

# GOLF COURSE NEWS

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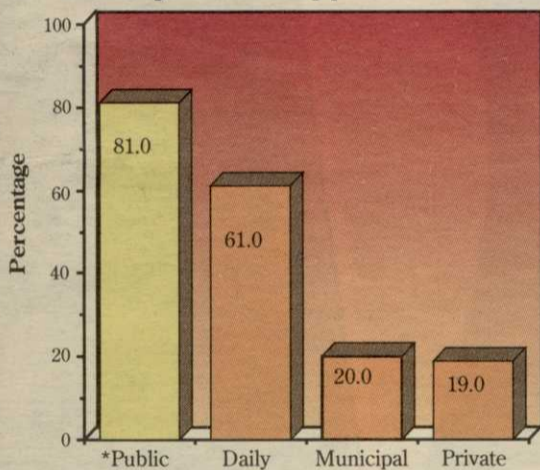
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### Canadian Core Golfers by Course Type/1990



Source: National Golf Foundation

\* — Public includes anyone who played at least half their rounds on municipal, daily fee, or some combination of the two types.

See report on Canadian golf on page 27.

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## Florida DEP claim rocks industry

By Nancy Oliver

Golf courses should not only be required to use reclaimed water, but also pay for its treatment and transmission to the course, according to a Florida state environmental official.

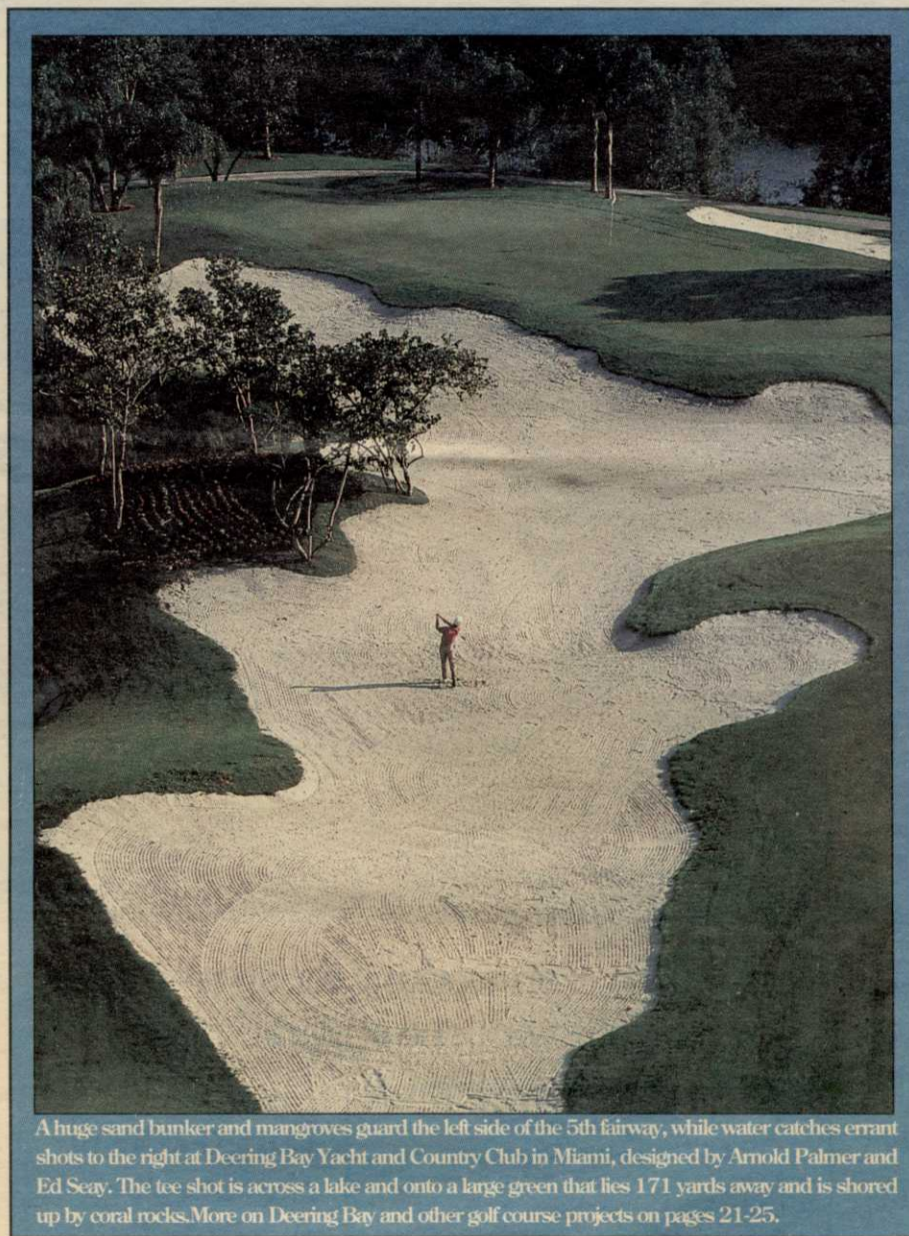
David York, director of re-use for the Department of Environmental Regulation, rocked golf industry officials with that opinion during last month's Florida Golf Summit in Tampa.

