide, fungicide, herbicide and fertilizer usage in terms of the type of

golf course, region of the country, type of turfgrass and exact products used.

The USGA Environmental Research Committee will pass the information along to the various independent researchers involved in pesticide and fertilizer fate studies at universities around the nation.

GCSAA Scholarship and Research Inc. is a 35-year-old charitable foundation that provides funding for educational and scientific advancement in the field of golf course management.

Dioxin status remains same for time being

The Environmental Protection Agency's dioxin-related regulatory activities, "at this time," should continue as planned, according to EPA Administrator William K. Reilly.

Issuing a memorandum, Reilly endorsed recommendations of a committee of senior agency managers. However, he directed EPA managers to acknowledge the scientific reassessment in every future dioxin-related regulatory decision and to consider whether to include a provision for reopening the decision if that should prove necessary once the reassessment is completed.

In April, Reilly directed Erich W. Bretthauer, assistant administrator for research and development, to undertake a re-evaluation of the risks of exposure to dioxin based on recent scientific advances. That reassessment began in May and is expected to take more than a year to conclude.

At the same time, Reilly directed the general counsel to convene a group of senior managers to evaluate the potential impact of this reassessment on the agency's ongoing regulatory programs. The counsel's committee found that at this time it is very difficult to predict how the scientific review might alter the risk assessment for dioxin.

Therefore, the committee concluded that it is too early in the process of scientific reassessment to support major changes in either the substance or the timing of EPA regulatory decisions related to dioxin.

Masters joins Pinehurst course

Chandler Masters has been hired as superintendent for Talamore at Pinehurst. Talamore at Pinehurst is a new 18-hole golf course located on Midland Road that opened this fall.

Masters, formerly with Woodside Plantation in Aiken, S.C., was selected from the field of applicants primarily because of his previous grow-in and maintenance experience with bentgrass greens said general manager John Musto. Talamore will feature a Rees Jones-designed championship course with bentgrass greens.

Masters has been involved with construction and grow-in stages of three courses. He is familiar with the planting and growth of bentgrass, Bermuda, centipede, Zoysia and other grasses. He also has experience in preparing the Augusta National for three Masters Tournaments.

"I have worked with Rees Jones and his staff before and know how he likes his course. I am excited to be working with Rees and his experienced team again," said Masters. Jones was the architect for the first course at Woodside Plantation, Masters' previous employer.

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CIRCLE #112

All I want for Christmas is...

By Peter Blais

Okay. It's the Christmas Eve office party. Caught up in the holiday spirit, the greens committee chairman/city manager/resort general manager walks over, throws his arm around your shoulder and says:

"Bob, you've done such a grand job, we've decided to give you anything you want to maintain the course for a Christmas present. You name it. Price is no object. Take a few seconds to think it over."

Could happen.

Anyway, being a quick-thinking superintendent trained to pounce on every opportunity, you cut him off before he has a chance to begin a conversation with the next group and yell, "I WANT A _____"

"Lake," said Joe Adams, assistant superintendent at Omaha (Neb.) Country Club. "We don't have water anywhere on the course. And there's supposedly more ground water in Nebraska than anywhere in the country. If they ever start talking about water rationing here, the country is in real trouble."

"We've discussed creating a lake. It would be pretty easy to do. But our membership is made up largely of senior citizens. They want to hear about things to make the course easier to play, not harder."

Water, delivering it at any rate, also topped Gerald Faubel's and Tim Hiers' wish lists.

"A new irrigation system," said Faubel, superintendent at Saginaw (Mich.) Country Club and immediate past president of the Golf Course Superintendents Association of America.

"We have a Toro single-row system. It works fine, but we really need a system that gives us more control and is capable of doing more. I'd like a double- or multi-row system. We're getting quotes and taking a serious look at how we could fit it into our budget."

Hiers said the irrigation system is 18 to 20 years old and needs replacing at the two beach courses at John's Island Golf Club in Vero Beach, Fla.

"It is obsolete and has undergone a lot of wear and tear," he said. "You can spend any amount on a system, but we're looking at roughly \$1.6 million for those two courses."

"We need something that won't be obsolete in six to eight years and will distribute water as we want it rather than as it is capable. The system we're looking at should significantly reduce our water usage."

"The members know we need a new system. It's just a matter of when we get it — 1992, 1993 or 1994."

While Adams, Faubel and Hiers are looking for new ways to get water on their course, Joe Esposito would like to keep it off. August's Hurricane Bob battered Esposito's Riverside Municipal Golf Course in Portland, Maine. The Presumpscot



Graphic by Leigh Raposo



I'd like a double- or multi-row (irrigation) system.'

— Jerry Faubel
Saginaw (Mich.) CC



Ten more employees would be nice.'

— Randal Gai
Claremont CC



We need an irrigation system that won't be obsolete in 6-8 years.'

— Tim Hiers
John's Island

of Jim Burton at Dubuque (Iowa) Golf & Country Club and John Granholt of Eau Claire (Wisc.) Golf & Country Club.

"A fairway aerifier would be great," answered Granholt. "We're pitching it to the greens committee now and I think we'll get it."

Added Burton: "We could use about \$100,000 worth of equipment — a tractor, leaf sweeper and some other things."

River flooded and left several inches of silt on greens, tees and fairways.

"No more Hurricane Bobs would be my wish," Esposito said. "The lowland areas were really soaked. We lost a few greens and about 15 trees. It took three to four weeks to clean up."

Santa Claus would have to swing by the personnel office to please Randal Gai of Claremont Country Club in Oakland, Calif., and George Frye of Kiawah Island, S.C.

"Ten more employees would be nice," said Gai, whose 18-hole, private course suffered thousands of dollars damage and is still cleaning up from late October's Oakland hills fire.

"I run a nine-man crew. I see courses nearby with 30-man crews and it's hard to compare. It's economics more than anything. But the members want to make this more of an upscale course, so we should be getting more people soon."

Kiawah recently hosted the Ryder Cup at its new Ocean Course, which Frye oversees in addition to the resort's other three courses.

"No more employee turnover would be wonderful," Frye said. "Turnover reduces quality. Every

time someone leaves you have to retrain a new person. That takes time away from something else you could be doing to improve your course.

"You also have to follow behind new people to make sure they do the job right. If they don't you can only blame yourself. They failed because you trained them poorly or didn't follow up. A lot of little mistakes can affect course quality."

"But a person who has been with you for five years needs little supervision. If a superintendent had no turnover for a year, think how much easier it would be for him to do his job. You could do so much more to improve the product rather than just maintain it."

Tom Fisher of Edinburgh USA, a Brooklyn Park, Minn., municipal facility near Minneapolis, would like another course. The 18-hole regulation and nine-hole executive facilities are full every day, he said. The 18-hole course pushes through 44,000 rounds during its seven-month season.

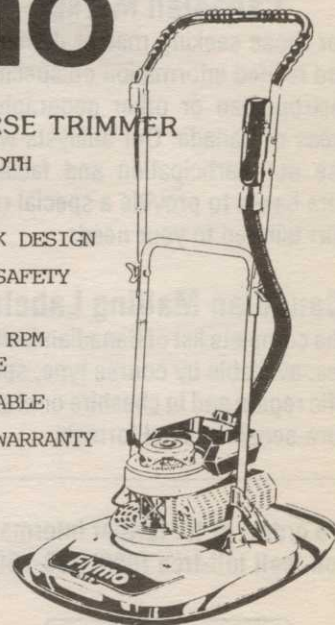
"The land is available in other parts of town," he said. "I think we'll do it in the near future."

Equipment needs topped the lists

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Southeast

SOME SOILS TIPS

Water moves from coarse to fine soils, a fact that causes some interesting and useful effects, according to professional agronomist Larry Smith.

Smith, of P.A.C.S., made several comments and suggestions in a talk to the Central Florida GCSA, including:

- Adhesive and cohesive properties of soil physics create a pressure gradient that creates water movement from coarse to fine soils.

Finer textured loams, silts and clays will become saturated before nearly coarser materials.

- Topdressing with a coarse material on top of a finer one will aid drainage as well as increase overall water retention.

- Thatch and mat also affect water movement. Some thatch is beneficial, while real problems can develop when excessive thatch and mat are present.

- Organic matter naturally occurs in the soil as a result of root biodegradation and earthworm activity — not the decomposition of plant leaf tissue.

Clippings provide an excellent source of sugars necessary for microbial action.

- In the landscape, plants and trees should be planted "proud," or high to assure water contact with the newly planted tree ball before the native soil.

Smith recommended superintendents:

- Occasionally mow greens and tees without baskets to use an excellent source of glucose.

- Re-use soil from new greens by matting in the cores after aerating.

Why remove material already paid for? he asked.

- Aerate frequently to increase the soil water interface.

- Top dress frequently and lightly to aid in the breakdown of thatch and mat. Use



similar or lightly coarse materials to improve water retention and drainage.

FLORIDA GREEN ROUNDTABLES

Florida Green, the magazine of the Florida GCSA, will soon feature roundtable discussions on various topics.

Different chapters in the state will conduct the discussions

N.C. GOLF COUNCIL ORGANIZES

RALEIGH, N.C. — The North Carolina Golf Council officially organized Aug. 29, and is seeking "to unite all segments of North Carolina golf into an effective state-wide coalition."

NCGC's focus is to promote the interests of golf enterprises in North Carolina through a coalition of owners/managers, developers, designers, manufacturers/suppliers and affiliated corporations. The council involves a partnership between golf sporting associations and golf-related businesses.

NCGC hopes to increase awareness of golf's contributions to the state. The organization will act as an advocate for golf enterprises, fostering a political and regulatory climate that is responsive to industry needs.

NCGC elected four officers during its August meeting. Chairman is Kelly R. Miller of Pine Needles Country Club in Southern Pines, while Dean A. Walters of Sea Trail Corp. in Sunset Beach is vice chairman; E. Spencer Robbins of Elk River Development Corp. in Banner Elk is secretary-assistant treasurer; and M. Stuart Frantz of Carolinas Golf Group in Raleigh in treasurer-assistant secretary.

The association also appointed 20 members to its advisory board of Directors.

Rick McKeel will serve as executive director of the Raleigh-based trade association.

INTERNATIONAL SOCIETY ENDORSED

The board of directors of the Georgia Section of the Professional Golfers Association has actively endorsed the program of the International Golf Society. This endorsement will result in test marketing the

format of the society's proposed Pro-Am golf tournament to eventually raise \$50 million to \$100 million for children's charities throughout the world.

The Georgia PGA committed to run the society's golf tournaments. The proposed format was tested in November at clubs in the metro Atlanta area. If the model — designed for men, women and mixed teams — were accepted, the tournament would be expanded nationally and then internationally, according to Georgia PGA Executive Director John Bryan.

Northeast

CHLOROTHALONIL ALTERNATIVES STUDIED

Many alternative fungicides are available for all diseases for which a fungicides may be recommended, according to Extension specialists at the University of Massachusetts.

