

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION  
VOLUME 6, NUMBER 1  
JANUARY 1995 • \$4.50

## INSIDE

### GCSAA Report

Prepare for San Francisco with late-breaking news (p. 13), candidate profiles and honorees..... 26-32

### Shocking Advances

Are electric greens mowers the wave of the future? Manufacturers act on the new technology ..... 33

### One Step Forward...

One step back? Golf races ahead on Mississippi coast but suffers a blow in Jacksonville ..... 35



**PALMER KICKS OFF EXPO**

Arnold Palmer addresses attendees at the inaugural Golf Course Expo, which drew 1,500 public-access decision-makers to Orlando, Fla. For a complete rundown on the show and conference, see pages 10 and 62.

#### COURSE MAINTENANCE

USGA redefines regional commitments ..... 13  
Focus on Skip Wade & the organic approach ..... 14  
Savvy Super finds the ideal storage facility ..... 21

#### COURSE DEVELOPMENT

Q&A with Ohio's grand ol' man, Jack Kidwell ..... 35  
McCumber combines fine play and design ..... 37  
Larry Hawkins & Tom Walker join forces ..... 39

#### COURSE MANAGEMENT

ClubCorp thinks global and realigns ..... 47  
Mundus promotes good business sense ..... 47  
American Golf aids California schools ..... 50

#### SUPPLIER BUSINESS

GCSAA sponsorships continue to proliferate ..... 53  
Deere reorganizes Lawn & Garden division ..... 55  
EPA Round-up: Special review for triazines ..... 56

## USGA, wildlife groups cooperate on research

By MARK LESLIE

WASHINGTON, D.C. — Extensive research investigating golf courses as ecosystems will be undertaken as early as this fall, thanks to funding from the U.S. Golf Association (USGA) and enthusiastic support from several environmental organizations.

After a meeting here with environmentalists, Ron Dodson, president of the Audubon Society of New York and chairman of the USGA Wildlife Subcommittee, said: "The col-

lective agreement of all those attending was that instead of spending so much time looking at particular species, we should be looking at golf courses as ecosystems.

"And we should focus our attention on ecosystems where there are many golf courses and lots of potential for new courses to be built — like Florida, California, New England and the coastal mid-Atlantic region."

Enthusiated by the input

Continued on page 19

## Summit illustrates need for image-building PR campaign

By HAL PHILLIPS

SCOTTSDALE, Ariz. — The recent Golf Summit yielded this stark realization: Poor public image stands as the single largest hindrance to golf industry growth.

If image isn't everything, it's darn close. Many still consider golf a pastime of rich, white males. Whether this assessment is less accurate than it was in, say, 1970, is irrelevant. The public at large has this perception, and it's particularly damaging because it adversely affects golf's other two major obstacles: the environment and player development.

This became crystal clear during Golf Summit '94, the two-day strategy session sponsored by the National Golf Foundation (NGF) here in November. In response, Summit attendees agreed that golf

Continued on page 12



Joseph Beditz



Pinehurst Plantation is one of the private clubs in the Golf Communities USA portfolio.

## Golf Communities USA bucks public trend

By PETER BLAIS

ORLANDO, Fla. — Golf Communities USA President Warren Stanchina has always run against the tide.

When everyone was building private golf course communities in the late 1970s and early 1980s, Stanchina was buying and selling daily-fee facilities. "I usually made money," said the head of the Orlando, Fla.-based firm.

Now it's the 1990s. The consensus is that daily-fee developers are the

king and private course developers the jesters. While some may view Stanchina's recent purchases of several high-profile private course communities as the acts of a fool, he plans on laughing all the way to the bank.

"The United States is fast becoming a two-class country, the rich and the poor," he said. "That's why affordable, private courses will boom in the late 1990s. There are simply too many up-

Continued on page 51

## The Ratings Game

What's fair, and has it affected design?

By MARK LESLIE

The good, the bad and the ugly. The dramatic and the costly. The bells and whistles — and foghorns. Golf course rankings have helped create them all.

"We accept some of the credit for elevating standards of golf architecture — which is good for the game and the business — and some of the blame for the escalating costs of architecture and, therefore, golf," said *Golf Digest* rating guru Ron Whitten.

"A lot of courses are built to make a great initial impression," said *Golf* magazine rating coordinator Tom Doak, himself a course architect. "Unfortunately, the surge of popularity of rankings has tended to obscure [the fact that] a golf course is not built so someone goes there once. Does the course have lasting value? Is it going to be better to play the 10th time than the first? Or is it going to get old really fast?"

