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ASGCA offers real estate development planning brochure

CHICAGO — "Planning the Real Estate Development Golf Course," an eight-page brochure highlighting key steps in planning real-estate golf projects, is available from the American Society of Golf Course Architects.

Information includes cost of an average course, how much acreage is needed, and financing options.

There are tips on construction costs, site selection and where to find help.

The free pamphlet may be obtained from ASGCA, 221 N. LaSalle St., Chicago, Ill. 60601.

CIRCLE #251

Forecast figures

Continued from page 1

ring new "players."

Philip Arnold, executive director of the Golf Course Builders Association of America, said: "Most all my members are as busy now as a couple of years ago. In some cases, they are busier. I only know one who has said he is not doing well, and he deals mostly in renovations."

Forecast reports that of the 2,134 projects in its database, 517 are under construction, 168 others have obtained approval to build and 1,171 are still in the planning stages. Others are growing in or on hold, perhaps permanently.

Of the 451 Forecast has learned of this year, 71 have been approved, 16 are under construction, seven have opened and 357 are in planning stages.

Marlowe explained the continued development action has birthed progressiveness and innovation.

"People have learned alternate financing vehicles, more attractive and sensible ways to finance projects," he said. "A local private club floated a junk bond to build. I don't believe, given the nature of golf course development, that anyone should try to cookie-cutter it (the financial approach). There are a lot of ways to get the job done."

Marlowe said that in economic downturns people learn to be creative out of necessity.

"How to finance and manage golf courses, and what they ought to consist of — some fundamental assumptions the industry has held for a long time — are going to be called into question. And that's good," he said.

He said he believes more golf developers of the future will target certain market segments by building par-3 courses, pitch-and-putts, super-long tracks, practice ranges, and other facilities.

"Do we need locker rooms, barber shops, huge dining rooms and the attendant costs in running those things? Certainly there's a market for them, but that market is not significant," Marlowe said.

He said supply-side economics has prevailed in the industry "because it is easier to measure supply than demand. But more sophisticated market techniques have come into play to provide information to people now interested in building courses as a pure business deal.

"Instead of the philosophy of 'build it and they will come,' we will see 'I know what you want and I'll give it to you.'"

October

3-6 — *Golf '92 International Golf Trade Fair in Dusseldorf, Germany.* Contact 312-781-5180.

4-6 — *Marketing to Golf Facilities Seminar in Oak Brook, Ill.* Contact Rebecca Quinlan, Golf Course News at 207-846-0600.

5-6 — *GCSAA seminar on golf course construction techniques and management in Seattle.**

5-7 — *International Golf & Resort Development Show in Acapulco, Mexico.* Contact 800-285-2332.

6 — *28th Annual Turfgrass Equipment Irrigation and Supplies Field Day in Piscataway, N.J.* Contact Judy Policastro at 201-379-1100.

7 — *GCSAA spray technician training program in Falmouth, Mass.**

7-8 — *Southern California Turfgrass Expo in Costa Mesa.* Contact 714-951-8547.

7-8 — *GCSAA seminar on basic principles of turfgrass management in Toronto.**

9 — *GCSAA spray technician training program in Penfield, N.Y.**

12-13 — *GCSAA seminar on golf course restoration, renovation and construction projects in Hot Springs National Park, Ark.**

13 — *Professional Turfgrass Field Day & Greens Committee Chairman Educational Series, Part 3 in Rye, N.Y.* Contact Jeffrey Scott at 914-967-2570.

15 — *Cooperative Extension Service Plant Nutrition Short Course in Sanford, Fla.* Contact Uday at 407-323-2500.

15 — *GCSAA seminar on turfgrass stress management in East Lansing, Mich.**

15 — *GCSAA spray technician training program in Lincoln, Neb.**

15-19 — *Congress for Recreation and Parks in Cincinnati.* Contact Pat Phillips at 703-820-4940.

19-20 — *GCSAA seminar on introduction to soil science in Melville, N.Y.**

21 — *GCSAA seminar on personnel functions of the golf course superintendent in Billings, Mont.**

21 — *GCSAA spray technician training program in Lawrence, Kansas.**

21-23 — *National Golf Foundation Golf Summit in Orlando, Fla.* Contact NGF at 407-744-6006.

26 — *GCSAA seminar on negotiating in Leominster, Mass.**

29 — *GCSAA seminar on personnel functions of the golf course superintendent in St. Louis.**

29 — *GCSAA spray technician training program in Pleasanton, Calif.**

29 — *Pennsylvania Golf Course Owners Association statewide meeting in Mechanicsburg.* Contact 412-733-5409.

31 — *American Seed Trade Ass'n. Lawn Seed Conference in Kansas City, Mo.* Contact 202-638-3128.

November

1-3 — *Public Golf '92 for Public Golf Facility Managers in Oak Brook, Ill.* Contact Rebecca Quinlan, Golf Course News at 207-846-0600.

1-3 — *Georgia Golf Course Superintendents Association annual meeting in St. Simons Island.* Contact 404-769-4076.

1-4 — *International Irrigation Exposition and Technical Conference in New Orleans.* Contact 703-524-1200.

4-5 — *Annual Oklahoma Turfgrass Conference in Tulsa.* Contact Dennis Martin at 405-744-5419.

