

GOLF COURSE NEWS

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Rees Jones' latest renovation project — The Gleneagles Golf Course, a venerable Walter Travis design in Manchester, Vt. — has opened for play. Q&A with Jones, page 25.

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Michael Hughes of the NGCOA

New tax laws, economy drive trend toward for-profit clubs

By MARK LESLIE

Changing tax laws and difficult economic conditions are causing a massive move of not-for-profit golf courses into the for-profit realm.

That change of status is "a major trend right now," said Kathi Driggs, vice president of Club Managers Association of America (CMAA) in Alexandria, Va. "A lot of our clubs — clubs that have been traditionally not-for-profit — are realizing now it is more feasible for them to be for-profit."

"There's no question it's going on," said Michael Hughes, executive director of the National Golf Course Owners Association in Charleston, S.C. "With the economic difficulties we've experienced in the last two or three years, the private clubs have lost members. Ones that had long waiting lists, have no waiting lists."

Driggs said a change to status might cost

New life for Arizona projects

By MARK LESLIE

SCOTTSDALE, Ariz. — The Arizona golf course construction industry has a pulse again.

One of the country's largest water development systems is on-line and golf course projects — on hold for years because of lack of water — are lining up to buy into the new supply. As many as 14 new courses could be built now that non-potable water has started flowing from the Central Arizona Project (CAP) canal north along Pima Road to the northern reaches of Scottsdale. That is prime golf

course territory featuring the likes of Desert Mountain Properties, The Boulders, Troon North, Desert Highlands and the Tournament Players Club of Scottsdale.

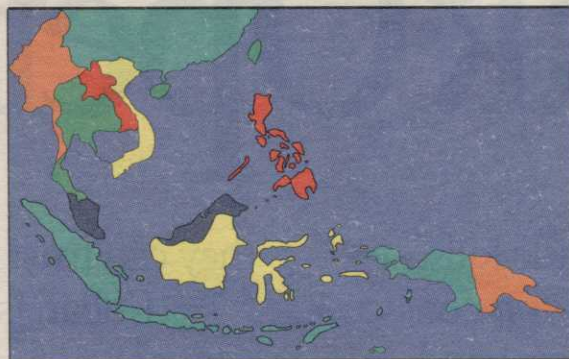
The \$14 million Reclaimed Water Distribution System (RWDS) is the newest phase of the master plan, begun in the 1950s, to irrigate the West. Next up will be the 1995 start-up of an effluent plant that will treat water from the major development area in north Scottsdale. That water will be reinserted into the pipeline,

Continued on page 32



IS IT REAL?

Or is it Intergraph? It's the latter, a computer design system used by Nicklaus Design architect Carl Mistretta to render this VDT image of no. 17 at the TPC Kaupulehu in Hawaii. See page 25.



One-stop shop comes to Asia

By PHILIPPS

SINGAPORE — After months of posturing on both sides, the Golf Course Superintendents Association of America (GCSAA) and Connex Private Ltd. appear to have joined forces, thereby creating a single mega-show serving the entire Asia-Pacific region. As part of a written statement, GCSAA indicated the event will be "two events under one roof," not a single show. Each show will retain its own staffs, resources and, presumably, autonomy. These simultaneous events will be held March 24-27, at the International Merchandise Mart in Singapore.

However, further details on the two-show, one-roof arrangement — including proprietary issues — remained sketchy as *Golf Course News* went to press in

Continued on page 41

Karsten Lab to address desert issues

By MARK LESLIE

TUCSON, Ariz. — Golf courses in desert regions can expect to reap benefits from major research that will be conducted at the University of Arizona's new Desert Turfgrass Research Facility and Karsten Laboratory for TurfScience here.

"We have four or five different, specific problems we have in the desert that need to be addressed," said Dr. David Kopeck, Extension specialist for turf in Arizona. Major targets will be developing irrigation schedules and water-use programs, breeding new turfgrasses, dealing with effluent, and perfecting techniques for weed control and overseeding.