The consensus is that the mere existence of the *Golf*, *Golf Digest* and other course rankings has meant more competition between architects — and devel-

Continued on page 42

Should  
Conditioning  
Be Judged? p. 44

Mark Leslie photo



## Golf Summit '94

Continued from page 1

must embark on a public relations offensive detailing why the game is good for the environment and accessible to everyone. Indeed, the NGF is already soliciting campaign proposals from several high-profile public relations firms.

"The image campaign that's being contemplated is meant to support the other two critical issues to golf right now: the environment and player development," said Joe Beditz, president and CEO of the NGF. "We expect to hear back from agencies at the end of January and assess their proposals and review options for funding. If we have an

exciting plan laid out by the end of January, we'll be rolling this out in the spring. I don't think we can wait until the next Summit."

The NGF has formally solicited proposals from the four advertising/promotion agencies that attended Summit '94: Burson-Marsteller of New York; DMB&B of Bloomfield Hills, Mich.; Chiat Day of Venice, Calif.; and Pinnacle Worldwide of Chicago.

Most believe this past Summit was admirably focused — concentrated, as it was, on addressing three overarching problems: the environment, poor player development practices and the game's less-than positive image with the non-golf-playing public.

The latter must be addressed first. Because golf is perceived

as elitist (despite the fact that two-thirds of the nation's courses are open to anyone), course development and expansion are seen as frivolous acts when weighed against potential environmental impact.

For example, middle-income housing development is very difficult to oppose. Affordable housing is an "apple pie" issue — so wholesomely American, like baseball and farming, no one dares play the environmental card to thwart it.

Golf sits at the other end of the "apple pie" spectrum.

Player development is also affected by image. One study released at the Summit showed 75 percent of non-golfers don't even consider picking up the sport

because golfers "aren't like me." Is it any wonder that women, minorities and folks of modest means — i.e., those who don't see themselves as fitting in with rich, white males — never consider participating in the game?

Clearly, the industry needs an organized, image-enhancing public relations campaign showing that golf is accessible, affordable, environmentally friendly and fun.

"The notion of an industrywide PR initiative was presented by McKinsey at the 1988 summit, and discussed in 1990 and '92," Beditz explained. "Primarily, when discussed back then, the effort was focused on advertising to help promote the game to those who don't play. Six years later, while that's still an impor-

tant part to any image campaign, we see the need to also answer the negative publicity golf has been receiving. The latter point — that there is a negative component that has to be answered — makes now the correct time to implement a campaign."

Historically, acting upon Summit initiatives has been nearly impossible. Agendas are rarely in concert and, when it comes to implementation, much of the responsibility falls to the NGF which, in truth, is ill-suited to this task. The NGF is a research organization that, under the leadership of Beditz, has gone above and beyond the call of duty to organize strategy sessions like the Summit. Nevertheless, the NGF is the only golf organization broad enough to handle things like an industrywide public relations campaign. Besides, as Beditz himself noted: "While we are known for our research activities, our mission is simply to foster the growth and vitality of golf. And this vision goes well beyond our research duties, well beyond just keeping score."

The larger issue is money. The NGF has already solicited proposals from several savvy PR firms, but how does a non-profit organization raise enough cash, say \$2 million, in the first year?

Here are some ideas that merit attention:

- All 2,500 NGF business members (like *GolfCourse News*) would be required to kick in \$1,000.

- Every allied golf association — all the acronyms: PGA, GC-SAA, NGCOA, USGA, etc. — would levy a member-based fund-raising tax of \$10 per head.

- Owners at all 4,000 NGF member facilities would implement a green fee surcharge of \$1 and turn the proceeds over to the NGF.

Then there are those who stand to suffer most if golf's expansion is hog-tied by environmental regulation; the folks whose businesses shrink if the game can't attract new players or keep the players it has.

The manufacturers.

Growth, growth, growth. The industry wants it, but manufacturers need it. It's only right and proper that the bulk of this PR money come from the makers of balls, mowers, shafts, fertilizer, etc. They stand to gain the most if the campaign hits the mark; and lose the most if feet are continually dragged.

Donating 5 percent of each manufacturer's annual advertising and PR budget would do the trick.

"All of those things have been noted and should be considered," said Beditz. "We believe that all of those stakeholders should be interested in supporting a cooperative effort. If, indeed, we can get to the grass roots level on this, meaning the facilities, there are 500 million rounds being played.

