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GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 5, NUMBER 6
JUNE 1993

INSIDE

Fescue Findings

Breeders are on the verge of developing varieties that may eliminate the need for overseeding 11

Global Turf Village

Scientists from around the world will gather in Florida for the International Turfgrass Conference 14

ASGCA Roundup

The architects met in Philly where they chose new officers and honored Brent Wadsworth 23

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

Continued on page 21



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

Continued on page 41

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?

Continued on page 24



NOT-SO DANDY

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

COURSE MAINTENANCE

- Computer network must sink or swim 11
- Focus on Baltusrol's Joe Flaherty Jr. 12
- Musser Foundation awards scholarships 16

COURSE DEVELOPMENT

- Choosing the right sand during construction 23
- New ASGCA members couldn't be happier 27
- Exploring outlets for environmental treatise 29

COURSE MANAGEMENT

- Marketing Idea of the Month: Course credit 31
- Bidders line up for Landmark auction 32
- Updates on CMAA and Club Foundation 31, 33

SUPPLIER BUSINESS

- Corporate name change at Ciba-Geigy 35
- New Product of the Month: The Micro-Mower 35
- What's new in the marketplace 42

Kemper, AGC wrangle over city contract

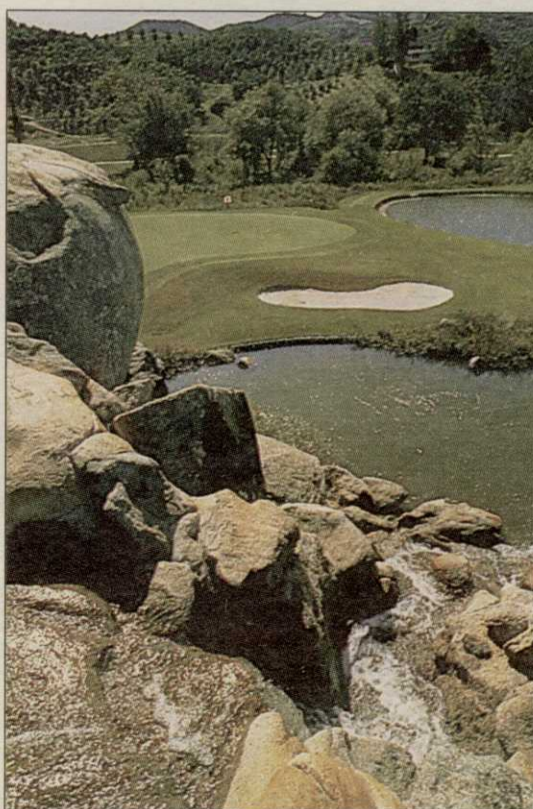
By PETER BLAIS

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.

Retaining your team: Palmer has know-how

Ed Seay, the head of Arnold Palmer's design team for more than two decades, agrees that ego and the ability to flex one's imagination are major factors in lead designers leaving firms to go it on their own. But he feels his boss and partner holds the key to keeping both "the figurehead" and lead designer satisfied.

"Arnold's a remarkable guy. He speaks in a lot of 'we's.' A lot of other guys speak in a lot of 'I's.' We are a team," Seay said. The attrition rate at Palmer Course Design Co. over 22 years: One.

"We have a lot of camaraderie and respect for one another — for our receptionist as much as me. Also, it appears as though we are very laid back, but everyone has a very high degree of urgency," Seay said. "Arnold has never ever given me one reason to regret the partnership."

Yet, accolades from the boss don't always keep the forces under the corporate umbrella. One colleague said Robert Trent Jones Jr. "was always very good at promoting the people under him. He's been quick to give credit where it belonged."

Nevertheless, a number of lead designers have struck out on their own from the Robert Trent Jones II International covering.

Bob Cupp, who formed his own company in 1985, expects his "Three Musketeers" team never to break up. He said doing projects with agronomist Billy Fuller and construction coordinator Jimmie Griffin "is just wonderful. When you add in John Fought in our Western office, it's more fun than we should be entitled to have."

A financial twist if sweetens the fun factor. Cupp and Kite Golf Enterprises partner Tom Kite have established that on projects for



Ed Seay, above, and his partner, Arnold Palmer

which they secure the funding, they have the management rights. "Everybody in our crew has a piece of that," he said. "If they leave, they lose it."



Apprenticeship and teamwork

The days of the apprenticeship are long past in almost all professions. Golf course design is an exception, said Ed Seay of Palmer Course Design Co.

"Art Hills, Ken Killian, Dick Nugent, Gary Kern, Larry Packard — they all came out of Robert Bruce Harris' office," he said. Ronald Fream, J. Michael Poellot, Gary Roger Baird, Mark Rathert and Jerry Martin have apprenticed with Robert Trent Jones Jr.

Larger firms all have spawned

protege of some renown.

It all shows, said Seay, that building a golf course is a cooperative effort.

"The Palmers, Hurdzans, Players, Hills, Dyes — those of us who are active — have a lot of guys turning these [golf courses] around and getting it done."

