

# GOLF COURSE NEWS

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**TAKING A BYTE FROM CONSTRUCTION TIME**  
Architect Brad Benz claims he's speeding up the construction process 30 to 35 percent by using a computer-generated drafting system. The latest example is a British project known as Duke's Dene. For stories, see page 29.

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## USCCA to offer clubs group buying option

By PETER BLAIS

GRAND RAPIDS, Mich. — A recently formed organization designed to cut costs and increase efficiency at private clubs has ruffled a few feathers among other golf associations. The main focus of the United States Country Club Association (USCCA) is a group purchasing program called the Cooperative Alliance for Purchasing (CAP), according to

Jeffrey Dykehouse, USCCA's founder, president and sole stockholder.

CAP reportedly leverages the buying power of USCCA member clubs to provide the best possible price for products and services such as insurance, maintenance equipment and supplies, food and beverage products, office equipment, irrigation materials and equipment, golf

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Jack Nicklaus (from right), Jack II and design associate Chris Cochran survey plans in Palm City, Fla..

## Nicklaus hops aboard the public-access bandwagon

By MARK LESLIE

NORTH PALM BEACH, Fla. — The Nicklaus umbrella is about to expand, adding public-access golf clubs and community development and management to its bulky portfolio.

Keying on a market tailor-made for his name and the fast-growing segment of public golfers, Jack Nicklaus is starting a network of Golden Bear Golf Communities featuring semi-private, daily-fee golf courses.

First out of the gate will

be Golden Bear Golf Club at Laurel Springs, north of metro Atlanta in southern Forsyth County. Ground was broken in April. Watch for future communities in Dallas, Chicago, Detroit, Tampa and Nashville, said Golden Bear Financial Services President Ira Fenton,

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## SPRING START-UP?



Pro-active, mountain maintenance paves way for late spring opening

By MARK LESLIE

KEYSTONE, Colo. — While golf courses elsewhere across the northern tier of the country are taking off green covers and tending to new young turf in April, superintendents like Steve Corneillier at Keystone Ranch Golf Course are snowblowing their greens clear in May.

"The term 'spring start-up' takes on a whole new meaning here," said Corneillier, whose been keeping to this upcountry regimen for decades. "This is springtime in the Rockies at 9,300-foot elevation..."

"When it snows on July 4th weekend we're never sure if we should count that toward last year's snow or next year's," he laughed, although snow did shut down the course for two days on that weekend in 1993.

In his 20 years at Keystone Resort, this has been

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## Sticks & Stones: Firms play the name game

By HAL PHILLIPS

The automobile industry annually spends millions of dollars researching model names that will catch the fancy of consumers. Sometimes the money is well spent; sometimes it may as well have been flushed down the toilet. Who, for example, dreamed up the Ford Probe, a product aimed ostensibly at young women on the move? Unfortunately for Ford, marketing experts believe the name tends to remind young women of pending trips to the gynecologist.

The Probe may be the golf course

superintendents' equivalent to an herbicide called Leech-Rite.

While the dollar value is modest in comparison, suppliers to the golf course industry also spend a great deal of time and money on the formulation of product names. Perhaps because of their sheer number and the often thankless nature of their functions, seed varieties and turf chemicals are tops when it comes to invention. Is it coincidence that so many seed varieties share names with automobiles?

"Mustang, Falcon, Dasher, Fiesta,

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