

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 6, NUMBER 2
FEBRUARY 1995 • \$4.50

INSIDE

Environmental Summit

Golf's brightest agronomic lights trade ideas with leaders of the environmental movement..... 4

Coastal Camaraderie?

Peter Douglas, executive director of the Calif. Coastal Commission, speaks to the golf industry 17

The Public Arena

Golf Advisory Boards serve as liaisons between government, developers and players 94

Supers combat stress, burnout

Poor delegation skills a cause

By J. BARRY MOTHE

SAN FRANCISCO — A failure to delegate work and soaring expectations are the leading causes of stress among golf course superintendents, according to a psychologist who has worked closely with the subject for several years.

"Golf course superintendents tend to be perfectionists and think, 'If I don't do it, it won't be right,'" said Dr. Bree Hayes, who has led stress management seminars for the Golf Course Superintendents Association of America (GC-SAA). Hayes will lead another such seminar during the GCSAA Show and

Continued on page 26

Survey says: Architects don't agree on very much

By MARK LESLIE

The diversity of golf course architects is matched only by their opinions on such topics as the availability of financing, designing courses with less irrigated acreage, and whether "minimalism" has returned to design.

In an exclusive *Golf Course News* survey of the country's 200-odd architects, respondents shared some up-close insights into a world that spans irrigation technology, corporate finance and turfgrass research.

The most disparate answers came from the questions on minimalism, whether money spent to build courses is declining, and whether clients are finding it easier to get fi-

Continued on page 64

GOLDEN GATES BECKON SUPERINTENDENTS

Comprehensive GCSAA Show section with schedules, tourney preview, awards and things to do in S.F. See p. 19

195 Show Me!



The San Francisco skyline seen through the suspension cables on the Golden Gate Bridge, while a cable car (top left) travels down Grant Street through Chinatown.

1994 Openings	9	18	Totals	
Daily Fee	91	89	180	New Facilities
Municipal	9	22	31	
Private	3	18	21	
Daily Fee	94	9	103	Expansions
Municipal	18	3	21	
Private	22	3	25	
Grand Total	237	144	381	

NGF REPORTS RECORD YEAR

Preliminary figures from the National Golf Foundation show that 1994 was another big year for golf course openings — another record-setter, in fact. For more facts and figures, see page 3.

COURSE MAINTENANCE

The key to fighting Poa may be better Poa 25
Focus on Wild Dunes' Tony Brown 32
A tennis-style top dressing for bunkers? 45

COURSE DEVELOPMENT

Q&A with J. Michael Poellot 47
N. Africa, India, Asia-Pacific are booming 47-52

COURSE MANAGEMENT

Del Webb makes national move 75
Golf Enterprises buys five facilities 75

SUPPLIER BUSINESS

Manufacturers deal with Calif. emissions 81
Expanded New Products Section 87-91

New Congress might result in mixed golf bag

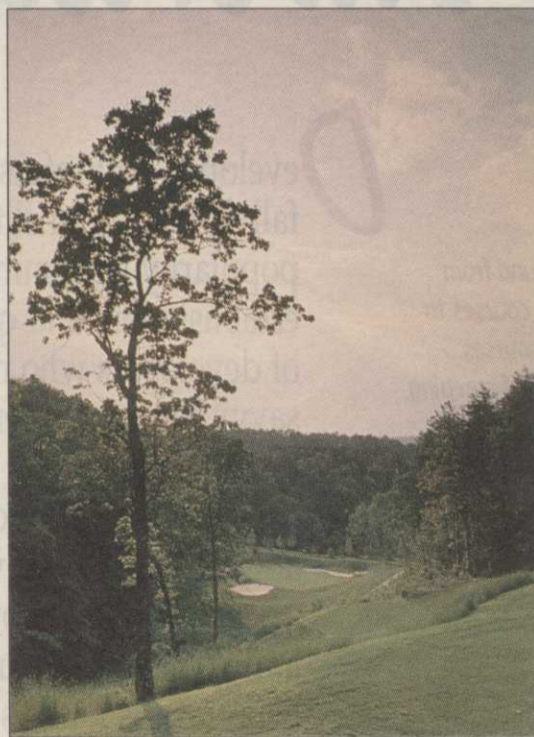
By PETER BLAIS

WASHINGTON, D.C. — The swing to a more conservative, Republican-controlled Congress is good news for the golf industry but could lead the Clinton Administration to employ regulatory agencies to institute more liberal policies, according to industry representatives.

