

Introducing: Two new editorial features for '94

Last year at this time, *Golf Course News* introduced three new features that appeared each month during 1993: "Tour of Duty," "Marketing Idea of the Month" and "Q&A" with architects in the news. All three features have been well received and will continue in 1994.

But the golf course market never stops changing, so we added two new features to keep pace.

The "USGA: Off the Record" (get it?) is a monthly spotlight report appearing in the Maintenance section. Each report will discuss a specific piece of

turfgrass research, conducted by universities and field stations across the nation, or an innovative maintenance technique.

USGA Green Section Director of Research Mike Kenna penned the first installment, which appears this month on page 41. He and other Green Section regional directors and staff will weigh in each month with scientific studies of interest to superintendents.

The second new feature, called "The Public Arena," will



Hal Phillips,
editor

appear monthly at the newspaper's rear — where "On the Green" used to appear (Don't worry, innovative equipment fans: "On the Green" has been moved to the Maintenance section, page 26).

"The Public Arena" will concentrate on the stupendous growth of public-access golf in America. This month, we look at the city of Williamsburg, Va., which proves that municipalities can orchestrate and determine the nature of golf developments within its borders

(see page 78).

...

A quick glance south will reveal a letter to the editor from Jerry Matthews, president of the American Society of Golf Course Architects. Go ahead and read it — I'll wait...

As you can see from his letter, Matthews believes the annual *Golf Course News* poll of architects — which determines Architect of the Year, Builder of the Year, Best Mountain Course, etc. — is not fair to architects who don't have big "names." He also maintains that architects don't make a habit of

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Hey, no offense intended... None taken?

Please, I don't mean to offend, but can anyone get through 24 hours nowadays without piercing someone's sensitivities?

The peoplehood of America is speaking up, and it's silly and disgusting... It seems that someone from every nook and cranny, every tier of social strata and every ancestry thinks they have to be offended by something — anything. And if they're not offended, they should be, say the self-proclaimed spokespeople. It seems some are making careers out of being offended. Frankly, I find their offense... well, offensive.

A group of African Americans stands before the television cameras and dispatch missives

against this, that and the other thing. At the University of Massachusetts (pop. 23,000) a group of 30 protesters wants the school to change its nickname. Protesters say the Minuteman, who has a musket resting on his thigh, is a white, gun-bearing male figure who promotes sexism, racism and violence. In 1972 UMass changed its name from Redmen because protesters said it opposed Native Americans.

This is emotional, intellectual tripe, causing divisiveness and anger. And it is being given credence.

Do we have nothing better to

do in the United States than dig for reasons to get upset? Whatever happened to "one nation under God, indivisible, with liberty and justice for all"? Oh, right, we kicked God out of it, so now it's open season.

Are the Frenchpersons of hardier stock up there in Canada where a National Hockey League team is called the Canucks? They don't seem upset. Maybe they don't need A CAUSE.

I've got Native American blood mixed in with Scottish and there is a bunch of people who think they can speak for me. They can spit out epithats

against the Atlanta Braves, the Cleveland Indians, the Dalhousie Warriors. The tomahawk chop offends them. Give me a break!

Next thing you know, the world of golf will be met here and there with the likes of protesters picketing the names of golf courses.

So, here's the bottom line. I think Golf Nation should be proactive here and beat these poor offended persons to the punch. Be thinking of what inoffensive name you can give your facility. But, in doing so, keep these asides (or is it broadsides?) in mind:

• Beware of color references and cut out Indian (as in Indian Creek, Indian Foothills, Indian Meadow and Indian Summer);

Continued on page 51

Letters

ASGCA HEAD TAKES ISSUE

To the Editor:

I would like to take this opportunity to tell you that Matthews & Associates, P.C. has a certain respect and appreciation for the solid, concise golf information which *Golf Course News* provides. It is one of the few publications in the golf industry which is consistently read in our office. It has always been a magazine which maintains a certain level of credibility due to the accurate content of its articles.

Therefore, I feel it necessary to express my views regarding your recent survey of "Best Architect of the Year", "Best Builder of the Year", etc. Your publication has the distinction of serving the entire United States. Keeping this in mind, I find it next to impossible for your respondents to determine the "Best" in any category. The respondents cannot possibly realistically be expected to have traveled throughout the entire United States to evaluate with any consistency the "Best" courses, architects, or builders. Each respondent will, of course, be biased towards his/her geographic location and as such the votes in each category will reflect this.

In addition, I feel these surveys

tend to be more politically motivated and less reflective of actual talents/designs. Many lesser known courses, designers, and builders are overlooked, not because of their achievements but, because of their lack of votes, due mainly to lack of name recognition acquired through large publicity budgets.

