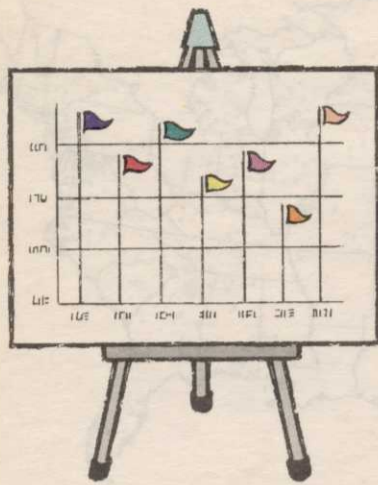


Briefs



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 from 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.

Continued on page 69

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.

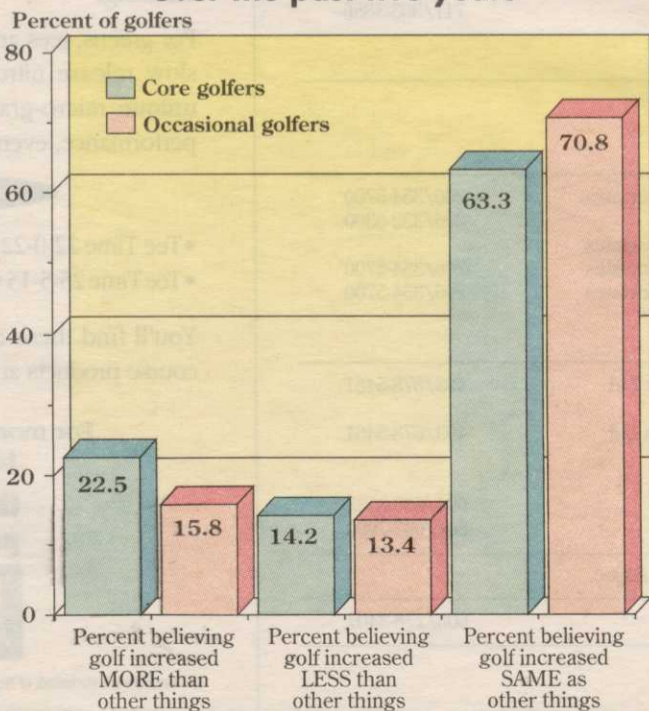
During these tournaments, members of

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.

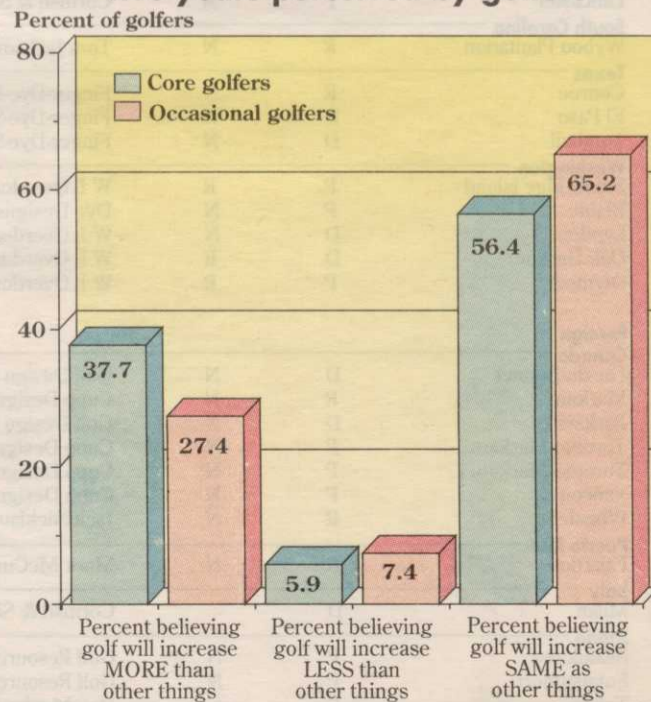
Michael Hughes, executive director of the NGCOA, said: "We are extremely pleased to present our Award of Merit to the PGA Tour."

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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

Club managers explore variety of maintenance issues

Continued from page 64

said.