6 — *GCSAA spray technician training program in Portland, Ore.**

10 — *GCSAA spray technician training program in Midway, Pa.**

10-13 — *New York State Turfgrass Association*

Continued on page 37

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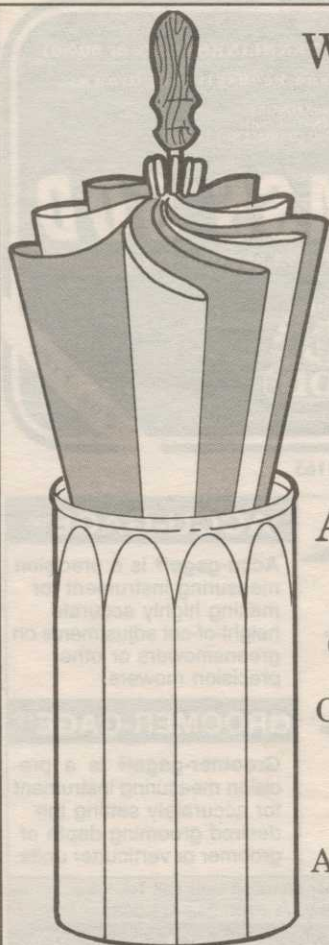
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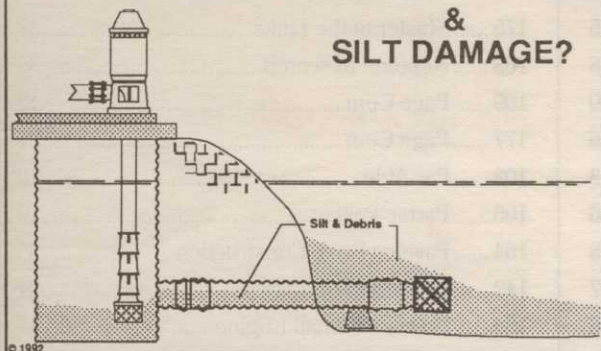
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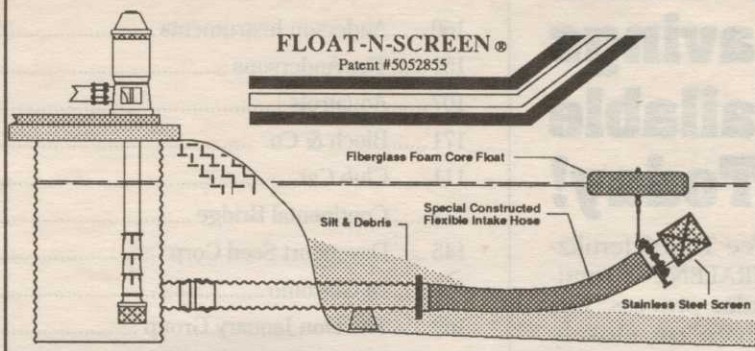


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CIRCLE #181

Continued from page 36

ciation annual Turf and Grounds Exposition in Rochester. Contact 800-873-TURF.

12-14 — Golf Course Europe '92 and International Golf Development and Investment Conference '92 in Monte Carlo. Contact Charles Duff at 415-453-1184.

15-19 — Professional Grounds Management Society Annual Conference in Indianapolis. Contact 401-667-1833.

16 — GCSAA spray technician training program in Myrtle Beach, S.C.*

16-19 — Professional Lawn Care Ass'n of America 13th Annual Conference in Indianapolis. Write PLCAA, 1000 Johnson Ferry Rd., NE Suite C-135, Marietta, Ga. 30068-2112.

19 — GCSAA spray technician training program in Williamsburg, Va.*

29-Dec. 2 — Canadian Turf Grass Convention and Trade Show in Halifax, Nova Scotia. Contact Chuck Desveaux at 416-602-8873.

December

1 — GCSAA spray technician training program in Grover, Mo.*

1-3 — U.S. Dept. of Agriculture Outlook '93 Conference session on future of U.S. Green Industry. Contact 202-720-3050.

2-3 — Pacific Coast Turf & Landscape Conference & Trade Show in Seattle. Contact Scott White at 800-275-9198.

2-4 — Rocky Mountain Regional Turfgrass Association Annual Conference and Show in Denver. Contact 303-688-3440.

8 — GCSAA spray technician training program in Las Vegas, Nev.*

10 — GCSAA spray technician training program in Scottsdale, Ariz.*

10-11 — Desert Turfgrass and Landscape Conference and Show in Las Vegas. Contact 800-877-3107.

15 — GCSAA spray technician training program in Castle Rock, Colo.*

15-17 — Missouri Lawn & Turf Conference & Trade Show in Columbia. Contact 314-882-1953.

1993

January

4-16 — Mid-America Horticultural Trade Show in Chicago. Contact Donn Sanford at 708-526-2010.

5-7 — 63rd Annual Michigan Turfgrass Conference in Lansing. Contact 517-321-1660.

10 — GCSAA spray technician training program in Little Rock, Ark.*

11-15 — Cornell Cooperative Extension Turfgrass Short Course at Cornell University, Ithaca, N.Y. Contact Joann Gruttadauria at 607-255-1792.

12 — GCSAA spray technician training program in Galena, Ohio.*

21-31 — GCSAA International Conference and Show in Anaheim, Calif.*

February

3-5 — American Sod Producers Ass'n Midwinter Conference in New Orleans. Contact 708-705-9898.

3-5 — Mid-America Green Industry Convention in Kansas City, Mo. Contact Olivia Golden, PLCAMA, P.O. Box 35184, Kansas City, MO 64134.

8 — GCSAA spray technician training program in Dallas.*

10 — GCSAA spray technician training program in San Antonio, Texas.*

* — For more information or to register, contact the Golf Course Superintendents Association of America education office at 800-472-7878 or 913-841-2240.