

And while I'm on the subject...

Of course, we're biased. But it's hard to imagine the Golf Course Superintendents Association of America choosing two more deserving recipients than Tim Hiers and Dr. Michael Hurdzan for its President's and Distinguished Service awards, respectively.

Both gentlemen serve on the *Golf Course News* Editorial Advisory Board, and they serve it extremely well. When it comes to reporting on issues that affect superintendents, the staff here simply could not do without their knowledge, enthusiasm and perspective. Please take time to read Mark Leslie's stories on Tim, the superintendent at Collier's Reserve in Naples, Fla. (page 28), and Dr. Mike, the Columbus, Ohio-based superintendent-turned-architect whose star is definitely on the rise (page 30).

And while I'm on the subject, this month's Q&A features Hurdzan's mentor, Jack Kidwell, who has done just about everything there is to do in the golf business. In addition to designing, maintaining and managing courses in his native Ohio, Kidwell played a fair game of golf in his day. In fact, during his high school years, he competed on more than one occasion against a fellow future architect from Urbana. Some guy named Dye...

And while I'm on the subject, the Kidwell Q&A was conducted by the newest member of our editorial staff, Editorial Assistant J. Barry Mothes, who comes to *GCN* after a tenure at the Portland (Maine) *Press-Herald*. Barry further qualified himself for the job by working this summer on the maintenance crew at Portland Country Club under Superintendent Pat Lewis. In between cup replacements and *GCN* assignments, Barry continues to work on an authorized history of Portland CC, a venerable Donald Ross design at the head of Casco Bay.

And while I'm on the subject (geez, this column is all over the board!), congratulations to Jim Hodge, who succeeds Lewis as president of the Maine Golf Course Superintendents Association. Pat has served the association well and I'm sure Mr. Hodge — who toils at Valhalla Golf Course in Cumberland — will follow suit.

...

A little birdie has informed me (as one informed him) that National Audubon Society President Peter Berle will step down early this year. Wouldn't it be great if the ubiquitous Ron Dodson, president of N.Y. Audubon and golf course bird sanctuary promoter, were considered for the nation's top aviary post?

"No chance in the world," laughed Dodson. "My job is national enough. If it were any *more* national, my wife would toss me out."

Indeed, I was amazed to actually catch the globetrotting

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Hal Phillips,
editor

Expo illustrates the need to exchange information

Sharing information. That is one basic, bottom, operative line for the golf industry in the 1990s.

As epitomized at Golf Course Expo in Orlando, sharing information is lifeblood to the body of the golf course superintendents' profession as well as managers and developers — a major change from decades ago when useful, helpful, innovative methods were held close to the vest and kept as secrets to take to the grave.

"What I have seen is, the superintendents' associations have moved from being social organizations to truly one of the most professional anywhere....," said former superintendent Mike Hurdzan, now a golf course architect. "Look at the breadth of services the GCSAA [Golf Course Superintendents Association of America] offers its members, and the professional development it offers, and the support it has. No longer are they trying to hide ideas. They try to share them. In the '50s guys wouldn't tell one another how they did something. Now they share equipment and manpower, if necessary, to help someone out."

And so it was a pleasure for *Golf Course News* to introduce Golf Course Expo, the first conference and trade show to share information specifically geared to public-access facilities. Maintenance, Development, and Management and Marketing educational tracks ruled the days, following keynote addresses

from Arnold Palmer and Robert Trent Jones II.

Here are a few samplers to whet your appetite — and remind you to mark your calendar — for this year's show, Nov. 9-10 in Orlando:

- From U.S. Golf Association (USGA) Green Section Southeast Region Director Pat O'Brien: Contour mow fairways; reduce mowing acreage such as around tees, out-of-play areas and pond banks; and equip

maintenance staff with two-way radios.

- Doral Golf Resort Director of Golf Course Maintenance and Grounds Patrick McHugh shared the 10 Commandments of Successful Human Relations: re-acquire the arts of kindness

and persuasion; put consideration of human dignity higher than pay, promotion, or working conditions; keep circulating to be seen as well as heard from; get rid of double standards of behavior; preface a request to subordinates with "please"; don't take yourself too seriously; praise fearlessly, giving credit where it is due; don't be afraid to make changes; in handling grievances, let the employee tell his full story without interruption, remembering a kind word will help; and learn to listen.

- From superintendent Don Tolson of Fox Hollow at Lakewood in Lakewood, Colo.: Encourage wearing of soft spikes, and test irrigation water to determine if it could be harmful.

