

All points bulletin on (place your name here...)

Did you finally stumble upon those greener pastures? (Drop us a line.)

Have you secured that plum job at the ritzy club with deep pockets?

(Let us know.)

Or have you stowed away on a steamer bound for Fiji, in search of tropical tranquility and decidedly less snow mold?

(Tell us about it.)

Golf Course News wants to know where you've been all this time. When you move, it can take weeks — even months — for the world to catch up.

I know how it is. I've uprooted myself quite a few times over the years — so many, in fact, my



Hal Phillips
editor

mother is convinced I'm part of the Federal Witness Protection Program.

Superintendents, like journalists, are known to be a restless sort. Assistants want to run the show and head supers are always looking for a better situation, a more forgiving climate.

The average superintendent generally spends three to five years at a particular course. This means approximately two percent

of the nation's courses — or about 250 — break in new superintendents every month. Furthermore, upwards of 250 new courses crop up each year — 351 in 1991.

Therefore, each month about 500 of you need to inform us as to your whereabouts.

In theory, one job change can set off a chain reaction affecting large groups of maintenance professionals. On a smaller scale, if someone takes a new job, that someone must be replaced.

In any case, when you've landed that new position, don't keep it a secret. People want to know... Like that guy you met at the trade show... Or that industry rep with whom you've developed a real

rapport... And that guy who may want the job you left behind!

The point is, it's a lot of work to tell every single acquaintance where you've gone to seek your fortune. So, let *Golf Course News* do it for you.

Every month, we plan to run the definitive list of "who's gone where." We'll come up with a snappy title, like "Who's Gone Where," or something like that.

When you've moved on, send your name, title, new club address and phone number to:

Golf Course News, 38 Lafayette St., Yarmouth, Maine 04096. Throw in your picture, if you like.

We'll do the rest.

Education, the only protection against misinformation

Vice President Dan Quayle was teeing up at a golfing event recently and a foursome member, NFL football coach Hank Stram, asked, "What's your handicap?"

"Jay Leno," the VP replied with a smile.

The media — the dispensers of information from late-night talk shows to *The Wall Street Journal* — is powerful. And it can be more than a joke, or a harassment. It can be outrageous. It is often unjust. It can be terribly one-sided. It too often gives in to perversions, because some in it are perverted themselves.

Sorry, but you just can't trust what you see, hear and read in all of the press. And I'm not just talking about the Leno Show and super-market tabloids.

David Rockefeller, recently addressing the Bildenbergers (global government group) in Germany, began with these ominous words: "We are grateful to *The Washington Post*, *The New York Times*, *Time Magazine* and other great publications whose directors have attended our meeting and respected their promises of discretion for almost 40 years. It would



Mark Leslie
managing editor

have been impossible for us to develop our plan for the world if we had been subject to the bright lights of publicity during those years. But, the world is

now more sophisticated and prepared to march towards a world government."

Sounds like major players in the media helped keep the "New World Order" under wraps for four decades!

Misinformation can be found in golf industry circles as well, especially with media coverage of all the public hearings on zoning, environmental and other issues involved with building and maintaining golf courses.

It is easy to grumble at newspapers and television news, and others who affect public opinion. But to do something about abuse, realize there are two major reasons for misinformation in the media: 1) Some report-

ers and editors have "a mission"; 2) others know no better than to believe a lie told by an "expert" who does or ought to know better.

Time science editor Charles Alexander said, "I would freely admit that on this issue we have crossed the boundary from news to advocacy."

Cable News Network environmental editor Barbara Pule said, "I do have an ax to grind. I want to be the little subversive person on TV."

Then, we hear stories of self-proclaimed "experts" who tell all sorts of half-truths and no-truths to planning boards and city councils. Neither the board members nor reporters know the statements are false, and they are reported.

The reporters in those cases are pawns. They need to be educated.

Edith Efron said: "I was particularly interested in understanding the role of the press in disseminating a group of major myths in which environmental cancer is now embedded. The manipulation of the press by scientists, above all by some government scientists, has been so severe that the issue that should concern us is the manipulation, not the press."

Even in advertisements — or should that be "especially" in ads — false impressions and even outright lies run amuck.

Kip Tyler, superintendent at Salem Country Club in Peabody, Mass., and editor of the newsletter of the Golf Course Superintendents Association of New England, reported an ad he heard on WBZ radio. Promoting a new public golf course in the area, it professed immaculate playing conditions that, according to the ad, "our other public courses do not."

"I was not aware that the area public courses offer (according to the ad) poor quality playing conditions, parched fairways, and scruffy groundskeeping," Tyler said.

Superintendent Pat Finlen said in an editorial in the *Cactus & Pine GCSA's "Cactus Clippings"* that a lawn care company's ad asked "Is your lawn poisonous?" and said pesticides could be hazardous to your children and pets if they were applied to your lawn.

Reading the company's claim to use alternatives to "all-chemical lawn care," Finlen said: "What I found offensive was not that they had alternatives, but that they chose to label all others as being poisonous, toxic chemicals."

Finlen called the firm and discovered its program consisted of using organic fertilizer. But when it came to getting rid of broadleaf weeds, the company would use potassium salt to selectively burn out weeds if he had little or no infestation; but if it was substantial, they would use more conventional means.

New, all-natural lawn care companies using scare tactics may draw new clients. But it also harms the image of golf courses, which can be perceived as overdosing the ecology with chemicals.

What can people in the golf industry do to solve this problem? Educate those boards, city councils — and reporters by speaking at their public meetings.

Take the lead from Bob Itamoto and Buster Bustamente, superintendents at Mauna Kea Beach Ho-

Continued on next page



Publisher
Charles E. von Brecht

Editorial Director
Brook Taliaferro

Editor
Hal Phillips

Managing Editor
Mark A. Leslie

Associate Editor
Peter Blais

Contributing Editors
Kit Bradshaw
Vern Putney
Bob Spiwak

Editorial Advisory Board
William Bengeyfield
Kevin Downing, CGCS
Willoughby Golf Club
Tim Hiers
The Johns Island Club
Dr. Michael Hurdzan
Hurdzan Design Group
James McLoughlin
The McLoughlin Group
Brent Wadsworth
Wadsworth Construction

Production Manager
Joline V. Gilman

Circulation Manager
Brenda Boothby

Editorial Office
Golf Course News
PO Box 997
38 Lafayette Street
Yarmouth, ME 04096
(207) 846-0600

Advertising Office
National Sales:
Charles E. von Brecht

Marketplace Sales:
Simone M. Marsteller

Golf Course News
7901 Fourth St. North
Suite 311
St. Petersburg, FL 33702
(813) 576-7077

West Coast Sales
Wayne Roche
James G. Elliott Co.
714 W. Olympic Blvd.
Suite 1120
Los Angeles, CA 90015
(213) 746-8800

United Publications, Inc.
Publishers of specialized business and consumer magazines.

Chairman
Theodore E. Gordon
President
J.G. Taliaferro, Jr.



Copyright © 1991 by United Publications, Inc. All rights reserved and reproduction, in whole or in part, without written permission from the publisher is expressly prohibited.
POSTMASTER: Send address changes to Circulation Manager, Golf Course News, P.O. Box 3047, Langhorne, PA, USA 19047.