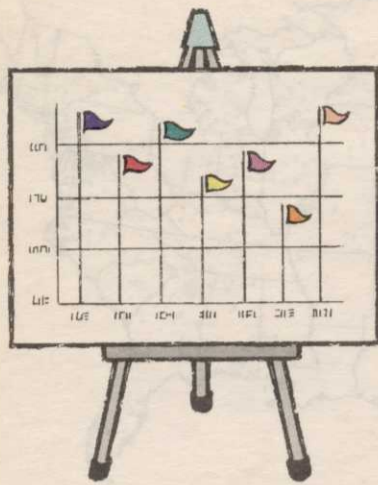


Briefs



MARRIOTT PROMOTES HAMMOCK

WASHINGTON, D.C. — Kevin Hammock, most recently director of golf at Marriott's Seaview Golf Resort, has been advanced to the newly created position of associate director of Marriott Golf at the unit's headquarters here.

Hammock is involved with development acquisitions, golf marketing efforts and career growth programs for the more than 150 golf professionals on the Marriott golf staff nationwide. He is succeeded at Seaview by Rick Kline, a 10-year veteran of the Marriott Golf program.

Hammock joined Marriott in 1982 at the Camelback Golf Club in Scottsdale as an associate golf professional and was named director of golf at Seaview in 1989. A year later, he assumed additional responsibilities with Marriott Golf as regional director for development.

A graduate of Arizona State University, Hammock was named the 1991 PGA Merchandiser of the Year. He has also earned PGA Merchandiser of the Year honors in the Philadelphia section the past two years.

SIMI HILLS NAMES MGT. FIRM

Golf Enterprises of Santa Monica, Calif., has been selected to operate Simi Hills Golf Course. Golf Enterprises, associated with PGA player Jim Colbert, will lease and manage the golf course for 15 years, beginning in April.

The Rancho Simi Recreation and Park district board chose Golf Enterprises over two other final bidders partly because it offered \$15.3 million in revenue and improvements to the district for the lease period.

National Tennis and Golf Inc. offered \$16.4 million and American Golf Corp offered \$15.1 million. The current manager, G.V. Management, lost the bidding race when its bid came in at \$1.9 million below the others.

KEMPER TO OPERATE PINE FOREST CC

SUMMERVILLE, S.C. — Kemper Sports Management designed, built and will manage Pine Forest Country Club, which opened Jan. 4. "Pine Forest widens the choices we offer area golfers," said Kemper spokesman Tom Lenz, adding he is pleased Kemper has expanded its presence in the "attractive" Charleston market. Kemper already owns and operates Crowfield Golf and Country Club in Goose Creek and operates Patriots Point Links in Mt. Pleasant.

Pine Forest is an 18-hole, par-72 semi-private facility. The course requires accurate tee shots and approaches to avoid Carolina pines that line the rolling fairways and surround plateau greens. Water comes into play on all 18 holes.

The layout measures form 5,007 yards from the forward tees to 6,905 from the championship tees.

# CMAA conference draws record crowd

Club managers focus on many golf course maintenance issues

By Peter Blais

The environment, club manager/superintendent relations, golf course renovations and financial trends were among the topics covered at the Club Managers Association of America's 65th Annual Conference and Show last month in San Diego.

More than 3,000 people attended the five-day conference's 90 educational sessions. Vendors displayed their wares at the accompanying 15th Annual Exposition's 350 booths, an association record.

It also marked the passing of the CMAA presidential torch from James Pearce of The Dallas Club to John Sullivan of Grosse Pointe (Mich.) Yacht Club.

"It's been an honor and a privilege serving you and our great association," Pearce told the gathering at the opening business session, highlighted by keynote speaker Art Holst, a humorist, author and National Football League official.

THE ENVIRONMENT

Today's golf course superintendent is as concerned about the environment as any member of the Sierra Club or Audubon Society, said Dave Fearis, superintendent at Blue Hills Country Club in Kansas City, Mo.

Superintendents strive to avoid ground water contamination, protect wetlands, ration scarce water supplies and stop underground storage tanks from leaking petroleum, Fearis said.

Ground water tests near golf courses at Cape Cod, Mass., West Palm Beach, Fla., and

Ohio State University revealed no pesticides or levels well below federal health advisory limits.

An Environmental Protection Agency study of 1,300 wells nationwide showed wells near homeowners were 2-1/2 times as likely to contain traces of pollutants as those near golf courses.

President Bush has called for zero tolerance of pesticides in drinking wells. But it is an unrealistic goal because of technological advances allowing measurements as small as a part-per-trillion, the equivalent of one second every 32,000 years, Fearis said.

Turf traps the bulk of properly applied pesticides in the top two to three inches of soil and filters out many other contaminants before they can reach ground water, Fearis

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# Scholarship program recipient joins Dye Designs

DENVER, Co. — In 1986, Dye Designs Inc. established a scholarship program to encourage candidates to seek a college degree in a related field of study which would lead to full-time employment in the golf industry.

On Dec. 14, Daryl Dinkel graduated from Colorado State University in Fort Collins, with a degree in landscape/horticulture specializing in turfgrass management. The achievement is significant because Dinkel never wanted to go to college, but now has a degree in a field of study which Dye Designs Chairman Perry Dye feels will make him a valuable employee.

