

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 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

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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.

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Asian roundup

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designed course and an Arnold Palmer track.

Player's Blue Canyon course in Phuket, Thailand, played host to the 1994 Johnny Walker Classic.

At Player projects elsewhere in the region, ground has been broken on the 18-hole Beihai Golf Course, located in the southern Chinese city of the same name, in Guangxi Province. China's "official" freeze on golf course building permits was issued directly after Beihai received its go-ahead.

In Indonesia, construction continues on Royal Jakarta, an 18-hole course integrated with the Royal Sentul Highlands development. A summer 1996 opening is planned.

...

JAKARTA — Construction crews are halfway finished on Imperial Golf Club course outside Jakarta, a private 18-hole track designed by **Desmond Muirhead**.

"We've got nine holes rough-shaped out," said Ed Easley, Muirhead's director of construction. "They've grassed No. 10 and are ready to grass the practice range. We're trying to get construction done by the end of the year."

Owned by Lippo Bank, the \$8 million course will have six sets of tees and cover more than 7,000 yards from back tees, Easley said. He added that because of heavy clay soil, crews are performing the rare task of spreading 3-1/2 to 4 inches of sand over most of the course. "It's really going to help because the clay is so bad," Easley added.

...

KOBE CITY, Japan — Six years after developer Shigeru Matsui dreamed up Malibu International Golf Club, ground



GRI PUTS FINISHING TOUCHES ON IWAKI DESIGN

Turf matures on the 8th hole on the West Nine at Byron Nelson Country Club in Iwaki, Japan, just north of Tokyo. The 27-hole Iwaki club — which opens for play this month — was designed by Dallas-based Golf Resources, Inc. (GRI) which has now completed two projects in Japan. GRI's Le Petaw opened in Hokkaido last fall.

is scheduled to be broken here in October.

The 18-hole **Robert von Hagge** design received government approval in 1993, but delays have dogged the project until now, according to von Hagge design associate Mike Smelek. Kajima Construction Co. is handling the course building process.

Just north of Kobe, von Hagge Design Associates has finished a 9-hole addition to Arima Royal Golf Club. The new nine should be open for play come spring 1995.

Renovation of Arima's fourth nine — another von Hagge project — begins in November.

Elsewhere in Japan, in Yamanashi Prefecture, construction at von Hagge's Minobu Golf Club should be completed by October, said Smelek. The first five holes are ready to plant and the course has scheduled a summer 1995 opening.

...

SINGAPORE — Golden Bear International, which includes **Nicklaus Design**, has moved its headquarters here. Mark Hesemann, general manager of Nicklaus Design, can now be reached at 133 New Bridge Road, #21-01 to #21-10 Chinatown Point, Singapore 0105. Telephone: 65-538-8912; fax: 65-538-2468. GBI will continue to maintain an office in Hong Kong.

Pumping stations: Stopping the hammer

Continued from page 22

Patty Knaggs, superintendent at Hazeltine National in Chaska, Minn., is a Watertronics fan.

"I inherited one and it's been great," said Knaggs. "It does all the things VFD does, and their service has been fantastic."

Of course, the current technology can outstrip a superintendent's needs — and his or her sense of practicality.

Pat Lewis is superintendent at Portland (Maine) Country Club, where

the city water main runs right by the club entrance.

Lewis uses no pumphouse, much less variable frequency drive — and doesn't plan on acquiring either one anytime soon.

"We don't have to tell any pumps to come on," he said with a laugh. "We don't have a pumping system because we simply don't need one. Straight city pressure. I've checked with the city, and our water source will never dictate to us.

"One of the hard parts is my highest pressure is 80 psi. So I can't turn on all the heads at once, but we can do the whole course in two shifts."

Ross, on the other hand, couldn't be happier with his VFD.

"It's been absolutely awesome since we bought it," said Ross. "Three pumps: two big ones and one small jockey pump. They used to be on and spin at the same speed, but VFD changed all that.

"I'll be honest with you: I used to visit my pumphouse every single day. Now I'm feeling a bit guilty because I hardly ever go out there."