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Sometimes you can't wait on a grow-in, page 46
Sod Story

International Golf Management a step behind the times, founder says

By MARK LESLIE

Great idea — wrong time. That was the story with International Golf Management, Inc. and its Partners Clubs concept, according to former IGM senior vice president John T. Killip. "We missed the window by about a year," Killip said of IGM's plan to build a network of a dozen "ultra-prestige" facilities containing conference centers and golf courses at major U.S. cities. "We went out with our first major financing exactly two

weeks before [Saddam] Hussein went into Kuwait [July 1991]. The financial markets just weren't right. "For something of that magnitude, there was no way we were going to get it financed." Yet, Killip said the concept "is still a good idea," especially in light of proposed new tax laws. The exclusive, non-discriminatory Partners Clubs were going to answer the need of business executives, providing

"luxurious and exclusive settings for social, recreational and business events." "The tax laws coming into place are supporting that concept all the way across the board," he said. New regulations would make it less rewarding for a not-for-profit club to host outside business groups. Although Killip said he does not know when or if the Partner Club concept will be resurrected, he added: "It's [oppor-

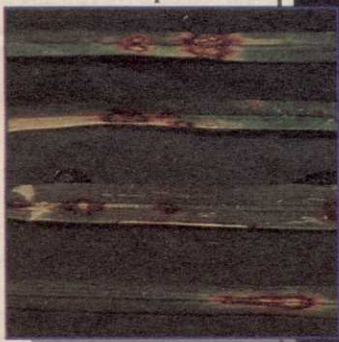
tunity] always been there. But now, with the focus on using not-for-profit clubs for business purposes, businesses are going to have to go to for-profit clubs if they want to entertain. So it's a fundamentally sound concept." It seemed so sound in the spring of 1990 that golf pro Tom Watson, former NCR Corp. President William S. Anderson and former United States Golf Association President Frank "Sandy" Tatum joined the

board of directors, and IGM founder William S. Deaknye recruited a *Who's Who*-magnitude group of businessmen and other experts to make it work. The bad timing, however, was best spoken to by one executive Killip approached in January 1992. Killip said the man told him: "If it were a no-cost situation we still wouldn't do it. "It's just such a high-profile operation that when I'm laying off 9,500 people, my stockholders would kill me."

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Tax laws

Continued from page 1

money — like outside catering — is going to far exceed what they have to pay in taxes."

Driggs said CMAA membership has traditionally been 60 percent not-for-profit clubs and 40 percent for-profit.

"We're seeing that rapidly change. It will reach the 50-50 mark sometime soon," she said.

Two proposed tax measures in President Bill Clinton's tax plan take aim at private membership clubs, said Jim Rizzo, CMAA's manager of legislative and regulatory resources and manager of club services. One regards club dues; the other, business meals.

"First, no deduction will be allowed for amounts paid or incurred for membership in any club organized for business, pleasure, recreation or other social purpose," Rizzo said. Until now, private club members have been allowed to deduct 50 percent of their dues in their income tax statements.

This would affect city clubs "much, much more than country clubs," Rizzo said.

Second is a deduction in the business meal expense — from 80 percent to 50 percent.

"That affects more than just clubs," Rizzo said.

"It affects every restaurant, every hotel."

These changes appear imminent, he said, because other legislation is being written that proposes using revenues from these disallowances.

"I don't know about the tax angle, but clubs are looking for different sources of income," Hughes said.

"It's hard to maintain your not-for-profit status when you're doing different activities and opening up your club to other sources of revenue."

The NGCOA, which consists of privately owned public golf facilities, has grown five-fold in the last three years — from 270 to 1,200 member courses.

"The phenomenon that has driven our [NGCOA] expansion is that all golf courses need to be operated more efficiently and managed better to have favorable financial outcomes," Hughes said.