After studying viable alternatives to chlorothalonil (example trade name: Daconil 2787),

Dr. Gail Schumann reported said the final analysis is that a fungicide choice reflects the best judgment of the turfgrass manager.

According to the UMass Cooperative



Extension's Turf Notes newsletter, Schumann said that in a good integrated pest management program, no fungicide application should be considered for a specific disease without considering secondary problems. The broad spectrum activity of chlorothalonil is part of its value as a fungicide as reflected in its frequent use on turfgrass.

According to Turf Notes, she reported that before it is determined that alternatives exist for use of chlorothalonil, it is necessary to consider all disease problems in an area and in a particular season.

The evaluation did not determine that no alternatives to chlorothalonil exist, but that determining viable alternatives is a complex task involving more than a single disease evaluation.

This information may be used in the future to help turfgrass managers meet the requirements of the state's new ground water regulations, Vittum said.

In her study, she evaluated chlorothalonil's use on anthracnose, copper spot, dollar spot, pink snow mold, leaf spot disease, red thread, brown patch, rusts and gray snow mold.

The evaluation included rate used, efficacy, expense, ease of use, reliability and specific disadvantages of alternatives.

Cultural practices were listed as an alternative for all disease, with the caveat that fungicides may still be required on golf greens and tees and on any turfgrass during particularly conducive weather conditions

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Burch takes super post at Glenmoor CC

Paul Burch has been hired by Glenmoor Country Club as golf course superintendent. Burch is responsible for the total maintenance of the Jack Nicklaus signature course.

Burch is certified by the Golf Course Superintendents Association of America. His experience includes 16 years in landscape horticulture and golf course management. He most recently served as superintendent for the new Pebble Creek Country Club, a private 18-hole course in Cincinnati.

Prior to Pebble Creek, Burch was superintendent for Lakota Hills Golf Course in Cincinnati and a superintendent for the golf division of the Cincinnati Recreation Commission.

Annual Canadian show many-faceted

TORONTO, Canada — The 43rd Canadian Turfgrass Conference and Trade Show at the Westin Harbour Castle here, Dec. 8-11, is the largest of its type in Canada.

Buyers, manufacturers and distributors of golf course maintenance products and services will mingle among 50,000 square feet of turf maintenance equipment, supplies and accessories.

Tom Mascaro of Florida, inventor of the aerifier, and Rod Ferrentino of New York will speak at pre-conference seminars Sunday, Dec. 8.

Mascaro will review and update basics for golf course assistants and others, while

Ferrentino will discuss implementable pest management for golf superintendents.

Gordie Tapp, entertainer, actor, writer, singer and storyteller, will deliver the keynote address at opening ceremonies Monday.

The CGSA's 25th anniversary celebration features the annual general meeting Tuesday morning. The original board of directors has been invited.

John Charest, minister of environment, has been invited to speak on the Canadian government's Green Plan and the relationship of golf to the environment.

Steve Cadenelli, president of the Golf Course Superintendents Association of

America, will speak. He is superintendent at Metedeconk National Golf Club in Jackson, N.J.

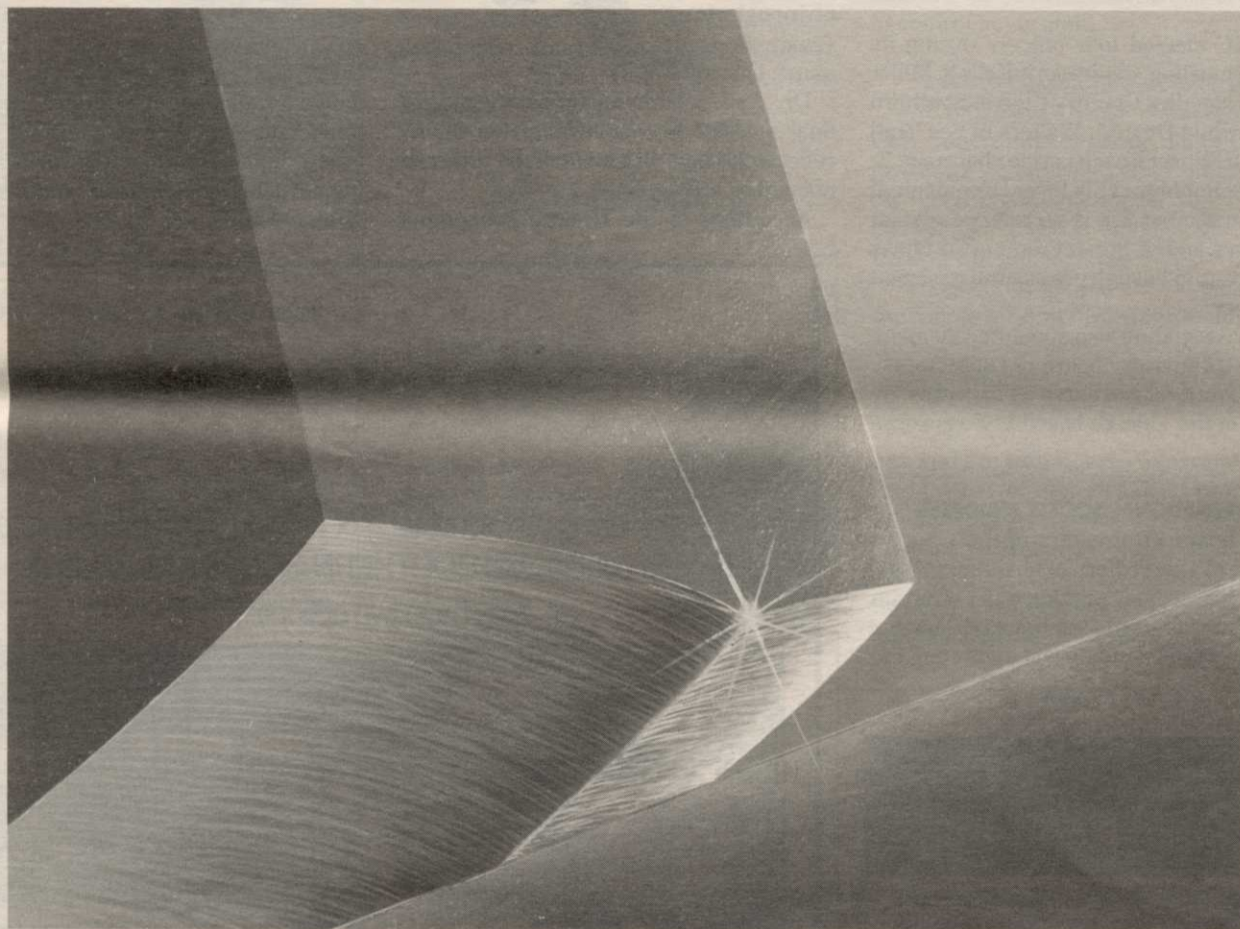
Cadenelli will be among a dozen internationally known speakers who will present a variety of subjects pertinent to golf course maintenance and development.

American architect Robert Trent Jones Jr. has been invited.

David Sullivan, 1990 Canadian superintendent of the year, 1991 choice Paul Dermott and several Canadian superintendents will discuss problems faced daily.

Comedian Dave Broadfoot will entertain at the closing banquet.

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New Publications From NGF

Golf Participation in the United States 1991 Edition (RP011)

Who are the players? This research report has the details. Gender, age, income, regional, education and occupation level breakdowns for America's core, occasional and junior golfers. Other important populations are also highlighted, including beginners, females, and public and private golfers. Want more? How about the number of rounds all categories played last year? The number of years they played? The North, South, East and West of the statistics? There could be more details here than you need to know -- unless you need to know your customers better than your competitors do. **\$175.00**

Golf Facilities in the United States 1991 Edition (RP021)

Where do the players play? If you are providing goods and services to golf courses, or if you are involved in golf course development, this report is an invaluable resource. It describes the number, types and distribution of facilities throughout the U.S. Several chapters focus on supply factors: national, state and metropolitan breakdowns of course data are given, plus indexes of oversupply and undersupply for 320 urban areas. Course openings in the past year, as well as courses under construction and in planning are highlighted. With the information in this report, America is truly the land of opportunity -- golf course business opportunity. **\$175.00**
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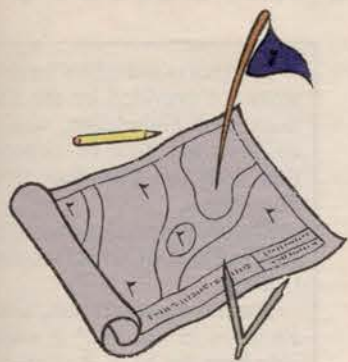
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Briefs



LAFOY HAPPY WITH N.C. COURSE

HOLLY SPRINGS, N.C. — "Each hole is different, each has a unique character," says architect John LaFoy of his newest creation — Devils Ridge Golf Club here.

Opened for play Nov. 30, the design is LaFoy's first complete course in the Triangle area.

"It's going to be very challenging from the championship tees for low-handicap golfers, and from the other tees, it will be challenging, yet very enjoyable," he said.

With many hardwoods on site, Devils Ridge has a mature look.

It was developed by Carolinas Golf Group, a firm that owns, develops and manages golf courses in the Southeast. It is part of the Sunset Ridge development.

POPA JOINS GRAHAM/PANKS

SCOTTSDALE, Ariz. — Thomas Popa has been named director of marketing for Graham/Panks International, a Scottsdale-based golf course architectural design firm.

Popa, a former collegiate golfer, has more than 10 years of experience in sales and

marketing golf course properties. Just prior to joining Graham/Panks International, he served as a golf course properties broker for Lyon Commercial Brokerage and director of marketing for Desert Highlands Golf



Thomas Popa

Club and residential community in Scottsdale.

A 1974 graduate of Ohio State university, Popa and his wife, Michele, live in Scottsdale with their three daughters.

Graham/Panks International is a partnership formed in 1987 between architect Gary Panks and former PGA and U.S. Open champion David Graham.

FREI LAYS OUT ECHO FALLS CC

PGA professional and course architect Jack Frei is designing a golf course, Echo Falls Country Club, which will be public but also serve as the centerpiece of a 79-home community outside Woodinville, Wash., in south Snohomish County.

Developed by Steve Burnstead, the 18-hole, par-70 course will cover 6,350 yards.

Burnstead said: "There's a pent-up demand for new, high-quality public golf courses in the Puget Sound area. We're optimistic about home and lot sales despite the flat, upper-end market because opportunities to live in a golf community are rare."

THREE-COURSE PROJECT READY TO GO

ST. AUGUSTINE, Fla. — A golf course, 7,200 homes and commercial and industrial space have been approved by the St. Johns County Planning and Zoning Agency for the northwest portion of the county.

Construction could start in January.

First homes hopefully will be finished by the end of 1992, and the first of three golf courses ready for play in the spring of 1993.