- Joel Jackson, editor of

Continued on page 62



Mark Leslie,
managing editor

Letters

ROOT ZONE ADDENDUM: COST AND 'PERFECTION'

To the editor:

Thanks for the opportunity to express some of my thoughts. In your November issue, regarding the industry's problems concerning root-zone mixes [see related letter on opposite page]:

Because of the important issue of cost, I would like to clarify our company's quality control testing fees. The blending companies I work with charge for the mechanical portion of the work. Our company supervises the production of the mix and assumes the liability of producing mixes as designed. *Together*, our pricing is competitive with others in the blending business.

It should be pointed out that all mixes are *perfect* until they are confirmed as meeting the original design specifications by a competent soil laboratory. If a mix is not checked by someone who knows what they're doing, it's a *perfect* mix.

Only after it's checked will you know whether the mix is subpar.

Glen Watkins

Root Zone Mix

Mule Shoe, Texas

PLAYER CLARIFIES DESIGN

To the editor:

I read the November issue of *Golf Course News* today. In this issue, *GCN* has an article concerning the acquisition of Cutter Sound Golf & Yacht Club in Martin County, Fla. ("Golf Communities adds Fla. track," page 43).

The article incorrectly states that this is a "Gary Player-designed championship course."

We terminated our agreement with the developer of this course approximately 50 percent through the construction phase. Our settlement with the developer expressly prohibits the use of Gary Player's name in conjunction with this golf course. The course was not substantially built to the plans and specifications, and we therefore withdrew.

We would appreciate an appropriate retraction at your earliest convenience. We also realize that this is not particularly the fault of *Golf Course News* and are not criticizing your efforts, only trying to set the record straight.

Thanks for producing such a fine industry trade journal.

Jim Applegate, president

Gary Player Design Co.
Palm Beach Gardens, Fla.

GIVING CREDIT WHERE DUE

To the editor:

I would like to clarify several inaccuracies in your October 1994 article relative to the Atlantic Country Club opening in Plymouth, Mass. ("Massachusetts course opens first nine," page 4).

The present owners purchased at auction a nearly complete golf course designed by Richard and Associates that was named Head of the Bay Country Club. Construction of the golf course began in May of 1991.

I find it preposterous that full

design credit is being assigned to Mark Mungeam [of Uxbridge, Mass.-based Cornish and Silva, Inc.] after some minor tee and green enhancements to this golf course. Richards and Associates spent two years laying out and supervising construction on this exciting golf course during some difficult times.

To deny us credit where due is inaccurate reporting.

Ray Richard

Richard and Associates
Sagamore Beach, Mass.

Ed. While it was never our intention to "deny" Mr. Richard credit, Golf Course News apologizes for the error. A great deal of the design and construction work was performed by Richard and Associates before sale of the course. Mr. Mungeam indicated his firm considers Atlantic (the former Head of the Bay) "a remodel," not a Cornish and Silva design. However, according to Mr. Mungeam, "We did do a major amount of work out there. All the tees, six of 18 greens and significant grading."

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We want to hear from you....

In an effort to track the growth of golf course management companies, we are requesting that any management firm operating five or more courses contact us by Jan. 15.

We want to know the company's name, address, telephone and number of courses it manages. We will publish the information in the February issue of *Golf Course News* and will update the list every three months, noting the number and names of any new courses added during the previous quarter.

Management companies currently operate less than 5 percent of the

more than 13,000 U.S. courses. But as anyone who follows the industry knows, that number is growing as management firms vigorously compete against one another to bring privately and municipally owned facilities under their corporate wings.

If you want your management company to be included in our quarterly listing, please telephone Peter Blais, Associate Editor, at 207-846-0600 or write to *Golf Course News*, PO Box 997, Yarmouth, ME 04096.

Thank you for your cooperation.

Phillips comment

Continued from page 10

Dodson in his Selkirk, N.Y. office. Golf's greatest ally at Audubon keeps a busy schedule, speaking at conferences from coast to coast and meeting with facilities interested in joining the wildly successful Audubon Sanctuary Program, his brainchild, which now boasts more than 1,200 member courses.

For the sake of perspective, however, readers should remember the Sanctuary Program is sanctioned by N.Y. Audubon, not the national. In fact, national and some of its more influential chapters — Massachusetts' foremost among them — aren't exactly thrilled with Dodson's overt partnering with golf. Apparently, agriculture and the pesticides applied in that

arena are fine — golf is not.

