

Misplaced concern drives EPA regulatory policy

The ultimate fate of America's golfing public was relegated to secondary importance when Dr. Burton Kross presented results of his GCSAA-commissioned Mortality Study last month in Dallas.

Kross, an associate professor of epidemiology at the University of Iowa, reported that, historically, golf course superintendents have been more likely to contract certain types of cancer than the general public. And while he stressed there is no proven causal relationship between the cancers and the superintendents' exposure to pesticides, he stated rather

definitively that golfers — or course "patrons" — are in no way at risk.

This came as no surprise to industry members in the Dallas audience, but it also struck me as somewhat ironic because pesticide policy — as issued by the federal EPA and various state agencies — is almost completely driven by the perceived effects of chemical exposure on the public at large, not superintendents. In a culture where stories of licking golf balls seem to carry more popular weight than the



Hal Phillips,
editor

preponderance of scientific data, it was refreshing to hear Kross dispel an all-too-common myth — namely, that pesticide use poses a threat to the general welfare.

Whether it poses a threat to superintendents is not clear,

which is why the GCSAA, chemical manufacturers and the golf course industry all support further study.

Most everyone acknowledges that chemical handling practices were woefully insufficient during the 1940s, '50s and '60s, when subjects of the Mortality

Study — those GCSAA members who died between 1970 and 1992 — tended to their courses. Further, most everyone agrees that manufacturers have complied above and beyond the call of duty when it comes to applicator training, specific labeling and continual laboratory testing. The 10 years of research which any product must undergo before EPA approval, speaks for itself.

The new GCSAA leadership did the right thing by addressing the study pro-actively: Quickly releasing the story to news organizations, soliciting the input of other industry

Continued on page 13

Take note: Quotes worth remembering from Dallas '94

Attitudes and foundations. These are what the International Golf Course Conference and Show provides and supports each year. And so it was in 1994 — from the educational sessions on agronomy, to superintendent Peter Leuzinger's rendition on attitude, to U.S. Golf Association Green Section agronomist Bob Brame's analogy between the foundations of greenkeeping and faith.

Leuzinger's quote of an unknown author about attitude was one of a number of interesting notes and quotes gleaned at the conference. Here they are, starting with his:

"The longer I live the more I realize the impact of attitude on life. Attitude to me is more

important than facts. It is more important than the past. Than education. Than money. Than circumstances. Than failures. Than successes. Than what other people think, or say, or do. It is more important than appearance, giftedness or skills. It will make or break a company, a church, a home. The remarkable thing is, we have a choice every day regarding the attitude we want to live that day. We cannot change our past. And we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is



Mark Leslie,
managing editor

our attitude. I am convinced that life is 10 percent what happens to me and 90 percent how I react to it. And so it is with you. We are in charge of our attitudes."

Politics invades the links: Hearing a long-winded congratulatory letter from President Clinton, Old Tom Morris Award-winner Byron Nelson said: "It goes on and on, doesn't it? If he keeps writing like that I might have to vote for him next time."

Factoids remedy, bring on the TV cameras: Ron Dodson, president of the Audubon Society of New York: "We can deal with factoids with Preparation F."

No copycats here: "I don't know how people can copy golf holes. It's impossible. We couldn't even copy our own," said Roger Rulewich, asked by Sunbelt to replicate a par-3 hole on all the Jones Trail courses in Alabama.

Hands-down: Best-looking couple in the business is Bob and Christine Faulks of Greensmix.

He just keeps going and going and...: In a surprise appearance at the American Society of Golf Course Architects session, 87-year-old Robert Trent Jones Sr. said that although a visit to a chiropractor three years ago resulted in a broken back that has slowed him down, it has not stopped

Continued on page 64

Letters

HURDZAN ANSWERS EPA CHIEF

Michael J. Hurdzan, who heads Hurdzan Golf Course Design, Inc., in Columbus, Ohio, sent *Golf Course News* this copy of his letter to EPA Administrator Carol N. Browner.

Dear Ms. Browner:

I just finished reading your guest editorial in *Golf Course News* (January 1994 issue) and either you or I are very badly informed.

You specifically indicated that golf courses use four to seven times more pesticides than farms. But how about compared to a home lawn, vegetable garden or even the White House Rose Gardens and grounds?

You also indicated the increased sensitivity of children who walk golf courses, and pesticide runoff that can severely threaten drinking water supplies. Is the basis of highlighting those issues to inform or inflame?

I consider myself an aggressive environmental advocate with a strong earth science background (Ph.D. in plant and soil sciences) who stays in tune with all golf course-related issues and incidents. Yet I have no knowl-

edge of any incidents you allude to, at least in the past five years. Therefore, I would appreciate it if a member of your staff could specifically cite proven examples such as you mention.