Canadians build in face of recession

By Mark Leslie

Anationwide recession and regional permitting hangups have hampered golf course development in Canada, but pent-up demand for public courses remains strong.

"In 1986-89 the future looked tremendous. A lot of people put shovels into the ground," said John Gordon, executive director of the Canadian Golf Foundation. "But building a golf course isn't like building a car. You don't turn one out every 12 minutes. And by the time the courses came on stream, there was a glut in the upper end of the market. Had they been decent-calibre semi-private or public golf courses, I don't think they would have suffered."

Mike Hurdzan of Hurdzan Design Group in Columbus, Ohio, who has three courses under construction in Canada, said: "The Canadian economy is much worse than ours. It's a lot harder to borrow money. Plus, they've instituted a value-added tax that has tightened up the money supply."

"But the demand for golf is so high, they're building anyhow. They are even more golf-crazy than we are."

Hurdzan added that obtaining permits to build is also more difficult than in the United States. "It's more bureaucratic. An example is Vancouver, where there is a tremendous need for golf, but you can not take land out of production for golf," he said.

Douglas Carrick, of the architectural firm Robinson, Carrick & Associates in Willowdale, Ontario, said: "(More difficult) permitting is an irreversible trend. Money is temporary."

Ted George, of the golf course building company Bruce S. Evans Ltd. in Scarborough, Ontario, said: "Quite a few builders are worried that environmental controls will get stiffer and slow things down... Two years of studies are needed before most courses get approval. Twenty-eight agencies are involved."

George said it is estimated this procedure costs \$300,000 to \$400,000.

"Permitting has gotten steadily tighter over the last 10 years," he said, but added: "I think it's all for the good. It does not restrict you other than it costs more money to build that way. We can build a course with hardly a drop of water leaving the site with a speck of color, and that's because of what we have to do to control it."

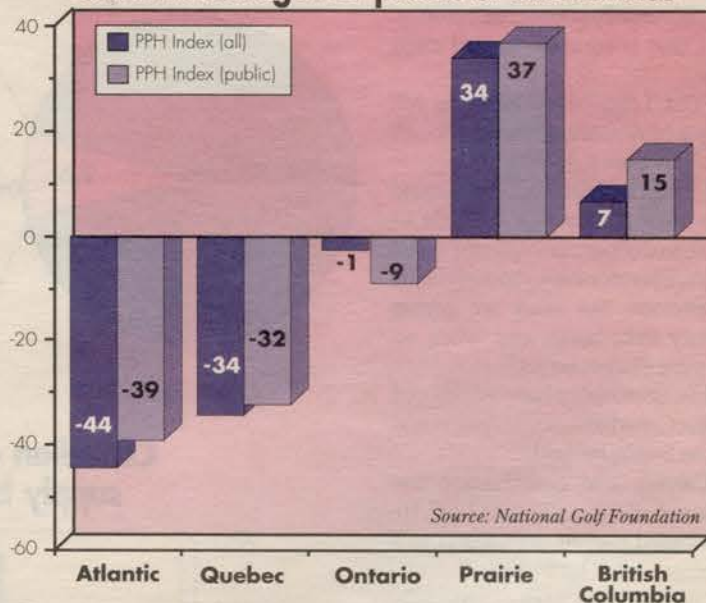
Evans usually includes in its bids a \$100,000 allowance to meet environmental procedures for an 18-hole course.

"In the West, with high elevation changes and other factors, it can go way beyond that," George said.

And yet, George said builders agree, if anything is slower, it's "the ability of new owners to raise funds. Banks have never been

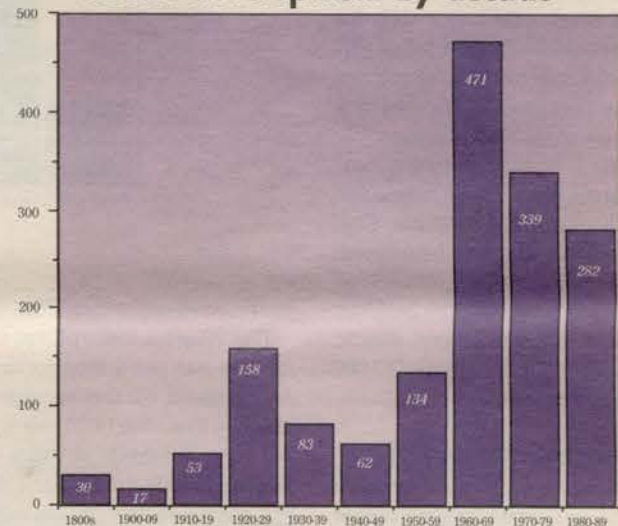
Continued on page 24

Canadian golfers per hole compared to nat'l average for public & all facilities



The overall supply of golf in Quebec, as measured by a population per hole (PPH) index, is 34% below the national average. The supply of public golf in Quebec is 32% below the national average. Based on the national index, the Prairie Provinces are the best supplied; the Atlantic Provinces, the worst. The "0" line is the baseline.

Course development by decade



Johnston's touch a traditional one at Southernness

ATLANTA, Ga. — Southernness Golf Club, the city's newest daily-fee golf course, designed by Clyde Johnston, opened Nov. 1.

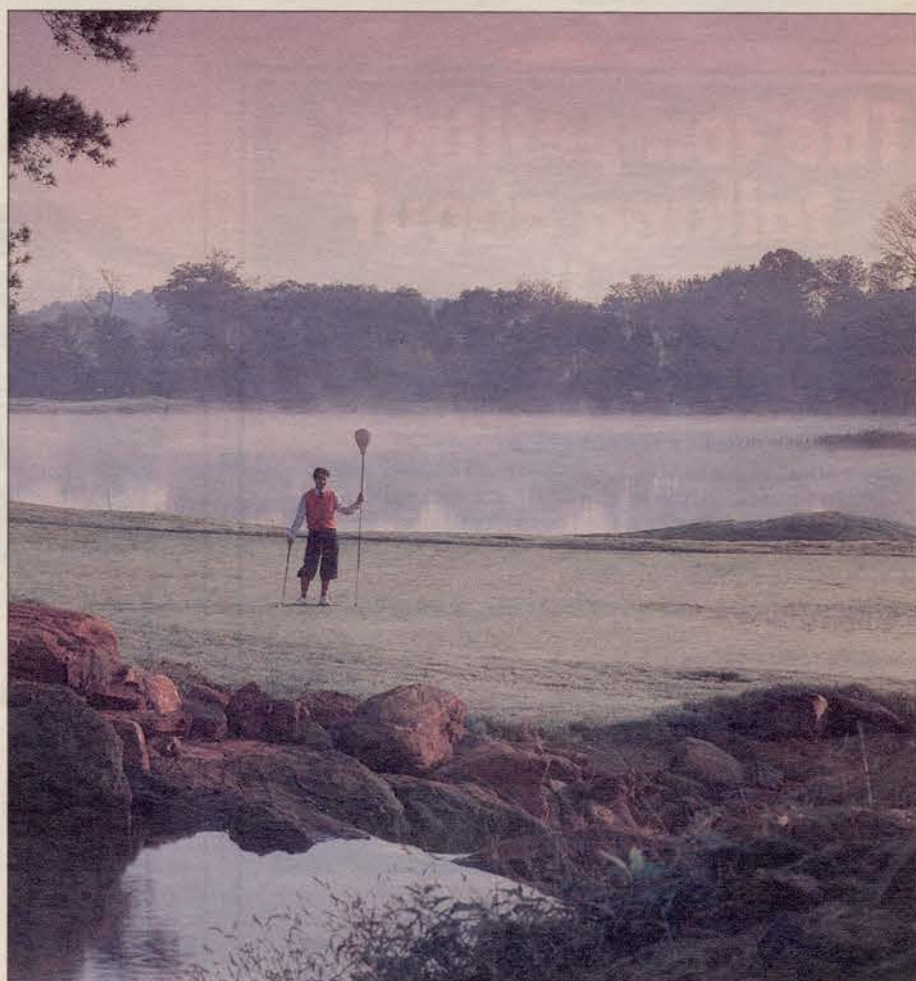
Located 20 minutes from downtown Atlanta, next to the Panola Mountain State Park, Southernness is being developed and operated by The Club Group, Ltd. of Hilton Head Island, S.C.

Adjoining South River on the grounds of an antebellum cotton plantation, its builders feel Southernness combines Southern hospitality and resort service with some of the best traits of Scottish golf.

Southern touches include: the original plantation house (circa 1822 and spared by General Sherman, who passed on the other side of the river), which stands at the club entrance; 200-year-old oak trees throughout the course; and historic Flat Bridge, which crosses the South River near the 10th green.

The most visible Scottish touch is the use of a traditional wicker basket to top each flagpole. The rolling hills, grass bunkering and eight different grasses found on the golf course also add a Scottish flavor.

The course's signature hole is the 16th, a 175-yard par 3, playing across Alexander Lake and framed by a waterfall.



A golfer shows off the traditional wicker basket atop the flag on a green at Southernness Golf Club in Atlanta.

Williamsburg's newest opens with a blast

WILLIAMSBURG, Va. — An 18th-century musket volley signaled the opening of a second championship golf course Oct. 28 at Colonial Williamsburg — The Golden Horseshoe Green Course designed by Rees Jones.

In lieu of a traditional shotgun start, costumed fifers, drummers and Colonial militia provided the starting signal for an invitational tournament celebrating the first day of play.

The links-style course complements the Gold course, designed by Rees' father, Robert Trent Jones Sr., and opened in 1963.

The Green course's design features abundant woodlands and natural terrain. "This is rugged land, with a lot of ravines and draws. We had to be very careful routing the course to take best advantage of the topography," Jones said.

"The routing really fits the land. We were able to avoid the really rugged terrain and develop a course that combines different types of holes that fit the site. We tried to make this a shotmaker's course."

The Green course plays 7,120 yards from the back tees. Water comes into play on six holes.

Courses newly approved in North America

Golf Course News is publishing these lists monthly from our sources, and, starting this month, with the assistance of *Forecast Golf Marketing & Financial Systems, Inc.* of Richmond, Va. The list at right includes courses that have been approved in North America in the past month. The chart below 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" chart.

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

With *Forecast's* help, we have added "Class" and "Work" to our categories. Their meaning is explained below.

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

Under "Class" — R= Regulation; E= Executive; P= Par 3.

Under "Work" — N= New; R= Renovation.

