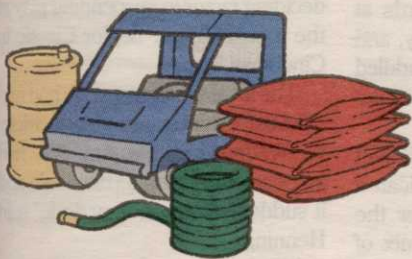


Briefs



GCN MARKETING CONFERENCE

YARMOUTH, Maine — There is still time to register for "Marketing to Golf Course Facilities."

The seminar, sponsored by *Golf Course News*, will be held Sept. 16-17 at Oak Brook Hills Hotel and Resort in Oak Brook, Ill.

The program will focus on the market needs of golf facilities and the development of market strategies to meet those needs.

Seminar topics will include trend data on growth and changes in golf facilities; buying habits of golf course market segments, including superintendents, developers, builders, and management company decision makers; international marketing; successful green marketing; and results-oriented sales.

The program is designed for chief executive officers, sales/marketing vice presidents and directors, sales managers and marketing communication managers in companies offering products and services for golf course facilities. It is also aimed at media directors or account representatives.

For more information or to register call the United Publications conference group manager, Rebecca Quinlan, at 207-846-0600.

DEERE CREATES NEW DIVISION

MOLINE, Ill. — Deere & Co. has created the Lawns & Grounds Care Division. The new division formerly was known as the Consumer Products Group, and was part of the company's worldwide agricultural equipment and consumer products division.

Bernard L. Hardiek, senior vice president who will retain responsibility for the Parts Division, and Mark C. Rostvold, vice president of the Lawn & Grounds Care Division, will head the new division.

"Creation of this new division reflects expanding prospects," said Hardiek. "The past 28 years, beginning with our first lawn and garden tractor, John Deere has developed what we feel is the industry's broadest line of lawn and grounds care equipment," he added. "We now manufacture for a variety of markets, including homeowner, commercial and golf and turf markets."

Hardiek noted that the company's worldwide growth in these markets continue to match or exceed objectives.

YWCA HONORS JOYCE

GLENDORA, Calif. — Barbara Joyce, Rain Bird Sales, Inc. customer service administrator of the distribution center in Tampa, Fla., has received a Women of Achievement award at the San Gabriel Valley YWCA's annual banquet.

This event provides the opportunity for organizations as well as the community to recognize women who show leadership and perseverance in their chosen fields.

Rain Bird officials said Joyce has made outstanding progress the past six years in developing the customer service department in Tampa through training of customer service reps and working closely with all the firm's markets and divisions.

She received Golf's Right Stuff award in 1987. She resides in Brandon, Fla.,

Lightning will always present major problems despite technological advances

By Vern Putney

The latest lightning tragedy, electrocution of a spectator at the PGA Championship at Crooked Stick Golf Club in Carmel, Ind., underscores the vulnerability of the golf course audience.

Unlike most spectators at major sports events, golf fans are out in the open if not the cold, subject to Nature's whims. Baseball followers can get under solid cover quickly, and football fanatics caught in a sudden storm may get hit with plenty of snow and rain, but are rarely exposed to lightning.

The fairway flock has few options. Summer weather and its mercurial twists and turns are a fact of life.

Storm clouds of criticism hovered for hours over the heads of several manufacturers of lightning detection equipment following the

death of a spectator and injury to five others during the first round of the U.S. Open at Hazeltine National Golf Club in Chaska, Minn.

Unfortunately, 40,000 persons simply couldn't be dispersed in less than 10 minutes. What could they do when there are few trees and practically all-open area?

The most sophisticated man-made device is at best a mere toy when Mother Nature heats up.

A viewer couldn't help but be sympathetic to a broadcast team explaining the intricacies of the hand-held, battery-operated M-01 Intracloud Lightning Detector pioneered by Dr. Ralph Markson a few seconds before all heck broke loose.

The M-01 senses intracloud lightning activity, that is, lightning from cloud to cloud or within a single cloud. Ninety percent of all lightning is

intracloud.

The Atmospheric Potential Probe made by Airborne Research Associates of Weston, Mass., complements the M-01, searching for raised electrical fields penetrated by thunderclouds that can reach up to 10,000 volts per meter.

Installed in a clubhouse and connected to a personal computer with special software, it permits a course official to monitor thunderclouds within five miles. Yellow warnings and red alert levels display information that automatically can trigger alarms and sirens.

