

### COLBERT GOLF ACQUIRED

SANTA MONICA, Calif. — Golf Enterprises, Inc., has acquired the Las Vegas-based golf course management company, Jim Colbert Golf, Inc.

It will be operated as a wholly owned subsidiary, and the acquired properties will be managed under the name of Jim Colbert Golf.

Golf Enterprises now manages 20 public, private and resort properties in nine states. The company will manage all facility operations, including food and beverage and pro shops.

Golf Enterprises was founded in 1990 by Bob Williams, former president and chief executive officer of American Golf Corp., and E.C. "Sandy" Burns, former senior vice president of acquisitions.

Colbert, a 22-year veteran of the PGA Tour, will compete on the Senior PGA Tour but remain affiliated with the company in an advisory capacity.



Bob Williams

### PRIVATE CC INSURANCE AVAILABLE

MANCHESTER, N.H. — The New Hampshire Insurance Co. has introduced Coverage Par Excellence, a comprehensive protection program for private country clubs.

It offers an extensive array of coverages and options, including expanded building and fine arts coverages, pesticide and herbicide applicator coverage, and Hole-In-One coverage for tournaments.

Input was obtained from club managers, golf pros, course superintendents and others who live the business to ensure total tee-to-green coverage. Building coverage has been expanded to include bridges, walkways and other paved surfaces, and business interruption coverage ranges beyond vandalism to include revenue replacement.

Paul Budde, director of the standard commercial accounts department, is in charge of the program for the insurance company.

### FERREE JOINS COLLETON RIVER

HILTON HEAD ISLAND, S.C. — Long-time Hilton Head resident and PGA Senior Tour member Jim Ferree has joined Colleton River Plantation as director of golf.

While Colleton River continues construction on the Jack Nicklaus-designed golf course, Ferree will serve as an adviser to the course developers, Colleton River Co.

He will advise on the construction of the course, design of the planned 23,000-square-foot clubhouse, hiring of the golf professional and greenskeeping staff, formulation of club policies and golf course operations.

# Japanese style memberships could provide capital for U.S. developments

By Bernard Baker

Japanese-style international memberships are appearing on the American scene and may provide the foundation for new capital markets for golf projects.

By U.S. standards, golf club memberships bring astronomically high prices in Japan. Many Japanese clubs sell memberships for more than \$1 million. Memberships at Koganei near Tokyo recently traded for \$2.7 million. The average Japanese membership trades for about \$200,000.

The high prices reflect the scarcity of

land, high development costs (often more than \$50 million) and the mere 1,800 courses for the country's 20 million golfers.

Yet another factor has sent the cost of Japanese memberships soaring. Tradeability.

Most memberships in Japanese clubs can be traded. Some people invest and speculate in club memberships. There is an over-the-counter market for memberships with brokerage houses specializing in them.

A unique feature of many memberships is that "use" rights can be "stripped" from other membership rights and handled separately. A person may own the membership for its investment potential and "rent" the right to use the club facilities to another person approved by the club as a "designated user." The membership can be traded subject to the rental arrangement with the designated user.

This transferability makes memberships suitable for purchase in blocks for later re-

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# Managers can win at the TV interview

By Peter Blais

The Book of Lists indicates the 10 Most Feared Things in Life. No. 6 is Death. No. 7 is Divorce. No. 1 is Having to do a Major TV Interview.

"It's that awesome for a lot of folks," said Kevin Delaney, a 30-year veteran of print and broadcast journalism who spoke at the recent Club Managers Association of America Conference in Dallas.

With charges of racial discrimination and environmental negligence being leveled at golf clubs, any club manager who hasn't yet received an interview request from a reporter may be hearing from one in the not-too-distant future.

But there are ways to deal with the television interview that can make it a much more

pleasant and productive experience for the club manager, Delaney said.

"Like it or not, you are very logical targets for reporters. As the club manager of important institutions in your communities, you're the source, the expert. You're the one they want to call and ask, 'Hey, what's going on over there? What's the problem we're hearing about? And how are you dealing with it?'"