"We don't need \$1 a round. A penny a round would do it."

Summit attendees agreed the industry is at a crossroads. Growth (there's that word again) is tapering off and image problems threaten to erode the status quo.

Continued on page 20

GOLF COURSE NEWS

## Take command of your turf clean-up, faster, with complete pick-up and remote control.



**REMOTE CONTROLS ALL FUNCTIONS**

**FAST DUMPING FROM DRIVER'S SEAT**

**Sweep Star 600**

The only pull-type turf sweeper with driver's seat electronic controls... with our exclusive single-reel pick-up system that gets everything without scalping... and a big full-loading hopper that dumps on command. Hook up with a Sweep Star 600.

ALWAYS OUT FRONT  
**SMITHCO**  
WAYNE, PENNSYLVANIA 19087



# Duich's contributions to turf world earn Rossi Award

By MARK LESLIE

CHAPEL HILL, N.C. — Forty years of teaching students, breeding turfgrasses that in some cases have dominated their markets, helping to initiate national turfgrass trials, and elevating the Pennsylvania State University turfgrass program to among the nation's elite have earned Dr. Joseph M. Duich selection as the Don A. Rossi Humanitarian Award for 1995.

"We are honored to present this award to a man who has meant so much, and done so much, for the golf industry," said Philip Arnold, executive director of the Golf Course Builders Association of

America (GCBA) which presents the award. "I can't think of a more 'humanitarian' profession than teaching, and Dr. Duich has the respect and admiration of golf course superintendents — as well as builders — all over the country."

"Dr. Duich is one of the unsung heroes in our industry, who has also helped builders with technological advances," said GCBA Vice President Paul Eldredge of Wadsworth Golf Construction Co.

The Rossi Award is given in memory of



Dr. Joseph Duich

the man who created GCBA and once piloted the National Golf Foundation.

"I thought I was beyond getting awards," mused Duich, who retired in 1991 as Professor Emeritus of Turfgrass Science after 36 years at Penn State. Although officially retired, he travels the globe as a turfgrass consultant, and is introducing "a new generation of bentgrasses" this year.

Saying he is "most pleased and honored" to receive the Rossi Award, Duich said his greatest contribution "undoubt-

*'Dr. Duich is one of the unsung heroes in our industry, who has also helped builders with technological advances.'*

— GCBA Vice President  
Paul Eldredge

edly was being involved with students. That's the best part. It was particularly rewarding in the golf course field. That's where the majority of our [approximately 1,100] graduates have gone."

Prime among Duich's objectives, he said, has been upgrading of professionalism and motivation among his students.

Duich, who began his career at his alma mater, Penn State, in 1955, assumed the responsibilities of turfgrass project leader when Prof. Burt Musser retired in 1959. The research facilities have expanded nearly tenfold since then, including development of the Valentine Turfgrass Research Center and the positions of soil chemist-physicist, plant physiologist and instructor. In 1984 the program received the National Association of State Departments of Agriculture-R.J. Reynolds Industries National Award for Excellence in Agricultural Technology — the only turf and less-than baccalaureate-level program to be so honored.

Duich has been instrumental in introducing new turfgrasses to the golf industry, notably Pennfine ryegrass and Penncross, Penneagle and Pennlinks bentgrasses, which have been dominant on the world market for decades. More than \$3 million in royalties from these turfgrasses has been returned to the Penn State Agronomy Department to support its programs and perpetuate turf research.

Duich's new bentgrasses coming onto the market this year are "unique in that they are very fine-textured, the most dense of any variety and do tolerate close height of cut; and, in fact, have to be cut close," Duich said. They are also heat-tolerant and perform very well versus poa annua because of their density, he said.

Duich received the Distinguished Service Award from the Golf Course Superintendents Association of America in 1976, the USGA Green Section Award in 1981 and has been given numerous other awards and honors. He is a fellow of the American Society for Advancement of Science.

He also helped initiate the first regional turfgrass evaluation trials, which were the forerunner of today's National Turfgrass Evaluation Program administered by the U.S. Department of Agriculture.

## Golf Summit '94

Continued from page 12

National, fully coordinated, professional public relations campaigns have the ability to change image and perception. A Summit speaker used the fur industry as an example of how image can stymie a market. After five years of taking hits from rabid anti-fur activists and watching profits go down the drain, the fur industry finally embarked on a very successful PR offensive. In terms of public perception (and sales), the fur industry has regained its viability.