More research is needed on ground water contamination. Yet, federal cutbacks have caused universities, like the University of Missouri and Pennsylvania State University, to curtail research, he added. The Golf Course Superintendents Association of America, United States Golf Association and turf industry have picked up some of the funding slack.

"Water may become more precious than oil in the next five years," said the Blue Hills superintendent.

Saving water has become particularly important in areas like Arizona, where new courses are allowed to irrigate just 90 acres of turf; Florida, where most parts of the state are

rationing water at 60 to 90 percent of traditional rates, and many new courses are required to use effluent; and even Wichita, Kan., where a proposal to restrict watering of greens to two hours a night and tees to one hour is under consideration.

Alternative low-water-use grasses, like buffalograss, are being introduced to rough areas, Fearis said. Drought-tolerant tall fescues, zoysiagrass and Bermudagrass are being used elsewhere. Automated irrigation systems with low-pressure heads and more efficient pumps are being installed.

"But the key to saving water is re-educating golfers who are used to a plush green carpet everywhere," Fearis said. "They have to learn to tolerate some brown areas.

"Cutting greens below 1/8-inch is crazy. Cutting below that height requires far more water and pesticides. Acceptance of those changes has to come at the board level."

The federal government is requiring courses with underground storage tanks to have much higher levels of insurance or financial resources by Dec. 31, 1993, Fearis said.

"If you have a tank that is more than 15 or 20 years old, you should put a new one in," he told the assembled managers. "When you remove it, the soil around the tank may be contaminated with spilled gas. That soil may have to be shipped off to an approved landfill."

The U.S. Supreme Court ruling last June

that federal law could not stop localities from imposing their own pesticide regulations has opened the door for local pesticide restrictions in the 83,000 municipalities nationwide, Fearis said. (See related story page 1.)

Even if proposed Congressional bills restoring federal pre-emption on pesticide issues are passed, Fearis predicted stricter environmental laws are on the way in terms of training; restricted-use pesticide applications by licensed applicators; cleaning and disposing of wash water from chemical application equipment; regulations on a chemical's leaching ability; exhaust emissions from utility vehicles and golf cars; disposing of used oil; and installation of eyewash stations.

To help avoid problems, Fearis recommended managers begin training their chemical applicators; conduct environmental audits; make the public more aware of the positives of a golf course; train staff how to respond to the public's questions; institute integrated pest management practices; and have the superintendent join the GCSAA.

MANAGING THE MAINTENANCE BUDGET

The type of golf course greatly influences the maintenance budget, according to Randy Nichols, head superintendent at Cherokee Town & Country Club in Dunwoody, Ga. and a member of the GCSAA board of directors.

Traditional links and modified links courses are generally easy to maintain because of their lack of trees and largely natural areas, Nichols said.

Modern courses are usually more expensive to keep up with their steep slopes, deep bunkers and undulating fairways. Growth regulators help slow grass growth and reduce mowings.

Hilly courses are particularly difficult on mowing equipment, Nichols said. Brakes on riding mowers must be in top condition to avoid rollovers.

Large greens require more fertilizers, chemicals and mowing, Nichols said. Small greens suffer from extreme wear and are expensive to repair. Somewhere in the middle works best.

Concrete paths are 30 to 50 percent more expensive to install than asphalt, Nichols said. But concrete costs much less to maintain. Partial paths may be the cheapest. Yet, constant re-sodding is necessary where paths turn to grass.

The three major insect pests are grubs, fire ants and mole crickets, Nichols said. They can cost thousands of dollars to control.

Labor accounts for 50 to 60 percent of the average maintenance budget. As the labor pool shrinks, women, minorities and migratory workers become a more important source of workers, Nichols said.

A crowded course can reduce a maintenance crew's effectiveness by 50 percent, he said. Early-morning play keeps workers off the course when they would normally perform most maintenance functions. Shotgun starts leave no place for the grounds crew to work. And the extra work involved in tournament preparations can severely eat away the maintenance budget.

