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# GOLF COURSE NEWS

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## Pebble Beach Co. takes effluent plunge

By HAL PHILLIPS

PEBBLE BEACH, Calif. — The Pebble Beach Co. has seized the effluent initiative by financing a \$34 million reclaimed water project that will eventually irrigate every golf course on Monterey Peninsula.

The undertaking will provide approximately 800 acre-feet of reclaimed wastewater to irrigate the courses and other open space areas in Pebble Beach. Included on the project checklist are a new tertiary treatment plant, improvements to the

existing plant, new pump house, new storage tank and 7.5 miles of pipeline weaving its way through some of golf's greatest golf courses.

According to Ted Horton, director of golf course operations for all eight Pebble Beach Co. courses, the project was not foisted on anyone.

"The water situation here has been very tight, by virtue of seven years of drought," Horton explained. "The company

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Effluent pipe is laid along the 14th fairway at Pebble Beach Golf Links.

## Field burning on decline in Oregon, but not in Idaho

By HAL PHILLIPS

SALEM, Ore. — Grass growers and government agencies here are working to create new markets for the tons of straw that had been ritually burned each fall until legal restrictions made field burning an increasingly less viable option.

An Oregon Department of Agriculture program will soon dole out nearly \$250,000 in "seed money" in hopes of creating alternative uses for this leftover straw. The department has already received proposals to conduct research on creating paper pulp, mulch, soil amendments and feed.

"The state is really trying to find a market for these guys who can't burn anymore," explained Bruce Pokarney of the Department of Agriculture. "I think the seed industry has been very

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## Behind every great golf course architect...

By MARK LESLIE

America loves heroes. That's the case in golf course design as it is in politics and war. And, just as behind every great man there is a great woman, behind many great course architects are great lead designers.

Yet, who are these people?

Donald Ross is credited with designing more than 300 golf courses. But who ever heard of Walter B. Hatch or Henry T. Hughes?

Robert Trent Jones Sr.'s name is on

more than 450 golf courses. But who outside the industry has heard of Roger Rulewich? The marquee at more than 80 golf courses names Tom Fazio as architect. But who knows of Andy Banfield and Tom Marzolf. Or Jan Beljan and Dennis Wise?

The "man (or woman) behind the man" is often a major reason "The Man" is famous. But what are the rewards, why do they stay with "The Man," and when, if ever, do they move on?

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### NOT-SO DANDY

Combating dandelions is the subject of this month's product feature on post-emergent herbicides. Page 20.

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## Kemper, AGC wrangle over city contract

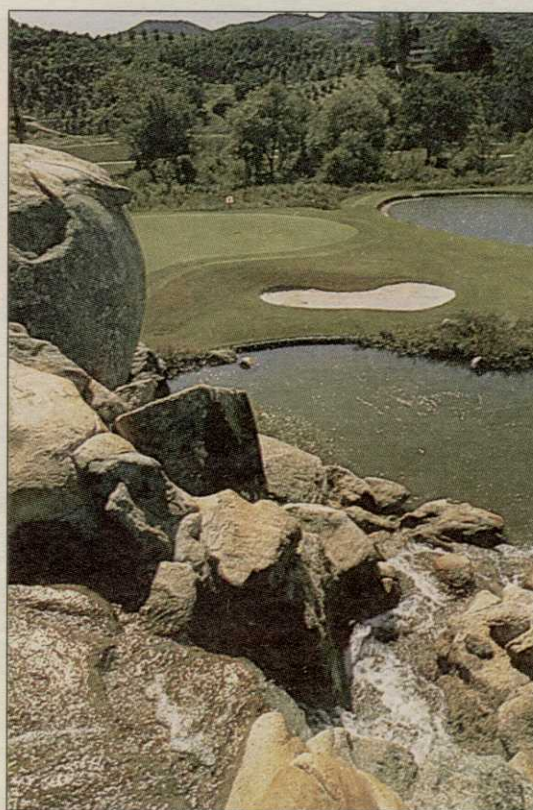
By PETER BLAIS

CHICAGO — "We don't operate like the rest of America," said Erma Tranter, referring to the political wheelings and dealings that seemingly pervade every undertaking, including golf, in the Midwest's largest city.

Tranter is executive director of Friends of the Park, a watchdog agency that oversees the Chicago Park District's activities.

She and losing finalist American Golf Corp. are upset about the park board's decision to forego a competitive bidding process for the contract to privatize its six courses, two practice ranges and miniature golf facility, which together lost \$403,000 last year.

AGC claims it offered the  
Continued on page 34



### A LEDGE WITH A VIEW

Eagle Crest GC, a new David Rainville design in Escondido, Calif., is the latest addition to GolfCorp's client list. Page 31.



# Pebble Beach Co. installing pipeline to carry effluent water to peninsula

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wants to build another golf course, and there isn't enough potable water to handle that project.

"I mean they had to do it eventually. We're still operating on potable water under the drought restrictions. And we've had some pretty good rains. But the company showed guts by just going ahead and doing it. I mean, it's a huge financial commitment."

The installation process took a temporary toll at Pebble Beach Golf Links. Play wasn't halted but it was impeded by the pipe-laying process on holes 14, 15 and 16.

"It dug a 50-foot swath right through the golf course," said Horton, who has been at Pebble Beach since March. "We regrassed and reseeded all these areas, and we had to rebuild the back portion of the 14th tee, half of the 15th tee and retouch a swale near the 14th green."

Fortunately for Horton and his staff superintendents, none of the other Pebble Beach courses — Cypress Point, Spyglass Hill, Monterey Peninsula CC (36 holes), The Links at Spanish Bay, Poppy Hills and the par-3 Peter Hay track — will experience the same upheaval because all remaining pipe will be laid along famed 17-Mile Drive.

"So the worst is over as far as I'm concerned," said Horton. "But then you wonder about what it will be like irrigating with effluent... My gut reaction is the quality of water should be pretty good because there isn't a whole lot of heavy industry in the area."

...

Without the cooperation of local water districts, this project would never have materialized, said Horton. It's a cooperative effort of the Carmel Area Wastewater District, Pebble Beach Community Services District, Monterey Peninsula Water Management District, and the Pebble Beach Co., the largest employer in the county.

Backers see the Monterey wastewater project as an example of pro-active, corporate response to an issue all golf course will face sometime in the future. The company has also taken the lead in protecting the dunes environment at Spanish Bay, where much of the surrounding beach area is off limits to golfers.

Skeptics believe the Pebble Beach Co. is bending over backward to ease environmental tension simply because it would like to build another golf course in Del Monte Forest. This project, to be designed by Tom Fazio, remains in the permitting process.

Either way, not a single tax dollar will be used to finance the effluent irrigation project. Funding has been arranged through issuance of Certificates of Participation (COP) to be repaid over a 30-year period.

These COPs are publicly-sold bonds to be used to pay the costs of construction, financing and initial operation. The initial COP issuance of \$33.9 million was completed on Dec. 10, 1992.

The Pebble Beach Co. is a subsidiary of The Lone Cypress Company, 75 percent of which is owned by the Taiheiyo Club, a Japanese firm that owns and operates golf resorts worldwide.

The other 25 percent is owned by Sumitomo Credit Services Company, Inc., one of the largest issuers of Visa Cards in Japan.

With that type of corporate backing, the Pebble Beach Co. has agreed to guarantee repayment of the COPs and to pay annual operating expenses of the project should expenses exceed the revenues generated from the sale of reclaimed water.



A construction crew digs the trench to carry effluent water to irrigate Pebble Beach Golf Links. A 50-foot swath was cut to lay pipe across holes 14, 15 and 16.

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