

## Golf Paper: Great Stimp speed, needs no mowing...

By MARK LESLIE

SCOTTSDALE, Ariz. — It just had to happen, didn't it? This Golf Paper?

Here the papermaking industry for 20 years has been perfecting ways to harvest and use the *entire* tree. It only stood to reason that someday, somewhere, it would dawn on some enterprising person that grass, too, is a plant with stems and leaves. Then, *voilà!*, the unsuspecting world would witness paper made with grass clippings.

And where better to harvest those grass clippings than where grass is grown the purest and best — at golf courses? And are we talking any mom-and-pop course here?

No, we're talking The Boulders, Stonecreek, Moon Valley and Karsten golf courses — four of Arizona's best.

The geniuses behind this Golf Paper: Four Corners Paper Co. President and CEO David Gustafson and Phoenix golf course architect Forrest Richardson, two buddies who "just dreamed it up last year," Richardson said.

But why would anybody buy it? Novelty. Beyond that, it never needs mowing and the Stimpmeter speed on this stuff is incredible!

"It's for the golf enthusiast," Richardson said. "A club may want it for clubhouse menus, or for sales sheets, brochures, covers, golf

industry mailings, any number of things.

"We can make customized runs, but that's not the emphasis."

Golf Paper is being released to two main markets: consumers in cut sheets and reams; and the printing market in large uncut sheets for covers, folders and similar products.

The grass clippings are treated and blended into the paper, resulting in identifiable flakes embedded within the smooth surface of the paper. "It prints amazingly well," Richardson said.

"It's the result of good old-fashioned

Continued on page 12

### "AIR" JACOBSON TEAMS WITH JORDAN ON INAUGURAL PRACTICE FACILITY

LIBERTYVILLE, Ill. — Michael Jordan Golf Co. has commissioned Jacobson Golf Course Design to design the first Michael Jordan Golf Practice Center. Chuck Reeves, president of Jordan Golf Co., and Rick Jacobson first worked together on the construction of Wynstone GC in North Barrington. Jacobson, at the time, was a design associate with Nicklaus Golf Services. Initially Jacobson will provide due diligence services for sites under consideration in the Chicago area. An spring 1995 opening is planned.

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## Phillips comment

Continued from page 10

quote Dr. James Beard, who has long maintained that turf actually enhances the environment. Yet, in his penultimate paragraph, the author urges Americans to adopt the Scottish model, which is less lush but requires few pesticide treatments and water.

*Golf Digest* has its heart in the right place, but positions taken by the magazine over the past 10 years make some of this pap hard to swallow. Remember the *Golf Digest* "Where To Play" series? When a course was deemed to sport subpar playing conditions, it was derided as "a goat track" or the like. I wonder how many courses would make *Golf Digest's* "Top Whatever" list if they adopted a linksland approach to maintenance (which, of course, is only possible in marine climates like the Scottish coast).

The magazine has asked readers to call (203-373-7033) with their strong opinions on the "complicated issue" of golf courses and the environment. Call and tell them to read *Golf Course News*.

...

Massachusetts, my home state, is often derided for its liberal bent and governmental propensity toward taxation. "Taxachusetts," it's often called.

However, I'm here to tell you about a progressive law already on the books in the Bay State — a law that saves golf courses money and widely promotes the notion that golf courses are open spaces to be appreciated, not exclusive playgrounds for

rich, white males.

Under Chapter 61B in the Massachusetts tax code, any non-profit corporation may receive a 75-percent reduction in taxes on all land that is open for "recreational" use. Golf courses and open land qualify, while clubhouses and most other buildings are taxed at full value. A club does not have to be public-access to get the reduced rate, but it must be a non-profit organization. Clubs must apply individually for the tax break.

In return, the club commits itself to keeping the land undeveloped and agrees to reimburse the town for all tax breaks if the parcel is ever developed. The reimbursement provision ups the ante for a developer with every year of reduced taxes, notes Frederick D. Herberich, general counsel for the Massachusetts Department of Revenue.

Back in April, *Golf Course News* published a guest column from David MacDonald of Maine Coast Heritage Trust. MacDonald urged course owners to explore conservation options and, perhaps, lower their taxes in the process. In states with regressive tax codes, property is taxed at its "highest and best" potential use — but owners can keep their taxes down and maintain open space by negotiating long-term easements with their communities.

Drafted by the Massachusetts Golf Association (MGA), Chapter 61B was passed into law in 1978 following a public referendum. Some have objected to the tax breaks, especially those given to private country clubs. But even Tim Storrow — director of land protection of the Massachusetts Audubon

Society — calls the law an "important tool for helping keep open land in the state."

Walter Lankau is owner of Stow (Mass.) Acres Country Club, site of next year's U.S. Golf Association Public Links Championship. He's also president of the New England Golf Course Owners Association, and he puts it best. "If I had to pay taxes at the regular rate," said Lankau, "this course would be houses."

