



Hal Phillips,
editor

Summit '94 attendees: Listen up!

It seems like only yesterday that industry members gathered in Orlando for Golf Summit '92. Yet two years have passed — I checked my calendar — and it's time for the 1994 edition in Scottsdale (see schedule at right).

The National Golf Foundation (NGF) should be congratulated for its steadfast efforts in keeping the Summit alive and well. Conveying the larger issues to great masses of people isn't easy. And truth be told, the big picture isn't something this industry always grasps.

It's a mistake, I believe, to attend an event like the Summit with self-centered expectations of immediate action. Every member of the industry has his or her own agenda, which varies as to the industry segment. Those of us in the golf course industry have concerns very different from those involved in, say, club manufacturing.

The beauty of the Summit, however, is the opportunity to step outside your specific area of expertise. Once you've done that, you can see how the larger, seemingly irrelevant issues *do* affect you.

Player development isn't a primary concern to superintendents, the core readers of *Golf Course News*. But once you step back and look at the big picture, you can see how a dwindling player base would eventually affect demand... which would eventually affect the number of new courses that are built... which has a direct effect on the generation of new jobs for superintendents.

The same applies to club makers, who might not give a hoot about environmental issues. However, if golf's negative environmental image continues unabated, new golfers will be discouraged from taking up the game... established players may cut back... and fewer folks will invest less often in new clubs.

The Summit's unique format — with different industry segments represented in round-table discussion groups — allows attendees to voice their many and varied opinions. However, the format also exposes attendees to these same opinions.

GOLF SUMMIT '94 SCHEDULE

FRIDAY, NOV. 18

8 a.m. to 12 noon — Registration
12 to 1:30 p.m. — Lunch & Welcome

- Opening Address... Ed Van Dyke, NGF chairman
- Summit Conference Overview... Randy Albert
- 2 to 3:30 p.m. — State of the Game and the Outlook for Growth
- Introduction... Joseph Beditz, NGF president
- New Insights on the Competition for Leisure Time... Peter Yesawich, Robinson, Yesawich & Pepperdine, Inc.

• Who Is Available to the Game?... Vern Churchill, president, Market Facts, Inc.

• New Research on Golfer Segments... Robert Shulman, CEO, Copernicus, Inc.

• The Prospects for Growth... Joseph Beditz

3:45 to 4:45 p.m. — Open Forum: Q&A Session with Panelists

6:30 to 8 p.m. — Opening Reception

SATURDAY, NOV. 19

8 a.m. — Day Two Introduction

• Review of Progress on Selected Golf Industry Issues... Robert Johnson, president, Club Corporation of America

• Special Guest... Phil Guaraccio, vice president of marketing, General Motors

9 to 10:30 a.m. — Top Issues Affecting the Game and Business of Golf

• The Image of Golf... speakers TBD

• Golf and the Environment... Dr. Michael Hurdzan, golf course architect; and Dr. Michael Coffman, author of "Saviors of the Earth"

• Player Development... speakers TBD

11 a.m. to 12 noon — Open Forum: Q&A Session with Panelists

12:45 to 1:15 p.m. — Special Guest... Tim Finchem, commissioner, PGA Tour

1:30 to 3 p.m. — Breakout Sessions (choose one of the following):

• Golf Segmentation and Positioning Strategies for the '90s... Robert Shulman and Peter Yesawich

• Responding to the Environmental Challenge... Dr. Michael Hurdzan

3:30 to 5 p.m. — Breakout Sessions (choose one of the following):

• Creating Committed Golfers... Panel Moderator Vince Alfonso, PGA pro & co-owner, The Rail Golf Club

• Shaping the Image of Golf... panel moderator TBD

7 to 10 p.m. — NGF Awards Banquet

SUNDAY, NOV. 20

8 a.m. — Day Three Introduction

• Special Guest... Reg Murphy, president, United States Golf Association

8:40 to 9:40 a.m. — Summarized Findings of Previous Afternoon's Breakout Sessions

10 to 11:30 a.m. — Industry Feedback and Endorsement... facilitated by Randy Albert

11:30 to 12 noon — Summit Wrap-Up

12 noon — Adjourn/Lunch

Don't forget to listen.

For more information on Summit attendance, contact the NGF at 407-744-6006.

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The letter that begins on this page is an update to something mentioned by Steve McWilliams in his letter last month ("At is-

Continued on page 12

A government big enough to give you all you want...

Did you hear about the man in Tampa, Fla., who in May wrote out his alimony check on a cotton dress shirt? He sent it with the note: "You wanted the shirt off my back. Here it is."

People in Jacksonville, Fla., are feeling that way today about their own state Department of Environmental Protection (see story on page 1). Developers in Japan are feeling that way about their prefecture officials who force them to the mountain tops.

And entrepreneurs in Boulder, Colo., feel that way about their city government. A friend there said: "It's so tough to get anything built in Boulder, a lemonade stand takes a year's planning."

The Jacksonville melee serves as a true window to our times — times that support the notion that the greatest unexplored territory on earth is under the hat of an overboard-environmentalist bureaucrat... times that bear out the inimitable Barry Goldwater's comment that "A government that is big enough to give you all you want is big enough to take it all away."... times that illustrate that

government in the wrong hands can easily cross the bounds from being a necessary evil to being an intolerable evil.

Was it Socrates who said the perfect government would be a dictatorship run by a benevolent dictator? Well, that won't happen until the Millennium, so until then we have to deal with the handful we're given.