Airborne systems worked well when invited by the USGA to assist in lightning detection at the 1990 U.S. Open. Times, weather and course conditions change, however.

Suddenly-savage Nature wasn't in the mood

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Idaho field burning may be snuffed out, too

By Bob Spiwak

New fuel is being added to the fires of controversy surrounding turf field burning in Idaho.

Duane Hagadone, businessman who owns Coeur d'Alene Resort (with the world's only floating green) and a chain of newspapers in Idaho, has turned the cap on the fuel container, according to a Spokane, Wash., newspaper. It appears his ultimate goal is to turn the screws on the practice of field burning until it is no more.

He's not alone. Health and environmental forces are likewise incensed over the clouds of smoke that annually fill the air of North Idaho.

A Hagadone newspaper, the Coeur d'Alene Press, hired an ex-Spokane columnist to write about field burning. This follows comments by Don Jacklin, co-owner of Jacklin Seed Co. in nearby Post Falls, that he was advised there would be a negative story every day of the burning season.

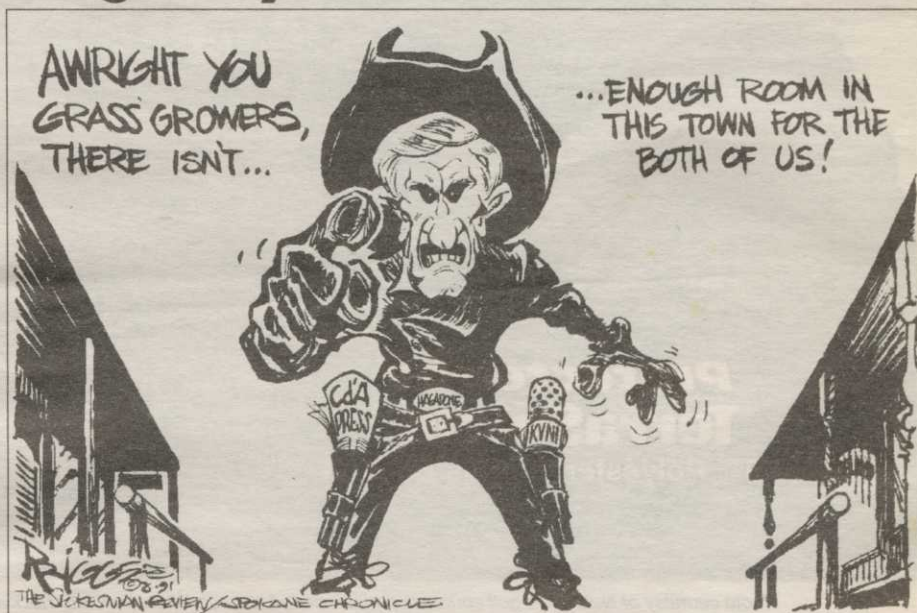
Hagadone's resort, which has won top awards in travel surveys, relies on tourism, as does a large portion of north Idaho. When palls of smoke hang in the air, the visual and olfactory pollution do little to enhance the image of clean air on the Rockies' west slope.

Earlier this year, a compromise burning measure was defeated in the Idaho state Legislature. Supported by many growers and suppliers as an alternative to a burning ban, the compromise would have decreased the acreage burned, with voluntary compliance by the growers. When the solons, in effect, voted to change nothing, their action drew criticism from the Coeur d'Alene paper.

Not only the esthetics of smoke has provided the ammunition for the foes of burning. The effect on health has become an important issue. Some people complain they are prisoners in their own home when burning begins, according to a spokesperson from the Washington chapter of the American Lung Association. The association acknowledges that there has been no information on the effects of the burning fields on health.

In the state of Washington, burning is limited to a certain number of days. Prior to ignition, growers must obtain official approval based mainly on weather conditions. This year, Idaho growers have agreed to limit burning to 14 days on a voluntary basis, despite a more liberal approach in the state law.

Early in August, Oregon passed a law that will ban all burning of fields by the year 2000. Oregon produces mainly fescues and bentgrasses, with Washington and Idaho leading in bluegrass production. Burning has been the traditional



method of promoting new growth, ridding the fields of stubble as well as controlling disease.

The grass burning reached the status of cause celebre Aug. 12, the first day of burning. A Spokane television crew filmed the fires on Idaho's Rathdrum Prairie. Prior to igniting the fields, balloons were sent aloft to reflect weather data and test the field for a favorable northeasterly flow — away from populated areas.

