

GOLF COURSE NEWS

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Vol [6]

INSIDE

High Tide

Flood waters from the swollen Ocmulgee and Flint rivers wreak havoc on Georgia golf courses 3

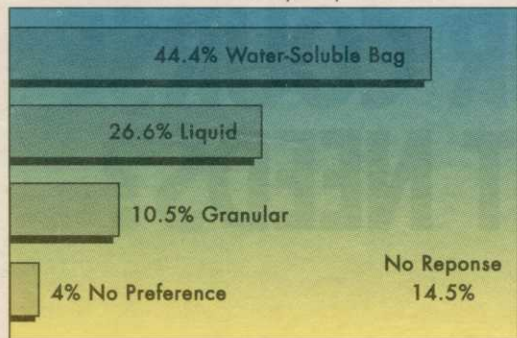
Change of Course

After years of prodding, the EPA will alter its peer-review methods, hoping to stop uneven science 11

Destination: Mississippi

The Gulf Coast is becoming a gaming mecca, but golf would complete the package 27

Which of the following chemical formulations do you prefer?



SUPERINTENDENTS RESPOND

The American Cyanamid Co. recently polled 125 superintendents on consumer preferences, EPA regulation, environmental activism and other maintenance issues. Their answers appear on page 31.

COURSE MAINTENANCE

- Delhi the first two-year turf school with course 11
- Super Focus: Pock maintains family tradition 12
- On the Green: You've got a crime dog in Pa. 13

COURSE DEVELOPMENT

- Planning paves way for Lake Michigan design 4
- A tale of two projects: Fast track vs. slow track 9
- Q&A: Lee Chang busy on two continents 23

COURSE MANAGEMENT

- Martty takes aim at Southeast market 27
- Marketing Idea: Developing repeat customers 27
- The Public Arena: Municipals coming of age 38

SUPPLIER BUSINESS

- RISE conference opts for Southern exposure 31
- GCSAA institutes new trade show policies 32
- What's new in the marketplace? 33

Palmer to keynote Golf Course Expo

Arnie to address Army at conference & trade show

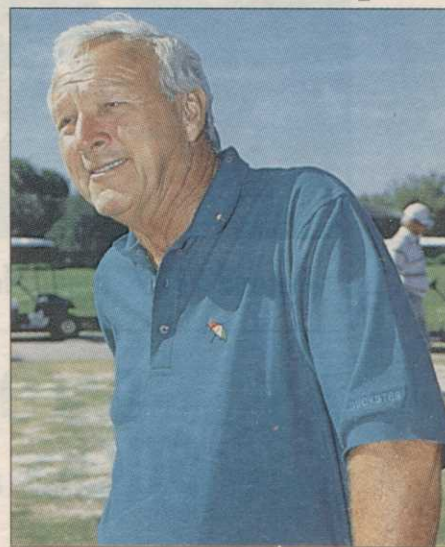
By HAL PHILLIPS

ORLANDO — Arnold Palmer, golfing legend and principal of Palmer Course Design, heads an array of influential speakers scheduled to impart their knowledge at Golf Course Expo, Nov. 11-12, here at the Orange County Convention Center.

Sponsored by *Golf Course News*, Golf Course Expo is a trade show and education conference designed specifically for superintendents, owners, managers and developers of public-access golf facilities: daily-fee, municipal, semi-private and resort.

Golf Course Expo will feature more than 150 companies, highlighting displays and demonstrations spanning 66,000 square feet of exhibit space. Also taking place on the show floor will be Shop Talks, vendor-sponsored technical and demonstration sessions right on the floor. The Palmer keynote, the trade show and Shop Talks are free to all Expo attendees.

"We are delighted, of course, that Mr. Palmer has chosen to speak at Golf Course



Arnold Palmer

Expo," said Charles von Brecht, publisher of *Golf Course News*. "He and the people at Palmer Course Design understand, as we do, that public-access golf is where the action is, so to speak. Over the last five years, 80 percent of the record course openings have been municipal, daily-fee or re-

