

Public-access supply meeting demand in Ocean City, Md.

By ROTA KNOTT

OCEAN CITY, Md. — With eight public-access golf courses in the works, including four within planned communities and two more 18-hole additions at existing clubs, this region on Maryland's Eastern Shore has invested heavily in the golf destination business.

Eight courses are already flourishing in and around the resort town. First to join them will likely be the new 18 at The Beach Club, which was originally planned as a 36-hole facility. Hunt Crosby, a spokesman for facility, said it's not only feasible but necessary to proceed with the additional 18 holes, which should be ready for play by July 1996.

"We anticipate the growth of golf lo-

cally to continue," Crosby said. "There has been substantial growth already. The number of rounds of golf played here increases by 20 percent each year."

Ed Lorenz, head pro at the 18-hole Bay Club Golf Course, said his course is planning an expansion to meet demand. The Bay Club remains in the permitting process for construction of another 18. Lorenz said the club hopes to have the new course up and running by the spring of 1997.

"Depending on who you listen to, there is a tremendous need for tee times," he said. "Our predictions as to when to go forward are linked to the profit of the golf course. And now looks like the time to move."

Andy Loving, PGA professional at Ocean City's municipal course, Eagle's Landing, said business has picked up steadily since it opened in 1991. It currently operates at near full capacity. "I really think building new courses will be good overall," said Loving. "People are coming. They know about Ocean City; they just can't get on the courses much of the time."

The 36-hole Ocean City Golf and Yacht Club, the resort's first golf course, is making some minor improvements to keep pace. River Run, a golf community located just outside the resort, recently completed improvements to its track, including rebuilding three greens.

The area's other established golf course community, Ocean Pines, has tentatively planned a second set of championship links, pending a referendum vote. If approved in the referendum, work on the new Ocean Pines course could start by this fall.

Three new golf communities — Lighthouse Sound, Kiddle Farm and Woodcock Farm — are in various stages of the planning process. Riddle Farm will boast two separate 18-hole courses, one public and one semi-private, covering approximately 380 acres. Plans for Woodcock Farm include an 18-hole golf course, also. Dual proposals, one containing 18 holes of golf and the other calling for 27 holes, have been approved for Lighthouse Sound. The property owners have not yet made a decision as to which plan to pursue.



The double-greened 9th and 18th at The Bay Club, a Russell Roberts design in nearby Berlin, Md.

Course cooperative, Golf Getaway, has promoted tourism and continued growth

By ROTA KNOTT

OCEAN CITY, Md. — Growing golf on Maryland's Eastern Shore hasn't been an easy task, but the hard work of promoting this area as a golfing destination is finally paying off.

Plans are currently in the works for eight new golf courses, seven championship and one executive, all of which may come on-line over the next two or three years. In addition, both major and minor improvements are underway at several of the eight existing courses.

Those involved in the golf industry are confident the area can handle all the proposed activity. Indeed, some feel the area may require even more courses to keep up with the demand for tee times.

Sandi Smith is manager of Ocean City's Golf Getaway, an organization established in 1991 through a cooperative effort of the five courses in existence at that time to promote golf in the area. She said the game has been on a continuous upswing locally.

"Growing golf is very exciting. There is a definite need for new courses," Smith said. "A demand has been created by the sheer number of golfers who come here to play now instead of going elsewhere."

Smith said the goal of Golf Getaway, which is expanding its membership to include new courses as they open, is to band golf courses with the local community to promote Ocean City as a golf destination.

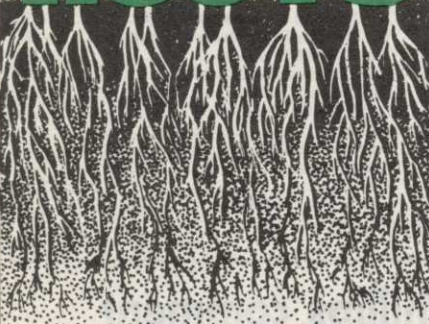
The organization is funded and governed by its membership, which includes all the existing courses in the vicinity of Ocean City as well as several within a 30-mile radius of the resort.

