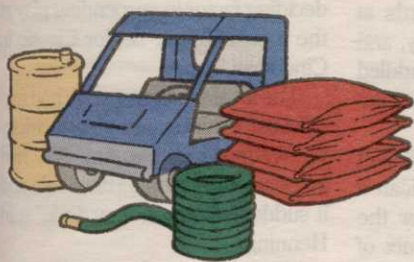


Briefs



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.

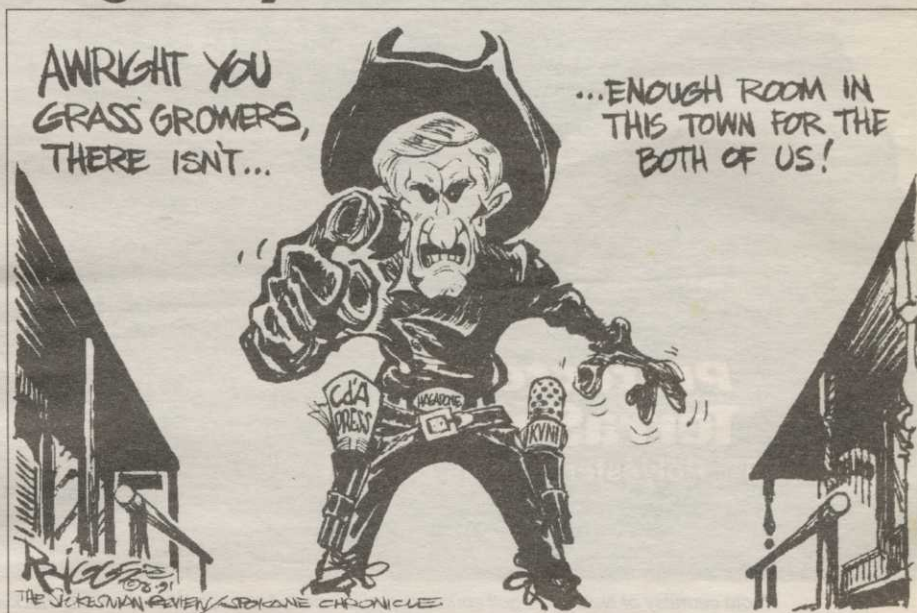
Hagadone's resort, which has won top awards in travel surveys, relies on tourism, as does a large portion of north Idaho. When palls of smoke hang in the air, the visual and olfactory pollution do little to enhance the image of clean air on the Rockies' west slope.

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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