Dye saw in Dinkel the potential to be the first role model in an educational plan with



Perry Dye, left, congratulates Daryl Dinkel

Dye Designs providing financial assistance for the college classwork resulting in a degree and with the promise of full-time employment after graduation.

Five years ago, Dye and Dinkel discussed four options of study. Dinkel picked landscape/horticulture because he knew he did not like working indoors and could never be an "office person."

Dinkel now awaits his first assignment on one of Dye's golf course design and construction projects. His goal is to become involved in construction and then management as a superintendent.

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# Course owners recognize contributions of PGA Tour

The board of directors of the National Golf Course Owners Association has presented its Award of Merit to the PGA Tour.

The award was given to Deane Beman, commissioner of the PGA Tour, at a luncheon on Jan. 15 at Catamaran Resort Hotel in San Diego.

The award is presented annually for achievements that "reflect the proud traditions, elevate public awareness, and contribute to the advancement of golf as a life-long recreational and competitive activity."

During Beman's tenure, the PGA Tour has

experienced tremendous growth. PGA Tour Investments, a member of the NGCOA, has grown to include more than 14 golf facilities in the United States.

The Tour has also opened "Family Golf Centers" that are designed to provide a venue for the whole family to learn and enjoy golf. The Tour has brought countless players to the game by conducting golf tournaments throughout the country, many of which are televised to millions of households each year.

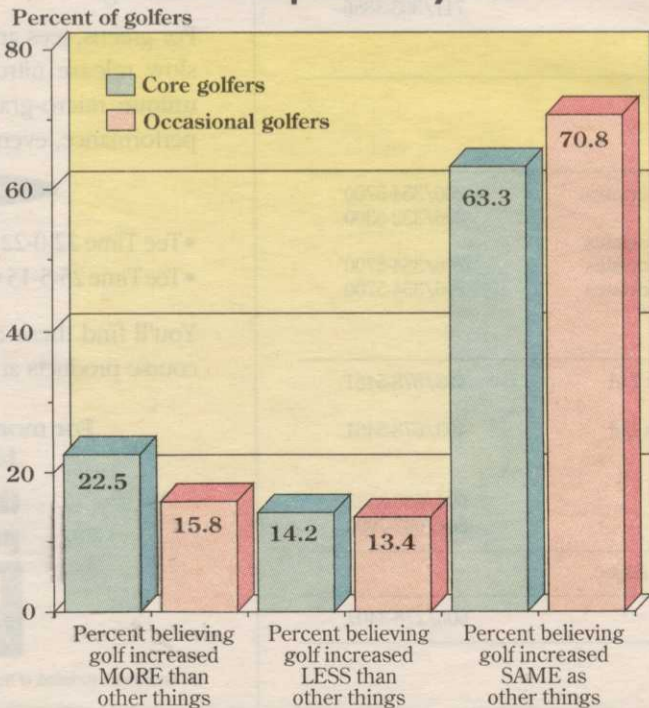
During these tournaments, members of

the Tour put on clinics to encourage youngsters to play and enjoy the game. NGCOA said the Tour has also been an outstanding contributor to a variety of charities, including junior golf programs. The Tour has earned \$184.5 million for charity since its inception. \$115.6 million of this total has been donated in the past six years.

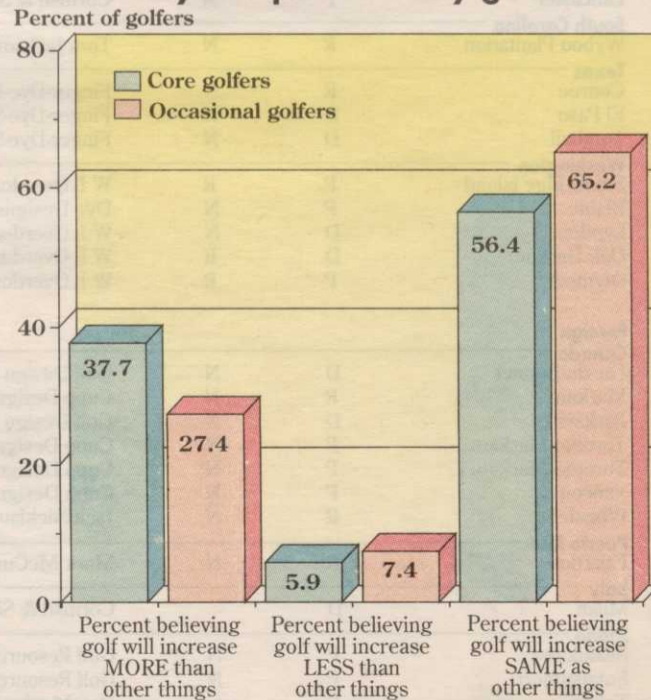
Michael Hughes, executive director of the NGCOA, said: "We are extremely pleased to present our Award of Merit to the PGA Tour."

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## Player perceptions of the cost of golf over the past five years



## Increase in the cost of golf in the next five years perceived by golfers



Source: NGF