Is there anywhere in this country where — at the most local level — this is still a government of the people, by the people and for the people? Instead of truth-seeking people oriented toward fairness, decisions are being made by folks who personify the term "nonsense on stilts."

Bobby Weed, the PGA Tour's course designer, mentioned a new study in Florida which found five times more wading birds per acre on golf courses than in the Everglades. A thrilled response? No. "This lady jumped up, started screaming at me, and said, 'Yes, the Everglades are dying!,' " Weed recalled.

Is there some hidden malediction these environmental activists take that we don't know about? Something like physicians taking the Hippocratic Oath. The Hypocritical Oath, perhaps?



Mark Leslie,
managing editor

Continued on page 12

Letters

The following report — filed by *Golf Course News* European Correspondent, Trevor Ledger — details two important British lawsuits having to do with construction specifications. Mr. Ledger took a few editorial liberties. That's why it appears here on the opinion page, not a news page — Ed.

To the editor:

Great Britain, a country with a long and proud tradition of "Grin and bear it," one whose inhabitants look more often than not with incredulity and only rarely with envy at the litigious exploits of the U.S. nation, is in the throes of litigation fever.

Well, fever perhaps is too strong a word, but for two damage claim lawsuits against two British golf course architects to be running at the same time, that almost is feverish. It's unheard of; it's the talk of the industry; and there's big money at stake.

In one case, the owners of Brett Vale Golf Club, a course in Suffolk County, allege that architects Howard Swan Limited failed to build their course according to the plans drawn, plans which had been approved by local authority planners. The claim for damages of approximately

US\$3.1 million centers on their belief that the course will have to be closed for rebuilding, also for other breaches of agreement concerning course design, a 6,020-yard par-70 course having been specified, a 5,164-yard par-67 course having been delivered. Further allegations concern the sowing of an unspecified variety of seed on one fairway, some green and tee surrounds that are incomplete, and an irrigation system which they claim is incomplete, improperly constructed and lacking adequate pipework. The case has yet to go to court.

East Dorset Golf Club Ltd. is the plaintiff in the second case, a US\$5.4 million lawsuit against architects Hawtree, alleging that company principal Martin Hawtree was in breach of contract in that "he was responsible for the choice and specification of the root zone and for ensuring the specified root zone was suitable and fit for its purpose and the root zone was in fact unsuitable and unfit for its purpose." As a result of this alleged defective condition, the club claims it has attracted fewer members, players or tournaments than it would otherwise have done and has lost members.

Continued on page 40

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Street comment

Continued from page 9
ments.

The same test was then conducted on the other side of the green. This time the green was treated twice with the HydroJect 3000. Again the numbers were compared.

The results indicate the HydroJect 3000 has a significant impact on compaction and the distance a ball bounces and rolls following impact with the green. At

these locations, the average distance the balls traveled was reduced, respectively, by 19 and 22 percent after one water injection treatment; and 24 and 37 percent, respectively, after two treatments (see charts, page 9).

Based on this information, superintendents can use water injection aeration to provide optimum golf conditions while maintaining healthy turf throughout the hot summer months in the North, or during the winter season in the South.

Phillips comment

Continued from page 8

sue: USGA lab protocol and the liability for failed greens," page 11). McWilliams, the president and chief executive officer of Turf Diagnostics & Design in Olathe, Kan., is rightly concerned about the liability associated with root-zone specifications and, more important, the adherence thereto during greens construction.

The Hawtree case could well be a ground-breaker and precedent-setter in the golf course industry. Anyone involved in golf course design,

construction or maintenance should read this both letters.

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In the July edition of *Golf Course News*, we ran a front-page story on the proliferation of golf courses on Indian reservations, where tribes are also developing gambling resorts. As you can see from the story on page 3

("Wampanoag tribe uproots course with casino plans"), it doesn't always work that way.

While the golf/Indian/casino trend clearly remains a boon to course development, there are exceptions.

Leslie comment

Continued from page 8

A companion note:

Audubon magazine Editor Michael W. Robbins, in his July-August editorial, wrote of the ability nowadays to doctor up photographs. *Audubon* was offered an image of an "eagle soaring before a stormy mountain range," he said. "Trouble was, it was two transparencies that had been combined.

"So what?" Robbins continued. "So this. We spend time and effort checking the accuracy of what is on these pages—not only the text but the photos. We make mistakes but we work at being truthful and accurate. To deliberately falsify a situation, whether visually or deliberately, is unacceptable."

Later, Robbins wrote: "The veracity of what's on the page is a matter of trust."

Accurate to their own agenda, perhaps. But accurate? If you've read *Audubon* and have a complaint, they accept one-page letters, with name, address and a daytime phone number. Send them to *Audubon*, 700 Broadway, N.Y., N.Y. 10003; FAX 212-477-9069. It's one way to go beyond "preaching to the choir."

...

Have you considered the effects of the baseball strike on golf?

With no games to attend or watch on the tube, people of all ages have more spare time this year than normal, and golf courses should benefit from more rounds played.

...

An insight from Tom Doak on political pressures within clubs for course renovations: "If their course is short and not challenging for them, [scratch golfers] want to move the bunkers back.

"I think those courses of the '20s are so interesting to people because they were built when good players hit the ball 220, 240 yards. Today, the average 10-handicapper hits the ball that far. He appreciates it because he is playing it the way it was designed. For the five guys who are one-handicappers, equipment improvements have made it easier for them than the architect meant it to be. But that's only five guys out of 300 of the members.

"Yet, those five guys are probably the greens committee."

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don't succeed,
try, try again.

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