

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 5, NUMBER 8
AUGUST 1994 • \$4.50

Vol [6]

INSIDE

High Tide

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

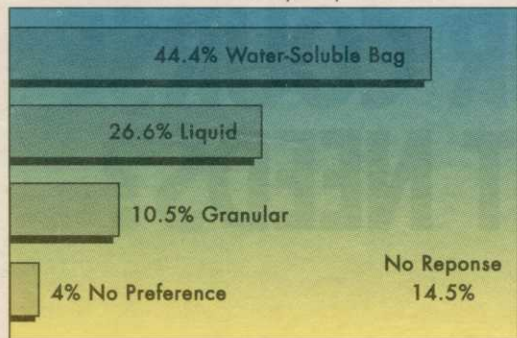
Change of Course

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

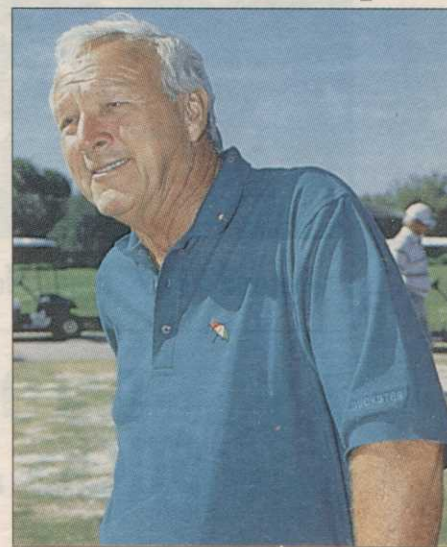
By HAL PHILLIPS

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