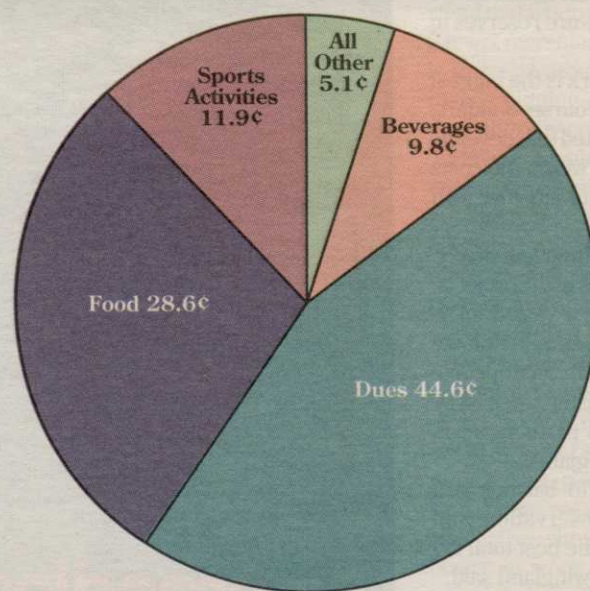
### Offensive weapons

Before dwelling on the negatives, club managers should realize they have many positives to discuss — the millions of dollars clubs donate to charities, the thousands awarded in scholarships, tax dollars and economic activity generated within the locality and state, the many community projects, and

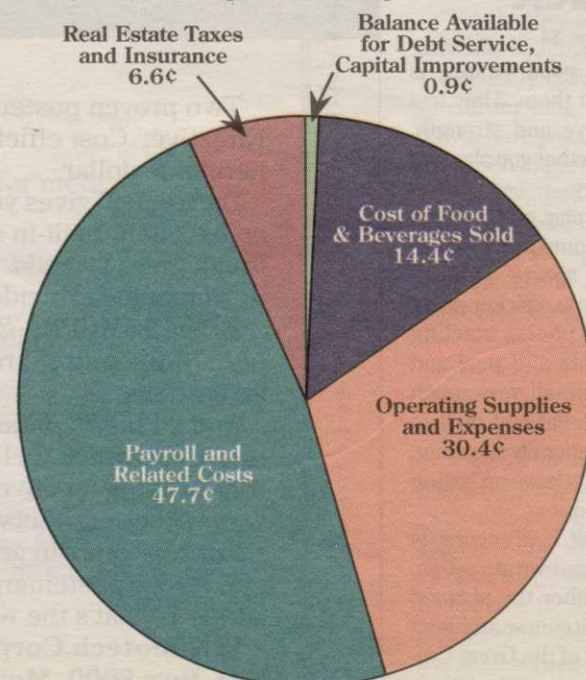
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The graphs below show where money comes from and where it goes at private country clubs nationwide.

### 1990 Country Club Income Dollar



### 1990 Country Club Expense Dollar



Source: Pannell Kerr Forster

# Why can't I have bentgrass and firs?

*Editor's note: This is the first in an occasional series on golf course maintenance designed to give the club manager a basic working knowledge of maintenance issues confronting the superintendent. Dave Fearis, CGCS, is head superintendent at Blue Hills Country Club in Kansas City, Mo., and has given seminars on golf course maintenance for the Club Managers Association of America.*

By Dave Fearis

The United States can be divided into three grass-growing regions — cool-season, transition and warm-season. Certain grasses thrive in each particular region while others struggle to survive.

The cool-season region covers roughly the upper half of the country, running from northern California in the West, across the mid-section of the United States and tapering up to the northern half of Cape Cod in Massachusetts.

Temperatures drop as low as minus-40 degrees in the winter and occasionally venture into the 90s in summer. The optimum root soil temperature for most cool-season grass growth is 50 to 65 degrees with a foliar range of 60 to 75 degrees.

Bentgrass is perhaps the most cold-tolerant of the cool-season varieties. Improved creeping bentgrasses can be spread by seed-

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# What grows well and where

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ing or stolons. They have low to medium nitrogen requirements and mowing frequency rates, excellent tolerance for half-inch or lower mowings, good traffic tolerance and high competitiveness and thatch formation.