Don't expect that to change, either. Berle — who was keen on transforming the staid organization into a broad-based, environmental player on the national scene — was about as progressive as we could hope an Audubon president to be. Unfortunately, the man rumored to succeed Berle is Dr. Gerhard Bertrand, head of the Massachusetts Society, famous for sticking to bird watching and bird watching only.

In other words, while Dodson's Sanctuary program is an unqualified success and a significant boost to golf's larger public image, we're a long way from seeing any golf courses on the next Audubon Society calendar. Besides, if Audubon is going back into its shell, Dodson would be more effective, for golf, just where he is.

...

The following notice was received at the GCN offices just before deadline:

Keith Dewar — "an all-time classic person," according to Wadsworth Golf Construction Co. President Paul Eldredge — died in a Dallas hospital in mid-December. Dewar, 73, built many golf courses as owner of American Golf before retiring in 1993. A close friend of Desmond Muirhead and Jack Nicklaus, he built Muirfield Village and Glen Abbey in Ontario as well as most of Nicklaus' early designs.

A transplanted Briton, Mr. Dewar also worked extensively in the Palm Springs area.

However, he will most be remembered for his flamboyant personality. "Keith was one of the great characters of all time — a legend in the golf business," said long-time friend and golf course architect Jay Morrish. "Someone ought to write his biography. Some of his friends were talking about having a wake for him. We could tell tales about Keith for 12 hours straight and never repeat a story."

...

Good news for those Golf Course Superintendents Association of America (GCSAA) members worried about national rattling around their recently expanded, Taj Majalesque headquarters in Lawrence, Kan. Seems the association has finally found a use for the spare wing: Tenants!

That's right. The association is renting out the third floor (old and new wing) and second floor of the new wing to NCS, an Iowa City-based telemarketing firm that plans to employ nearly 100 people in its new Lawrence location. GCSAA employs approximately 80 at its headquarters.

And this from the "It's Always Something" Department: Apparently, parking is now at a premium.

New mgt. firm lends owner's perspective

GLENN DALE, Md. — Sy Zuckerman and Evan Dockser have announced the formation of a new international golf course management company to be called Zuckerman Kronstadt Dockser Golf Services Inc.

Zuckerman, president of Zuckerman Kronstadt Inc., a leading property management companies in the Washington-Baltimore area, says the new company "will bring a true owner's perspective to the industry, which has traditionally been dominated by management-only companies with no ownership experience."

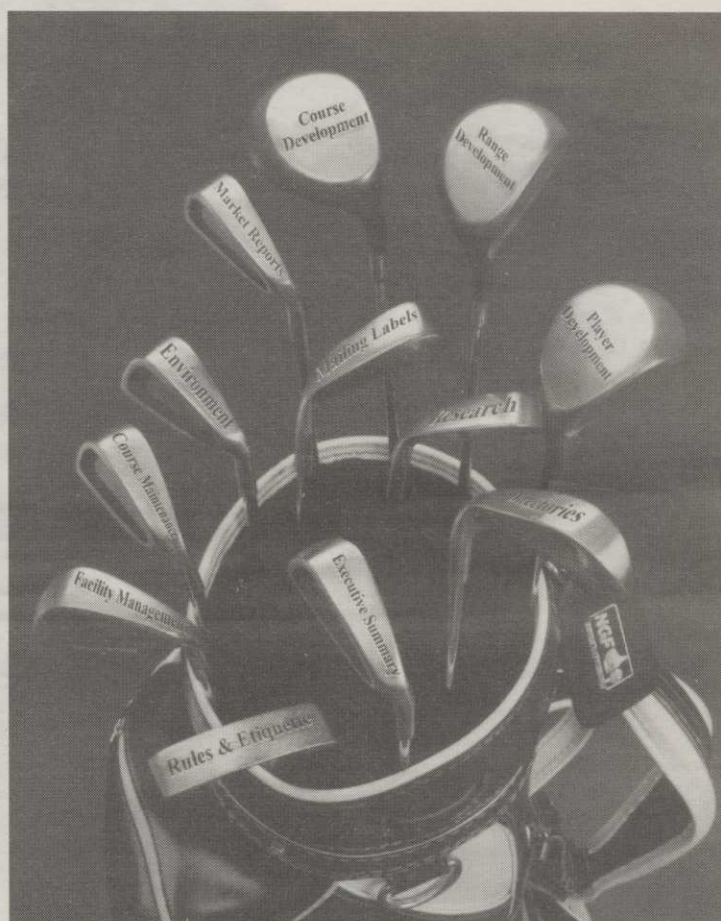
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GOLF COURSE



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Golf Course Expo Means Business

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