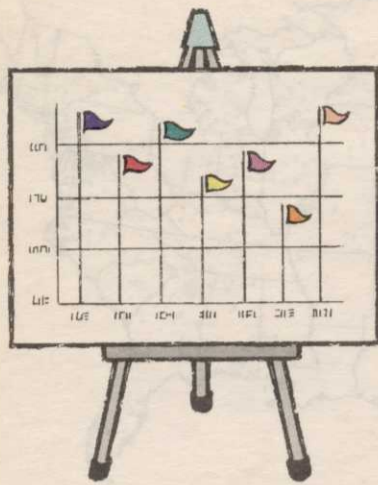


Briefs



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

Continued on page 66

# 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.

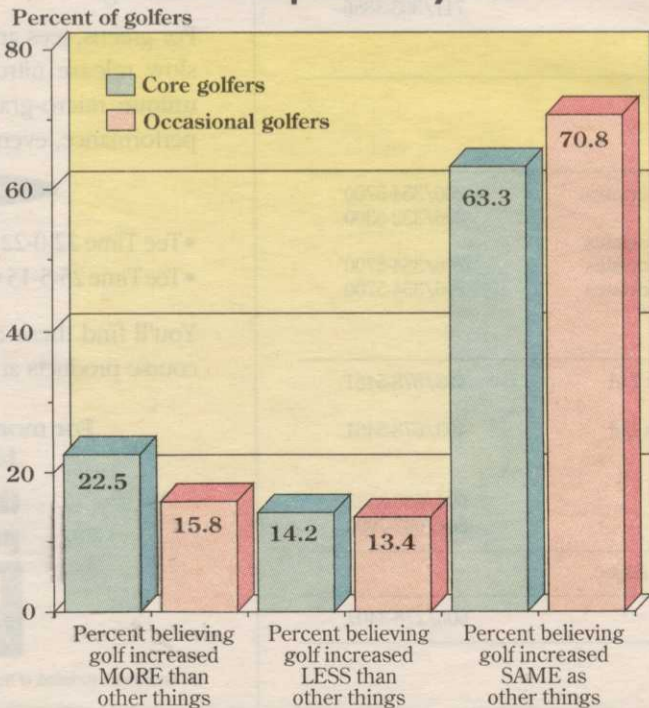
During these tournaments, members of

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.

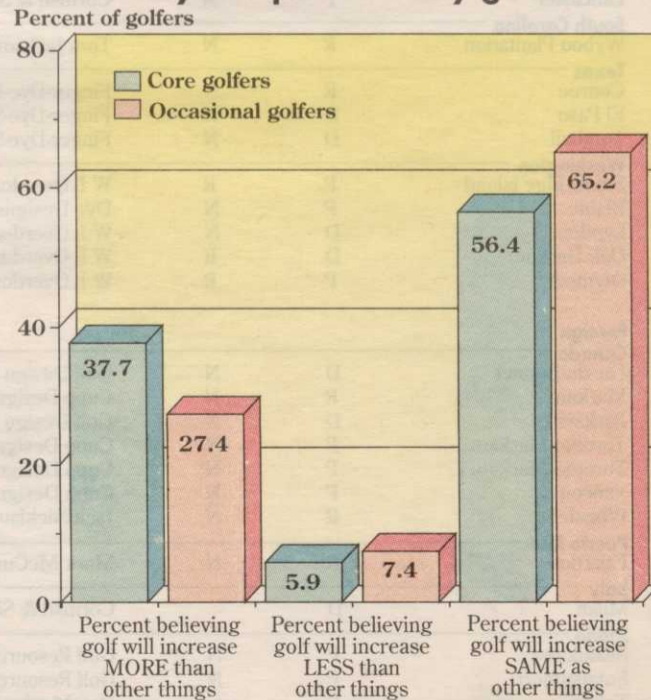
Michael Hughes, executive director of the NGCOA, said: "We are extremely pleased to present our Award of Merit to the PGA Tour."

Continued on page 69

## 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



## NGF sponsors seminars for course owners and operators

Course owners and operators will get a chance to learn ways to improve their bottom lines at National Golf Foundation symposiums this spring in Florida and California.

A conference March 15-17 at the Marriott at Sawgrass Resort Hotel in Ponte Vedra Beach, Fla., entitled "Obstacles Overcome by Successful Golf Course Operators" will feature sessions on creating new customers and know-

ing the ones you've got, increasing play among existing golfers and marketing the facility.

The California conference, held April 5-7 at the Newport Beach Marriott Hotel & Tennis Club, is entitled "Issues Affecting the Future of Successful Operations."