This law would provide a win-win situation for many golf course owners in states with regressive tax codes. Questions? Contact MGA Executive Director Richard Haskell at 617-891-4300.

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We have a winner!

National Mower, which has been turning out product since 1919, recently sponsored a contest to determine the oldest National Mower still in operation. Their winner was Steve Devine, superintendent at Tagalong Golf Course in Birchwood, Wis. Devine is still using a 30" model manufactured in 1961.

Now that's reel longevity...

## Japanese water study

Continued from page 3

samples for 30 pesticides in ponds, drains, rivers, municipal waters and elsewhere in and around three golf courses. Some 4,485 detections of pesticides were recorded, with seven samples containing pesticide levels over HAL.

In 1991, 14 samples exceeded HAL out of 3,709 detections, which came from 89,713 samples. In 1990, 10 exceeded HAL out of 2,342 detections, which were out of 46,016 samples analyzed.

"That's an enormous, incredible amount of analysis," Cohen said. "Clearly, this is something the Japanese government felt important enough to spend millions of dollars on."

"These results can only be reviewed as favorable."

Cohen said that, in his experience, "the number of detections seems about right... The number of hits over HAL seems a little low."

## Renzetti: What every player should know...

Continued from page 11

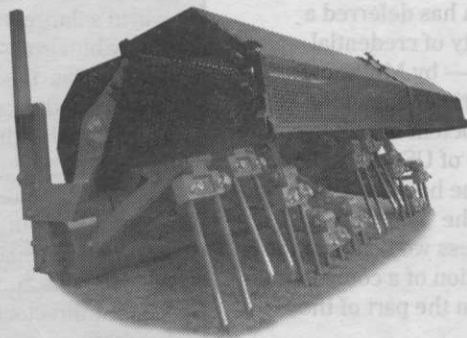
ball marks. Studies have shown that taking 5 seconds to repair your ball mark will result in a healed area in 5 days or less. Left damaged and unrepaired, however, this same area would take over 5 weeks to heal. A little preventative maintenance can go a long way.

Spike marks can also effect how "true" a ball rolls. Though the rules of golf prohibit the repairing of spike marks that might "improve the line of putt" prior to putting, golfers are encouraged to tap down spike marks after the entire group has "holed out." Another alternative, supported by U.S. Golf Association, studies is to switch to the spikeless shoe.

With the advent of new cup liners, the definition of cupping edges are more easily maintained. The golfer still must exercise caution, however, when removing and then replacing the flag. Done carelessly, the sharp edge of the cup is diminished.

Golf courses today are in better condition, and play more consistently than ever before. This is balanced against increased labor costs and skyrocketing material prices to maintain these standards. More rounds, played by more people, who in turn, have increasingly high expectations of golf course conditions.

The diligent efforts by the golf course superintendent and his staff to provide these conditions can be dramatically improved with the cooperation of the membership. By demonstrating etiquette, obeying course rules, and thinking of those players to follow, the golfer make significant individual contributions. And yet, it is a team effort — with the end result being a winning golf course that the membership can be proud of.



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## Forget composting: Clippings make Golf Paper

Continued from page 4

papermaking and a little magic," said Gustafson. "I'm convinced a lot of people thought we were crazy during development, but the finished product speaks for itself."

Indeed, the finished product comes after much testing by Four Corners' inhouse chemists, and with cooperation from The Boulders' superintendent emeritus Carl Snyder and Resort Management of America.

Since grasses ferment, compost and dry out too much, scientists had to develop a system to collect the grass and keep it green until it was run on the papermaking machine. The clippings must be dried, blended, and suspended in the pulp solution.

Tests last fall found that ryegrass and Bermudagrass were not as consistent as bentgrass. Their broader leaves made suspension in the pulp difficult.

Arrangements were then made to collect clippings from the area's Resort Management of America golf courses on days when the greens are free from chemical

applications.

The 144 greens at the four courses provide enough grass for a month of papermaking at current demand, Richardson said.

Just how big is that demand?

"It's too early to tell how great the demand will be. We've made tons and sold tons, and we're making more. And we've had a tremendous response from Asia and Europe," Richardson said. "In Asia, so far we've only heard from people in the paper industry who sell in stationery stores. Once the golf industry finds out about it in Asia, it will go bonkers."

Golf Paper is stocked in 80-pound text weight, equivalent to 32-pound bond. A matching heavyweight cover — 90-pound weight — is also available. The stock is 100-percent recycled, with a minimum of 20-percent post-consumer waste, he said.

"To the golf enthusiast it's the ultimate in recycled paper," Gustafson said.

People can pick, choose and order Golf Paper from Le Desktop Catalog by calling 800-LE-DESKTOP.