Golf Getaway, in conjunction with the town itself, promotes the resort golf facilities nationwide through advertising, utilizing both the print media and television sources, press releases and sponsoring local golf tournaments.

Alex FauntLeRoy, executive direc-

Continued on page 43

Regal Crown® DEEPER ROOTS



MINIMIZE DRY WILT AND WINTER DESICCATION

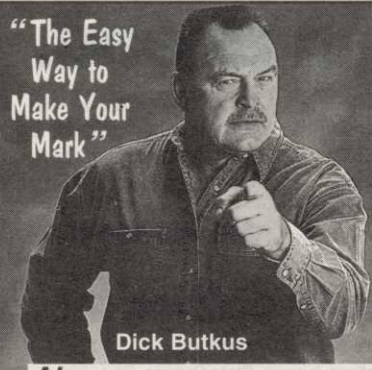
Golf Course Superintendents, Turf Grass Managers, Sod Grass Growers and Nurserymen are praising the results of Regal Crown.

Regular use of Regal Crown root growth stimulator exhibits phenomenal results. Turfgrass types such as bermuda, bent, zoysia and others develop more roots that are healthier and penetrate deeper. More roots imbedded deeper into the soil means better nutrient and moisture up-take creating thicker, greener tops.

Regal Crown is a blend of hormones specifically designed to promote root growth in turfgrasses and ornamentals. Used regularly, Regal Crown roots can minimize hot weather dry wilt stresses and winter desiccation.



Regal Chemical Company
P.O. BOX 900 / ALPHARETTA, GA 30239
PHONE 404-475-4837 / 800-621-5208



"The Easy Way to Make Your Mark"

Dick Butkus

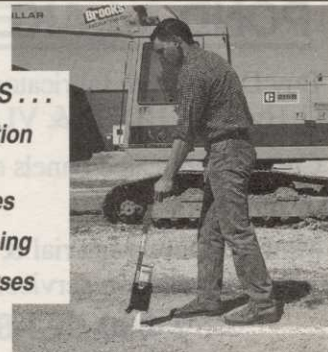
Football Great Dick Butkus says, "Mark Anywhere Quickly and Easily with the Original Upside Down Aerosol Power Paint Cartridge!"

easy marker®

"Meets temporary marking needs for special events, construction and utility projects, golf course and landscape work. Saves money by clearly marking work sites with instructions to avoid costly mistakes."

SOME USES...

- Construction
- Utility Companies
- Landscaping
- Golf Courses



Also from FOX VALLEY SYSTEMS



SUPER STRIPER® \$49⁹⁵

STRIPE...

- Parking Lots!
- Warehouse Floors!
- Athletic Fields!

SUPER STRIPE® TRAFFIC POWER PAINT CARTRIDGES Perfect for either covering old faded lines or for striping new ones. Paint is fast drying, offers one coat coverage even on a variety of surfaces and comes in eight choices of colors. One case will cover about 2,400 linear feet of bright crisp 3" lines.

12 (18 oz.) cans per case \$49⁹⁵



\$69⁹⁵
12 (18 oz.) cans per case

SUPER SUPREME® TRAFFIC POWER PAINT CARTRIDGES Our best paint is specially formulated with modified acrylic for a harder finish. Ideal for heavy traffic areas.

U.S. patent numbers 4126273, 4895304, 4940184, 4943008, 4946104, D320757, D324053

GREAT FEATURES...

SPRAY CAN - specially designed with the patented EASY MARKER/TRIG-A-CAP nozzle for consistent paint flow, easily inserted into the holder

Lightweight EASY MARKER HANDLE is the Ultimate Temporary Marking Tool!

