

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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Editorial Office

Golf Course News
PO Box 997
38 Lafayette Street
Yarmouth, ME 04096
207-846-0600; Fax: 207-846-0657

Advertising Office

National Sales:
Charles E. von Brecht
227 Second Avenue North
St. Petersburg, FL 33701
813-898-7077; Fax: 813-825-0923

Western Sales:

Robert Sanner
Western Territory Manager
2141 Vermont
Lawrence, KS 66046
913-842-3969; Fax: 913-842-4304

Marketplace Sales:

Mary Anderson
813-898-7077; Fax: 813-825-0923

Subscription Information

Golf Course News
P.O. Box 3047
Langhorne, PA 19047
215-788-7112

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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);

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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