"The new Congress will impact golf clubs for the better," said Elizabeth Kirby-Hart, vice president of legal and government relations for the National Club Association. "The laws and regulations we'll be looking at should be far less onerous than before."

Added Kathy Driggs of the Club Managers Asso-

Continued on page 77



CLUTE NAMED BUILDER OF THE YEAR

Paul Clute and Associates, which built Tom Fazio's award-winning Old Overton Club in Vestavia Hills, Ala., has been named the Golf Course News Builder of the Year. For this story and others, including GCN's Best Maintained Course on the PGA Tour, as voted by the players, see page 71.

As distribution shrinks, firms go factory-direct

By HAL PHILLIPS

An increasing number of industry firms are marketing their products directly to golf courses, as the spectrum of distribution lines continues to narrow. Industry observers agree that, as the golf market continues to mature, more and more companies will abandon traditional lines of distribution for the factory-direct approach.

The service-oriented, two-step nature of golf purchasing will never disappear: "You don't just get a Toro Greensmower

in a crate," said Chuck Champion, general sales manager of Overland Park, Kan.-based Kalo, Inc., a manufacturer of wetting agents. "You will always need that relationship with the distributor."

However, manufacturers of chemical and fertilizer products, which don't necessarily require that level of service, are beginning to take the factory-direct route which emphasizes price above all else.

"Magnesium is magnesium is magne-

Continued on page 83

Most golf industry experts hail political shift with new Congress

Continued from page 1

ciation of America: "With the new Congress, we believe some positive changes are on the way for golf and the rest of the hospitality industry."

Two potentially damaging laws under consideration before November's election are far less likely to be passed under the new regime, Kirby-Hart said. The first was the Employment Nondiscrimination Act of 1994, which proposed amending federal civil rights law to protect individuals from discrimination based on sexual orientation. The gay rights measure would cover any employer with 15 or more employees. Jury trials and punitive and compensatory damages would be available for those successfully claiming discrimination based on sexual preference.

"I don't see it going anywhere," Kirby-Hart said. "[Sen. Ted] Kennedy promoted it. But it had trouble gaining support last year and I can't see it going anywhere this year with the new circumstances."

U.S. Rep. Eleanor Holmes Norton (D-Washington, DC) last year introduced a second piece of legislation, the Fair Pay Act. The amendment to the Fair Labor Standards Act of 1938 would require employers to pay equal wages to workers in *equivalent jobs*. The term *equivalent jobs* is defined as jobs that may be dissimilar, but whose requirements are viewed as equivalent in skills, effort, responsibility and working conditions. Employers would be required to report job classifications and pay statistics to the Equal Employment Opportunity Commission.

"It will never go anywhere with this Congress," Kirby-Hart assured. "It was one of the worst pieces of legislation I've ever seen, truly insane. It would have required employers to do an analysis of different peoples' jobs and compare them. The worst part was that anyone could come in and get copies of the report, making a club's pay scale available to anyone who wanted to see it. It eliminated any right to privacy."

Another pay issue — President

Two potentially damaging laws under consideration before November's election are far less likely to be passed under the new regime, according to the NCA's Elizabeth Kirby-Hart.

Clinton's proposal to raise the minimum wage by \$1 per hour — is of major concern to Gary Grigg, superintendent at Naples (Fla.) National Golf Club and incoming president of the Golf Course Superintendents Association of America.