"I believe all golf courses are team efforts," agreed architect Rees Jones. "No one architect does it all. Greg Muirhead and Steve Weisser in my office work hand-and-hand with me on designs. Austin Gibson and Clyde Hall run my jobs. We all have a focus and the same concepts."

The man behind the man

Continued from page 1

After all, notoriety usually stops at a firm's letterhead.

"I've thrived and enjoyed it. It's been a comfortable relationship for me," said Rulewich, who for 30 years has been a lead project designer for 86-year-old Robert Trent Jones. "I've had opportunities to break away... But, probably for lack of initiative and ego, I chose not to."

"Mr. Jones created opportunities for me and other people to get to work on some great projects, and I was content to do that."

Asked if he resented not getting public recognition for his work on Jones courses, Rulewich said: "Not really. I guess I've never had the ego to feel that that's what I had to do."

"I've never pursued [the idea of leaving Fazio]," said Banfield, who has been on the Fazio payroll for 20 years. "Every project is exciting and evolves to the next one. If you're on your own, you have the responsibilities of being a businessman. Tom has to wear so many hats."

"What is success or fame but satisfaction? I have that now. I'm sure people at times would like the recognition. But I'm thankful to be where I am."

Any lesser amount of recognition he may have received over the years hasn't fazed Ed Seay, the main man in the "design" of Palmer Course Design Co. for 22 years

"The [course] owner chooses to market a 'Palmer design.' Down the line, it's 'Palmer-Seay.' That's a marketing issue," Seay said, adding: "Arnold is very generous in his accolades to me and others in the company."

Asked if he had considered leaving Rees Jones' firm, for which he has worked for nine years, Greg Muirhead said, "No, there's still a lot to learn."

Besides, he added: "It's a lot of fun and we do get to put our own

signatures and flair into each course. I look at all the ones I'm involved with and feel I had a big part in each one — from devising the routing to making it happen in the field.

"The recognition is nice but I think we all realize people hired our firm because of the guy's name on the door. He's built the reputation and that's what they're buying. Plus Rees is always free in giving us public credit."

"The bottom line is that what I really love to do is design," said Don Knott, who has worked for nearly

two decades with Robert Trent Jones Jr. "I haven't wanted to get into a position where I'd be running a company and spending most of my time doing public relations, sales, personnel management, collecting bills, and all those things..."

"I'm in a position where we get great clients, particularly good sites and I can concentrate most of my energies on how to design and produce a better golf course or better golf hole."

Asked how he has been able to disregard the fame that comes with headline designers, Knott said: "You have to have the right personality. There are clearly a lot of guys who have come out [of companies] who want their names in lights. In that case, they have to do their own thing. To me, it's not essential. To me, it's how good the golf course is. In 50 years 90 percent of the golfers aren't going to know who built the course. They will only know if it's fun to play and if they like it."

"For some reason we've managed to put together a staff that's happy doing their design work," he added. "The real internal satisfaction of all



Don Knott

Continued on next page

CREEPING BENTGRASSES

PennLinks



Doug Kucera
Assistant

Mike Cantwell
Superintendent

Gateway Golf Club
Fort Myers, FL
Tom Fazio, Architect

"Before overseeding, we verticut the bermudagrass base to the soil line. We then spread 3 pounds per thousand of Penncross in one direction, 3 pounds of Penneagle in another and 12 pounds of *Poa triv* in yet another. We've been doing this for five years and our putting surfaces have been consistent every time.

"Our greens stand out like emeralds when the surrounding bermuda goes dormant."

Michael J Cantwell



Marc Snyder
Superintendent

Fox Hollow Golf Club
Odessa, FL
Robert Trent Jones, Sr., Architect

"Our goal is to create an upscale public golf course to serve a wide range of golfers from beginners to professionals.

"Based on my satisfaction with Penncross and the reputation of all the Penn bents, I'll use PennLinks as the primary component in my bent/*Poa trivialis* mixture when I overseed this fall. With PennLinks' improved performance and upright growth habit, I expect the greens to be outstanding the entire winter season."

Marc Snyder

Savvy Superintendents Specify



Roger Rulewich, above, and boss Robert Trent Jones Sr.



Me & Mr. Jones: Rulewich content

Cooperative efforts in the Robert Trent Jones Sr. office have centered around Jones and Rulewich for two decades. Yet even legends don't live forever. So, what happens to a man like Roger Rulewich, who is known as the best imitator of the most influential golf course architect of this half-century?

Rees Jones said Rulewich is the consummate example of a top-flight designer "possessing absolutely no ego" and "remaining perfectly happy doing what he does with my father's organization because he gets really great jobs."

Rulewich, who the last few years has flexed his own imagination with new twists in design

under the Jones name, will nevertheless be forced out of the nest.

"For myself, it will mean going out and doing work in my own name," he said. "It might be hard getting going. I'd like to finish the contracts we've started and finish them in his name and give us time to generate new work. Because of all what we had to do to gear up for [The Jones Trail complex] in Alabama we have a hard corps of people who have exceptional and extraordinary skills, abilities and attitudes. We're going to try to keep this group together."