Location	Course Name	Type	Class	Work	Contact
Arizona					
Eloy	Tohono/Eloy Golf Course	M	R	N	Golf Group Ltd.
Connecticut					
Portland	Portland G. C.	N/A	N/A	N/A	John Kelley
Florida					
Eastpoint	Green Point Golf Resort	R	R	N	Clifton Ezell & Clifton
Naples	Grey Oaks Golf & Country Club	P	R	N	Clifton Ezell & Clifton
Ocoee	Ocoee Public Golf Links	D	R	N	Clifton Ezell & Clifton
Hawaii					
Kailua Kona	Kealakehe (Course 1)	M	R	N	Golf Group Ltd.
Kailua Kona	Kealakehe (Course 2)	D	R	N	Golf Group Ltd.
Illinois					
Blue Island	To Be Announced	M	N/A	N/A	Bill Maples, City Planner
Nauvoo	Great River Road G. C.	D	N/A	N/A	Steve Sanders
Kentucky					
Henderson	To Be Announced	M	N/A	N/A	Cty. Mgr. Russell Sights
Massachusetts					
Hanson	Arboretum Golf Course	D	R	N	Phil Burne
Missouri					
Blue Springs	Edgewater's South River Colony	N/A	N/A	N/A	N/A
New York					
Vernon	Crystal Springs G. C.	N/A	N/A	N/A	John Snizek
North Dakota					
Moorhead	Village Green G. C.	M	N/A	N/A	Mayor Morris Lanning
Tennessee					
Nashville	Greene Springs	P	N/A	N/A	Bobby Nichols
Texas					
Port Acres	To Be Announced	N/A	N/A	N/A	Robert von Hagge

Courses newly planned in North America

City	Type	Work	Contact	Telephone	City	Type	Work	Contact	Telephone
California					Los Cabos				
Blackhawk	P	N	Robert M Graves	415/939-6300				Jack Nicklaus	714/833-3025
Goleta	D	N	Robert M Graves	415/939-6300	Michigan				
Goleta			John O'Shaughnessy		Bedford Tnp			James Krieger	
Palm Springs		N	Jack Nicklaus		Hartland			Jack Nicklaus	
Rancho Mirage	M		City Council		Minnesota				
San Jacinto	M		Brian McNabb, Comm. Dev. Dir.		Edgerton			Chanarambie Golf Course Comm.	
San Luis Obispo			Kenneth Hunter Jr.		Mississippi				
Vallejo	M	R	Robert M Graves	415/939-6300	Tunica County			Hardie Financial Group Inc.	
Walnut Creek			A.J. Solomon		Nebraska				
Woodland			Algie Pulley		Omaha	D	N	Golf Resources	
Canada					Nevada				
DeWinton (Alberta)		D	Finger-Dye-Spann	403/938-4873	Las Vegas			Jack Sommer	
James Island (Vict.)			Jack Nicklaus	604/656-1133	New Jersey				
Connecticut					North Hanover			Jack Nicklaus	
Bristol			Kenneth Roberts		Trenton			Nicklaus/Sierra	
Florida					New York				
Auburndale			Jack Turner		Altona			Cornish & Silva	
Bartow	M		Gerald Martin, Zoning Adm.		Ohio				
Lake Wales			Lake Wales Golf Estates Ltd.		Cincinnati			Glenview G. C.	
Hawaii					Massillon			Tom Brennan	
Hawaii			Jack Nicklaus	602/443-2630	Pennsylvania				
Honolulu			SMF Enterprise Inc.		Carlisle			Ashcombe Products Co.	
Honolulu	R		Cupp Design	808/523-6200	North Braddock			Regis Ford	
Kihei	R		Jack Nicklaus	808/879-4461	South Dakota				
Wailea	D	N	Robert M Graves	415/939-6300	Sioux Falls	M		Lowen Schuett, Park Dir.	
Illinois					Texas				
Barry			Bill Bainter		Dallas	P	R	Golf Resources	
Bloomington	P	R	Golf Resources		Houston			S.T. Clark Co.	
Dixon	M		Park Dist. Bd.		Virginia				
Edwardsville			Fox Creek Golf Club Inc.		Chester	D	N	Colonial Golf Design	804/784-5469
Moweaqua	M		George Forston, Mayor		Stuarts Draft	D	N	Colonial Golf Design	804/784-5469
Oak Lawn	M		Park Board		Washington				
Peoria	P	R	Golf Resources		Anacortes			Scott Lipton	
Tinley Park	M		Planning Commission		Bellevue			William Rademaker	
Tuscola	M		City Council		Bellingham			Golf Concepts Inc.	
Wauconda			C&H Development		Black Diamond	M		Harold Botts, Mayor	
Kentucky					East Wenatchee			Jack Frei	
Boone County	M		Don Davis, County Commissioner		Redmond	M		Jim Roberts, City Planner	
Mexico					Wisconsin				
Juarez	P		Finger-Dye-Spann	915/584-5535	Green Bay			KRV Inc.	
					Madison	M		Paul Reilly, City Comptroller	
					Milwaukee Cnty	M		Brigid Sullivan, Parks Dir.	

Sources: *Golf Course News* and *Forecast Golf Marketing & Financial Systems, Inc.*

Canada

Continued from page 24
ment involvement.

"About 85 percent of Canada is 'crown land,' which is owned by the government. All that land is sitting idle," he said. "I think the future for real widespread golf development is to encourage various levels of government to release the land on a 99-year lease and let the private sector build the golf course and split the revenue."

Second, the so-called Off-shore Investment Program. The federal government designed the program to attract foreign capital.

Basically, that money is coming from Hong Kong and Taiwanese investors, he said. "There is so much money pouring out of Hong Kong right now — as they face the 1999 deadline for the Chinese taking over Hong Kong — that they are looking at Canada as the land of opportunity. And golf is near and dear to their heart. They are bringing a lot of money with them."

Gordon explained that under the program, if an alien "can show you will invest X dollars in Canada over X years, your immigration status improves vastly."

Third, the CGF hopes to show potential developers they should build public and semi-private courses. "While they may not be able to sell memberships and quickly get a financial return in an equity situation," he said, "semi-private and public courses are good longer-term cash-flow situations."

Hurdzan's optimistic outlook included three factors:

- "a latent, pent-up demand that has lagged behind until now;
- "more exposure to golf; and
- "more discretionary time."

Golf Asia '92 increases booking

Organizers of Golf Asia '92 claim that exhibition space is 75 percent booked for the event being held March 26-29, 1991 in Singapore.

Last year's exposition drew more than 30,000 visitors with Golf Asia '92 expected to draw 45,000 attendees both trade and golfing public.

"With the Asian need for education comes an overwhelming necessity for golf infrastructure, be it equipment, bags and clubs, fairway mowers, irrigation equipment, etc.," said Stephen S. Allen, vice-president of Connex Private Limited, organiz-

ers of the event. "Asians haven't seen state of the art irrigation systems, for instance, and need to be exposed to this level of equipment. The volume of equipment at our show has never been assembled before in Asia.

"Our attendance last year of 30,000 visitors at a first time show illustrates the hunger this market has for golf products and services," said Allen.

The exposition is only part of the event. In addition, an international conference, expected to draw ap-

proximately 450 trade visitors, is planned along with two golf tournaments.

The Golf Asia International Open is open to professionals and amateurs. The Golf Asia Junior Championships is open to golfers under 21 years old. Invitations will be extended to all golf clubs in the Pacific region.

Further information may be obtained from Stephen S. Allen, Golf Asia '92, 7500A Beach Road, #07-308/9, The Plaza, Singapore 0719; Telephone 2966961.

Sanford, Green combine in Mich.

HOUGHTON, Mich. — Sanford & Associates, in conjunction with Ken Green, has completed the design of an 18-hole course for The Quest at Houghton Lake, which broke ground here in October.

Developer Tom Weideman is former golf director at Shanty Creek Resort.

The par-72 design, which measures 6,868 yards, features four or five tees on each hole.

Sanford & Associates is also responsible for land planning for the project which takes advantage of picturesque views of Houghton Lake,

Michigan's largest inland lake.

Project architect John Sanford said: "The developer wanted a challenging yet fair course for his players. In addition, it was important to gear toward a reasonable maintenance budget.

"We were designing with specific financial considerations in mind, yet were allowed the freedom necessary to incorporate some rather memorable features throughout the course.

"As a result, I think we may very well end up with one of the best layouts in Michigan."

Wabash Valley opens Kernses' latest design

GENEVA, Ind. — Wabash Valley Golf Club has opened its 18-hole golf course for play.

The course was expanded from nine to 18 holes by constructing 10 new holes. The old 7th hole was abandoned and is used as a practice area. Six of the new holes play along The Limberlost Swamp. A 3.5-acre lake and 4.5 acres of wetlands were constructed as a part of the project.

Architects Ron and Gary Kern designed the course to take full advantage of the natural features of the site.

Ron Kern said: "We routed the course as the land dictated. We moved as little dirt as possible. Within the topographic features of the site, the strategy of the golf holes evolved.

"We designed a course that is enjoyed daily by its members. It challenges yet does not overpower them. However, from the back tees it will extract the best players' shotmaking abilities.

"The course definitely has a classic appearance. We have always believed in the classic elements and architectural features of golf course design."

The contractor, Eichmiller Golf of Cannelburg, Ind., overcame an extremely rainy summer and fall to construct the course.

Course superintendent Max Augsburg grew in the course. Even though seeding was not completed until October 1990, he was able to have the course ready for the grand opening on June 28.

The member-owned Wabash Valley Golf Club is now planning to renovate the remaining existing eight holes and plans to build a new clubhouse in the near future.

Pinewild CC's new clubhouse under construction

PINEHURST, N.C. — With a traditional ground-breaking ceremony on Sept. 20, construction began on Pinewild Country Club's permanent clubhouse. Actual construction began in October. Completion is targeted for late next spring.

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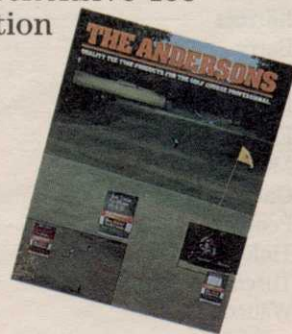
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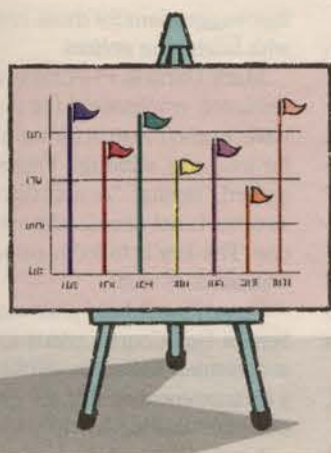
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Briefs



JAPANESE WILL INVEST IN DYE

A spokesman for Dunlop Japan Ltd., which owns 33 percent of Dye Designs International, said his company intends to invest "much more" into the American firm.

Two months ago it was reported that Dunlop Japan had suspended negotiations to increase its ownership of Dye Designs to 49 percent.

But Eddie Morimoto, advertising director for Dunlop Japan, said in November that Dunlop had in the past agreed to increase its investment in Dye Designs. And, he said: "Once we make an agreement we never give up because of tiny problems. We will overcome the tiny problems."

Morimoto added: "Everything we do is based upon trust. This is a necessity... I'm sure we've never given up this project. In the long run it will benefit us much."

Dye Designs President Perry Dye said he isn't worried about Dunlop buying another 16 percent, one way or the other.

