

SB  
433  
G4  
V.5  
no.5

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION  
VOLUME 5, NUMBER 5  
MAY 1993

## INSIDE

### Speed Bumps

A USGA agronomist believes comparing courses by their green speeds is "ludicrous" ..... 15

### Greens Mowers

Manufacturers are adding blades and tinkering with weight distribution in search of the perfect cut ..... 20

### On the Green

One superintendent has beaten a poa annua problem by overseeding with bentgrass ..... 54



**DOGWOODS, ASH AT RISK**  
Dogwood anthracnose (as shown in the above leaf) is devastating America's dogwood trees from the Atlantic to the Mississippi. Meanwhile, Ash Yellows has stricken the nation's supply of green and white ash. See page 13.

### COURSE MAINTENANCE

This month's Tour of Duty ..... 13  
The Savvy Super: Of wash racks & blueprints ..... 19  
Karsten Lab for Turfgrass Research to open ..... 23

### COURSE DEVELOPMENT

Jack Nicklaus II is out make his own name ..... 31  
The golf boom has come to Vietnam ..... 31  
An American in Hanoi ..... 32

### COURSE MANAGEMENT

Member groups jump into Landmark fray ..... 39  
Marketing Idea of the Month ..... 39  
American management firms eye Asia ..... 39

### SUPPLIER BUSINESS

Staples starts consulting company ..... 43  
Impressions from the Asian marketplace ..... 43  
Greensmix incorporates two divisions ..... 46

## UGeorgia to create a 21-hole, working lab

By MARK LESLIE

GRIFFIN, Ga. — The nation's first research-intensive golf course is going out to bid.

The University of Georgia's 21-hole facility, located on land at the school's Experiment Station here, will be a living laboratory on which scientists will perform hands-on, innovative research into all aspects of maintenance from growing turfgrasses to pesticide fate.

The University of Georgia in April put out a request for proposals to private companies to build the facility on 165 acres the school owns. The university will receive some of the profits from the course operation to fund the research.

"We're excited about making this truly an all-research and education golf course," said Dr. Ed Kanemasu, research leader for University of Georgia's Crop and Soil Science Department.

Kanemasu, who has shepherded the plan through university and state protocol for two years, said: "We will be testing different grasses and work on irrigation, water use, movement of pesticides, herbicide treatments, and hopefully expand out to all of the things associated with golf courses — like mowing and the wear from equipment and golf carts."

"This will be intensive,  
Continued on page 30

The text of Paul Harvey's March 25 commentary:

*Golfers at many or most of the magnificent golf courses are missing something important this spring — bird song. Greenskeepers have denied that their pesticides are killing their birds, but they can't deny it anymore. A conference yesterday in Wilmington, N.C., heard recommendations on how to make golf courses more environmentally friendly. Pesticides on golf courses are polluting coasting fishing waters in some places. More than 50 different chemicals are used on golf courses to kill insects and weeds and rodents, and regulations of the use of those chemicals is almost nonexistent. The USGA is presently completing its own three-year study, but the bottom line seems to be that some course designers and some who maintain them will not behave unless there are new laws to require it.*

## Harvey comment touches a nerve

By HAL PHILLIPS

WILMINGTON, N.C. — The golf industry is still steaming about a Paul Harvey radio report that condemned golf course maintenance practices as underregulated and irresponsible.

The syndicated report, issued by the venerable broadcaster on March 25, measured only 128 words in length (see text at left). But its effect on golf course industry members was felt across the nation.

"I became outraged upon listening to such nonsense, and such foolish accusations," wrote Gary Nokes in a letter to the editor (page 10). Nokes is superintendent at Bey Lea Municipal Golf Course in Tom's River, N.J. "I would like to show Mr. Harvey

Continued on page 24

## Golf industry differs on trade policies

By PETER BLAIS

Satisfied with their access to Japanese markets, golf industry suppliers are generally not among the American businesses supporting President Clinton's threats of higher tariffs if the Japanese refuse to open their doors to freer trade.

"We don't have a problem selling product in Japan," said Dennis Hays, director of the Oregon Seed Trade Association. "Some American seed producers are even Japanese owned. It's a good market for us."

In a formal late-March news conference, Clinton said he believed the Japanese un-

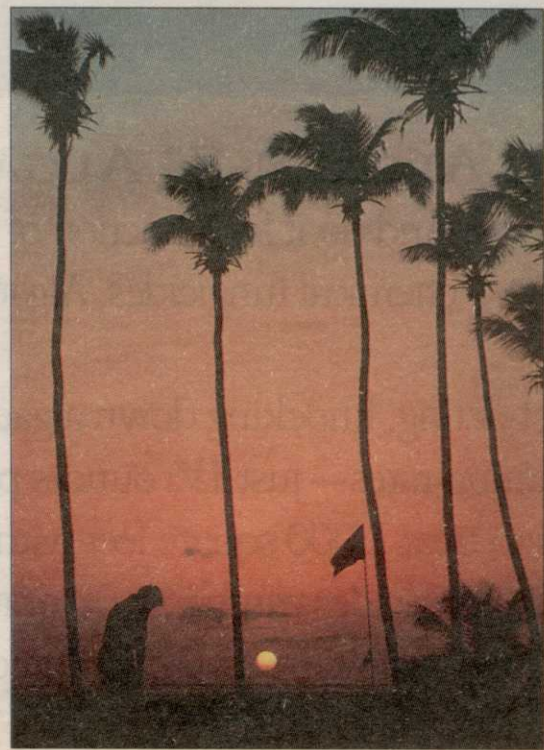
### At odds with Clinton on Japanese tariffs

fairly prevent the sale of U.S. goods in their country. He promised to try to change that, possibly by raising tariffs on Japanese goods sold here.