It includes sessions on controlling operational expenses, keeping golf affordable in a time of increasing costs, maximizing water re-

sources, low maintenance turf and other technical advances.

Each program is preceded by a golf outing

NGF plans three other 1992 seminars with topics like how successful developers are overcoming today's barriers to golf course construction. Conferences are planned for May 3-5 in Irving, Texas; June 7-9 in Falls Church, Va.; and Sept. 2-22 in Newton, Mass.

## Owners honor PGA Tour

Continued from page 64

The contribution that the Tour has made to the popularity of the game is incalculable. The quality of the play, the professionalism of the events, and the sportsmanship of the players continues to bring people to the game in record numbers.

"We are also pleased to be presenting the Award of Merit to a member of our organization for the first time. The PGA Tour has also contributed to the game by providing the golfing public with some of the finest facilities in the

world."

Beman said: "We are pleased that the Tour has been recognized for playing a part in the growing popularity of the game. It is not only a tribute to the integrity and skill of the players but also to the influence of the tens of thousands of volunteers."

Prior recipients of the Award have been Paul Runyan in 1990, CBS Sports in 1989, Nancy Lopez in 1988, National Golf Foundation in 1987, "Chi-Chi" Rodriguez in 1986, Bob Hope in 1985, Jack Kidwell in 1984, Kathy Whitworth in 1983, and Calvin Peete in 1982.

## NCA conference set for late March

The National Club Association Club Leadership Conference, focusing on critical trends and changes in legal, legislative and environmental concerns, will be held March 22-25 at Pinehurst (N.C.) Resort and Country Club.

The conference is designed for private club directors, owners and general managers, especially incoming officers.

Three half-day sessions will target the topics understanding your legal/legislative arena, defining your club's management team, controlling your dollars and responding to your environmental concerns.

Among the speakers will be Harold B. Berman, senior partner of Berman and Mitchell of Dallas, director and past president of the NCA; Stuart Cohen, president of Environmental & Turf Services, Inc. of Silver Spring, Md.; Edward D. Coleman, former director of the exempt organizations division of the Internal Revenue Services and currently a partner with the law firm Webster, Chamberlain & Bean in Washington, D.C.; James E. Maser, vice chairman of Club Corp International; John Metelski, chairman of The Front Royal Group, Inc. of Sterling, Va., which addresses environmental liability issues; James E. Petzing, whose Duluth, Ga., firm is an international hospitality consultant specializing in clubs and resorts; and William F. Wernersback, a partner of McGladrey & Pullen of Ft. Lauderdale, Fla., which provides audit, accounting, tax and advisory services to private clubs.

More information is available from the NCA at Washington Harbour, 3050 K St., N.W., Suite 330, Washington, D.C. 20007; telephone 202-625-2080.

## Scholarship

Continued from page 64

Other students are currently enrolled in the Dye Designs' Scholarship Program. Dye also offers summer internships to students seeking the opportunity of a hands-on approach to learning golf course architecture. These student interns spend the summer at Dye Designs working closely with senior Dye staff. This two-year program gives the intern exposure to all of the elements of golf course design and construction as practiced at Dye Designs.

GOLF COURSE NEWS

NEW FROM TURF-SEED!  
**MOW-LESS**  
Brand Tall Fescue Blend



Dark blue-green MowLess blend stands out against a Southern California background. Drought and heat tolerant Mow-Less offers year-around color in areas not before considered possible.

## MOW-LESS SAVES YOU MORE

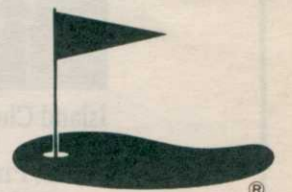
- Lower vertical growth means less clipping removal!
- Darker blue-green color requires less nitrogen.
- Dense growth habit reduces competitive weeds.
- Natural insect and disease resistance reduces chemical tools.
- Heat, drought and shade tolerance mean wider range of adaptability.

CIRCLE #165/GCSAA BOOTH #3435-3439

Mow-Less Brand Tall Fescue blend was developed to save conscientious turf managers time, money and clippings.

Mow-Less is a blend of the latest generation of dwarf tall fescues. Today, Mow-Less is composed of Silverado, Tomahawk (5DX), Monarch and Eldorado. As newer varieties are developed, like 5PM and 59D, they will be included in Mow-Less.

The components of Mow-Less all contribute dark blue-green color, heat, drought, shade and insect tolerance ... naturally. Mow-Less has made inroads into areas that tall fescue has not traditionally been adapted. Is this the start of something big? We think it's the start of something small ... with a big savings in mowing.



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