"It makes little difference," he said. "If they do, it will make our year better. We won't have to pay interest on a \$3 million bond they gave us. That \$300,000 interest is equivalent to 10 days' income to us. That's a lot but not terrible."

Morimoto said part of Dunlop's interest in Dye Designs stems from the fact Dye builds many courses in Japan. Dye said he has 11 under construction in Japan.

Dunlop Japan Ltd. is a subsidiary of Sumitomo Rubber, which also owns Dunlop Sports Enterprises and is the biggest golf industry firm in Japan, selling apparel and coordinating most of the major professional golf tournaments in Asia.

LAKEWOOD GC RETAINS KEMPER

LAKEWOOD, Ill. — This community has retained Kemper Sports Management to manage and operate Lakewood Golf Club, an upscale daily-fee course that opened earlier this year and which the village bought on Oct. 1.

"We're very excited about our relationship with the Village of Lakewood," said Robert L. Wallace, Midwest regional manager for Kemper Sports Management. "The course layout and its use of open spaces and natural areas make Lakewood a unique and enjoyable course."

"And the fact that it was built as a private facility provides a level of quality not normally found at a public facility."

Lakewood Golf Club was designed as a private club by Roger Packard and was built over 240 acres of rolling countryside in McHenry County, northwest of Chicago. The course features 60 acres of marsh and wetlands preserved in their natural condition.

It has two island greens and one island tee, plays to four different yardages and each hole has as many six separate tees, many of which are elevated. The par-72 course plays between 5,400 yards from the red tees to 6,920 yards from the back tees.

Summit focuses on women in golf

Progress of women's role in golf will be re-checked at 1993 gathering

By Kit Bradshaw

The inaugural Women in Golf Summit in Orlando, Fla., on Oct. 24-26 opened the door to several issues and set an agenda that will take several years to more clearly define, to formulate solutions and coalesce into action.

This summit's success was illustrated by the promise for a second conclave in 1993.

Women honored at Florida golf conclave

Two outstanding women were honored during a special awards dinner at the Women in Golf Summit.

Judy Bell, treasurer of the USGA Executive Committee, won the Leadership Award for Women in Amateur Golf. She was presented the award by Lyn St. James, president of the Women's Sports Foundation.

Betsy Rawls, LPGA Hall of Fame honoree, received the Leadership Award for Women in Professional Golf from fellow Hall of Famer Patty Berg.

Bell accepted the award "on behalf of all volunteers at the club, state and regional levels of women's golf."

Berg described Rawls as a "true ambassador of the game of golf—a lady with the heart of a champion."

Rawls told those at the awards dinner that "it seems strange to get an award for something that was so much fun."

Also honored for their work with the Women in Golf Summit were summit organizer Kerry Graham, and keynote speaker Kathleen Sullivan.

Five key issues emerged from the summit during the two days of speakers, panels and audience interaction.

1) Women golfers are a potent economic and social force in golf, representing 1.3 million golfers, and a buying clout of \$1.6 billion a year. But as quickly as women enter the golfing population, they retreat from it, constituting a challenge to those in the industry.

What can be done not only to attract women to the sport, but to keep them interested in golf?

2) Women, juniors and minorities share

some of the same problems, and represent some of the same opportunities for the industry. These include how to provide positive introductions to the game and access to courses, and how to translate this potential into interested, long-term players.

3) In the "niche" mentality of marketing, women golfers offer a rare opportunity to hone in on a specific segment of the population. This can be valuable to companies whose buying profiles correlate to those of women golfers, and can provide a needed infusion of funds into women's golf.

Continued on page 28



Judy Bell left, treasurer of the United States Golf Association, receives the leadership award from Lyn St. James, president of the Women's Sports Foundation.

ABC sports commentator and author Rhonda Glenn closed the dinner with a brief

history of the first women's golf tournament, the 1893 Women British Amateur.

GCSAA offers educational session for club officials

A program tailored for golf club directors and green committee chairmen is scheduled for Feb. 15-17, at the 1992 International Golf Course Conference and Show in New Orleans, La. The annual conference and show is sponsored by the Golf Course Superintendents Association of America.

The program begins Saturday, Feb. 15, with an afternoon at the GCSAA Trade Show at the New Orleans Convention Center. More than 600 exhibitors will display the latest golf course management innovations at the show. Participants in the program will also attend the trade show Sunday morning, Feb. 16.

Next on the program will be the Green Chairman Session scheduled for Sunday af-

ternoon from 1 p.m. to 4 p.m. The session will feature six presentations on legal, environmental, business, and golf course management issues:

- "How Important is Your Superintendent's Education to your Club"
- "Deciding When a Course Needs Restoration"
- "It's Time We Put the Green Back in Green Speed"
- "Environmental Issues, Liability, Hiring and Firing and Workers Compensation"
- "Communication, communication, communication"
- "A Pension Plan for the Golf Club Staff"

THE LEADERBOARD, the new bimonthly newsletter published for golf and club lead-

ers by the Center for Golf Course Management, is sponsoring the Green Chairman Session. CGCM is the marketing research subsidiary of GCSAA.

Rounding out the schedule is the United States Golf Association Green Section session, "Practical solutions for Today's Problems," which is scheduled for 8 a.m. to noon on Monday, Feb. 17. The agenda includes coverage of USGA/GCSAA research results, USGA green specifications, environmental and wildlife concerns.

Registration for the entire program is \$225 per individual. To register or request more information, contact GCSAA at 1421 Research Park Drive, Lawrence, Kan 66049-3859 or telephone 913-841-2240.

Penn State program to address management shortage

UNIVERSITY PARK, Pa. — A new Pennsylvania State University program will address the shortage of golf management professionals.

Dr. Frank B. Guadagnolo, coordinator of the golf management program, said it was introduced this fall as a specialization for students in leisure studies. It is one of only four such college-level efforts nationwide endorsed by the Professional Golfers' Association of America.

"We plan to admit 40 to 50 new students each year until we cap the enrollment at 200," said Guadagnolo. "As part of our recruitment efforts, we hope to attract substantial numbers of women

and minorities — the two fastest-growing segments of the golf playing population."

According to estimates, about 42 percent of all new golfers are female and the number of Black/African-Americans playing the game has nearly tripled since 1984.

"As an industry, golf is expected to grow from a \$25 billion- to a \$40 billion-a-year concern in the 1990s," Guadagnolo said. "Tremendous opportunities exist for persons with the kind of classroom and on-site training Penn State now offers."

In addition to general education requirements, students will take courses in leisure studies, business, hospitality, turf manage-

ment and communications. Practice in the game itself will be available on the university's two 18-hole courses, both of which are scheduled for redesign and expansion.

"Freshmen with a golf handicap of eight or lower can be admitted directly into the program at University Park," Guadagnolo said. "Successful completion of the program will provide 24 of the 36 credits required for Class A PGA membership."

A series of extensive co-op experiences will also be required under the supervision of a Class A member of the PGA. Training will take place at a variety of private and public golf facilities, the PGA headquarters, and regional PGA offices.

Women golfers provide many of same opportunities

Continued from page 27

4) Media views women in golf as a market segment, but not as potent as is needed to have a high profile in the marketplace. For women in golf to create this higher profile, more women must be in the game; more events must be televised and reported; and more women must support LPGA events.

5) Finally, although women in golf are viewed as a burgeoning market, their numbers need to grow, they need to become more adept at promoting their events and their concerns, and, in the words of one of the panelists, "get their act together" in order to succeed.

Keynote speaker Kathleen Sullivan, well known for her television sports reporting, set the theme for the meeting when she asked, "How do we harness that force of women golfers in the market today?"

LPGA Commissioner Charles S. Mechem Jr. noted, "Important and exciting things are beginning to happen at every level of women's golf."

And National Golf Foundation President Joe Beditz struck a chord with the nearly 400 attendees when he said, "Fan the flames. The torch is already lit."

Statistics show women represent

approximately one-quarter of the golfing population. NGF's Karen Fountain and Coopers & Lybrand's Michelle Mace gave a statistical profile of the women golfer.

Mace's research broke female golfers into three categories: the occasional player, 59 percent; the average core golfer, 23 percent; and the avid core golfers, 18 percent.

Mace noted that women begin playing golf for social, athletic or business reasons. They plan to play more as their business and family obligations diminish. However, they would also play more if they played better.

Jim and Melissa Emory of Viewfinder Research and Consulting conducted focus groups of women golfers to discover the people behind the statistics.

When the Emorys asked these women to describe their first golfing experience, such adjectives as awkward, anxious, nervous, self-conscious, frustrated, clumsy, inadequate and incompetent emerged. Although some in the focus group said they were eager, challenged and even happy with the experience, these women often felt their introduction to golf was difficult and frustrating.

This is in contrast to men golfers,

many of whom view their first golf experience with such words as competitive, bold, powerful and proficient.

This difference was accentuated during a later session with leadership trainer and author Pauline Lyttle. She noted: "Men and women view things differently. Men tend to have a set of skills called influencing skills, while women see the world through relationships."

The Emorys' discussions with women golfers also revealed that many go directly to the course, with no practice or introduction to the game. No one explains the rules; and they don't know they've broken a rule of etiquette until they are reprimanded. They use borrowed or hand-me-down clubs, have no idea how to play on a course, and are certainly not ready to hit their first tee shot in front of a crowd.

PGA Master Professional Craig Shankland, and a panel composed of Pat Lange, S. Annette Thompson, Chuck Hogan and Peggy Kirk Bell all focused on this learning experience.

They agreed the learning experience has to be a positive one for women. "The game should be kept a game," said Hogan. It is also important for women golfers to first practice and take lessons before

heading out to the course.

"Women need help and encouragement to hit the ball better," said Shankland. "They need to be made more comfortable and we need to relate golf to their other experiences and to motivate them to play better."

Lange, an LPGA master professional, emphasized proper equipment. "The clubs need to be fitted to the golfer," she said, "and the industry needs to create options in good quality equipment."

Pine Needles owner Bell said, "Anyone can learn to play golf."

Thompson, former LPGA Teaching Division president, said: "Teachers must employ the skills that golfers already have. Some women feel they will never create a swing that is good enough to use on a golf course."

This sense of inferiority was noted in other panel discussions, especially in relationship to women playing golf in business situations.

Nell Frewin, general manager of American Golf Corp., said: "It seems there is a value judgment for men golfers, but not for women. For women in business, there is a minimum skill level before they can play golf. This doesn't hold true for men."

Other panel members had fur-

ther suggestions for those involved with beginning golfers.

Mark Darnell, PGA master professional, emphasized the need to have women instructors available for teaching, although Frewin disagreed, saying: "A successful instructor is not necessarily a female one. The key is to focus on what a woman does well."

Renee Powell, head professional at Seneca Golf Course, added it is important to teach etiquette and the rules, a recommendation that the Emorys made in evaluating their focus groups.

Laurie Glass, of the USGA, said, "There must be a supportive golf professional at the local level."