Thank you for taking the time to review my comments and I look forward to hearing from you.

Jerry Matthews
ASGCA president
President
Matthews & Associates, P.C.

MORE DAILY-FEE ATTENTION

To the Editor:

I had the pleasure of attending your Public Golf 1993 Conference at Wild Dunes. I congratulate you and your organization on a very professional conference with great speakers and well organized material.

I am looking forward to next year and I would like to make one suggestion: That considerable time in your conference be given to the upscale, daily-fee facilities. This type of operation needs to be separate from the resort and other daily-fee operations.

Again, congratulations on a

great conference. Looking forward to seeing you in Orlando.

Richard B. Craig
Vice president and general manager

Jack Nicklaus Sports Center
Mason, Ohio

Ed. Thanks for the positive input. Next year in Orlando, *Golf Course News* will sponsor Golf Course Expo, an exhibition and three-tracked conference. Because we've expanded the education program to include Management, Development and Agronomy tracks, we do plan to concentrate on more specific aspects of the public-access golf market, including upscale daily fees.

LOYAL LETTER READER

To the Editor:

This is just a quick note to let you know that our company finds your *Golf Course News Development Letter* an extremely valuable piece of information.

We look forward to receiving our newsletter every other Monday, and we appreciate the accuracy of its contents. Keep up the good work!

Enclosed, please find our renewal of the subscription, and one of our brochures. Just thought you may like to know one of your

EPA head addresses golf course management practices

By CAROL M. BROWNER

I don't play golf, but I love green landscapes, blue skies and crystal clear water — just like the nation's 14 million active golfers. And as the head of the agency that promotes public health by protecting our nation's air, water, and land, I have a strong interest in golf courses.

Golf course owners and managers can do much to promote a safe, clean environment. I look forward to working with you to make it happen.

In June, along with the Secretary of Agriculture and the head of the Food and Drug Administration, I announced a commitment to reduce pesticide use throughout the U.S. — a sharp reversal of the pesticide-intensive policy of the past 50 years. This new policy will help protect people from cancer, respiratory problems, and neurological disorders associated with exposure to pesticides through food, drinking water and lawns.

Today's golf courses use a large quantity of pesticides. In fact, golf courses use four to seven times more pesticides per treated-acre than farms. And heavy pesticide use doesn't just affect golfers and the people who spray the turf. Children who walk the course with their golfing parents may be more sensitive to pesticide residues than the typical adult.

Carol M. Browner is administrator of the United States Environmental Protection Agency.



Carol Browner,
EPA administrator

Further, pesticide run-off can severely threaten the drinking water supply of the nearby community, as well as local wildlife. (Several years ago, managers who spread the pesticide diazinon on their courses saw geese eating the brightly colored pellets — and then dropping dead by the thousands right on the green. Diazinon is no longer sold for golf course use.)

As part of our new policy, we're urging golf course owners and managers to pursue Integrated Pest Management (IPM), which has already been used successfully at many golf courses. IPM has been enthusiastically endorsed by the Golf Course Superintendents Association of America and the United States Golf Association.

If you're not already using IPM, ask yourself these questions:

- Does my course use the most pest-resistant type of turf for this climate and locale?
- Am I spraying whole areas, where only spot treatment is needed?
- Am I overusing "preventive" measures for problems that may never occur? Could I wait to control some weeds and insects as needed?

Most golf course owners find they can greatly reduce their use of pesticides without suffering any adverse effects at all. Your golfers will still have a good game. Your neighbors will be grateful. And given the rising cost of pesticides, you may very well save money.

Aside from reducing pesticide use,

there's more that golf course owners and managers can do. By cutting down on water use, you can save money and help your local community. In many cases, the type of turf that's most disease-resistant in your geographic area will be able to survive without much watering.

Finally, instead of simply not damaging the natural area around the course, why not actually improve it?

Imaginative course owners can create rich wildlife habitats, including wetlands, which play a critical role in the preservation of our nation's wonderful variety of birds, frogs, and fish. The most beautiful golf courses provide an ideal outing for golfers precisely because they've been built in harmony with nature, not against it. In fact, some of the finest courses in America are essentially 18-hole nature walks.

When I came to EPA, I vowed to use every tool at my disposal to enforce the environmental laws of the land. But fines and penalties, regulation and prosecution are only one part of environmental protection. Another part is encouraging American businesses to take voluntary action to safeguard our world.

I'm glad to say that many golfers are among the 80 percent of Americans who consider themselves environmentalists. And some golf course owners and managers are in the forefront of pollution prevention. All of us who love being outdoors can be a powerful force for environmental protection — not just on the golf course, but day in and day out, at work, at home, and in the community.

One of the more avid golfers I know is firmly committed to doing just that. His name is Bill Clinton.