"We [Naples National] pay everyone well above the minimum wage," Grigg said. "But some courses may not be able to afford it. I think that big of an increase could really hurt high school kids looking for part-time or summer jobs."

The new Congress was debating the minimum-wage issue in early January and the change was already evident, according to Pat Jones, GCSAA's interim government relations manager. "The Department of Labor," Jones said, "had recommended raising the minimum wage by \$1 an hour. But the debate included everything from the president's request, to keeping it the same, to eliminating the minimum wage altogether. It's safe to assume there will be some increase, but it's likely to take place in 1996 rather than this summer as we originally expected."

Immigration is one area where the new Congress is likely to move even more stringently than the old, and that could have a dramatic effect on golf course employment, Kirby-Hart predicted. The Commission on Immigration Reform recently urged Clinton to fight the influx of illegal alien workers by testing a program that requires all job applicants to prove their identities. The plan would create a national computer registry of all persons eligible to work in the United States. Employers would be required to check the identities of job applicants against the registry through an improved Social Security card.

In its Contract with America, the Republicans promised to investigate immigration reform. Whether that will include the Commission on Immigration Reform's test program and/or some other measures to control illegal workers should be known within six months, Kirby-Hart said.

"Most of the people we hire in maintenance are minorities," said Grigg of his home course. "We've always gone by the letter of the law in hiring. We're very careful about checking employees out. We have a human resources person who does a terrific job. But the Immigration Service still caught us on one guy last year. You shouldn't punish an employer if he is honestly trying. We feel we try very hard to follow the law."

While a Republican-controlled Congress is heartening, the golf industry should remain vigilant on other fronts, association representatives warned.

"You may start to see regulatory agencies push a more liberal agenda to bypass Congress," Kirby-Hart said. "Regulatory agencies are controlled by the executive

rather than the legislative branch of government. The Environmental Protection Agency could get more involved with pesticide reform, the Occupational Health and Safety Administration with workers."

And state legislatures could pick up where the formerly Democrat-controlled Congress left off, GCSAA's Jones added.

"Just because the federal structure has changed, doesn't mean state legislatures won't pursue certain issues," Jones said. "The Association of State Attorneys General, for instance, has already advised private clubs they should be ready to defend practices that exclude women."

PGM takes over at Grand Geneva Resort

ATLANTA — Professional Golf Management Inc. has signed on to manage the Grand Geneva Resort and Spa in Lake Geneva, Wis.

Grand Geneva is home to two highly acclaimed golf courses.

The Brute, at 7,258 yards, is considered one of the longest courses in the United States. The Briar Patch, designed by Jack Nicklaus and Pete Dye, has been rated among the top resort courses in the U.S.

To Reach More Decision Makers, You Need The Industry's Best Buyer's Guide!



In May of 1994 80,000 Copies Were Distributed to Decision Makers Across North America

Superintendents, Golf Professionals, Managers, Tournament Organizers, Architects, Retailers, Developers & Builders, Publications, Sales Reps, Club Builders & Repair Facilities, Manufacturers & Distributors, Travel Agents, Fortune 1000 Companies and much more.

The 1995 Directory is Closing Soon-Don't Be Left Out!
Call Today 800.864.2754

Activity Directories International
8122 SouthPark Lane Suite 200 Littleton CO 80120
(303) 730.3030 Fax (303) 730.3092

CIRCLE #165



Steve -
Took your advice and called Southern at 1-800-233-3853. Thanks a lot! The crew now looks professional in their new uniforms from Southern. Also bought their new Surveyor stripe flagsticks and added their embroidered checkered flags. They are easier to see!



Our logo

Bob

PS. Saved a ton of money, too!

Like this



1-800-233-3853
FAX 1-800-277-7701



VISIT US IN BOOTH #5353 AT THE GCSAA SHOW IN FEBRUARY!

Southern · 297 Dividend Drive · P.O. Box 2899 · Peachtree City, Georgia 30269

CIRCLE #164/BOOTH #5353