

Sawgrass' famous 17th faces supers

A forlorn figure fishes in vain for his ball short of the green on the 17th hole of the TPC Sawgrass Stadium Course. This scene will be repeated frequently during the annual Golf Course Superintendents Association of America Golf Championship, Feb. 10-11.

The world-famous 140-yard hole boasts grim watery grave statistics. Termed scenic, wondrous, exciting and frightening, the hole claims 75,000 balls annually during 36,000 rounds, according to superintendent Fred Klauk.

The local rule is two errant tee shots per player, then a move up to the forward tee for a drop 90 yards from the green. If that shot fails, mark an X on the scorecard.

The second tourney site, the par-72 Valley Course, is "more moderate" and also supervised by Klauk.



Also designed by Pete Dye, the Valley Course opened in 1987. Tour pro Jerry Pate assisted in construction, as did PGA architect Bobby Weed.

Sawgrass Country Club, designed by Ed Seay, first opened for play in 1974 and hosted the Tour-

namment Players Championship from 1977 to 1981.

Randal Hooper is the superintendent, following in his father's footsteps.

Jack "Eddie" Snipes is superintendent at the fourth tourney course, Oak Bridge Club at

Sawgrass.

The championship flight will be 36 holes of stroke play. The champion must be an amateur.

Other flights will use the Stapleford point system. Gross and net points are figured by use of a point quota.

PGA's Beman thanks and welcomes superintendents

From Deane Beman, PGA Tour commissioner:

"The PGA Tour from its Sawgrass headquarters has a special welcome for the United States Golf Course Superintendents Association's tournament field.

"We'd like to take this opportunity to salute the superintendents for the prominent role they've played in fine-tuning our regular Tour, Senior PGA Tour and Ben Hogan Tour course sites from Maine to California.

"Their unstinting dedication to their craft is much responsible for the annual success of our showcase product and continued growth of the game we treasure.

"The PGA Tour is particularly proud that its members in the recent *Golf Course News* poll voted TPC Sawgrass 1991's Best Conditioned Tournament Resort Course.

"May you all enjoy your stay and your championship, and may you all give par a battle."

Certification seminar tests planned

A seminar of study guidelines for earning Certified Golf Course Superintendent status will be held at the international conference, Feb. 13, in the New Orleans Convention Center.

Offered by the Golf Course Superintendents Association of America, the seminar familiarizes participants with the latest study materials, sample questions and helpful hints on how to prepare for the certification examination.

The examination itself is also being offered, to pre-registrants, on Feb. 15.

To take the test, superintendents must be approved applicants in the certification process and must have submitted a written statement of intent no later than Jan. 1.

A luncheon for certified superintendents is being held Feb. 14. Advanced registration is required.

Meanwhile, people attending the educational seminars Monday through Thursday, Feb. 10-13, may sign up for continuing educational units in the conference registration area of the convention center.

Audio cassettes of sessions available

Audio cassettes of the concurrent educational sessions and allied association sessions will be available on-site at the international conference and show in New Orleans.

Cassettes may be bought at the Audio Archives, booth, located in the convention center's registration area.

Meanwhile, a synopsis of the concurrent sessions will be published in Conference Proceedings, a softbound volume available for \$7 from the Golf Course Superintendents Association of America.

Marketing research services offered by CGCM

The Center for Golf Course Management will offer a variety of marketing research services and publications at the 63rd International Golf Course Conference and Show, Feb. 10-17, in New Orleans.

CGCM is a subsidiary of the Golf Course Superintendents Association of America, which sponsors the annual event.

The "Business Side of Golf" educational session planned for Friday afternoon, Feb. 14, will include a presentation by Robert Shively, GCSAA director of marketing. Shively will explain the goals and usefulness of marketing research, drawing examples from CGCM's marketing research reports based on nationwide surveys of golf course superintendents.

All of CGCM's 1990 and 1991 marketing

research reports will for sale during the trade show, Feb. 15-17.

The 1991 series of reports includes three detailed reports on specific market segments: pesticides and fertilizers, golf cars and turf utility vehicles, and mower and maintenance equipment.

The 1991 Buying Habits of Golf Course Superintendents Report summarizes information from the three tailored reports and adds a section on industry trends in the areas of water usage, chemical packaging, wetting agents and single-task vs. multi-task equipment.

The 1991 Golf Course Superintendents Report, which is available only to practicing golf course superintendents, includes data on maintenance budgets, capital ex-

penditures, equipment inventories, product ratings, and so on.

Available reports also include a broad industry overview in the 1990 Buying Habits of Golf Course Superintendents, plus the 1990 edition of the Golf Course Superintendents Report.

Also during the trade show, CGCM staff will conduct conferences with potential clients for proprietary research services. CGCM works with golf course management industry clients to collect, analyze and report proprietary data.

CGCM is scheduling an invitation-only luncheon for CGCM clients at New Orleans. Shively will provide a brief overview of the buying habits of golf course superintendents during the luncheon.

Florida Green, other chapter publications to be honored

Perennially honored *The Florida Green*, published by the Florida Golf Course Superintendents Association, is the best superintendents newsletter in the country larger than 16 pages, according to the Golf Course Superintendents Association of America.

The GCSAA will honor *The Florida Green* and five other newsletters at the conference and show in New Orleans.

The Florida paper, edited by Joel D. Jackson, will be presented Best Overall Award in the category for newsletters averaging 16 pages or more per issue.

Best Overall for smaller sized newsletters will be presented to Metropolitan GCSA's *Tee-To-Green*, edited by Timothy Moore.

Golden State Fairways, the Cali-

fornia GCSA's newsletter edited by Helen M. Stone, won Best Cover.

The Texas Turfgrass Association's *Texas Turfgrass*, edited by Richard Doble, won for est Flag.

Best Original Editorial Content Award will go to *The Grass Roots*, published by the Wisconsin GCSA and edited by Monroe S. Miller.

Through The Green, by the Georgia GCSA and edited by H.E. Frenette, will get the award for Best Visual Format.

Twenty-five publications were eligible for the annual contest, which was judged by Jerry Ducker of Hallbrook Farms Country Club, Nancy Harper of the advertising and communications firm Harper & Associates, and Lois Wolfe of the National Federation of Press Women.

Former All-Pro Abramowicz prayer speaker

Former National Football League wide receiver Danny Abramowicz, a 17th-round draft pick who rose to All-Pro status, will speak at the annual Prayer Breakfast at the 63rd International Golf Course Conference and Show.

Open to all faiths, the breakfast will be held at the New Orleans Hilton. Coffee and Danish will be served at 7 a.m. and the program will begin at 7:30 a.m.

Abramowicz, an Xavier University graduate who starred for the New Orleans Saints, is head football coach at New Orleans' Jesuit High School.

Active in the Fellowship of Christian Athletes, he works with a drug-alcohol abuse prevention program and the Special Olympics.

He also built a playground, Independence Isle, for physically challenged youths.