"We hate to see the administration bashing Japan. We don't want higher tariffs on them," Hays said.

The seed industry's major problems involve other Pacific Rim nations — primarily China, Australia and New Zealand, Hays

Continued on page 49



**SUPERINTENDENT IN PARADISE**  
Super Focus on Mike Meehan, the man in charge of the Four Seasons resort on Nevis Island in the Caribbean. See page 14.

### Working with lava...

## Going with the flow

By MARK LESLIE

Lava: The substance of nightmares for golf course builders.

It rips up heavy machinery and adds mega-dollars to construction costs and months to timetables. It's so tough you sometimes have to blast it with dynamite. Tales about the hardened volcanic discharge are legend.

- Some tell of bulldozers falling through hollow "lava tubes" to solid ground 10 feet below.

- Surveyors reportedly wear out a pair of boots every couple of weeks tromping through it.

- You could turn on a fire

Continued on page 34

## Trade policy

Continued from page 1

explained.

U.S. seed producers have no problem getting product into China, a burgeoning market.

"The problem is they sometimes steal a variety and then sell it back a few years later," Hays said.

New Zealand and Australian seed producers receive government subsidies, giving them a competitive advantage over their unsubsidized American counterparts, he added.

The golf car industry's marketing problems have also happened elsewhere in Asia, according to Club Car Chairman and CEO George Inman. Inman is also president of the National Golf Car Manufacturers Association.

Japanese tariffs on imported golf cars are very low compared to other countries, where the added levies often add 40 and 100 percent to the final price, according to Inman. Few of those countries manufacture golf cars.

"They're usually trying to protect the jobs of their caddy force," Inman said. "It's viewed as luxury tax. We don't like it. But at least

it's the same for everyone."

American golf car makers have never had problems getting into the Japanese market. "If anything, it's more open now than it's ever been," the Club Car executive said. Inman added he couldn't speak for all members of the manufacturers' group regarding higher U.S. tariffs on Japanese products to get the Asian country to further open its doors.

"Personally, I don't think they are a good idea," Inman said. "Tariffs may have a place on some occasions. But, in general, all they do is encourage a lack of investment and the entrepreneurship

needed to be competitive in a global economy.

"Anyone who doesn't think we are in a global economy today just isn't in the ballgame. Tariffs inevitably lead to protectionism. And that's just counterproductive."

American turf equipment manufacturers don't meet the barriers in Japan that producers of generic products like steel or food do, said international marketing consultant Clark Staples, former international marketing services director of turf products with Cushman-Ryan/Ransomes America Corp.

"U.S. golf equipment is the

equipment of choice there. The Japanese view golf as an American game and buy American equipment," Staples said.

Japanese manufacturers have copied most American turf equipment, Staples said. Japan-based companies like Baroness and Toshia have even sold turf products in the United States through American distributors like Brouwer and Bunton, he noted.

But Baroness, Toshia and other Japanese manufacturers have no advantage over companies like Ransomes, Jacobsen or Toro when it comes to selling in Japan, he assured.

"What it all comes down to in Japan is distribution," Staples said. "If you have good distributors you will do well."

While on a professional level Staples sees no need for higher tariffs on golf products, America's \$1 billion weekly trade deficit with Japan bothers him on a personal level.

"I favor some equalization to make [overall] trade fairer," he said. "The Japanese should be buying some of our beef, steel or something to lower the trade deficit. We need more free trade in those areas."

Chemical manufacturers report some problems in the Japanese registration process.

"We haven't done any formal studies, but we have received some anecdotal information," said John McCarthy, vice president of science and registry affairs with the National Agricultural Chemicals Association, an industry trade group.

"Foreign companies must get their products approved for use in Japan. Japanese companies seem to have an easier time getting approval than U.S. manufacturers.

"A number of years ago the Japanese required that all testing be done there. With the help of the State Department, we got that waived."

Paul Grosh, sales manager of Lebanon Turf Products professional group, said his company unsuccessfully tried to register a fertilizer in Japan 18 months ago.

"We didn't have a whole lot of luck. We would be interested in marketing products there, but our first experience wasn't very positive," he said.

## Neogen acquisition

Continued from page 43

present and semiquantitate the pathogen load.

The Reveal diagnostic kits, used predominantly by golf course superintendents, are used to detect fungal diseases of turf including pythium blight, brown patch and dollar spot. The kit is designed to complement Neogen's EnviroCaster, which superintendents can use to monitor environmental conditions and predict the onset of plant diseases and insect emergence.

For more information on the acquisition and other Neogen products, call 1-800-234-5333.

**NOW YOU CAN  
KEEP YOUR  
ONGOING BATTLE  
AGAINST  
TURF DISEASE  
FROM BECOMING  
AN UNENDING ONE.**

**Fighting turf disease can be a vicious circle. As soon as one fairway is cured, another outbreak is bound to appear.**

**That's why many of today's top superintendents are tank-mixing Banner® with an effective contact fungicide like Daconil 2787® Flowable.**

**It allows them to use the most economical rates for the prevailing disease conditions. And its dual mode of action fights disease both inside and outside the plant.**

**Which doesn't just make turf disease go away. It makes it stay away.**

