

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

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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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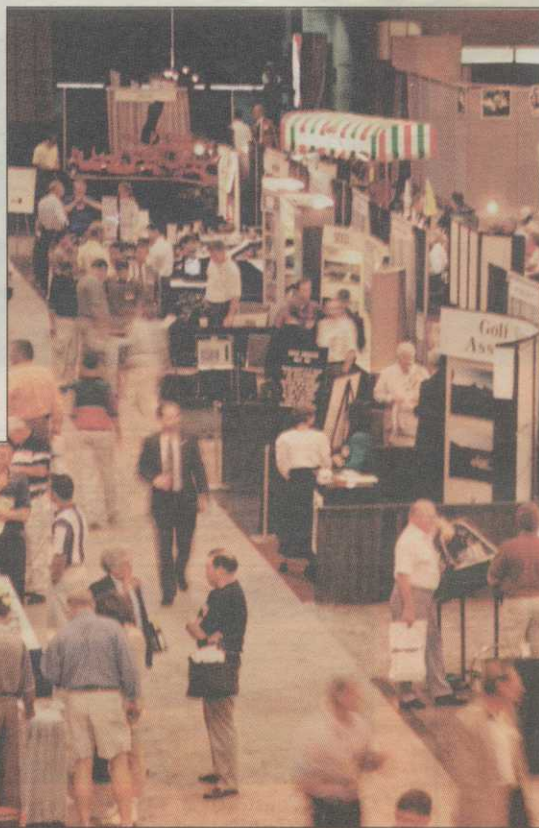
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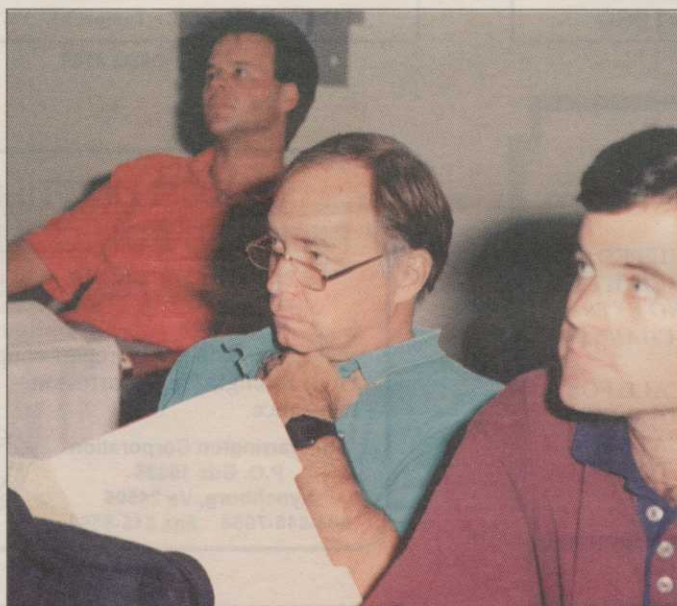
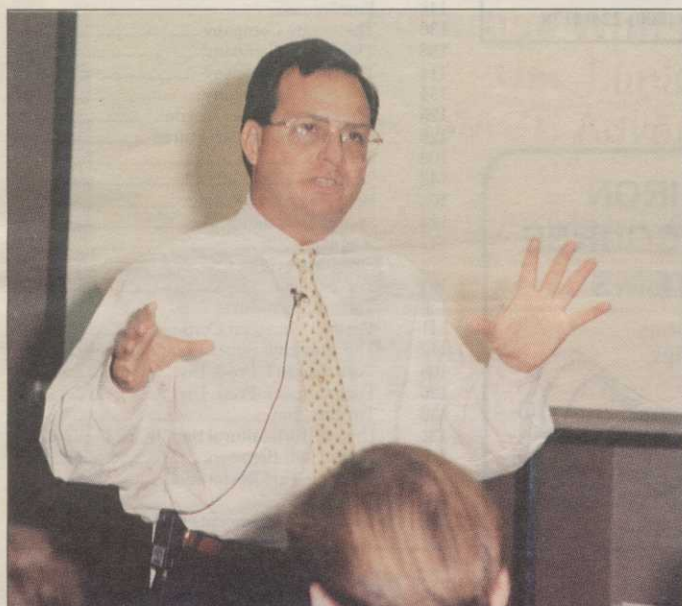
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Golf Course Expo opens to acclaim



The inaugural **Golf Course Expo**, the only national trade show and conference for owners, managers and superintendents at public-access facilities — was a success, drawing more than 1,500 qualified attendees and 100 exhibitors to Orlando in November. Arnold Palmer and Robert Trent Jones Jr. keynoted the event, and more than 250 packed the education sessions. Clockwise from top: ClubCar's Mike Alexander writes up an order; the trade show floor proved to be a busy place; Shop Talks — vendor-sponsored presentations held right on the show floor — played to capacity crowds; and conferees listened closely to knowledgeable speakers like Gregg Gagliardi (below) of Lansbrook Golf Course in Palm Harbor, Fla.



Expo '94: Sharing info

Continued from page 11

Florida Green magazine and superintendent at Walt Disney World's Magnolia Course, added: Use amendments like rubber/"poly" prills, geotextile fibers, wetting agents, humic acids/biostimulators.

- USGA Florida Section agronomist Chuck Gast urged lowering energy consumption with growth regulators, efficient pump stations, variable frequency drives and fertigation; and bettering the situation for wildlife with nature zones, buffers, nesting cavities and feeding zones.

- From USGA Florida Section Director John Foy's suggestions were: apply fertilizer only to meet the need of turf to recover from traffic and maintain density; and use slow-release fertilizers, or lightly but more frequently apply fast fertilizers to minimize leaching.

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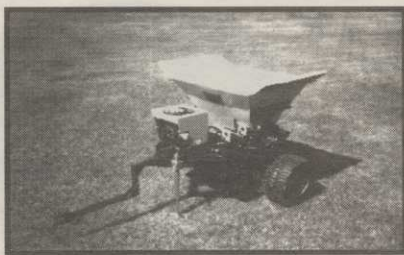
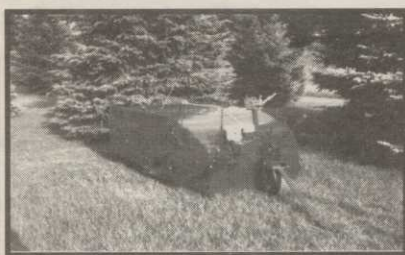
Meanwhile, golf course managers wrote myriad money-making tips such as these from GM-PGA head pro Gregg Gagliardi of Lansbrook Golf Club and Elaine Fitzgerald of Fitzgerald Productions:

- From Gagliardi: "We added a 'Beat the Pro' challenge and put the teaching pro on the tee. We gambled between \$5 and \$20. The golfers can't lose, because if they don't beat the pro they get \$5 credit in the pro shop. If they do beat him, they double their money. If they play, they get their name in a free drawing."

He also added associate and international memberships. Hooking up with a German travel agency, he sold 300 associate memberships at \$40 apiece. "So we got \$12,000 in income, and I have yet to have a German come over and play," he said.

- From Fitzgerald: "We offered hotels a reason to fill rooms. With tourism starting to go down in Florida, hotels without amenities ... can use our course as an amenity."

The course offered a commission to the hotel concierges for every visitor they sent. "We got our own salespeople working at each of 25 hotels," she said. "One made \$7,000 alone from this, so she worked very hard."



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