York said the golf industry should

bear the financial burden of disposing of effluent because of its traditionally excessive use of ground water, a dwindling resource in Florida.

Courses should pay for transmission

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A huge sand bunker and mangroves guard the left side of the 5th fairway, while water catches errant shots to the right at Deering Bay Yacht and Country Club in Miami, designed by Arnold Palmer and Ed Seay. The tee shot is across a lake and onto a large green that lies 171 yards away and is shored up by coral rocks. More on Deering Bay and other golf course projects on pages 21-25.

## First college architects class wins high marks

By Mark Leslie

University of Richmond (Va.) students have completed the first regular college class in golf course architecture and termed it a success.

Taught by architect Lester George of Colonial Golf Design, Inc. in Richmond, the 15-person class was "very enthusiastic," according to Dr. Donald W. Pate, founder and administrator of the university's Master of Sport Management Program.

Saying the program will be repeated next fall, Pate added: "The concept gets more exciting the more you get involved in it. There are people looking at that kind of work and there should be some kind of training for them."

A 1977 graduate of Richmond who spent three years as lead design coordinator and project manager for architect Algie Pulley Jr. of California, George said: "We only scratched the surface of the myriad of issues involved with golf course design and

Continued on page 7

## Mendenhall remembered for grand contributions

By Vern Putney

GREEN VALLEY, Ariz. — It was typical of Chester Mendenhall to travel 1,500 miles to Lawrence, Kan., in early Sep-

tember to help the Golf Course Superintendents Association of America dedicate its new headquarters building.

"He got to do everything he ever

wanted to do," said wife Sue. His last wish was to participate in building ceremonies. "He did — with flair

Continued on page 15

## Toro inks pacts with Olathe, Hahn

MINNEAPOLIS, Minn. — The Toro Co. has reached separate agreements with Olathe Manufacturing Inc. of Olathe, Kan. and Hahn Inc. of Evansville, Ind.

Toro will purchase all Olathe assets associated with

the production and sales of its turf products line. The acquisition includes approximately 25 products including all Olathe sweepers, aerators, chippers, spreaders and attachments for accessories for Toro commercial

products.

Toro will maintain a substantial interest in Olathe. Olathe will focus its efforts on debris management products such as larger chippers and tub grinders

Continued on page 29

# Florida Golf Council hears hard facts and feelings

Continued from page 1

lines and retrofitting irrigation systems, as well as a per-gallon charge to offset the utility's expense for processing reclaimed water, he said.

Tom Benefield, president of the Florida Golf Course Superintendents Association, argued that the proposal placed an unfair burden on the state's \$5.5-billion golf industry.

"Every time someone flushes a toilet, takes a shower, or turns on their dishwasher, that water has to be disposed of," Benefield said. "Then there is the water used by major industries.

"Society creates the problem. Yet, we in the golf business are expected to carry the lion's share of the expense in recycling it.

"If golf courses weren't available to take this effluent, it would have to be sent to the ocean or deep-well injected into the ground, never to be used again.

"Golf courses, on the other hand, are more than willing to accept this effluent. Filtration through the grass takes out all the impurities in the water and replenishes the aquifer. Manufacturing plants certainly can't do that.

"Golf courses provide a tremendous service to society, yet we're expected to pay for it all."

Warned Woody Wodraska, former executive director of the South Florida Water Management District and one of the state's most active proponents of re-used water, "Don't let the re-use issue become a golf-course issue."

Taxes also received much attention during the summit. Faced with a major state budget deficit, legislators often view golf clubs as "fat-cat" operations able to pay more than most other businesses, golf industry speakers said.

State Rep. Sandy Safley explained his proposed bill for a 10-cent/1,000-gallon surcharge for ground and surface water. Safley will submit the bill in January. The proposal could cost the Florida golf industry an additional \$2 million annually.