Then the fame and fortune may follow.

The man behind

Continued from previous page

of these guys on the staff is that they know they are well known in the golf business and their peers. That is obviously a source of satisfaction."

LEAVING THE FOLD

But designers who leave the safety net of employment to go out on their own have some different feelings about their situations.

"There were several reasons" for leaving, said Jay Morrish, whose fame of the last several years was made possible in 1983 when he formed his own company after laboring 17 years for George Fazio, Desmond Muirhead and then Jack Nicklaus. "One was money. I saw a lot of architects making a lot of money and I knew I was better than they were. I was well salaried, but nothing like I am now.

"There's also an ego thing. I was never getting any recognition [except from] people behind the scenes... When I left, it was with Jack's blessings. He knew I had gone as far as I could go."

"It gets down to a desire to be recognized by your peers, others in the golf business, and even by yourself," said Keith Foster, who opened his own company in Phoenix after working with Art Hills for six years.

Recognition and total control had nothing to do with Bob Cupp's leaving the Nicklaus organization. When an outside business venture lured him away from golf, he continued to receive many phone calls to do design work.

"I like to do this work," Cupp said. "I didn't know whether I'd get recognition. I just knew there were lots of projects out there."

Cupp decided to form "a small organization in which I could still do the decisions, say grace over everything."

"When I left, it was awful. It tore me apart," Morrish said. "We had a



Bob Cupp

lot of great memories and friends, and it was a great organization."

Yet, Morrish desired to put his own ideas, concepts and imagery onto the 150-acre canvasses. Nicklaus spent "a lot of time with us in the field. All the Jack Nicklaus courses are his, not mine. I simply implemented his ideas," Morrish said. "The only one I feel I had a big influence on was Shoal Creek."

Morrish's turn to shine came in 1985, with PGA Tour pro Tom Weiskopf, in the opportunity to design Troon Golf and Country Club in Scottsdale, Ariz.

LOVING IT

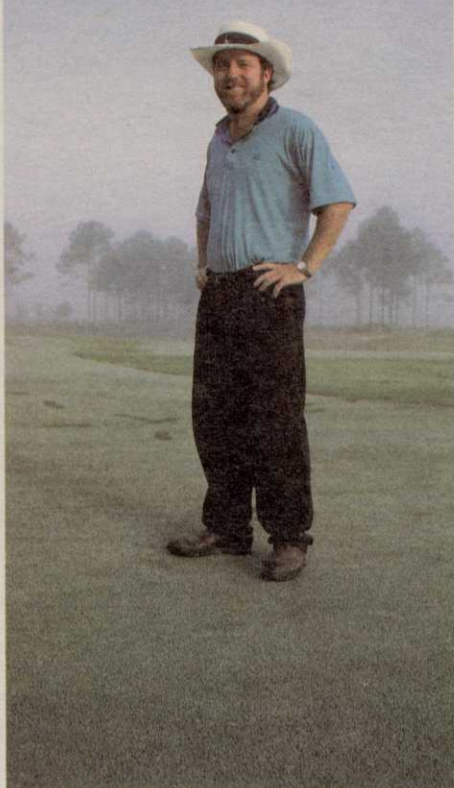
Rees Jones — a former project leader and now "name designer" — put the profession of golf course design into perspective.

"We are fortunate that we are doing something we really love. Imagine getting paid for having all this fun. The notoriety is only necessary when you want to generate more business."

Ed Keene
Superintendent



Scott Hamm
Superintendent



How the Penn Pals Stack Up:

Penncross

The standard for bentgrasses since 1955.

Good heat and wear tolerance. The choice of championship golf courses.

Penneagle

Salt tolerant. Germinates quickly. Upright, dense growth habit. The fairway grass at Oakmont Country Club.

PennLinks

Upright dense growth. Fine texture and heat tolerant. The new standard for putting green quality. Used for greens at Wilmington Country Club since 1984.

PennWay Blend

Economical overseeding bentgrass blend. Heat and disease tolerant. Genetically diverse. Ideal for winter greens and permanent fairways.

PennTrio Blend

Certified creeping bentgrass blend with the combined virtues of Penncross, Penneagle and PennLinks.



Windstar Country Club

Naples, FL
Tom Fazio, Architect

"We've overseeded with Penncross the past five years. Even though we're next to Naples bay, we've had no trouble with salt burn. We irrigate with 75% effluent water, and though the remainder has a high sodium content, Penncross maintains its color and vigor.

"We used *Poa trivialis* in our seed mixture this past season, but I will return to a Penncross monostand this fall."

Ed Keene

Riverwood Golf Club

Port Charlotte, FL
Gene Bates, Architect

"PennWay Blend is the basis of the winter overseeding mixture I use for what I call 'interseeding'. I encourage the bent/*trivialis* to co-exist with bermudagrass without stressing the bermuda. This way my greens transition smoothly, and the bermuda is off to a healthy start in the spring.

"Members and daily fee players comment on the fast, consistent greens as well as the unusual links-type configuration of our 18 hole putting complex."

Scott A. Hamm

'Penn Pals' for Winter Greens.