Art Long of the Kootenai Clean Air Coalition, a multi-country organization, was not happy. "From our perspective, this is a disaster in Bonner County (north of Coeur d'Alene). "You could barely see the lake from Highway 95 which runs

alongside. It (the smoke) was on the ground ... totally obscuring the view. The impact on tourism is about to come."

Robert Duffield of the Kootenai County Clean Air Coalition said he was on the telephone for 20 minutes consoling a young woman with asthma. He said, "We see grass burning as something that is unnecessary and wrong, and we want it to stop."

A burning ban could winnow a lot of the area's bluegrass growers, some of whom feel that if grass production is halted, it could lead to housing development or to other crops such as wheat.

Then there would be dust instead of smoke. And a lot more of it.

Ore. field burning banned by end of decade

Continued from page 1

of field burning, propane flaming requires an hour to do five acres.

Nelson estimates a day to rake and bale the straw of a hundred acres prior to applying the six-foot-wide propane torch. Growers have questioned the economic feasibility of the propane method.

Burning fees paid to the state have been raised from \$3.50 to \$10 per acre field-burned, and a dollar an acre levy has been imposed on propane flaming. This has led some growers to consider places such as Alberta, Canada, or New Zealand as alternative growing sites.

"You always get a few growers who are going to the moon," said Nelson. He added that growers, in the main, have decreased reliance on field burning, citing a 60 percent reduction of burning compared to three years ago.

He said that Alberta is "casting about" for good cash crops, but all the province could produce is Boreal red fescue, a grass comparatively coarser in texture than fine fescues such as Chewings, which are close to 100,000 acres in Oregon cultivation. (Annual and perennial ryegrasses are grown over about 200,000 acres, and bent grasses occupy another 15,000 acres.)

New Zealand, Nelson went on, probably has reached its maximum growing potential, in the neighborhood of 20,000-30,000 acres.

What is the future of Oregon's grass seed industry in the face of the new law? "It's a challenging piece of legislation. It will put a lot of demand on the seed industry to find alternative growing methods."

Asked about reaction to passage of the law, Nelson referred to it as "A bitter-sweet thing." His

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Mobay Corp. fined record amount by EPA Lightning plagues golf courses

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-forcement response policy which takes into account the nature, circumstances and extent of each violation.

EPA's complaint against Mobay, containing more than 400 counts, alleges that Mobay:

- imported chemical substances for chemical purposes that were not on EPA's TSCA inventory;
- falsely certified that the import shipments were in compliance with TSCA;
- filed incomplete PMNs that failed to include all known trade names and all intended uses for the specified

chemical substances;

- provided false information to EPA regarding the dates certain substances were first imported;

- improperly reported certain substances to the TSCA inventory during the initial reporting period; and
- submitted inaccurate or unsupported information in required reports.

Under TSCA, companies may not manufacture or import chemical substances unless they are reported to and listed on an inventory of chemical substances compiled by EPA.

New chemical substances must be reported to EPA 90 days prior to

manufacture of import through a pre-manufacture notice which includes information on the intended use of the substance, as well as test data related to human health and environmental effects.

Edwin B. Erickson, regional administrator for EPA Region III, said: "In seeking large penalties for these violations, EPA is sending a message to all chemical manufacturers to abide by the law. When a company violates TSCA rules, it risks exposure of the community and the environment to hazards associated with potentially harmful chemicals."

Continued from page 35

for theory or futile safeguards at Hazeltine. It struck in full fury, and tragedy resulted as the group huddled under a lone willow tree close to the 11th tee.

Is there a lesson to be learned? Not really. Man's most sophisticated warning weaponry won't alter the outcome pitting the volatile mix of compacted crowds and wide-open courses against Nature.

The lightning detector is a valued tool in determining suspension of play and clearing players from the course.

As Brian Henning, Senior PGA Tour director, wrote to Markson: "The

lightning detector once again was the deciding factor in suspending play at the recent Kroger Senior Classic in Cincinnati."

The local weather service had told officials to expect rain but no electricity for Wednesday's Pro-Am. "We had just started in the afternoon rain and it suddenly became very dark," said Henning.

"The detector was giving us a warning even though we could not see lightning. We decided to suspend play and call players off the course. Fifteen minutes later the heavens opened. Not only did it rain very hard, but there was cloud-to-ground lightning. Fortunately, everybody was safely under shelter."

