

Ashes to ashes at Clark

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usually lacking in tropical soils. There were no toxic levels, which surprised me. There was a little copper, but nothing significant."

"But any time you have different soils you have an interface problem. It's like a perched water table in a green, which might cause root zone problems. This should affect water movement until they break up the ash and mix it all together."

"The ash is basically a soil amendment."

Architect Robin Nelson — whose firm has designed courses directly on top of cooled lava — will add nine holes and give the original 18 a complete makeover. The ash has affected the project, he said, but it's nothing he and Noble can't handle.

"The ash has pretty much been dragged off and stockpiled in the rough," said Nelson. "The only problem comes if the ash solidifies in a single layer. But we plan to mix it right in with the soil."

"It's a great site. A lot of huge monkey paws, which are acacia trees... There's also a ravine that runs through the entire site and is completely filled with ash. It will become a huge sandy waste area when we're done."

The irrigation system will be designed to deal with the "unlikely event" of another eruption at Pinatubo, said Nelson. While no manner of rotor can deal effectively with flowing lava, the Clark course will be equipped with an extremely powerful irrigation system.

"Basically," Nelson said, "we're going to have fire hydrants so you can blow the ash off the course."

'Par for the Course' gets pro-environment word out

By HAL PHILLIPS

LAWRENCE, Kan. — There is a new entry among the myriad golf-related, 30-minute TV shows that now dot the cable landscape.

"Par for the Course," produced by the Golf Course Superintendents Association of America (GCSAA), made its debut in late March and can be seen in syndication on the PRIME Network. The half-hour show will concentrate on golf's

environmental attributes and other course management issues, in addition to features on etiquette, rules, instruction, places to play, and trends shaping golf's future.

The series will run 13 weeks on PRIME, which is distributed to 22 regional sports networks nationwide, serving more than 40 million subscribers. Its global division, Prime International, feeds programming to affiliates in Asia, Europe and South America. So far, 19 of PRIME's 22 affiliates have agreed to air "Par for the Course."

"We're pleased with it," said GCSAA Executive Director and Chief Executive Officer Steve Mona. "Obviously, it's a little too early to tell how it's being received. Our audience is the average golfer and we haven't had a lot of contact with him yet."

"But when we met with our members in Dallas, we gave them a sneak preview and they liked it."

Scott Smith, GCSAA public relations manager, is also co-producer of "Par for the Course." Smith's co-producer and the show's host is Duke Frye, a former sports anchor at KPRC-TV, Houston. He also hosts and produces programs for the Kansas City Royals Television Network and provides occasional play-by-play for PRIME.

According to Smith — who also boasts experience as a writer/producer of video, film and cable programs — the entire series will carry a price tag of "less than \$200,000."

"It's a substantial investment," said Mona. "But we feel like it's money we need to spend. We have to get the word out and TV's the medium that allows us to do that with the most people. The average, rank-and-file, 15-handicap golfer only has a vague idea of what our members do."

"We're not trying to promote our organization. We want to give the public a better understanding of what our members do."

The April edition of "Par for the Course," for example, included a feature on the Audubon Wildlife Sanctuary Program; a new product that bills itself as an alternative to metal golf spikes; golf instruction with Larry Nelson; and rules segment hosted by USGA rules official Herb Stevens.

United States Golf Association Green Section Director Jim Snow made a cameo appearance and at least five GCSAA members were quoted as experts on turf care and wildlife protection.

"We feel like we have educated, articulated members," said Mona. "That's part of this whole push. We have people out there who are the stewards of the club's greatest asset, and that should be appreciated."

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