THE COURSE AS A FACTOR

The golf course itself came under scrutiny. While architect Alice Dye advocates forward tees to help women, juniors and senior golfers have a more successful golf experience, architect Jan Beljan said, "Multiple sets of tees are common now, but they must be properly designed and constructed."

Judy Bell, treasurer of the USGA, pointed out that women players themselves sometimes thwart the change to multiple tees. Some don't want to play on a shorter course.

Continued on page 29

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and share same problems as juniors and minorities

Continued from page 28

"Some would rather have a par-5 hole than a more reasonable par 4. We must convince women the new tees are more fun, and that all golfers should be playing from the tees that are best suited to their game."

Golf course designer Pete Dye cited the changing requirements of golf course construction, and course superintendent Tim Hiers reminded the attendees that "golf courses must be maintained every day. It is necessary that the women at a club become involved in the greens committee and understand club maintenance."

INSTRUCTING JUNIORS

The problem of instruction is not limited to older women golfers. It affects junior golfers as well.

Sandy LaBauve, an LPGA/PGA teaching professional, discussed an innovative program that introduces girls to the game of golf, and enables them to become gradually acquainted with the course before moving on to actual nine-hole play. "The goal is to have the girls learn to play," she said.

Junior girls and their older counterparts share some similar fates when learning golf, according to those in this panel. USGA Women's Committee Chairman Ann Beard noted that "while junior boys think

it's funny to make mistakes, junior girls are embarrassed. When this happens, they just give up and play another sport."

Because of this dearth in young female golfers, high school programs see few girls on golf teams. This is a problem for colleges, who view the junior and high school programs as a feeder system for college players.

Diane Thompson, president of the Golf Coaches Association, said: "The girls need to have good instruction. They need a place to play. And they need people to play with. There are not enough junior players coming into the college level."

The problem of instruction is only compounded when you are both young and a member of a minority, according to Rose Elder, president of Rose Elder & Associates, Inc.

Unlike other sports, schools are not a point of entry for golf, Elder said. Adding to the problem is a negative image of golf and the lack of equipment.

"We need funding for programs for African-American junior golfers," she said. "And we need to compile data showing the number of African-American golfers in the United States, to demonstrate the impact this group can have."

Elder estimates there are 6 million African-American golfers in the

country.

Paul Miner noted that his PGA Met Section has been involved in inner-city junior programs since 1989, and in 1992, this program will involve 2,500 juniors.

Lynn Marriott discussed the Amateur Athletic Foundation program in Los Angeles, which was created from profits from the 1984 Olympics.

"This program is the largest of its kind in the country, and it has drawn blacks, Hispanics, Asians and whites," Marriott said.

The program's success hinged on the partnership with parents, parks and recreation departments and local and regional associations. It also depended on an organized transportation system and training of teachers. Finally, there was an emphasis on rules.

"The kids have to exhibit proper behavior to continue in the golf program," Marriott said.

BUSINESS REALITIES

Although the juniors in this program were able to overcome the problem of access to courses, many women and certainly juniors overall have difficulty getting on a course to play.

The Minnesota Model, which couples tax breaks with course access, has been successful, but not without cost, according to Reed and

Jane MacKenzie. Clubs had to restructure their memberships, with some women players finding they could no longer afford a membership.

However, overall, the model gave access to courses, with only one club declining the tax incentive.

The business realities of women in golf showed a divergent view.

Those in the vacation and real-estate markets feel women are a dynamic force in decision-making, and that focused marketing is needed to cater to women golfers. They agreed it is important to ask women what they want, to act upon their suggestions, and to continually monitor changes in the marketplace.

Those who manufacture apparel, shoes and golf equipment face a changing scenario. The manufacturers of apparel are involved in a fractured market, which changes quickly, according to Izod/Lacoste's Chuck Sakmann. Even those who have entered the golf market recently, such as Nike, are seeing challenges.

"Women are active, and this helps our image with women golfers," said Mark Bisbing. "But the challenge is to understand women's needs in a retail market that is apathetic."

Equipment representatives Chuck Yash of Spalding, George

Nichols of Square Two Golf and Robert MacNally of Tommy Armour Golf cited other challenges.

Nichols pointed out that the demographics for emphasizing women are attractive, but it is important to listen to the customer to learn just what women want in their clubs.

McNally said fit is vital, but a good, simple system to fit clubs is needed in the market.

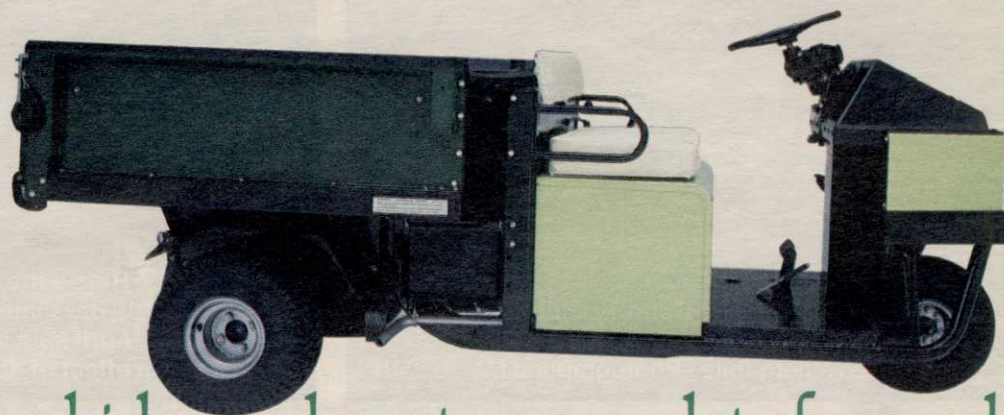
And Yash added that technology in golf balls has changed rapidly, and many women are not aware of the difference in trajectory of golf balls which would give them a golf ball to suit their game.

LPGA event-sponsoring companies, such as Mazda, have focused on the business woman golfer, because statistically this golfer is a key purchaser of Mazda cars.

This is a reflection of the change in marketing overall, according to Hill & Knowlton's Austin Tanner, who noted that the old reasons to sponsor events — ego-driven or event-driven — were being replaced by a market-driven scenario where the demographics, geography and lifestyle of the woman golfer match that of the sponsoring corporation.

Mazda's Janet Thompson agreed. The Mazda event, the LPGA Champi-

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Summit shows women as growing part of golf market

Continued from page 29

onship, was moved to the Washington, D.C., area to capture the professional women's audience in that location.

JC Penney's Ron Shuler added that the JC Penney Mixed Team Classic gave the company good exposure, but said, "The only valid reason to participate is because of the bottom line."

John Somsy of Gatorade/Quaker Oats Co. said his corporation's strategy has always been promotion-oriented, but the promotion has to be tied into incremental sales to be a success.

There are still some obstacles to sponsorship, according to the panelists. Included are development of long-term contracts with sponsors, offering options in sponsorship, maintaining the

charity tie-ins of the LPGA events, and most importantly, increasing exposure of the LPGA and other golf events in the media.

This latter goal is not going to be easy, according to the media panel, consisting of Sullivan, Golf magazine's Peter Bonanni; Golf for Women's David Cohen; Golf Digest's Don Wade; and ESPN's Rich Caulfield.

As Sullivan noted, "At the base of it all is the bottom line for business."

Bonanni and Wade said that although they support women's events, the majority of their readers are men.

"Remember that Golf Digest and others are businesses," Wade said. "This is an extraordinarily difficult time in publishing. Of

my 1.4 million readers, 85,000 are women. Any editor who says he'll edit away from his subscriber base is crazy."

Bonanni added: "There needs to be a fusion between amateur and professional women's events, and women need to support the LPGA events. I'd like to think we can all buy into this great game."

While only 10 percent of Golf's readership is women, 100 percent of Golf for Women's readership is female, according to Cohen. "We are involved because the number of women golfers is growing and the household income is going up," Cohen said.

Caulfield added that even though more LPGA events (eight) will be televised in 1992,

there is competition for the prime viewing times of Saturdays and Sundays.

"The LPGA needs to establish dates for events early and maintain them year after year. And the LPGA needs to come to the network and say, 'We have the sponsors and the money for the production,' so it is an attractive package for television."

As Bonanni said: "Women have to grow and become more of a force in golf. The jury is the marketplace."

Spearheading the Women in Golf Summit was LPGA Teaching Division President Kerry Graham, assisted by Cindy Sisson, LPGA director of promotions, and a steering committee comprised of the key organizations in golf.



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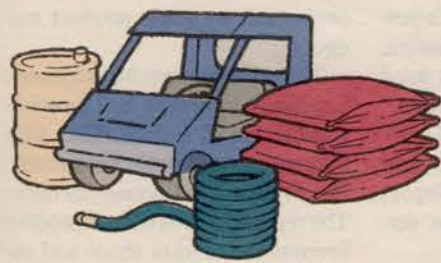
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SCOTT NAMES NEW PRESIDENT

MARYSVILLE, Ohio — A senior vice president of marketing for Coca-Cola USA has been named president and chief operating officer for O.M. Scott & Sons Co.



Theodore Host

Theodore Host will assume responsibility for Scott's Consumer Products and Professional Business groups, Operations, Information Systems, Research and Development, and Human Resources.

Host, who spent 23 years with American Home Products, was division president for Coca-Cola's Boyle-Midway Household Products Inc. division the last five years.

Scott's sales have grown from \$156 million to \$387 million since 1986, when the company was purchased from ITT Corp. through a management buyout implemented by a company formed by Clayton & Dubilier Inc. and other investors, including local management.

TOTAL CONTAINMENT TAPS FREY

EXTON, Pa. — Total Containment Inc., a manufacturer of secondary containment systems for underground storage tanks and piping, has named Charles A. Frey as chief executive officer of Highland Tank and Manufacturing Co.'s Manheim, Pa., affiliate.

Highland Tank is a licensed applicator and distributor of Total Containment's products on the East Coast.

Frey has been prominent on technical committees of the Steel Tank Institute, National Association of Corrosion Engineers, National Fire Protection Association and many state associations.

According to TCI President John D. Morrison, Frey has "contributed significant guidance to development of the company's products. His experience, particularly with effective underground storage tanks and piping systems, will contribute to expansion of the company's Tank Jacket applicators' network and continued improvements to existing products and development of new secondarily contained product lines."

JACOBSEN OPENS NEW DISTRIBUTORSHIP

Jacobsen Textron has announced the opening of Southeast Turf and Commercial, the company's newest distributorship, in Conyers, Ga. Located at 2570 Covington Highway, S.W., Southeast Turf will serve former customers of Lawn and Turf, Inc., with a complete line of Jacobsen products.

"The state of Georgia has always been a good area for Jacobsen products through Lawn and Turf. It's an important market for the company," said Ned Brinkman, Jacobsen vice president of sales. "We felt the best way to serve the people of the area was with a combination of the best local people available, and strong backing from the company."

