

# GOLF COURSE NEWS

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## Dedman, Family Dye to keynote Expo

Nation's only public-access conference and show returns to Orlando, Nov. 9-10

By HAL PHILLIPS

ORLANDO, Fla. — Ground-breaking design and innovative management practices will set the tone when The Family Dye and Robert Dedman headline this year's edition of Golf Course Expo, scheduled for Nov. 9 and 10 here at the Orange County Convention Center.

While Pete and Alice Dye have played a major role in rewriting the book on modern golf course architecture, Dedman — founder and chairman of Club Corporation International — has been no less a pioneer in the world of

course management.

The Dyes — Pete, Alice and sons Perry and P.B. — will share the dais at 9 a.m. on Nov. 9, keynoting Day I of the second annual Golf Course Expo, the only national trade show and conference targeting superintendents, managers and developers of public-access facilities. Dedman will keynote Day II, also at 9 a.m.

"We're thrilled to have them aboard," said Charles von Brecht, publisher of *Golf Course News*, which sponsors Golf Course Expo. "Robert Dedman has simply changed the way golf courses are operated,



ClubCorp. Chairman Robert Dedman will keynote Day II.

and the Dyes are one of the most famous families in the game, each of them meeting the very different, specific needs of public-access golf."

Dedman, who founded Franklin Federal Bancorp

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## New strains stand out at fescue trials

By MARK LESLIE

BELTSVILLE, Md. — Oh, how the mighty have fallen in the ever more popular world of fine fescues. With the release of the first-year findings in the U.S. Department of Agriculture's new National Turfgrass Evaluation Program (NTEP), only two of the previous four-year trial's top 10 fine fescues are in this top 10 and only three are even in the top 30 after the first year of this study.

And this with 35 fewer varieties being tested.

Turfgrass breeders have made major strides, improving color, heat and drought-tolerance and resistance to foliar diseases, particularly

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**SOMEWHERE IKE IS SMILING**

Workers pour a new root-zone mix for the famed Eisenhower Green, located in America's most visible front yard. To celebrate the USGA centennial, President Clinton wanted the "First Putting Surface" refurbished and architect Robert Trent Jones II obliged. See page 3 for story.

## Cities turn to non-profit management groups

By PETER BLAIS

Seattle recently turned over operation of its three public courses to a newly formed, non-profit corporation, a move being considered in a growing number of U.S. cities.

"It's gaining favor throughout the country because it works," said Lynnie Cooke, executive director of the Baltimore Municipal Golf Corp., which is frequently cited as a model operation by non-profit advocates.

Since assuming control in 1985, BMGC has made \$4.5 million in improvements to the city's five golf facilities and is planning a sixth course, all at no expense to

taxpayers. Annual rounds increased from 195,000 in 1984 to 358,000 in 1990. Green fees, reportedly the lowest among major municipal layouts in the Mid-Atlantic, have remained at \$10.50 since 1987. Two of its courses, Pine Ridge and Mt. Pleasant, are generally considered among the top 10 public layouts in Maryland, Pennsylvania, Delaware and Virginia.

In light of Baltimore's success, Indianapolis is set to hand over the reins to three of its public courses to a non-profit organization, Cooke said. Newark, N.J., officials visited Cooke in early July and are seriously considering establishing a

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# Top supers, USGA directors to speak at Expo agronomy sessions

By MARK LESLIE

ORLANDO, Fla. — From the Rocky Mountains to the fruited plains to the sand and wetlands of Florida, agronomy experts will travel to Golf Course Expo here to share their knowledge Nov. 9-10.

One of three educational concentrations cornerstoning the Expo, the Maintenance Track, will feature three key U.S. Golf Association (USGA) Green Section regional directors as well as some high-visibility superintendents. The nation's only conference and trade show geared toward public-access golf course superintendents, developers and general managers, Golf Course Expo will also conduct Marketing/Management and Development Educational Tracks.

USGA Green Section Mid-Atlantic Region Director Stan Zontek, Mid-Continent Region Director Jim Moore and Florida Region Director John Foy will take the podium in the Maintenance Track, along with Keystone Ranch Resort's Steve Corneillier from Keystone, Colo., and Terry Buchen from Double Eagle Club in Galena, Ohio.

Cal Roth, director of golf course maintenance operations for PGA Tour

Investments, Inc. and its 14 Tournament Players Clubs around the country, will speak on course safety as part of the Management Track. And David Johnson, vice president of agronomy for Golf Corp's 38 public courses, will participate in a General Session panel on upgrading daily-fee facilities.

Zontek will unveil his "Best Management Practices." Moore will speak on "Environmental Common Sense: What We're Doing Wrong and What We're Doing Right." Foy will address the notion of "Doing More with Less."

Corneillier will tell how to renovate an entire golf course without closing it — a feat he has accomplished at Keystone Ranch Resort, where he is superintendent and the former vice president of



Jim Moore



Terry Buchen



Stan Zontek



Steve Corneillier

editor and Savvy Super columnist for *Golf Course News*.