"My primary concern is that, once such a surcharge is in place, there is no telling what the price might be by the year 2000," said Florida Golf Council Executive Director Bobby Brantley.

Additional taxes on initiation fees, special assessments and property are on the way, reminded Sen. Richard Langley. Legislators have also proposed a new luxury tax that could affect golf courses.

Awakening golf course owners to the perils facing their industry, like the effluent and tax issues issues, was the intent of the year-old Florida Golf Council. The trade association and summit sponsor is struggling financially because of the apparent apathy of many golf course owners, according to Council supporters.

"It's time for owners and operators to stop relegating this responsibility to staff," said National Golf Foundation Vice President Rick Norton.

With jacket on backwards to illustrate how cumbersome many regulations can become, Ed Seay of

Arnold Palmer Course Design projected his audience forward into the year 2001.

"Back in the '90s they promulgated regulations that pretty much govern the way we conduct ourselves now, as uncomfortable and restraining as they may be," said Seay, predicting a 21st-century state that has banned pesticides, prohibited all ground-water use by golf courses and basically left the golf industry for dead.

Ralph Simmons and Naomi



*State Rep. Sandy Safley explains his proposed bill for a 10-cent/1,000-gallon surcharge for ground and surface water. The proposal could cost the Florida golf industry an additional \$2 million annually.*

Whitney of the St. John's River Water Management District agreed that Seay's grim vision was a possibility if the golf industry did not take a more active stance in formulating government policy.

"I can see by the testimony given here this week there is much we don't understand about the way you do your business," said Estus Whitfield, environmental adviser to Gov. Lawton Chiles.

"But you have to realize that there are many good, qualified people on

## There's a trusted new name on the sod farm

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our staff charged with the responsibility of writing the various regulations that affect you. They don't know all the aspects of your business.

"I have learned a lot (here) that I didn't know before. But you people have a responsibility to meet with staff and explain it to them, just the way other industries do.

"It seems to me this can be done through the Florida Golf Council. You certainly have a qualified leader in Bobby Brantley. It sounds like you just have to get behind him

*'Society creates the problem. Yet, we in the golf business are expected to carry the lion's share of the expense in recycling it.'*

— Tom Benefield  
president, Florida GCSA



with the resources needed to get the job done."

To make the Council more effective, the board of directors voted unanimously during the summit to establish regional chapters throughout the state.

Those interested in joining the Florida Golf Council, or helping establish regional chapters, should call 904-893-9755 or 407-688-0800. Nancy Oliver is director of communications of the Florida Golf Council.

## Verona Hills expanding

VERONA, Mich. — The semi-private Verona Hills Golf Course, considered the premier layout in the Thumb, will expand but at a carefully controlled pace.

President Bob Buckley said Verona Hills, owned by the 250 members, won't become a giant resort stop. "Our club is based on 67 years of tradition and friendships drawn from six or seven communities," he said.

Scenic Golf and Country Club in Pigeon, Bird Creek Golf Course in Port Austin and Verona Hills are owned by groups of stockholders. All profit revenue is turned back into the course.

## Architects course

Continued from page 1

development. But I'm confident the students left with a practical understanding of the business."

The three-credit course — Programming, Financing and Construction of Sports Facilities — drew a cross-section of master's degree students. The class included two engineers, two history majors, business, mathematics, English and accounting majors.

Pate said their common goal was to manage in sport. Two, in particular, aim to work in management in golf. Others are interested in operating sports facilities or in being athletic directors. George is helping a group of three who decided to tackle course design as their semester project.

"In past years we've had groups of three do course projects on clubhouses and amenities," Pate said. "This year the entire group was interested in golf. I've known Lester George for awhile and spoke with him about it. We decided to do something different and unique."

The "unique" approach led to a class that went from classroom instruction to in-the-field work.

The Royal Virginia Golf Club in Haden, Va., a co-design of George and Pulley, was in the grow-in stage.

The students received topographical maps of the site, routed and designed their own courses, and presented their layouts for class critique.

"A couple of holes I thought were better than Lester's," Pate joked.

Pate said starting the lecture series was "a critical decision. We like to give the students a variety. But I'm glad we went ahead with it... It will definitely enhance our program by adding another dimension to the curriculum."

A teacher by nature, George said he especially enjoyed talking about the career he loves.

He said it helped that "the students were extremely sharp. They knew more than I thought about facility planning. Their questions opened a lot of discussion about other amenities like the clubhouse, lodging and conference facilities."

George said having an actual golf course site available made the course solid.

Would he like to do it again?  
"I'd love it," he said.