Ken Lindsay, PGA of America director, noted that in a tourney at Jackson, Miss., "Airborne equipment helped us to determine the right time to suspend play and evacuate the golfers. Eighteen minutes later, everyone was off the course. Twenty-five minutes later, the lightning began and it started to rain very hard."

While this Airborne-linked action takes care of the players, 40,000 watchers face a dilemma. How and where do you flee to safety?

Castle Pines GC in Castle Rock, Colo., bought French-made "Prevelectron S6" conductors as added lightning safeguards for its mid-August International tour tournament. Used mainly on tall buildings and nuclear power plants, each is said to shield a 200-yard radius of a designated safety zone.

These terminals, about the size of a football and costing \$3,500 each, have a self-contained electrical device that generates ions under storm conditions, creating a path for the lightning to follow and thus directing it away from sensitive areas.

Lightning claimed 106 lives in the United States last year. Now, if the M-01, the Probe and the S6 work as well as the Patriot missile, mankind may have taken a small step to combat, or at least deflect, unforgiving and capricious Nature.

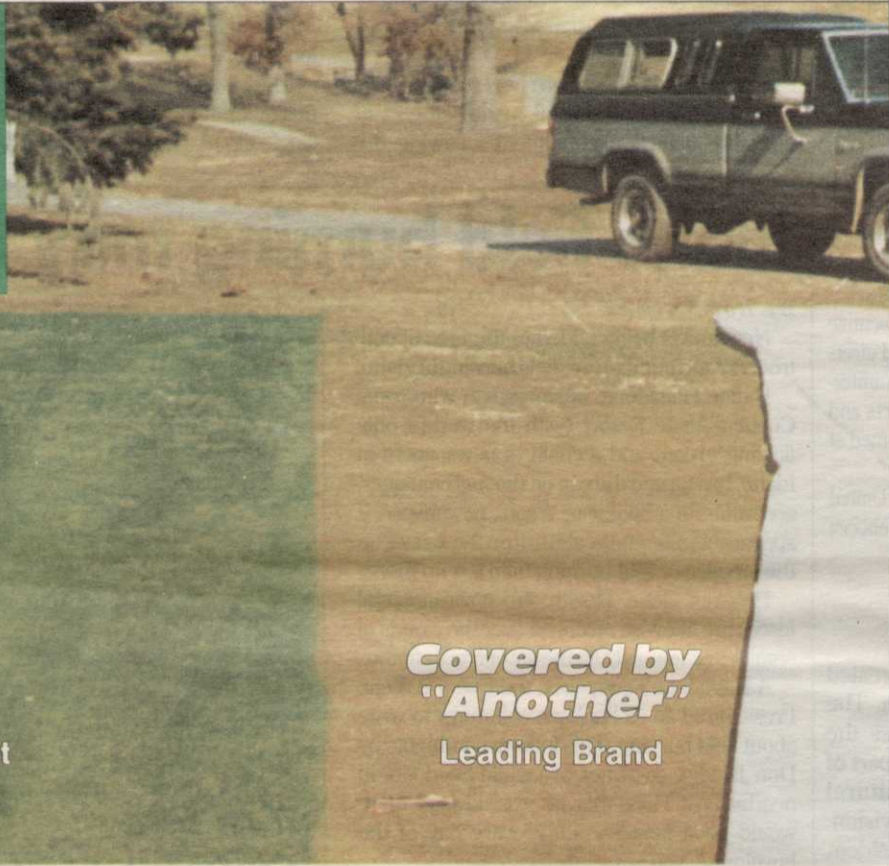
Ore. burning

Continued from page 35

hope is that after years of uncertainty about legislative action, it will "...give a known direction, and get rid of the political squabbles..." associated with the issue of burning.

The future will require new methods as well as different cultivars. For sanitation of fields, experimental raking and thatching are being tried which may take the debris out of the plant crowns. Chemical methods are being investigated. And there are huge field vacuum cleaners, complete with brushes and flails which are another hopeful alternative to burning. Propane burning will not be banned, provided emissions meet federal "PM-10" standards. These require that particulate matter 10 microns or less not exceed 20 pounds per acre, based on an annual average of 24-hour periods of measurement.

It appears that, despite the cries of some doomsayers, the law will not kill the Oregon seed industry.



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Photo courtesy of Nat Binns, golf course superintendent, Lakewood Country Club, Rockville, Maryland. (unretouched photo)

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