If your staff finds no such incident, then I think it would be appropriate for you to so state in another guest editorial. Frankly, the action plan of your letter reads like something from the mid-1980s, for golf courses and turf managers have been doing what you suggest for years.

We in the golf course industry pride ourselves on being the leaders, and not followers, in this current green revolution. I can provide your staff scores of recent research findings, including those from the EPA's Cape Cod study, that support my point and vindicate golf courses.

I would expect a person of your leadership position to be rather open-minded and deliberate about any position you enunciate as administrator of the EPA. I would further expect you to be more like the blind scales of justice, weighing proven evidence and data with the goal of implementing long-term protection of earth, rather

than simply distributing outdated, unsubstantiated advocacy rhetoric. For the sake of science and future generations who depend upon us, let us deal in fact and not scare propaganda.

I look forward to your answer, for if the communication folks of the turf industry are covering up severe or significant environmental degradation or incidents, they need to be taken to task.

As a passenger and parent on this spaceship, I want to know if I or my colleagues are making mistakes or are acting in an irresponsible manner. These issues are far too serious to generalize about or to cover up. Likewise, if we are doing a good job, we deserve some recognition and praise.

I am clearly concerned, not just about the perception of golf courses in the environmental continuum, but also the reality of our role. I know of a multitude of positive impacts, and I want to work on reducing or removing the negative ones, but we must be specific.

Please contact me if I can further assist you.

Michael J. Hurdzan, president
Hurdzan Design Group
Columbus, Ohio

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

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

United Publications, Inc.
Publishers of specialized business and consumer magazines.
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Hirsh comment

Continued from page 11

consideration now is given to value created for property surrounding golf courses resulting from costs incurred in building the golf course but not received by the golf course. Better income models and units of comparison have been developed as the real estate appraisal profession has learned how to work mutually with the golf industry to better understand golf properties.

Of the three commonly recognized approaches to value, by far the income approach yields a value conclusion most reflective of market behavior

because most golf properties are purchased as income-producing investments. This should be given utmost attention. Are rates, fees and round counts accurate? Are operating expenses consistent with the market? Is the rate of return consistent with appropriate economic factors? These, along with other questions, must be adequately answered to develop a value for the property. While the sales comparison and cost approaches can also provide accurate value indications, the income approach usually reflects market behavior most accurately.

Assuming that a value conclusion has been developed,

we realize that this includes income from and value attributed to items such as food and beverage sales, pro shop revenues, golf carts and other personal property and business items not directly attributable to the land and improvements (real estate). These items cannot be assessed as real estate and must be extracted from the overall value to produce a value conclusion for the real estate.

Real estate taxes often can amount to an expense in excess of \$100,000 for golf properties and the author has seen assessments of more than double the property value. When capitalized, this potential

tax savings can result in a substantial increase to your golf course's bottom line as well as an increase in the value realized from the property upon any future sale.

Pursuing a fair assessment will offer a number of challenges: First, as a golf course (or especially a private club) you will be an easy target. This means that you should have as much information supporting your appeal as possible and that your consultants be experienced experts in golf property valuation and tax assessment consulting and litigation.

Secondly, you may be in a state which has assessment laws and procedures which

might preclude the valuation from being done in the most accurate and technically correct manner.

Third, any estimate of personal property and business value is subject to close scrutiny because there are no techniques for valuing them which have been universally accepted or applied.

On the other hand, there are few experts in golf property valuation and often a property assessor who wishes to avoid future confrontations will be more receptive to a well prepared case in order to more effectively value other golf properties in his or her jurisdiction in the future.

EPA factoid letter

Continued from page 10

sion, created food surpluses unprecedented in history, and has reduced the amount of land necessary to feed a growing population, thereby increasing land available for forestation.

2) EPA factoid: Golf courses are large users of pesticides.

(Ms. Browner says: "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.")

FACT: Golf courses are not large users of pesticides in absolute terms. How could they be? They comprise less than 1 percent of a national total of 450 acres of farmlands and golf courses. The per treated-acre use of pesticides comparison is preposterous and insulting to anyone with a knowledge of how statistics are derived — at least the USGA gives a method for computing your index!

3) EPA enviro-political trend: Wildlife must be protected at all costs. (Ms. Browner suggests that imaginative course operators and owners "can create rich wildlife habitats.")

The "Endangered Species Expansion Forecast" article by Joe Dysart suggests that Senate Bill 191 will add to the imbalance of animal rights versus human rights.)