British lawsuits

Continued from page 8

Formerly a somewhat routine and lackluster (albeit sited in striking Thomas Hardy country) 18-hole course known as Lakey Hill, the East Dorset course was founded by local farmers in the late '70s and sold in 1985 to a new owner, who added a driving range with artificial grass landing areas and a new pro shop. In 1989 the club was again sold, this time to the Count and Countess Lerche from Denmark.

While recognizing what they had, the Count and Countess clearly were not content to stick with their "vin ordinaire" and immediately set into motion major developments which included the complete reconstruction of the clubhouse, further improvements to the shop complex, the addition of a further nine holes and the reconstruction of all 18 tees and greens on the existing course. It was a major task, one that would offer a real challenge

for Martin Hawtree to satisfy the Count and Countess Lerche, who wanted three loops of nine holes structured to an international championship standard while allowing for equal competition between men and women, as well as appealing to players of all golfing abilities.

They were also keen to see the design stimulate interest and surprise from beginning to end on a landscape character in keeping with the Dorset heathland situation. The course, they stated, also was to provide the maximum year-round play and as such was to cope with heavy rainfall.

Hired as consultant and architect, Hawtree's work was to expand and remodel 21 holes. As "engineer" he was further to design and see constructed six additional holes.

The plaintiff claims that once the holes — some of which had been turfed, others seeded — had been put into play, the condition of the putting greens steadily deteriorated and continue to do so. This, they claim, is due to the use of an unsuit-

able root-zone mix, with too high a proportion of fine particles resulting in excessive water retention and very poor drainage capabilities.

Hawtree, having engaged the Sports Turf Research Institute (STRI) to advise on the testing of several root zones and approving the selected root-zone mix, has brought them into the action by serving them a Third Party Notice (analogous to a writ), claiming that they (the STRI) should indemnify Hawtree against the allegations made by East Dorset Golf Club, should the architect be found liable.

In a report dated Jan. 17, 1990, the STRI stated *inter alia* that the existing greens had been designed and built to a poor standard and required complete reconstruction, that the topsoil on the existing greens was unsuitable and should be stripped away, and that new greens should be formed, using an imported and very sandy growing medium mixture.

In June of the same year the STRI reported to Hawtree on the various samples

Radio-controlled irrigation systems

Continued from page 22

Florida, I check with the water program every day before I leave."

"If you were in a drought situation where you were watering every day, then I could see how it might be more awkward."

RainBird last year introduced its own radio-controlled program, the Freedom system, which retrofits to all Maxi systems.

"The name implies that the superintendent has the freedom to run his irrigation system from anywhere on the property," said McWhirter. "What we're doing is actually accessing the main computer. OSMAC can turn on a station or two for water — we're going back to the central controller. One of the buzzwords today is flow management. We're able to do that because we go back through the central."

"We both [Toro and RainBird] might have a super standing there in the field with a radio in his hand. The difference is, Freedom comes with telephone connect, digital key pad and transceiver. So you can reprogram over the phone... The super has access to the irrigation system with any touch-tone telephone."

Buckner's COPPS system has also won its share of converts.

"With COPPS, basically you have a receiver that plugs into a single controller," explained Jim Hodge, superintendent at ValHalla Golf Course in Cumberland, Maine. "Then you can operate any station with that one controller. I can still communicate with my crew via the same radio."

"I like it a lot. I don't use it a lot. I use it when I've put down a fertilizer and don't have to stand right there. I also use it when I'm doing repairs. Saves travel time running back and forth from the controller."

as tested and concluded that the sample identified would be entirely suitable for use on its own as a golf green growing medium and "would provide the ideal growing medium."

At a site meeting in July 1990 the material recommended by STRI was considered and in reliance, thereon the contractor was constructed to commence the importation of the said material.

Hawtree denies allegations of negligence and breach of contract, while the STRI admits no liability to Hawtree's claim "that they were in breach in failing to advise that the root-zone mix recommended was unsuitable and unfit for its purpose."

The Count and Countess Lerche have gone on record as saying, "We wanted the best, we ordered the best, we paid for the best, but the best was not delivered."

The trial date was set for March 6, 1995.

Trevor Ledger
Market Drayton
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GOLF COURSE NEWS