Obituaries

Howard Kaerwer, 73

SPOKANE, Wash. — Howard E. Kaerwer, retired director of turfgrass research and development at Northrup King Co., died on Nov. 10, 1993. He was 73.

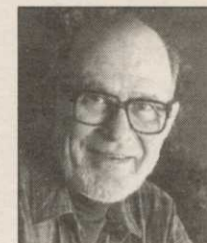
Mr. Kaerwer was born in Oshkosh, Wis., and served during World War II aboard a Navy submarine. He received his B.S. in agronomy from the University of Wisconsin and his M.S. from the University of Minnesota.

Mr. Kaerwer logged 37 years of crops, forage, and turfgrass breeding and research at NK. He took charge of NK research 1953 and developed extensive cooperative research projects with uni-

versity researchers across the country. His collection of personally collected germplasm samples yielded such landmark varieties as NK100, NK200, Goalie and Delray perennial ryegrasses, and Rugby Kentucky bluegrass. When he retired in 1984, he joined the Advisory Committee and the Turfgrass and Environmental Research Committee at the USGA. He earned the Distinguished service award from the Golf Course Superintendents of America in 1988.

On Nov. 17, 1993, Mr. Kaerwer was scheduled to be honored as the Minnesota Golf Course Superintendents Association Man of the Year. Larry Vettor, a long-time colleague at NK, accepted the award on his behalf.

Mr. Kaerwer is survived by his wife, Barbara, in Minnesota and his sister, Elizabeth, in Illinois. Gifts in his memory may be directed to the University of Minnesota Landscape Arboretum Foundation.



Mr. Howard Kaerwer

Phillips comment

Continued from previous page

jetting around the country, playing all the new golf courses.

Jerry has a good point. Architects do not, nor should they be expected to play all the nation's newly opened golf courses. However, who better to make judgments on the quality of golf courses? The *Golf Course News* staff? Hardly.

Further, all polls, surveys and elections are, by nature, political and subjective. That's why they're so interesting.

Golf Course News will respond to Matthews' comments, as we have in the past. The annual *Golf Course News* awards are not set in stone — they change with every passing year. For example, in response to input from readers, this year we honored the unsung members architectural firms (instead of the principal "name") and the best maintained course on the LPGA Tour (as opposed to the Senior or PGA tours).

We always appreciate your comments, good and bad. And we always try to respond.

When I took this job about two years ago, one of my first questions was, "I wonder if superintendents liked *Caddyshack*." Funny movie — perhaps the funniest movie ever made about golf. But it's not particularly flattering to superintendents.

Whether you thought the film was hilarious or felt the maintenance profession has just begun to live it down, I thought you might be interested that *Caddyshack* has finally reached American pop culture's pinnacle status: Merchandising.

Yes, Atlanta-based Ford Trading Company

has announced the completion of an agreement with Licensing Corp. of America, a division of Warner Bros., to market merchandise bearing the Bushwood Country Club logo and other related *Caddyshack* references such as "Be the ball," "Cinderella story," and presumably, "Die, gopher!"

According to Ford spokesman Warren Grant, any purchase of *Caddyshack* memorabilia carries with it automatic lifetime membership at Bushwood CC. For additional information, call Ford Trading Company at 404-885-9385.

Talking to the one-and-only Palmer Maples is always a treat. His comments were sought this month in connection with the story on Steve Mona's appointment as GCSAA executive director. For 12 years, Palmer has served as superintendent at Summit Chase CC, in Snellville, Ga., 25 miles outside Atlanta. He's clearly taken with the place.

"Everybody is somebody in Snellville," he proclaims proudly. "In fact, Atlanta's just a suburb of Snellville."

In case you missed it, Publisher Charles von Brecht has moved the *Golf Course News* advertising office to a new location in downtown St. Petersburg, Fla.

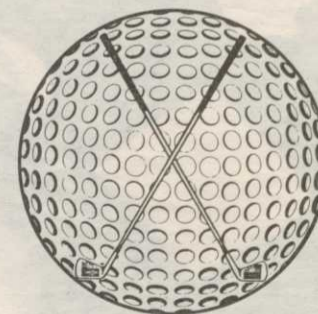
His new address and phone/fax number — and those of Marketplace salesperson Mary Anderson, appear each month in the masthead on the facing page.

But for your convenience, it appears here, as well:

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READERS are invited to contribute letters and guest commentaries to the *Golf Course News* editorial pages. If something in the newspaper rings true, we want to know about it. By the same token, if something rubs you the wrong way, we want to know about that, too. Please send submittals to *Golf Course News*, 38 Lafayette St., Yarmouth, ME 04096; or call 207-846-0600.

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