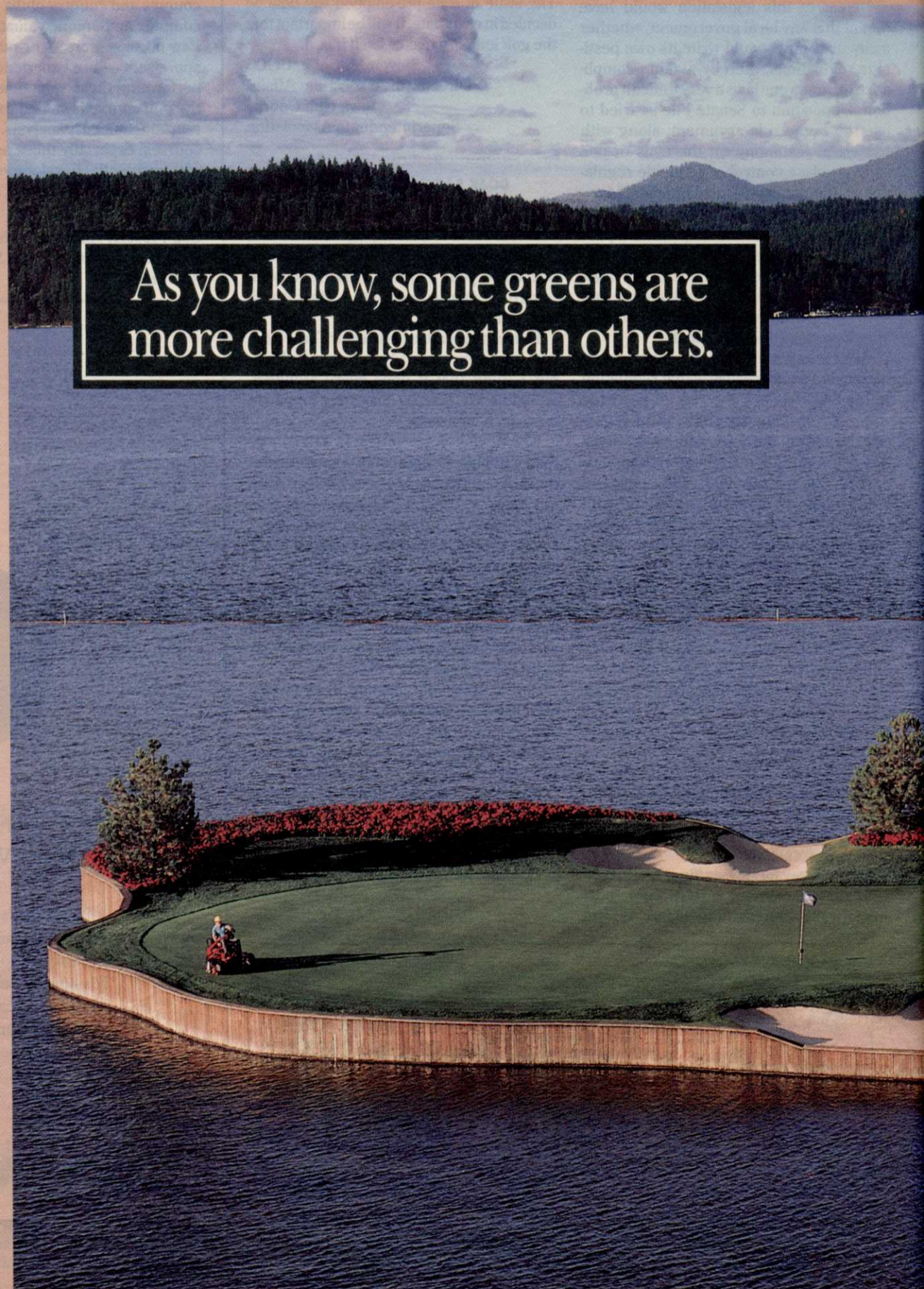
RESPONSE: "It is demeaning beyond belief to consider mankind simply another species of animal, no better and no worse than the wild beasts." (Dixie Lee Ray.

4) Scientific research: "Michigan State research shows insignificant amounts of fertilizer reach ground water."

COMMENT: Interestingly enough, the choice of "Off the Record" had some special meaning in this instance. Science finishes third, and, of course, it is not even "on the record."

Our enviro-vice president has predicted "an environmental holocaust without precedent." Perhaps our enviro-vice president and our EPA Administrator should take better care of our "avid golfer" president by warning him to stay away from the golf course?

David L. Collins, member
Royal Town Planning Institute



As you know, some greens are more challenging than others.

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