Perhaps the only Kentucky colonel among his peers, Zontek has been with the USGA for 23 years, directing its Mid-Atlantic Region the last 10. A member of the board of the Musser International Turf Foundation and the Technical Resource Advisory Committee of the Golf Course Superintendents Association of America, the Penn State



John Foy

marketing.

Buchen, one of only nine Master Greenkeepers in the world, will deliver a litany of savvy agronomic tips. A former PGA Tour agronomist, he is a contributing

University graduate is an honorary member of seven superintendents associations.

For the past 10 years Moore has traveled extensively to courses in the United States as well as in Jamaica and New Zealand. The Texas A&M University alumnus has made more than 1,000 Turf Advisory Service visits. He was a superintendent for seven years before joining the USGA, and has served as president of the Texas Turfgrass Foundation and on the board of directors of various industry and community associations.

Before joining the USGA in 1985, Foy was involved in several aspects of the turf industry, including field research and development for a major turfgrass pesticide manufacturer. A University of Georgia alumnus, he has traveled extensively throughout the Southeast and the Caribbean visiting golf courses.

Last year superintendents attended the event from the Atlantic Coast to Hawaii and Canada. The organizing *Golf Course News* conference division expects a greater turnout this year. For more information, contact the Expo conference division or Program Chair Hal Phillips at 207-846-0600.

## Dedman, Family Dye

Continued from page 1

in addition to ClubCorp, owns and operates approximately 260 daily-fee golf courses, resorts, clubs and real-estate developments worldwide.

Always a leader in the golf industry, ClubCorp was quick to recognize the unprecedented growth and specific needs of public-access golf in the 1990s. Indeed, GolfCorp, the newest division at ClubCorp, is solely devoted to the management of daily-fee golf facilities. Another new division, ClubResorts, manages ClubCorp's portfolio of resort operations.

Dedman, who practiced law in Dallas

until founding ClubCorp in 1957, has received numerous honors including the Horatio Alger Award in 1989, Entrepreneur of the Year Award for Texas in 1976, and Humanitarian of the Year Award in Dallas in 1980.

Dedman College of Southern Methodist University and the Dedman Center for Lifetime Sports at SMU are named for him. There are 3,200 National Merit Scholars at The University of Texas at Austin named Dedman Merit Scholars because of scholarship funds contributed by him. Dedman Memorial Hospital and Dedman Medical Center in Dallas also are named in his honor.

Pete Dye, with wife Alice his primary consultant, has designed eight of *Golf*

*Digest's* top 69 golf courses in the country. His design innovations aside — many of which actually pay homage to traditional Scottish features — Pete has proven the financial viability of high-end courses anyone can play: the TPC at Sawgrass Stadium Course in Ponte Vedra Beach, Fla.; Harbour Town Golf Links on Hilton Head Island, S.C.; PGA West's Stadium Course in La Quinta, Calif.; and Blackwolf Run Golf Course in Kohler, Wis.

P.B.'s forte is public-access courses. He joined Canadian investors in 1990 to form Brassie Golf, a firm developing and managing low-cost daily-fee facilities. Like his father, P.B. is apt to hop atop a bulldozer and shape his own designs. He worked with Pete designing Long Cove

Club on Hilton Head Island, S.C., and The Honors Course near Chattanooga, Tenn. — both highly ranked layouts.

Perry formed Perry O. Dye Design International in 1982 and worked almost exclusively in Japan until returning recently to focus his attention on the United States, particularly municipal projects. He has continued to collaborate occasionally with his father, most notably on Arizona State University's acclaimed Karsten Golf Course.

The eyes of the golf world have been on Pete Dye since he began designing Scottish-style courses with a North American twist in the 1960s. His rise was meteoric, and Alice joined him for the ride, pushing all the way for architects to build forward tees for higher-handicapped golfers. Alice's campaign has been overwhelmingly successful, and for her efforts she was honored with the 1994 Donald A. Rossi Humanitarian Award from the Golf Course Builders Association of America.

Alice, Pete and P.B. are all members of the American Society of Golf Course Architects (ASGCA), Pete serving as president in 1989. The first female member of the ASGCA, Alice now serves as secretary-treasurer and is expected to ascend to the society's presidency in two years.

So stereotyped by others, The Dyes in general — and Pete in particular — have gone about inventing new, maintainable methods to accomplish their individual design philosophies. Vertical walls of turfgrass. The old Scottish style of riveted bunkers. Boulders used as bulkheads. Vertical wire mesh edging water hazards.

"The variety and challenge of different designers, a multiple selection of design in any given community, is very, very healthy," Pete once told *Golf Course News*. "The strength of golf is its variety. If we were all Donald Rosses, Ellis Mapleses, or Alister Mackenzies, it would start to get boring."

For more information on attending and exhibiting at Golf Course Expo, call the Expo Hotline at 207-846-0600.

## JOSEPH M. DUICH TURFGRASS ENDOWMENT TOURNAMENT

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