Continued on page 28

GOLF COURSE



EXPO

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA
NOVEMBER 11-12, 1994

A NATIONAL EXHIBITION AND CONFERENCE FOR OWNERS, SUPERINTENDENTS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES



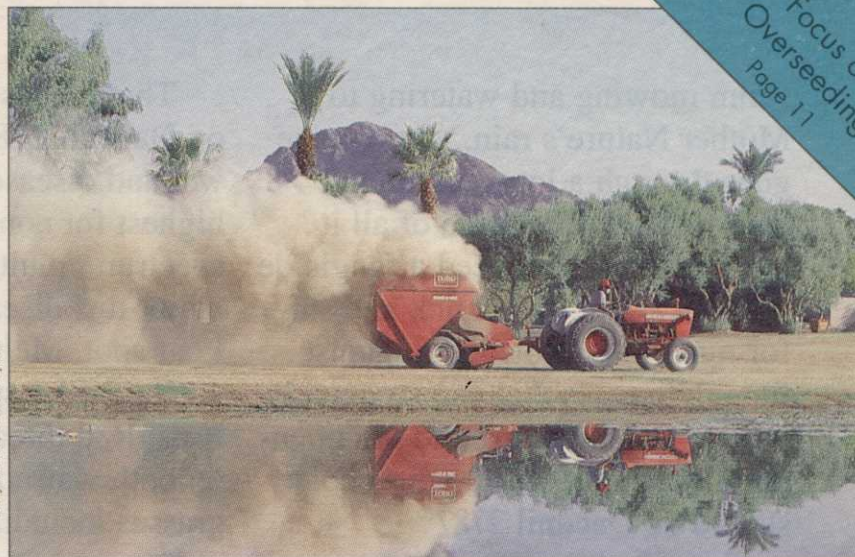
Brauer's Minn. project awaits court resolution

By HAL PHILLIPS

BIWABIK, Minn. — Neighboring Michigan may have its Homestead project, stalled and wrapped tightly in bureaucratic red tape. But Minnesota has a bogged-down, high-profile golf course development of its own, right here, and architect Jeffrey Brauer is caught in the flypaper.

"I might be overstating it to say it's like the Homestead," said Brauer, president of Dallas-based Golfscapes, Inc. "But this golf course has taken a tortured path toward approval... The worst of it is, no one is trying to sneak anything by

Continued on page 26



After the dormant bermudagrass is scalped at LaQuinta (Calif.) Country Club, maintenance crews vacuum the debris in preparation for overseeding.

Seed companies re-think the rye market

By MARK LESLIE

The term "high-volume, low-profit" might fit no other product better than perennial ryegrass—the choice of many for overseeding.

"People lust after this business for the volume. But it's very low-profit," said Steve Tubbs, vice president of Turf Merchants of Tangent, Ore.

"It's important to the industry in the fact there is a lot of seed used," said Tom Stanley, marketing manager at Turf Seed in Hubbard, Ore. "However, when you look at the dollars involved, it's not very important.

Then why get involved?

"That's a good question," Stanley said, "and I think it's a question a lot of Oregon seed companies are asking themselves. This year the trend continues from the last several years. We've seen declining prices and increased production.

"Everybody wants a piece of the overseeding market. It's big. A lot of distributors think it's glamorous. And it's a way to dump overproduction into a market that's not going to hurt them in other regions of the country."

Fifty million to 60 million pounds, or

Continued on page 19

Roll With It!
The greens roller makes a comeback, page 20

Focus on Overseeding Page 11

Miss. coast adding golf component

Continued from page 27

be interested in donating 150 acres to private golf developers while retaining the remaining acreage to develop into house lots or mixed-use project that would benefit from an adjoining, daily-fee golf course.

That list of potential sites as well as information on tax incentives and demographics will become part of a formal development package Wizeman expects to complete this month. He will distribute the information to golf developers he believes may be interested in coming to the Mississippi Gulf coast.

The area has 17 courses already. Mark McCumber-designed Windance Country Club in Gulfport is one of the best known.

"The existing course owners want us to bring in additional development and golfers, too," Wizeman said. "It would give them the chance to raise fees and make improvements. It's unusual but very nice to have that kind of support from existing course owners."

Wizeman predicts course developers will have little trouble obtaining building permits since the generally highland sites have few wetlands and local government favors the golf destination concept.

If construction of six to eight new courses gets underway next year, they will open just about the same time 3,000 hotel rooms currently under construction are scheduled to come on line. Another 2,000 rooms are planned and could be ready by late 1996. That would bring the total number of hotel rooms to 11,500, a 77 percent increase over the 6,500 currently available.

"If you filled those rooms, you could build another 25 courses down here," Wizeman said.

Once the development package is complete, Wizeman will start work on a marketing program to attract golfers. One of the keys will be a centralized reservation system with a single (800) number visitors can call to reserve airline tickets, car rentals, accommodations and tee times.

"Gulfport has more air carriers [5] serving it than Myrtle Beach [2]," Wizeman said. "They had 200 charter flights land here in June for gambling groups."

Still, Wizeman expects most golfers will drive rather than fly to the Mississippi Coast. That's similar to Myrtle Beach, where 90 percent of golfers use ground transportation to reach the links.

The Midwest golfer will be the area's target market, Wizeman said. And course operators will market heavily, he predicted.

"They spend more money on

marketing here in a single month than Myrtle Beach does for the entire year," Wizeman said.

Wizeman has been in the golf and resort business for 25 years. Originally from Virginia Beach, Va., he moved to Myrtle Beach in 1980. He founded the U.S./Japan Golfers Association in 1987, which set up tours and tournaments for vacationing Japanese golfers at U.S. golf courses. Business boomed until the early 1990s when the Japanese economy soured, Wizeman said.

