

GOLF COURSE NEWS

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Private clubs are opening their doors to public activities in attempts to flourish amid new tax laws62

Analysis

Watershed findings: Pesticides test well

By STUART COHEN & TOM DURBOROW

Thousands of water samples from golf courses have been subjected to more than 100,000 analyses in 13 projects since the Cape Cod Study was completed in 1988, and only five samples contained pesticides above health-based action levels.

In fact, only 30 to 60 samples had even quantifiable pesticides, substantiating indications that proper golf course maintenance does not endanger water supplies.

Most of these studies have been done as a result of permitting requirements, occasionally as a result of research projects. With a few exceptions, they have not been well publicized. The reasons are that most of the studies have not been completed, and, equally important, the results are mostly favorable for the golf industry. It is hard to use good news to scare people.

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ECOLOGICALLY SOUND

This used to be a parking lot. Now it's Squaw Creek Golf Resort in Squaw Valley, Calif., perhaps the nation's most ecologically sound golf course. It's also the top mountain course to open during the last five years, according to an exclusive Golf Course News survey of architects. For story, see page 35.



ARCHITECTURE'S HOTTEST DUO

Ben Crenshaw (left) and Bill Coore are making news: Barton Creek, Kapalua, and now the much-anticipated Sand Hills. They spoke with GCN, page 35.

COURSE MAINTENANCE

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State associations build/buy, manage their own courses

By PETER BLAIS

To provide improved member services and increase public play, a growing number of local golf associations are building and buying golf courses.

The Northern and Southern California golf associations along with the Oregon State Golf Association are developing their own facilities.

"Many other groups are talking about doing something similar," said Tom Morgan, executive director of the Southern California association.

The Northern California association started the golf ball rolling in 1975 when it acquired an option on 165 acres of Del

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No. 3 at Rancho California, soon to be owned/managed by the Southern Calif. Golf Association.

Arizona groups eye golf tax to benefit turfgrass research

By MARK LESLIE

PHOENIX, Ariz. — Following unproductive campaigns to raise research funds through volunteer donations, the Arizona green industry is taking steps in a new direction.

The newly formed Commodities Group is drafting legislation that would assess 10 cents per round on golf played in Arizona. The levy could potentially generate \$800,000 a year, according to Mark Clark, president of Cactus and Pine Golf Course Superintendents Association and superintendent at the Country Club of Green Valley.

Similar assessments reportedly have worked well for lettuce, citrus and grape growers, who all tax each crate of produce to fund research and development

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William Schultz

Schultz to assume leadership role at CMAA conference

By PETER BLAIS

SAN ANTONIO, Texas — A resident Texan will be elected president of the Club Managers

Association of America when the group holds its 67th Annual Conference here Feb. 6-10.

William Schultz, general manager of Houston Country Club since 1990, will assume leadership from outgoing President Richard Kolasa.

Schulz has been on the board since 1988, serving on several national committees and community organizations during that time. He graduated from Milwaukee Area Technical College and is currently CMAA's vice president.

In addition to Houston CC's 18-hole Robert Trent Jones-designed layout, Schulz has overseen Twin Orchards CC in Long Grove, Ill., and Brynwood CC in

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CIRCLE #151

AGC and MCI develop reservation system

CULVERCITY, Calif. — American Golf Corporation and long-distance telephone carrier MCI have developed a reservations network for AGC's courses that can be accessed by calling 1-800-GOTRY18.

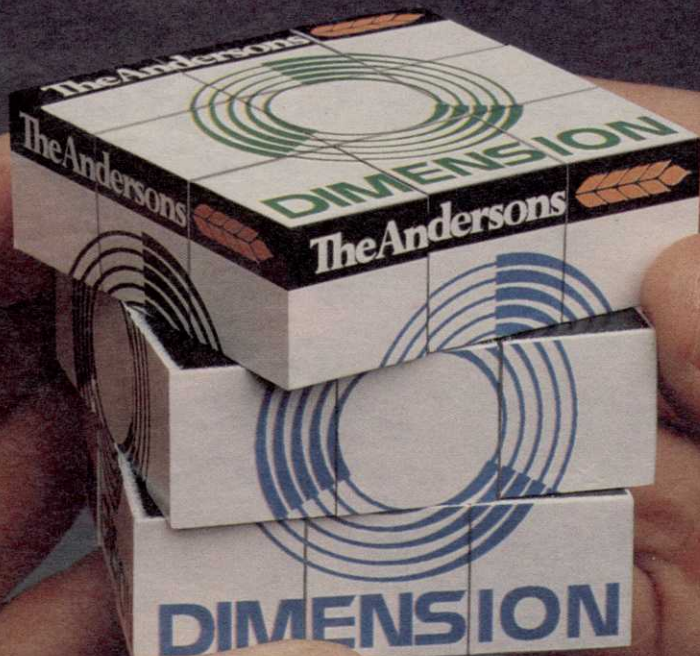
American Golf's centralized reservation tee time service handles 10 public, private and resort courses in Phoenix as well as Laughlin and Las Vegas, Nev., AGC has immediate plans to expand service into Southern California and Houston.

The reservation center allows resident golfers, travel agents, hospitality indus-

try employees and tourists nationwide to make tee times up to 60 days in advance.

In the future, MCI plans to provide AGC with MCI Mail, an electronic mail system linking all its courses; a corporate affinity program offering discounts and value-added services to private club members; a commission program set up at all courses to generate revenues from course payphones; fax broadcast for reservation confirmation; and electronic invoicing through MCI Perspective.

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CMAA president

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Milwaukee.

"I have a great deal of respect for what superintendents do," Schulz said. "Developing a close relationship with the superintendent and head golf professional is very important. We all need each other to do our jobs."

Schulz said his primary goal will be keeping the 5,000-member organization focused on the strategic plan developed in 1992.

"Our main thrust is education," Schulz said "We've developed a sports management program in conjunction with the University of Houston that will be available in 1994. It recognizes the need for club managers to become more familiar with sports and health facilities, like golf courses."

The one-week seminar will be offered through CMAA's Business Management Institute.

Also up for election is Norman Spitzig. The general manager of Oak Ridge Country Club in Hopkins, Minn., is running unopposed for vice president.

General managers George Carroll of Town & Country Club in St. Paul, Minn., and Randall Gudanowski of Indian Trail Club in Franklin Lakes, N.J., face off for secretary/treasurer.

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More than 80 educational sessions are being offered over five days at the CMAA annual conference.

Golf-related sessions include *Elements of Golf Shop Operations* with PGA of America's Chris Hunkler; *The New York Audubon Society Cooperative Sanctuary Program* by the Audubon's Ron Dodson; *Golf and the Environment* with GCSAA members; and *How Proper Communication can Improve the Common Pitfalls of Golf Course Maintenance* by head superintendent Dave Fearis of Blue Hills Country Club in Kansas City, Mo.

Other conference highlights include the 438-booth annual exhibition, the largest ever; health and fitness expert Richard Simmons' keynote speech at the opening business session; and a silent wine auction to raise money for the Club Foundation's education and scholarship program.