

Past GCSAA Award Winners

President's Award for Environmental Leadership:

1993 — Audubon Society of NY
1990 — Cape Cod Study test courses: Falmouth CC, Hyannisport Club, Eastward Ho, Bass River GC

Past winners of the GCSAA's Old Tom Morris Award:

1993 — Dinah Shore
1992 — Tom Watson
1991 — William Campbell
1990 — Sherwood Moore
1989 — Chi Chi Rodriguez
1988 — Gene Sarazen
1987 — Robert Trent Jones Sr.
1986 — Patty Berg
1985 — Gerald Ford
1984 — Bob Hope
1983 — Arnold Palmer

Former Leo Feser Award winners:

1992 —
1991 — Ken Flisek
1990 — Gary Schinderle
1989 — Ted Horton, Mary Medonis
1988 — Sherwood Moore
1987 — David E. Hassel
1986 — David C. Harmon
1985 — Theodore W. Woehrle
1984 — Jerry W. Redden
1983 — Gordon C. Witteveen
1982 — Louis E. Miller
1981 — Paul N. Voykin
1980 — Donald J. Pakkala
1979 — Oliver Miles
1978 — Dan Jones
1977 — James M. Hildebrand
1956 — Tom Dawson Jr.

Past winners of the GCSAA's Distinguished Service Award:

1993 — Dr. James B. Beard
Dr. Victor Gibeault
1992 — George Kozelnicky
C.E. Tate
1991 — Dr. Noel Jackson
W. Bruce Matthews
Dr. Eliot Roberts
1990 — William Benegayfield
Dr. Thomas Watschke
1989 — James W. Brandt
Dr. C. Richard Skogley
1988 — Dr. Jack Butler
William B. Davis
Dr. Kenyon Payne
Eberhard Steiniger, CGCS
1987 — Dr. James R. Love
David S. Gourlay Sr.

1986 — Andrew Bertoni
John B. Steel
Howard Kaerwer
Chester Mendenhall
1985 — James L. Blackledge
William C. Campbell
Clifford A. Wagoner
1984 — Warren A. Bidwell
Keith Nisbet
1983 — James B. Moncrief
Dr. Joseph Troll
Dr. James R. Watson
1982 — Milton J. Bauman
Sherwood A. Moore
Alexander M. Radko
Ben O. Warren Jr.
1981 — Geoffrey S. Cornish
Dr. Ralph Engel
Hans C. Schmiesser
1980 — Manuel L. Francis
Dr. John Madison

1979 — Dr. C. Reed Funk
1978 — Dr. Roy L. Goss
Dr. John C. Harper II
Arthur A. Snyder
1977 — Harold W. Stodola
Paul E. Weiss Sr.
Robert M. Williams
1976 — Dr. Joseph M. Duich
Leo J. Feser
Thomas C. Mascaro
1975 — Dr. William H. Daniel
Raymond H. Gerber
Dr. Fred Grau

1973 — Walter R. Boysen
1964 — Theodore W. Woehrle
1961 — Dr. Jesse H. DeFrance
Eugene Marzalf
James Smith
1960 — Joseph C. Dey Jr.
Helen F. Lengfield
Oyvind J. Noer
1959 — Dr. John Monteith
Oyvind J. Noer
Richard S. Tufts
1958 — Dr. Glenn Burton
Professor L.F. Dickinson
Malcolm R. McLaren
Prof. H. Burton Musser
Joseph Valentine

1957 — Thomas Dawson Jr.
Herbert Graffis
1954 — Dr. Fred V. Grau
1952 — Oyvind J. Noer
1941 — Frank W. Ermer
William H. Johnson
1940 — Colonel John Morley
1935 — John MacGregor
1932 — Colonel John Morley

Past presidents of GCSAA:

1992 — William Roberts
1991 — Stephen Cadenelli
1990 — Gerald Faubel
1989 — Dennis Lyon
1988 — John A. Segui
1987 — Donald Hearn
1986 — Riley L. Stottern
1985 — Eugene D. Baston
1984 — James W. Timmerman
1983 — Robert W. Osterman
1982 — James A. Wyllie
1981 — Michael R. Bavier
1980 — Melvin B. Lucas Jr.
1979 — Charles H. Tadge
1978 — George W. Cleaver
1977 — Theodore W. Woehrle
1976 — Richard W. Malpass
1975 — Palmer Maples Jr.
1974 — Charles G. Baskin
1973 — Clifford A. Wagoner
1972 — Robert V. Mitchell
1971 — Richard C. Blake
1970 — Norman W. Kramer
1969 — John J. Spodnik
1968 — James W. Brandt
1967 — Walter R. Boysen
1966 — Edward Roberts Jr.
1965 — L.R. Shields
1964 — David S. Moote
1963 — Roy W. Nelson
1962 — Sherwood A. Moore
1961 — L.E. Lambert
1960 — James E. Thomas
1959 — Elmer G. Border
1958 — Robert M. Williams
1957 — Paul E. Weiss Sr.
1956 — A. Ward Cornwell
1955 — William Beresford
1954 — Norman C. Johnson
1953 — Leonard J. Strong
1952 — Malcolm E. McLaren
1951 — William H. Johnson
1950 — Ray H. Gerber
1949 — Carl A. Bretzlaff
1948 — Chester Mendenhall
1946-47 — Marshall E. Farnham
1941-45 — Harold W. Stodola
1940 — John Gray
1939 — Frank W. Ermer
1938 — Joseph Ryan
1937 — John Quail
1936 — John Anderson
1935 — Fred A. Burkhardt
1934 — W.J. Sansom
1933 — John MacGregor
1926-32 — Colonel John Morley
(Note: Randy Nichols is running unopposed for the 1993 post.)

Gibeault and Beard honored for distinguished service

Show Time '93

Drs. Victor Gibeault of University of California-Riverside and James B. Beard, who retired last year from Texas A&M University, will receive the 1993 Distinguished Service Awards from the Golf Course Superintendents Association of America.

The awards will be presented at the Golf Course Conference and Show in Anaheim, Calif.

Gibeault, an Extension environmental horticulturalist at UC-Riverside, said word of the award "was a surprise. It's always an honor when you get any honor. But that particular award — for university people who work with turf and golf course superintendents — is a very noted award and one that certainly I feel very honored in getting."

Among several areas of research at UC-Riverside the last 20 years that have affected turf in general, and golf specifically, Gibeault said, are turfgrass breeding and water use.

Gibeault has worked with the late Dr. Vic Younger and others in developing species of turfgrasses for the California market, notably hybrid Bermudagrass and Younger's El Toro zoysiagrass.

"We've taken El Toro as a parent, evaluated offspring and developed two new grasses," Gibeault said — DeAnza and Victoria zoysiagrass. Plant material and improvement has been a cornerstone of our work."

Much work has involved water requirements of turf, the ability of plants materials to survive in less

than optimum conditions. Strategies to use for those purposes.

Gibeault has served on the U.S. Golf Association's Turfgrass Research Committee since 1985, working to assist in funding



Dr. Victor Gibeault

water-focused studies from plant breeding through cultural studies. He also develops and implements educational and applied research projects in turfgrass management.

Beard, who could not be reached for comment, has been a leading turfgrass researcher for many years and has been honored with the USGA Green Section Award and International Turfgrass Society's Distinguished Service Award, among others.

He has been a consultant and conference speaker while also teaching and researching for four years at Purdue, 14 years at Michigan State, and the past 17 years at Texas A&M.

Anaheim the site of spec bid meeting

By PETER BLAIS

ANAHEIM, Calif. — Representatives from the national builders and architects associations will meet during the GCSAA show to start the process of standardizing bid schedules and specifications for course construction.

It's hoped the unofficial get-together will lead to a formal proposal on bid schedules during the architects' annual spring meeting. Specifications will take longer.

Experts say standardizing these administrative tools should make it easier for builders to determine what an architect wants and develop more accurate bids; architects to interpret bids from various builders; and developers to get the best quality product at the best possible price and know they are comparing, as the saying goes, apples to apples.

"We want to standardize as much of each job as possible, while leaving architects the artistic freedom to do what they feel should be done at a particular site," said Hartland, Mich., builder Paul Clute, a member of a Golf Course Builders Association of America committee working on these issues with the American Society of Golf Course Architects.