"Those were the worst two financial years of my life," said Wizeman, who still operates the scaled-down U.S./Japan Golfers Association.

He formed International Golf Partners two years ago along with California course builder Joe Perry, Florida hotel consultant Donald Ross and Alabama financial adviser Terry Swalm.

IGP played a key role in bringing together Chesapeake Corp. of Richmond, Va., and The Legends Group of Myrtle Beach to develop six recently announced courses in the Williamsburg, Va., area.

Arnie speaks

Continued from page 1

sort courses.

"The numbers don't lie."

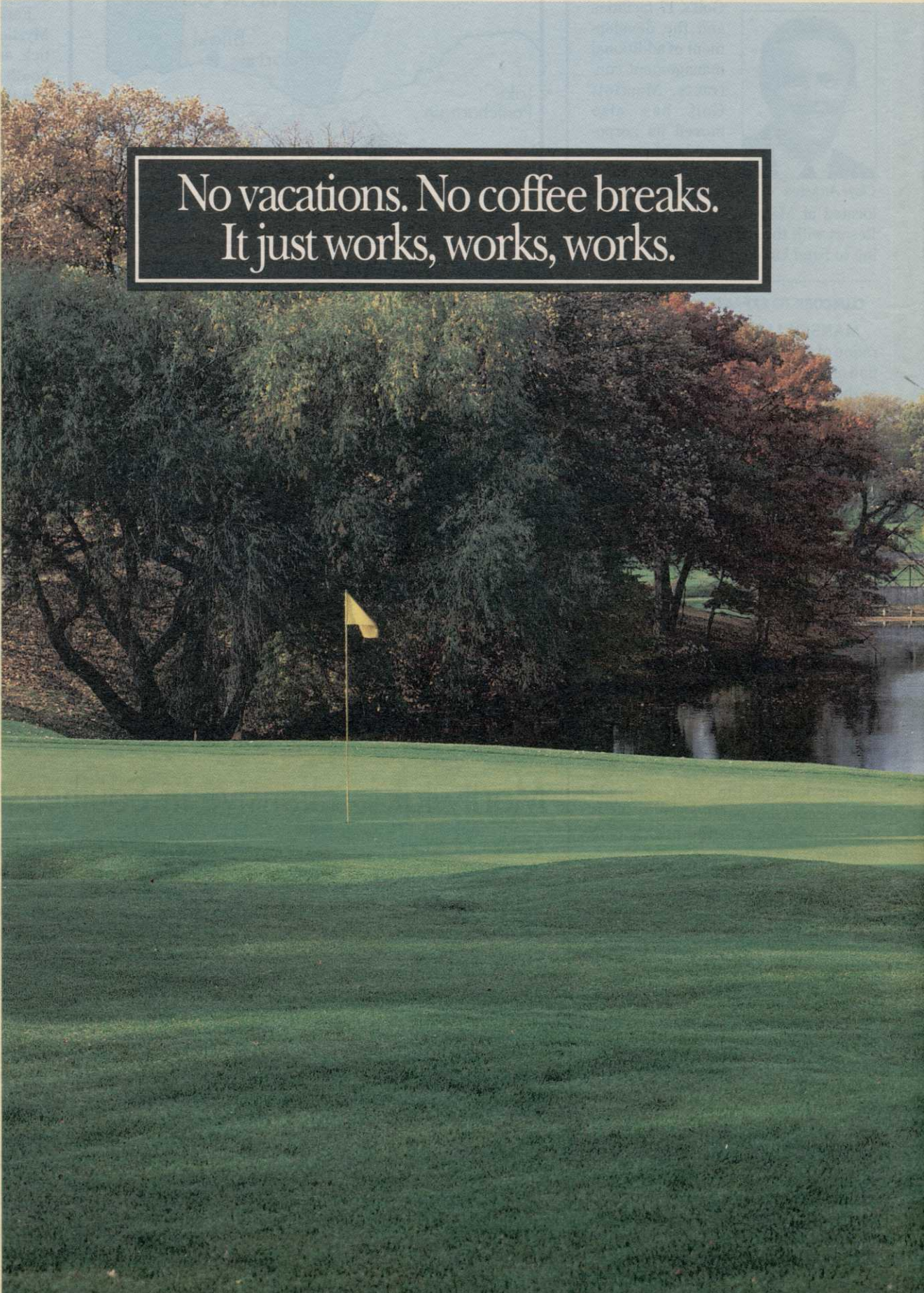
Palmer will keynote the conference on Nov. 11, opening the trade show and setting the stage for afternoon conference sessions in the areas of Agronomy, Management and Development. Each education track is designed to shed light on issues unique to the public-access golf market.