Ransomes America realigns company

Management shake-up and new responsibilities at turf products company

By Peter Blais

Ransomes America Corp. has changed its management structure, top executive personnel and headquarters as part of the company's realignment plan and in response, some say, to lower-than-expected sales resulting from the worldwide recession.

Ransomes America, a subsidiary of Ransomes plc of Ipswich, England, has consolidated the marketing, sales and finance functions of its various North American holdings under Ransomes America Corp.

Those holdings include Cushman Inc., Ransomes Inc., Steiner Turf Equipment Inc. and Brouwer Turf Equipment. All will take direction from Ransomes America Corp., a change from the de-centralized management style of the past few years.

What does that mean for the golf business?

"We'd like to see all our turf products eventually moving through one distribution channel," said Irv Aal, recently appointed president of Ransomes America. "The timetable will vary for different products. It will be an evolution, not a revolution."

Ransomes America — whose four business units include professional lawn care, turf, industrial and commercial, and consumer — will be headquartered in Minneapolis.

Aal has extensive upper management experience, particularly in the agricultural machinery industry, having been an executive with Sperry New Holland for 21 years; president of the agricultural equipment group at International Harvester; president of Steiger Tractor Inc.; and, until recently, chief executive officer and co-owner of Phoenix International Corp., a Fargo, N.D.-based designer and manufacturer of electrical components



for construction and maintenance equipment.

Aal was at International Harvester from 1983-85. During that time, the troubled farm machinery manufacturer sold many of its assets to Tenneco and reorganized as Navistar, a smaller engine and truck company, Aal said.

Steiger was a victim of the depressed farm

'We'd like to see all our turf products eventually moving through one distribution channel.'

— New Ransomes America President Irv E. Aal

economy. The four-wheel-drive tractor manufacturer saw its sales plummet from 15,000 units in 1981 to less than 3,000 units in 1986, the year the company filed for Chapter 11 bankruptcy, Aal said.

International and Steiger's financial woes pre-dated Aal's arrival in both cases.

Continued on page 33

Ransomes names new managers

Ransomes America Corp. has named Irv E. Aal its new president and made two other major appointments as part of the turf maintenance company's realignment program.

Aal will be based in Minneapolis, the company's new headquarters. He will also serve as a member of the Ransomes plc board of directors.

Ransomes America Corp., a subsidiary of the Ransomes Group plc of Great Britain, includes Ransomes Inc., based at Johnson Creek, Wis.; Cushman Inc., with manufacturing facilities at Lincoln, Neb., and Edgewater, Fla.; Brouwer Turf Equipment, Keswick, Ontario, Canada; and Steiner Turf Equipment Inc., Orrville,

Ohio.

Before joining Ransomes, Aal was a founder of Phoenix International Corp., a specialized electronics company based in Fargo, N.D. Previously, he was involved in the farm equipment industry, including executive positions with Sperry New Holland, International Harvester and Steiger Tractor Inc.

"Ransomes plc has demonstrated its vision and commitment to serving the worldwide markets for professional turf care equipment," Aal said.

"With the acquisition of Steiner Turf in 1988 and Cushman in 1989, Ransomes has moved into position to be a major player in

Continued on page 32

Pennington Enterprises reorganizes . . .

Pennington Enterprises, Inc., the parent company of the various Pennington Seed subsidiaries, has made several organizational changes.

Legal counsel Brooks Pennington III will also serve as vice president of finance, while Dan Pennington will be vice president for all Pennington Seed manufacturing divisions, Richard Best vice president for distribution operations, Keith Kelly vice president for product development specializing in lawn and garden chemicals and fertilizers, and Steve Triplett director of national accounts.

"We realized that the Pennington Seed operations had grown so quickly that we needed to beef up our home office management team in order to help our subsidiaries

direct their growth in a positive manner," the company announced.

Brooks Pennington III is chairman of the board of the Bank of Morgan County and is a director of Allied Bankshares of Georgia.

Dan Pennington is widely recognized for his expertise in the development and operation of high-tech manufacturing facilities.

Best's new position will provide constant supervision for the various Pennington Seed distribution centers. Best will also serve as senior buyer for the distribution centers. He has experience in the Pennington Seed organization in processing, manufacturing, sales, and as general manager of the Alabama and Georgia distribution centers.

Continued on page 32

. . . and decides to construct new plant

Pennington Enterprises, Inc., will build a new Pennington forest products and soil amendments plant.

The new plant, located on Pennington Road nine miles South of Madison, Ga., near Shady Dale, will be a state-of-the-art facility for basic ingredient manufacturing, processing, and packing of pine bark nuggets and mulch, Cypress mulch, composted cow manure, peat moss, potting soils, play sand, and decorative rocks, Pennington said.

It will manufacture two brands of product.

The Penn Gro brand will be manufactured under an agreement with independent dealers whereby it will be marketed exclusively in independent dealer accounts.

The Pennington Pro Care brand will be sold as other Pennington Pro Care products in all classes of merchants.

Pennington said dealers now will be able to buy direct from the manufacturer mixed truck loads of Pennington forest and soil products, seed, lawn and garden chemicals and fertilizers, and bird feed.

Irrigation Association names new director

Charles S. "Pepper" Putnam, a 30-year veteran of the irrigation industry and past president of The Irrigation Association, has accepted the position as IA executive director.

Robert C. Emmerich, president of the association, said Putnam was selected after an extensive search comprising many fine candidates.

"Putnam's extensive industry experience, combined with his long-standing involvement in association activities, give him a unique insight into the specific needs of our members," Emmerich said.

Putnam will be responsible for directing the operations and staff of the association's Arlington, Va., headquarters as well as overseeing the Membership and Technical Services office, managed by R.C. "Bob" Sears in Sacramento, Calif.

The bulk of Putnam's industry experience was focused at Telsco Industries in Dallas, manufacturer of Weathermatic Irrigation Products and Telsco fittings. From 1967 to 1986 Putnam worked his way up within this organization, starting as California regional



Charles Putnam

Continued on page 32

Ransomes names new managers

Continued from page 31

the turf equipment markets for the coming decade."

"Coupled with growing opportunities in North American market areas, we expect the Ransomes companies to show significant growth through the 1990s."

Also joining the Ransomes America management team are Doug McCormick and Ed Nachtsheim.

McCormick is Ransomes America's new vice president of sales and marketing. He is respon-



Doug McCormick

sible for sales and marketing for all Ransomes companies with a network of 300 dealers in North America. He

will also have support responsibilities for international marketing efforts of Ransomes Sims & Jeffries in Great Britain.

McCormick joined Cushman in 1989 as market manager for in-

dustrial and commercial vehicles. He was promoted to director of sales and distribution for Cushman I & C products in 1990. Previously, he was sales executive for RPI Inc. and Air Power Equipment Corp. in Minneapolis.

Nachtsheim has been named vice president of finance. He had been vice president of finance and treasurer at Cushman.

He formerly was chief financial officer for the Reach All Co., a manufacturer of aerial platforms in Duluth, Minn. and executive vice president of operations for FWD Corp.

GCSAA releases product reports

The Center for Golf Course Management, the marketing research division for the Golf Course Superintendents Association of America, has released its second and third 1991 marketing research reports.

The Golf Car and Turf Utility Vehicle Report and Mower and Maintenance Equipment Report offer statistics compiled from surveys of superintendents.

The golf car and utility vehicle report presents statistics on the market share, typical lifespan and product ratings of golf cars, modified golf cars for maintenance tasks, and light and heavy-duty turf utility

vehicles, cross-tabulated by manufacturers. Capital expense data is presented for each product category.

The Mower and Maintenance Equipment Report will provide manufacturers and suppliers with information and statistical summaries, broken down by manufacturer. The report features data on product inventories, market share and superintendents' ratings of specific products' performance, reliability, service and support. It also includes sections on demographics and capital expenditures.

CGCM will release one more marketing research report later this year — The Buying Habits of Golf Course Superintendents Report. It will feature summarized information from the golf car and mower reports and the previously released Pesticide and Fertilizer Usage Report, and a section devoted to maintenance trends in the golf course management industry.

The reports cost \$1,500 each. The Buying Habits of Golf Course Superintendents Report was to be released in late October at a price of \$185. The Pesticide and Fertilizer Usage Report is available for \$2,500.

Interested people may contact Robert Shively, director of marketing for CGCM and GCSAA, at 913-841-2240.

Putnam

Continued from page 31

manager, then national sales manager and ultimately vice president and corporate director.

He also held positions at Turfco, Inc., in Seattle, Wash.; Bay Irrigation and Turf Supply in Los Angeles; Ewing Irrigation Products, in the San Francisco Bay area; and Champion Irrigation Products in Los Angeles.

Putnam has been active and an officer in a number of industry and commerce groups, including the Sprinkler Irrigation Association, the Texas Turf Irrigation Association and the California Green Industry Council.

He will reside in the Washington, D.C. metropolitan area.

Pennington

Continued from page 31

Triplet's national accounts department has been increased from six to 12 employees.

Floyd Allen, long-time Pennington Seed, Inc. of Madison employee, has transferred to the national accounts department. He will be assigned certain accounts and will assist in coordinating shows and public relations.

Meanwhile, Grady Gill will remain as vice president for accounting and computer operations and Ronnie Stapp will continue as vice president for all seed operations.

Gill is responsible for all aspects of the corporate bookkeeping network.

Stapp has a master's degree in genetics.

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"Thank you for the outstanding design, service and operational ease of my Watertronics Vertical Turbine (VT) Pumping Station."

"After a full season of operation I can truthfully say that Watertronics has met my expectations of what a system can do. I now view Watertronics as one of the leaders in the irrigation pumping industry."

"The help and technical guidance I received was first rate, correct and understandable. We were in full operation within 90 days, which says a lot for your attention to detail, scheduling and company resource networking."

"I've had previous experience with hydraulic regulating valves and seemed to have continual problems with them. Since changing to Watertronics' Programmable Logic Pumping System with Electrically Actuated Butterfly Valves, these difficulties have been virtually eliminated."

"The bottom line is that Watertronics provided me with a high quality, reliable pumping source capable of keeping my flow and pressure right where they should be. This has meant more uniform sprinkler coverage and better playing conditions."

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WATERTRONICS

Management changes reportedly in works for some time

Continued from page 31

"Irv was brought in to try to salvage those situations," said former Cushman President and Chief Executive Officer Stu Rafos, among the executives dismissed in the Ransomes America reshuffling. "In no manner should he be held responsible for the problems there. He was brought in at the final hour in two difficult situations."

Other new Ransomes America officers include Doug McCormick, vice president of marketing and sales, and Ed Nachtsheim, vice president of finance. Both were promoted from Ransomes America divisions.

Additional appointments include Jerry Ogren, general manager of Lincoln, Neb., operations; Tom Stuart to general manager at Johnson Creek, Wis.; Tom Meier to acting general manager at Orville, Ohio; and Wally Stuart to general manager at Keswick, Ontario.