"Right now, a developer gets six to eight bids and he can't compare them. Standardizing as much as possible will make it easier to compare apples to apples when evaluating bids," added fellow committee member John MacDonald, a builder from

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Building specifications

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Jessup, Md., located just outside Washington, D.C.

"It would be a big help if we could all get on the same page with regard to bid schedules and specifications," said Spencer Holt, a staff architect in ASGCA President Art Hills' office.

Getting builders and architects to agree on bid schedules should be easier than specifications, according to GCBA Executive Director Phil Arnold.

Bid schedules list general areas of construction. They generally run three to four pages, acting as a sort of table of contents for the 30, 40 or more pages of specifica-

tions that follow.

While they may have different names, bid schedules include headings such as mobilization of manpower and equipment to the job site, layout and staking, erosion control, clearing, earth moving, shaping, drainage, irrigation, features (greens, tees, bunkers) construction, bridging, bulkheading, water features (ponds) development, cart paths, finish shaping, seed bed preparation, and grassing.

The builders committee submitted a first draft of a proposed bid schedule to Hills with suggested headings and items that would be included under each, MacDonald said.

One of the things all the committee members agreed on was the need for unit pricing instead of a lump sum charge for a

single bid schedule item, MacDonald said.

"Unit pricing allows a builder to accurately adjust his bid if changes are made. If an architect decides to lower a fairway two feet, you can show him how much that will cost," MacDonald said.

Another reason to concentrate on bid schedules before specs is the potential cost of omissions, Clute said. Changing specifications from one kind of sand to another, for instance, can be expensive. But it's a minor cost compared to suddenly discovering the whole features construction line has been left out of a bid schedule.

Builders are keenly aware standardizing specifications will be a more difficult task. Some areas will be impossible since sites vary widely and architects need room to be

creative. "You can't expect all bunkers to be three feet deep, for example," Clute said. Added MacDonald: "We're not telling architects what they can and can't do by trying to standardize specifications. We're simply offering information regarding things we know have worked in the past."

Still, there is tremendous room for standardizing certain items. Holt agreed. The architect estimated 70 percent of golf course construction is fairly consistent from job to job, leaving 30 percent to the whim of Nature, architect and developer.

"It's good builders realize we can deviate from the specifications if we come across unique circumstances where we can't use a standard practice. We don't want to be put in a box," Holt said.

Public Golf '92

Continued from previous page

and improve them, like giving a 30-percent discount from the rate on the green fee and cart combination."

Reid Pryor, golf administrator for the city of Indianapolis' 12 courses, said: "We have the staff involved in a very detailed customer service plan. Then, when it's in place, people come through the course as customers and give us feedback as to how we're performing according to our plan.

"Get the politicians involved. We show them our customer service plan, the benefits of quality golf, the impact on the city, our expenses, *et cetera*. They are now our greatest supporters."

"Use computers as cash registers. This helps keep account of who your customers are and how you can better sell," Potts said.

Kemper/Lesnik's vice president of marketing, Doug Schmidt, said: "The club pros are a marketing arm of our organization. They have a sense of ownership."

Schmidt suggested a course's exposure and image can be improved through the local media, charities and PGA affiliates, and added: "Go home and invite your local sports editor to play."

"We treat visitors like private clubs treat members," said Emerald Dunes owner Raymon Finch. "Don't be apologetic about a price. A price attracts a certain element."

Among Finch's suggestions: operate beverage carts on the course; price creatively; use volume cards; get name recognition using a billboard; use a marker at the tee to show pin placement; and start a beginners' league by converting the course into a beginner's layout on slow days.

Alfonso, co-owner of The Rail in Springfield, Ill., said: "Golf is an entertainment medium and should be fun. My concept with my staff is that people coming to The Rail have made a conscious choice (and maybe even created the finances) to spend money at our course. Show you care, by caring for the flowers, edging the grass, taking pride in the appearance of the entryway."

Alfonso is on radio daily, television weekly, and visibly supports the ballet, sports teams to charities in the Rail name.

Good advice — all.

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