

'The bottom line is that we are trying to bring the golf course development business out of the dark.'

— Bill Love

ASGCA member and book's author



By MARK LESLIE

Many people involved in the golf development approval process are, in a sense, living in the Dark Ages, unschooled in the intricacies of planning, designing and building a golf facility.

The American Society of Golf Course Architects (ASGCA) hopes

to end that with its new 43-page, four-color publication, "An Environmental Approach to Golf Course Development."

"Our objective was not to write a book but something that was concise and easy to read," said author William R. Love, chairman of the ASGCA Environmental Committee.

ASGCA book sheds light on construction

Second printing already expected after initial run of 20,000

"It's not meant to be a scientific work. It just deals in lay terms on how we go about the process."

Loaded with photographs, the book's first 18 pages discuss how golf course builders and architects address environmental issues. The last 25 pages are devoted to a dozen case studies and lists of scores of reference materials.

"The bottom line is that we are trying to bring the golf course de-

velopment business out of the dark," Love said. "Decision-makers are operating without this information. It also gives them a better feel for the game, the growth of the game and the need for better golf courses, how we can provide more and better courses and work with the environment."

Love's fellow committee members are Douglas Carrick, Bruce Charlton, Lindsay Ervin, Don Knott,

Tom Marzolf, Mark Mungeam and Rodney Wright.

Love said the initial printing of 20,000 copies is expected to be followed by another 30,000.

"We're anticipating a second printing because we hope it proves to be a useful educational tool," Love said. "We want to have this book to distribute so they [decision-makers] can see this is done with a lot of responsible design and construction and management. It's not done haphazardly, and, by the same token, it's done very sensitively in respect to the environment. We work very closely with the ground at each site to derive a golf course that's compatible and beneficial."

Saying the United States Golf Association book, "Golf Course Management & Construction: Environmental Issues," released last May, deals with topics like chemical applications and best management practices, Love said his firm, Ault, Clark & Associates in Kensington, Md., "found we would come to a meeting with that kind of information, but it was so scientifically oriented it lost a lot of people."

"So we wanted to give people a better understanding of our process. If they should be prompted, they can go to the scientific sources. We hope this will get us on good ground with people as far as communication is concerned."

Bill Koonz, new president of the Irrigation Association, whose members have donated \$50,000 of a targeted \$75,000 to print the booklet, said educating board officials "affects us, the manufacturers. It affects the distributors, the contractor base, and our irrigation consultants."

Koonz, president of Koonz Sprinkler Systems, Inc., in Springfield, N.J., said that as a former mayor, he has seen first-hand the need for elected officials to have technical information available in laymen's terms.

"Plus, people don't realize superintendents are all professionals and licensed applicators... The other reason for supporting this work is to combat the hired gun," he said.

ASGCA Executive Director Paul Fullmer said 100 copies were sent to each of the group's members to distribute as they see fit.

"Permitting boards are the crucial place for them," Fullmer said. "We expect a lot of other people in golf to be interested — people working at the grassroots level. The superintendents associations, for instance, have made quantity orders."

Love called the booklet a group effort involving every organization in the Allied Association of Golf. It is available for \$10 through the ASGCA at 221 N. LaSalle St., Chicago, Ill. 60601; and the National Golf Foundation at 1150 South U.S. Highway One, Jupiter, Fla. 33477.

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