Each general manager has full responsibility for all manufacturing, engineering and support activities, excluding marketing, sales and finance.

PRESIDENTS FALL

Gone in the shake-up are several former subsidiary presidents and vice presidents including Rafos, Ransomes America President and Chief Executive Officer Helmut Adam, Ransomes America Executive Vice President Dave Foundrie and Steiner President Bill Mason.

Some of the former executives said they knew a management change was inevitable ever since Ransomes PLC purchased Cushman from Outboard Marine Corp. for \$150 million in September 1989.

"Once Outboard Marine decided to sell Cushman, I knew my days were numbered," Rafos said. "When you spend \$150 million for a company, you expect the buyers to bring in a new management team."

Aal said the changes were planned at the time of the Cushman purchase, but were delayed for several reasons. He didn't say what those reasons were. One of them might have been the strong year Ransomes America enjoyed in 1990. Cushman, for example, met all its profit and volume goals last year, Rafos said.

But 1991 has reportedly proved less fruitful.

Cushman's North American sales were off 10 percent in 1991, Rafos said. Sales for the industrial and commercial vehicle unit — which provides vehicles for police, warehouses, hospitals and the like — were "off significantly," he said. Turf and professional lawn care sales remained flat.

Still, Ransomes plc's North American holdings are doing reasonably well, compared to Europe,

'When you spend \$150 million for a company, you expect the buyers to bring in a new management team.'

— *Stu Rafos*
former Cushman president



Rafos said. The recession has hit harder in Europe, which has also been saddled with a three-year drought.

European sales of Ransomes consumer mowing machinery are down 50 percent over the past three

years, Rafos said. Ransomes plc's property division's industrial park in Ipswich, England, has also shown a lower-than-expected return on investment, he added.

"The decision to change management was made prior to the

economic slowdown," Adam said. "The changes probably would have been made anyway, although they might have been made more slowly."

Aal described the turf market as "soft." Ransomes plc is also more highly leveraged than management would like and is looking for ways to reduce its debt load on a worldwide basis, he added.

"But I don't think the economy accelerated the decision-making process," he said. "(Ransomes plc Chief Executive Officer) Robert Dodsworth made the decision to

bring in new players long ago. We are executing that strategy."

Added Aal: "What was done in North America is not as a result of the economy in Europe."

Ransomes America Corp.'s goal is "to emerge stronger," from the recession, Aal said.

Rafos, for one, believes the realigned company will do so.

"Ransomes America," the former Cushman president said, "will weather the current economic storm and probably come out of it stronger because a number of its smaller competitors will fall by the wayside."

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anything less than a Greens 3000 simply won't cut it.

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RANSOMES



Cushman offers new aerator

LINCOLN, Neb. — Golf course superintendents and other turf managers now can deep aerify greens and larger turf areas with the new Ryan Deep Greens Aerator 30-06.

The 30-06 is a riding aerator that can aerate up to 19,920 square feet per hour, depending on hole spacing. Aerating depth is adjusted by the operator, from the seat, in 1/2-inch increments from 4 to 6 inches.

Aerating pattern can be adjusted on-the-go, from 1 inch to 3.75 inches (38.4 holes per sq. ft.) up to 5 inches

x 3.75 inches (7.7 holes per sq. ft.). Aerating width per swath is 30 inches.

Tine choices include 1/2-inch and 3/4-inch open side tines, 7/8-inch closed tubular tines and 1/2-inch solid tines.

The operator raises and lowers the aerating mechanism by means of a foot-controlled hydraulic cylinder.

For more information contact Cushman Inc., P.O. Box 82409, Lincoln, Neb. 68501 or call 800-228-4444.

CIRCLE #301



Ryan Deep Greens Aerator 30-06

Kubota markets front-end mower

COMPTON, Calif. — Kubota Tractor Corp. has introduced the FZ2100 front mower, featuring a combination of zero diameter turn and auto assist differential (AAD) 4-wheel drive.

Designed for precision and maneuverability, it is ideal for commercial and golf course grounds maintenance.

Equipped with a 20-horsepower, liquid-cooled diesel engine and hydrostatic transmission, the FZ2100 is able to work at peak efficiency over all types of mowing terrain.

When activated, the zero-diameter turn system immediately cuts power to the front wheels, while simultaneously providing power to the rear wheels. Front wheels rotate freely and never remain locked in one place during a turn, minimizing turf damage.

The FZ2100 eliminates the need for trimming jobs usually accomplished with a walk-behind mower.

Contact Kubota Tractor Corp., 550 West Artesia Blvd, Compton, Calif. 90220.

CIRCLE #302

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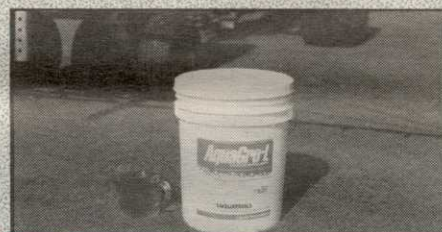
Install an Aquatrols Little Squirt flow regulated injection system, or the P.P.M. fixed pulse injection pump, and put AquaGro Injectable on tap at the touch of a switch.

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Regardless of the weather you can apply AquaGro • S (Spreadable) with safety and confidence. The perfect complement to any AquaGro formulation, AquaGro • S offers the same high level of performance as AquaGro • L.

When the heat is on AquaGro • S helps you make the most of available water.

CIRCLE #133

Landstrand helps prevent erosion

ARLINGTON HEIGHTS, Ill. — Landstrand, a product to enable highway departments, landscape contractors, developers and others to protect against soil erosion, has been unveiled by Synthetic Industries Inc.

Landstrand is easily applied as a continuous strand roving system to anchor newly seeded areas while providing a mulching effect to hasten early seed germination. It is tack coated with an overspray of emulsified asphalt or soil stabilizers to further reduce potential overland flow erosion.

Manufactured of fibrillated polypropylene, Landstrand needs no mask, gloves or skin protection to handle and apply.

Contact Synthetic Industries, Inc., Construction Products Division, 4019 Industry Drive, Chattanooga, Tenn. 37416 or call 615-892-8080.

CIRCLE #303

Trencher fulfills many functions

PERRY, Okla. — Ditch Witch has introduced the Model 5110, a 50-hp class, multi-purpose underground construction machine for trenching, vibratory plow and related work.

The 5110's components are powered with an advanced mechanical drive system. An enclosed gear box protects drive components and virtually eliminates periodic adjustments.

Interchangeable modules include specialized retrenching components; vibratory plow; combination offset trencher and vibratory plow, and utility.

Contact Ditch Witch, The Charles Machine Works, Inc., P.O. Box 66, Perry, Okla. 73077 or call 405-336-4402.

CIRCLE #304

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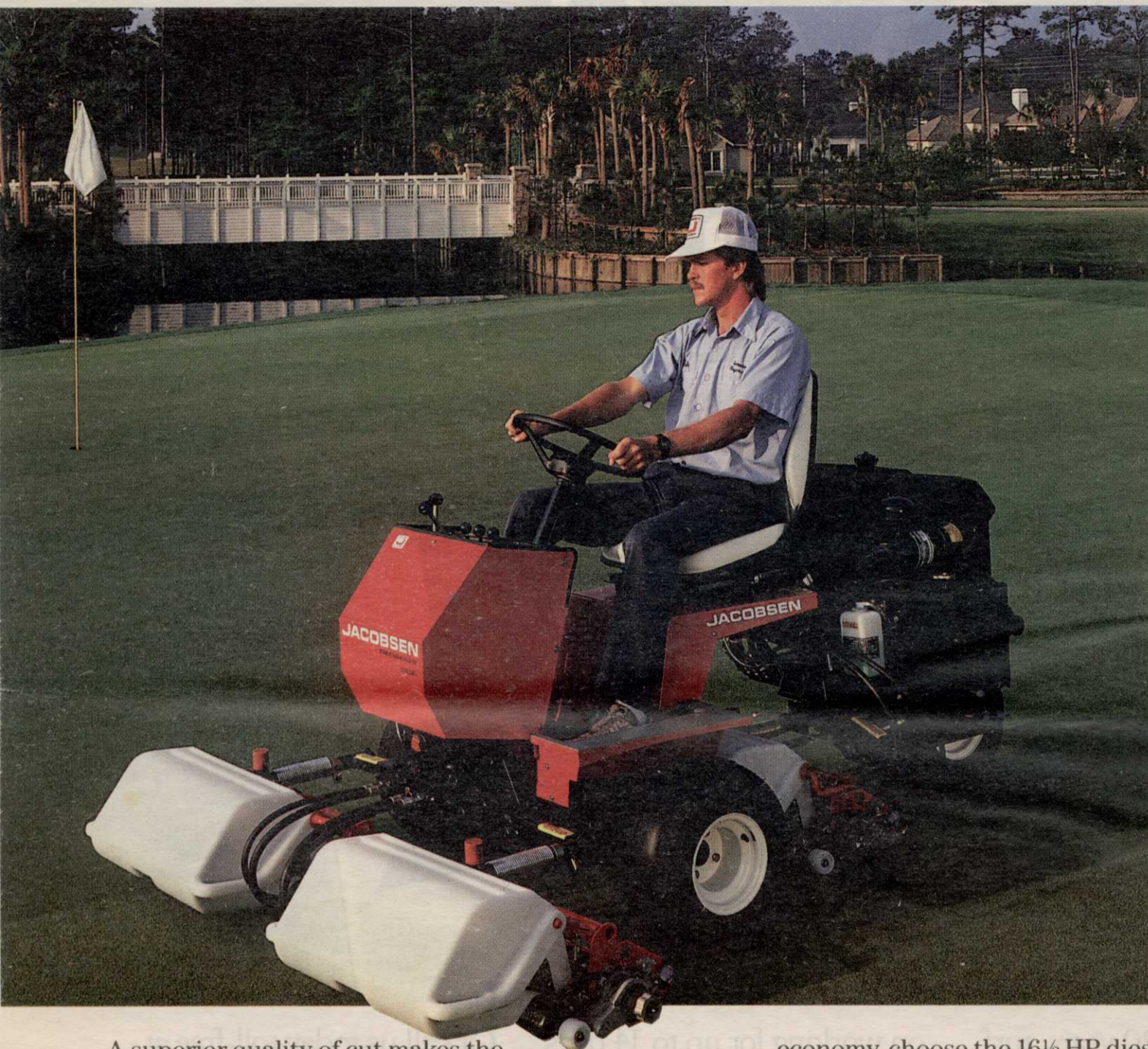
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Jacobsen's new, patented Turf Groomer greens conditioner gives a smoother, truer putting surface without grain. The unique design increases green speeds up to 25% without lowering height of cut, producing truer and healthier greens.

Now heavier, larger diameter rollers, higher side frame clearance and improved durability make the Turf Groomer better than ever. Quick-lift levers let you raise the Turf Groomer ¾" to skip conditioning.

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