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Ken Kavanaugh's newest creation: Orchard Valley Golf Course in Aurora, Ill.

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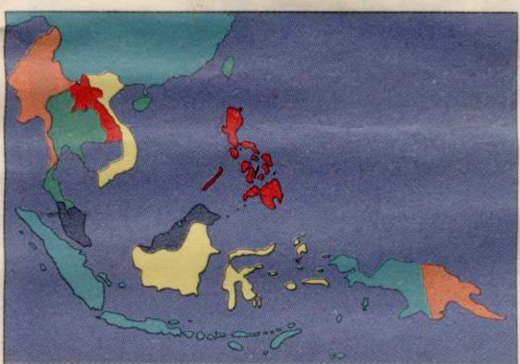

GCSAA REDUCES ASIAN PRESENCE
Five months after joining forces with Connex and International Management Group, the Golf Course Superintendents Association of America has greatly diminished its role in Asia-Pacific's largest conference and trade show, Golf Asia '94. For story, see page 36.

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Members afforded more ballot input

GCSAA to rehash familiar issues in Dallas

By PETER BLAIS

LAWRENCE, Kan. — With last year's defeat still fresh in its mind, the Golf Course Superintendents Association of America Board of Directors has developed a new set of bylaw amendments calling for more membership input.

Taking the power to set dues away from members and giving it to the board was one of the most controversial recommendations a year ago. The membership defeated that measure by a huge margin.

According to GCSAA documents, this year's bylaw proposal calls for, "Preserving membership's authority to set dues for classes AA, A, B, and C [which covers most working head and assistant superintendents] — but through regular ballot voting procedures instead of the current voice vote — while assigning responsibility for setting other membership classifications' dues to the board of directors."

Associate and Affiliate membership classifications will be an issue again this year. This was a sore spot with many regular mem-

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New NGF study explores operations and revenues

By MARK LESLIE

JUPITER, Fla. — Golf course managers and superintendents around the country will now be able to compare their apples with other courses' apples. Drawing boundaries around the country according to climate and golf seasons, rather than distinct geographical regions, the National Golf Foundation has released reports that compare revenues, expenses, course characteristics, water supply and equipment.

The fruits of the labor — *NGF Golf Course Operations & Maintenance Survey Report* — are now available in daily-fee, municipal and private facility editions.

"This is the first time we've been able to obtain so much of this type of information in a national survey and it's providing some really interesting new insights," said NGF Vice President of Golf Course Development Richard Norton.

Norton pointed to the average operating margin at daily-fee facilities, which varies from 13.9 to 28.9 percent and averages 25.5 percent. In comparison, the national average for municipal facilities is 23.6 percent,

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Lucas leads landowners' revolution

By MARK LESLIE

Former Wild Dunes golf course owner David Lucas, who took his state's coastal commission to the U.S. Supreme Court and won, wants to wrest control of land use from what he says is a government of "tyranny by legislative fiat and special-interest groups."

Lucas, who feels the government has an arm-lock on development, said: "I think we have about two years to stem the tide. Then it will be so entrenched it will be difficult to get out of."

While winning a 1992 case in which the Supreme Court ruled the S.C. Coastal Commission had wrongly prevented him from building homes on two coastal

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THE LEGEND OF GEORGE CRUMP
The 17th hole at Pine Valley Golf Club in Clementon, N.J., regarded by many to be the world's greatest golf course. However, it was created by an amateur architect, a one-hit wonder: George Crump. Columnist Tom Fazio discusses how Crump's inexperience as an architect may have helped create one of golf's wonders, page 11.

GCN to sponsor Golf Course Expo in 1994

By HAL PHILLIPS

ORLANDO, Fla. — Golf Course Expo, an annual trade exhibition and education conference sponsored by *Golf Course News* , will be held here Nov. 10-12, 1994, at the Orlando Convention Center.

Golf Course Expo is designed to serve the trade show needs of superintendents, owners, managers and developers in the daily-fee, resort, municipal and semi-private golf course markets. The conference — the outgrowth of Public Golf '92 and '93, *Golf Course News*' highly successful national conferences serving public-access course owners and managers — will be co-sponsored by the National Golf Foundation (NGF).