"We feel Golf Course Expo fills a clear need in the golf

course industry," added 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."

For instance, Don Tolson — superintendent at Fox Hollow Golf Club in Lakewood, Colo. — will discuss ways to maintain golf courses under high-traffic conditions. Fox Hollow, a 27-

Continued on next page



No vacations. No coffee breaks.
It just works, works, works.

Palmer

Continued from previous page

hole, city-owned course, handles 83,000 rounds a year.

The Agronomy program will also feature Pat McHugh, director of golf course maintenance and grounds at Doral Resort & Country Club in Miami, who will discuss innovative staffing and crew motivational techniques. In addition, Patrick O'Brien — director of the United States Golf Association Green Section, Southeastern Region — will tackle the subject, "Maintenance on a Shoestring."

As part of the Management pro-

gram, Ken James — senior vice president of operations and acquisition at American Golf Corp. — will discuss "Five Critical Issues to Operational Success." Terry Buchen, CGCS and author of GCN's "Savvy Superintendent" column, will enlighten owners and managers on course-related matters with his discussion of "Agronomy for Non-Agronomists".

The Development track, co-sponsored by *Golf Course News* and the National Golf Foundation, will feature several discussions of financing: Reid Marks of NationsBank on traditional sources; Bill Wallace, vice president of Golf Services

Group, on public-private partnerships; and Greg Cory of Economic Research Associates on the value of feasibility studies.

Also included in the Development program will be Dennis Tull, owner of Smiley's Golf Center, the national authority on development of alternative golf facilities; architect Bob Lohmann, principal of Lohmann Golf Designs, Inc., who will discuss course renovation and its relation to the bottom line; and Stuart Cohen, president of Environmental Turf Services, Inc., who will speak on environmental regulation and its effect on sound public-access development.

Golf Course Expo is the first exposition and conference devoted to public-access golf.

Exhibitors include fertilizer, seed and sod, consultant services, golf cars, mowers, aerators, irrigation equipment, chemicals, architectural services, construction services, software, equipment parts, landscape supplies, utility equipment, greens rollers and ball washers, among others.

Exhibiting companies as of press time include American Society of Golf Course Architects, E-Z-GO Textron, Emerald Isle, Ltd., Flowtronex/PSI, Fore Better Golf, Inc., Gold Medal Recreational Products, Golf Course Builders Associa-

tion of America, Gowan Co., Greenscape Pump Services, Inc., Harco Fittings, Hollrock Engineering, Inc., Horizon Golf, The Kirby Marker System, Milorganite, The O.M. Scott & Sons Company, Otterbine®/Barebo, Inc., Page-Com, Inc., Palmer Course Design Co., Par Aide Products Company, Precision Tool Products Company, Smithco, Inc., Spencer Engine of Jacksonville, Standard Golf Company, Sunbelt Services-Div. Of Hendrix & Dail, Tee Enterprises, Inc., Turf Diagnostics & Design, Inc.

For more information on attending the trade show or conference, call the Golf Course Expo hotline at 1-207-846-0600, ext. 248.

Marty Golf

Continued from page 27

and William an on-the-field player coach," Marty said.

Marty concentrates on membership sales and generating greens fees. Ochsenhirt, a certified public accountant, creates business plans for MGM clubs and oversees course maintenance and golf shop operations. Fitzpatrick relies on his operations background to recruit and train course personnel.

Plans are to have 10 to 15 clubs under total-management contracts by the end of next year. All will be within the 500-mile radius of Mobile that Marty considers his market area.

"That will give us the base we need to begin leasing or acquiring clubs ourselves," Marty said.

While describing membership sales as the firm's strength, Marty said the company never loses sight of the importance of course maintenance nor the superintendent's role in a club's success.

"No one is more important than the superintendent," the company president said. "Without him, and a quality course, what do you have? Nothing."

Head superintendents at all of the company's full-management clubs are GCSAA members, Marty said.

Plans are to hire assistant superintendents who can be trained to manage new clubs as they become available.

Additionally, the company planned to hire a full-time agronomic consultant by the end of July to oversee maintenance at all facilities, Marty said.

Most of the company's courses are upscale, daily-fee layouts with a smattering of private clubs.

In addition to Pine Tree, the company manages Chuck Hogan Golf Schools and Tour Golf's Practice Tee in Birmingham; Saddle Creek Golf Club in Lewisburg, Tenn.; Hamilton Mill Golf Course in Atlanta; and Jennings Mill CC in Athens, Ga.

The firm has instituted membership programs at Port Malabar CC in Palm Bay, Fla.; Wake Forest CC in Wake Forest, N.C.; and Laurel Ridge CC in Waynesville, N.C.

Marty has management consulting agreements with Chantilly Manor CC in Rising Sun, Md., and The Illinois Center in Chicago.



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