Putting together the golf course maintenance budget should be a joint effort between the general manager and superintendent, Nichols said. It is usually the most expensive part of any overall country club operation. That's fitting since the golf course is the most important part of most facilities. A dropoff in course quality often results in fewer greens fees, reduced play and membership declines, he added.

Nichols said he is a firm believer in the general manager concept. The general manager should sit down with the superintendent to develop the budget. Hopefully, the GM has

Continued on page 67

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CIRCLE #162

during the 65th annual CMAA gathering in San Diego

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spent some time in the maintenance facility, is on the course at least once a week and attends the GCSAA annual convention so he understands the superintendent's needs.

RENOVATIONS

Renovations are becoming increasingly popular because of the natural aging of golf courses and the relative ease of obtaining environmental permits for renovations compared to new courses, according to New Jersey golf course builder Bill Kellers.

Why do courses do renovations?

Deterioration is the usual reason, whether it is to overworked greens that need rebuilding, traps that need refacing or whatever, Kellers said. Liability can be another reason if, for instance, stray shots are striking cars traveling along a roadway running near the course. Poor drainage is often a motivating factor to improve a course.

Whatever the reason, working with the superintendent is very important, especially on smaller jobs where an architect isn't necessary and the superintendent's crew can do the job itself.

Certain principles apply to renovation work, Kellers said. First, a course should have a good master plan, so that any changes don't alter the course's character. Second, any renovations should have an aesthetic appeal. Finally, any changes should result in a course that is playable for golfers of all abilities, is



'Your association is in good financial condition.'

— Richard Kolasa
new CMAA vice president

easily maintained and is sensitive to environmental considerations.

Logistically, everyone needs to know what is going to happen, from the superintendent to the general manager to the members.

Work should begin at the farthest point from the clubhouse and

work back to minimize impact on golfers. And clean-up after the job is very important, he added.

If several greens need rebuilding, doing them one at a time rather than all at once can also reduce inconvenience for golfers. Sodding and mowing techniques have improved, but if getting the green back into play quickly isn't important, seeding will yield a smoother putting surface, Kellers said.

Finally, once a job is done, Kellers recommended having it independently inspected to make certain it was done properly.

FINANCES AND TRENDS

The average private course maintenance budget jumped 13 percent in the last year, from approximately \$27,000 per hole a year ago to almost \$31,000 this year, according to Pannell Kerr Forster's 1992 *Clubs in Town & Country*, an annual financial survey of more than 250 private country clubs.

Payroll and related expenses provided the bulk of the increase, rising 16 percent, while other expenses grew by 8 percent. Overall, labor costs represent 48.9 percent of course maintenance expenses.

"That means that half of every dollar in the maintenance budget is spent on labor," said PKF's Kevin Crow. "If you're looking to improve your budget, that's the place to make big things happen. If you can control your labor costs, you can get a lot of mileage out of changes there."

The fact that regular membership dues were up 2.9 percent compared to a 2-percent drop in other memberships (social and tennis for example) demonstrates the importance of golf to the club operation, PKF personnel said.

The national accounting firm will add a new figure to its annual report next year, maintenance costs per round, Crow said.

"We recognize the figure may have more meaning for a club that does 20,000 rounds annually than one that does 70,000," he said.

The firm will also begin publishing reports similar to *Clubs in Town & Country* for the daily-fee and resort course industries, he added.

BUSINESS AND ELECTIONS

CMAA Secretary/Treasurer Richard Kolasa of Skyline Country Club in Tucson, Ariz., reported the association added \$100,000 to its reserves while decreasing expenses \$14,000 in the past year.

"Your association is in good financial condition," he said.

Kolasa was also elected vice president while Bill Schulz of Houston Country Club was named secretary/treasurer.

Bill Kendall of Woodmont Country Club in Rockville, Md., and Paul Skelton of Troon Golf & Country Club in Scottsdale, Ariz., were elected to the board. Re-elected were Randall Gudanowski of Indian Trail Club in Franklin Lakes, N.J., and Norman Spitzig Jr. of Fort Wayne (Ind.) Country Club.

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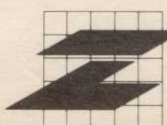


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