But those five years can never be recovered.

Let the mink coat — covered with rotten tomatoes heaved by angry protesters — be a lesson and a warning. The golf industry can't afford to wait five years.

## WATER & TURF RESTORATION OF FLORIDA CO.

- Greens & Tees
- Fairways
- Athletic Fields



## TEE TO GREEN

- Reduces Accumulated Organic Matter on — Greens — Fairways — Tees
- Eliminates Black Algae Growth.
- Restores Aerification to Soil.
- Enhances Root Growth.
- Reduces Soluble Salts.
- Restores water quality and clarity to supply lakes and ponds.
- 100% Environmentally Safe.

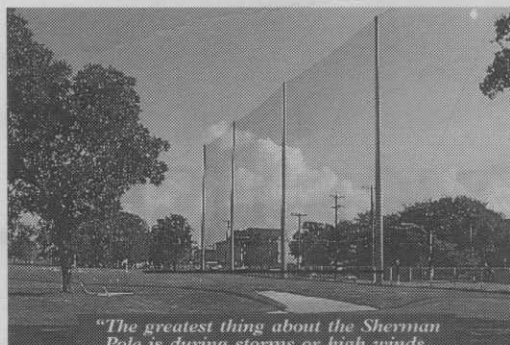
1-800-705-7450

P. O. Box 238423 Allandale, Florida 32123

CIRCLE #116

## ARE WOODS FALLING SHORT ON YOUR DRIVING RANGE?

### MAYBE YOU SHOULD TRY CONCRETE.



"The greatest thing about the Sherman Pole is during storms or high winds. I'm not worrying about them."

— Ian McCrea, Head Professional —  
Hank Haney Golf Center, Dallas, Texas

A golf course needs plenty of maintenance. The same shouldn't be true of your driving range. That's why you should consider Sherman Spun-Cast Concrete poles.

Unlike wood poles, Sherman Poles are impervious to both insects and weather. Further, a Sherman pole can support twice the net span of wood poles. And with twice the net span, that means you'll only buy half as many poles.

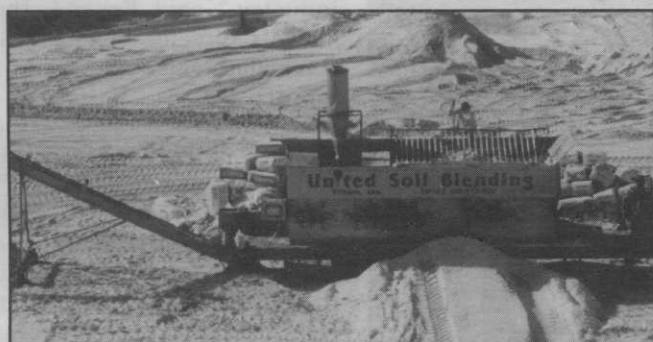
Sherman Concrete Poles. The most cost-effective pole for your driving range — by a long shot.



SHERMAN UTILITY STRUCTURES, INC.

2117 Magnolia Ave., South, P.O. Box 1926, Birmingham, AL 35201  
205/252-6995 1-800-533-5103 FAX 205/322-4356

CIRCLE #120



## UNITED SOIL BLENDERS, INC.

United Soil Blenders, Inc. offers these advantages to its customers:

- Highest quality blending
- Constant on-site monitoring of mixing operation
- Continual percolation testing to ensure USGA specs
- Complete turn-key pricing
- LOWEST PRICING — including loader and all labor

Soil blending is a must in the high-tech business of golf course construction. And United Soil Blenders, Inc. strives for excellence in every green construction project we undertake.

For the Best greens ever, insist on United Soil Blenders, Inc.

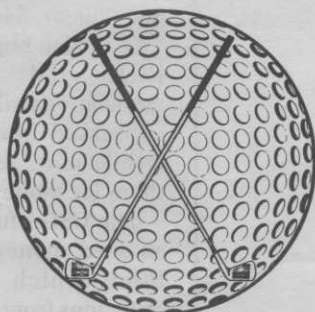
(912) 386-1970

P.O. Box 1325, Tifton, GA 31793

CIRCLE #115

## Formost Construction Co.

Serving the nation for over 30 years.



## IRRIGATION SPECIALISTS

"Doing One Thing Well"

STATE LIC. #267960

P.O. BOX 559

TEMECULA, CALIFORNIA 92593

(909) 698-7270

FAX (909) 698-6170

CIRCLE #119