"We feel Golf Course Expo fills a clear need in the golf course industry," said *Golf Course News* Publisher Charles von Brecht. "Public-access golf operations are the fastest growing sector of the industry, yet there is no forum for its vendors or its particular educational needs. This exhibition and conference are designed to remedy both situations."

The two-day education symposia will be divided into three distinct tracks: Agronomy, Management and Development. The latter will be led by the NGF, while the Agronomy Program will feature speakers from the U.S. Golf Association

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NGF Operations

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and for the predominantly non-profit private facilities, it runs 5.6 percent. In net operating income, the national average for municipals is $179,000, compared to $144,000 for daily fee and $118,000 for private facilities.

The last survey that even approaches the extent of this one was published in 1987. Everything is covered, from maintenance equipment purchases and irrigation upgrades to golf car rentals to clubhouse and course remodeling.

Clubhouse improvements seem more important to owners than golf courses. On a national average, daily-fee facilities spend an annual average of $56,400 for clubhouse construction/renovation the past five years, compared to $37,800 for reconstruction/renovation of their golf courses.

"The clubhouse is more immediately visible," Norton reasoned. "Some daily-fees have membership bases ... and their members are also in tune with clubhouse amenities."

The survey made other interesting discoveries among daily-fee facilities:

• The country's hot spots — southern Florida and southern California and western Arizona — made fewer improvements in their courses, maintenance buildings, clubhouses and infrastructure than anywhere else in the country over the last five years?

"That's because they have newer facilites," Norton said.

• On the other hand, nine out of 10 ownerships in the Atlantic Coast region from Massachusetts to Maryland have done renovation work on their courses in the last five years.

"That's because they are older properties," Norton said.

• More courses in the area from northern New England through northern Michigan and Wisconsin than anywhere else — 93 percent — made capital purchases of maintenance equipment and golf cars in the last five years, averaging $49,400 a year.

That statistic eludes explanation, Norton said.

• The Rockies Mountains east through the Dakota and Nebraska is the "youngest" area in the country in terms of golf courses.

Does that mean it's a prime area for wouldbe developers to investigate? Norton warned: "There ain't no slam dunks. You have to be highly selective, very sure you've got a population base. Some areas you think might be a bad place to build, would be prime if you have the concept. Areas that look good, might not be. Every location must be looked at for its own merits."

• Golf car use is not required in seven of every 10 courses in Northern California and the coasts of Washington and Oregon.

• In Northern regions there is a trend toward smaller golf car fleets and the easing of golf car usage requirements. The average fleet size in the region was 58 cars, of which 71 percent were leased.

"That area has a long history of golf," Norton said. The Northeast, Midwest and Northwest are a walking mecca, whereas the Sunbelt is a golf car-dominated area.

"The reason is that the courses in the North tend to be older and have an older tradition that includes walking. Newer courses have a higher debt service."

• Texas, Oklahoma and New Mexico have the lowest median golf car fee ($8) anywhere in the country.

• Average annual expenditures over the last five yars nationwide include $20,300 for maintenance building construction/renovation; $49,400 for maintenance equipment/golf car purchases; $28,000 for irrigation installation/upgrade; and $20,500 for infrastructure improvements.

"This [survey] is the format we will take into the future. We will get trend data when we do it again in two years," Norton said. He added that the NGF will begin to do the surveys every other year: the municipal survey one year and daily-fee and private surveys the next.

The reports are available from the NGF at 1150 South U.S. Highway One, Jupiter, Fla. 33477; telephone 407-744-6006.

CMAA survey paints frightening picture

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) has announced results of a survey on the projected effect of losing dues and meals deductions.

The survey was commissioned in response to the Omnibus Budget Reconciliation Act of 1993 (S.1134), which would reduce the deductible portion of business meals and entertainment expenses from 80 percent to 50 percent and would also eliminate the deduction for club membership fees. The survey shows that the legislation could result in:

• A loss of more than 12,500-full-time and 11,000 part-time employees, for a total of 23,500 employees in the 3,000 clubs represented by this sample;

• A loss of more than $273 million in full-time payroll and $100 million in part-time payroll, for a total of $373 million in these businesses.