On the negative side, they are susceptible to many diseases and require the daily care of a professional superintendent, especially with today's slower cutting heights and environmental pressure to use fewer pesticides.

Other strong cool-season performers include Kentucky bluegrass, perennial ryegrass, and the hard, chewings, creeping and tall fescues. Zoysiagrass is gaining popularity as more cold-tolerant varieties are developed, but they are still difficult to establish and manage on Northern courses.

Certain zoysiagrass species, like zoysia japonica, can be very effective in the transition zone, a relatively narrow region that snakes its way across the country from central California down into northern Arizona, across northern Texas, into northern Missouri and southern Indiana before angling up the East Coast through southern New England.

Temperatures can drop to minus-10 and climb to more than 100 degrees. It is too hot for cool-season grasses and too cool for warm-season grasses to do well all the time.

A warm-season grass, like Bermudagrass, will die if it gets too cold. That happened in December 1989 during a week-long cold snap that wiped out many transition-zone Bermudagrass courses. Bentgrasses struggle when temperatures crest and stay near 100 degrees with high humidity.

Bermudagrass and some zoysiagrass species are particularly suited to the warm-season zone, a region covering roughly the lower third of the country. Low temperatures range from 0 to 30 degrees with highs frequently exceeding 100 degrees. Optimum root soil temperatures are 75 to 85 degrees and foliar temperatures 80 to 95 degrees.

Many Northern golfers have grown up on bentgrass and encourage Southern courses they visit to grow it. Bentgrasses have a very difficult time with the summertime heat and humidity. Many Florida courses have replaced their bentgrass greens with Bermudagrass in the past year because of the time and expense involved in maintaining the cool-season turf. The object is not to grow bentgrass in August and September, but to keep it from dying.

Still, some courses continue a "Management on the Edge" mentality, ignoring the regional adaptations of turfgrass and maintaining a grass that isn't well suited to that particular region. Doing so often leads to more chemical use, poor irrigation practices and lack of proper nutrients.

Golfers' demands for daily playing conditions like those they see on televised tournaments also force the superintendent to use more

chemicals and water, further promoting a "Management on the Edge" mentality.

Certain maintenance practices are required on all grasses, although the timing may vary depending on turf type and region. For example, zoysiagrass should be aerified between June and August while bluegrass aerification usually is done after Labor Day.

Bermudagrass is normally overseeded in October and November in the South while bluegrass overseeding is recommended

just after Labor Day.

Like grass, trees grow best in certain regions. Take them out of that region and they fall prey to many pests and diseases. For example, the Eastern white pine is very popular in the Southeast. But when planted in the Piedmont soils common in that area, they live only 15 to 25 years, their canopies thin and there is a strong possibility of root rot.

There are also trees and shrubs that grow best in wet soils, others that thrive in dry soils and those that do well in clay soils.



Dave Fearis

## BENTGRASS



### These Pros Know A Great Bentgrass When They See It.

It takes a real professional to recognize the benefits of a superior turfgrass. These superintendents are pros at growing grass. Their expertise is invaluable in evaluating new turfgrass cultivars. So when we developed Providence and SR 1020 we went straight to them. We realized that university data was useful but that evaluation by outstanding superintendents under varied golf course conditions was more important.

These superintendents have all used Providence and/or SR 1020. Their comments have been enthusiastic about the performance

of both cultivars: the color, texture, density, disease resistance, and heat and drought tolerance are outstanding.

Providence and SR 1020 also produce excellent putting quality. That's important to the superintendent and to the golfer. Especially, a professional golfer like Ben Crenshaw. Ben knows golf greens and appreciates a bent that can provide a fine textured, uniform surface with an absence of grain for true putting quality.

Both cultivars produce this outstanding turf and putting quality with reduced maintenance. That's

important to superintendents, golfers, architects, and greens committees.

So nationwide the pros agree, Providence and SR 1020 really are exciting new cultivars. They represent the new generation of creeping bentgrasses.

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