Only \$8⁹⁵

© 1995 FOX VALLEY SYSTEMS, INC. U.S. and foreign patents pending



NEW COMFORT HANDLE - revised plastic grip with locking option for extended use

PLUS... detachable wheel to aid in the application of straight lines - simply remove for freehand use!

easy marker® / trig-a-cap®

POWER PAINT CARTRIDGES Best paint on the market because it's loaded with pigment which means you get more marks from every can, about 2 1/2 miles per case! Available in paint cartridges or in chalk for less permanent marking. Can be used out of the holder for hand marking. Made exclusively for use in easy markers and for handheld applications. Call for the full selection of colors.

12 (17 oz.) cans per case \$28⁵⁰

See your local dealer for product information or call:

1-800-MARKERS
1-800-627-5377
DEALER INQUIRIES INVITED

FOX VALLEY SYSTEMS, INC.

DEPT. 4187 • 640 INDUSTRIAL DRIVE • CARY, ILLINOIS 60013
The Old Fashioned Company with Old Fashioned Values

Golf Course Marketplace

To reserve space in this section, call Diana Costello-Lee, 207-846-0600

EMPLOYMENT OPPORTUNITIES

GOLF COURSE CONSTRUCTION AND OPERATIONS PERSONNEL

GREENSWAY GOLF COMPANY is one of the fastest growing placement services, with both domestic and overseas jobs. Send your resume today and take advantage of the wide variety of available positions. Our fax # is (714)524-7255 or 966-9387. **GREENSWAY GOLF COMPANY; 101 SOUTH KRAMER BLVD.; SUITE 132; PLACENTIA, CA 92670.**

JOB SEEKERS

For a fresh source of green industry job openings; subscribe for 3 months (6 issues)-just \$22.50. EMPLOYERS-List your job openings quickly and inexpensively. Call for details:1-800-884-3435. Ferrell's **JOBS IN HORTICULTURE**, 154 E. Chapel Ave., Carlisle PA 17013-3435. MC/Visa.

EXPERIENCED SHAPERS NEEDED

Immediate openings. Send resume to **Par 4 Shaping Inc. 6159 Spicer, MN 56288.** Or call (612)796-6255 for more information. Ask for Jake.

GOLF COURSE CONSTRUCTION

Experienced Project Superintendents, Irrigation Supervisors and Shapers needed. Must Travel. Mail or fax resume to: **Southwest Golf, 417 Sunfish, Austin TX 78734.** Fax (512)261-9165.

MARKETING MANAGER SPECIALTY PRODUCTS

Ecogen Inc., a leading company in Biotechnology, is seeking an energetic candidate for Marketing Manager-Specialty Products. Responsibilities include: market analysis, sales forecasting, market projections, budget development primarily in the turf, ornamental or related fields. A degree in plant pathology/entomology. **Fax resume to (215) 752-2461.**

GET THE LATEST DEVELOPMENT

Subscribe to the **Golf Course News Development Letter** which tracks golf course projects under consideration across the nation! Just \$195 for a yearly subscription. Call Editor Peter Blais at 207-846-0600 for more information.

WANTED

Construction superintendents, shapers and foremen. Golf construction personnel needed at all levels. Must be willing to travel. Fax resume and info to : **(904)646-1873.**

GOLF COURSE CONSTRUCTION

Project Superintendents, Experienced Irrigation Personnel and Shapers needed. Travel required. Fax or mail resume to: **Landscapes Unlimited Inc. 5831 South 58th Street Suite C, Lincoln NE 68516.** Fax:(402)4234487.

SUPERINTENDENT & SHAPER WANTED

Fairways Inc, a golf course builder since 1969, is seeking a qualified superintendent and experienced shaper. Send resume to: **Fairways Inc: 1972 Hidden Valley Lane N.W., Miltona, MN 56354.** Phone: (218)943-1391. Fax: (218)943-1392.

SHAPE YOUR FUTURE

JOIN PAUL CLUTE & ASSOCIATES- Nationally recognized as a leader in premium golf course construction, at one of many project sites across the country. Currently seeking experienced superintendents, shapers, supervisors and irrigation specialists. Mail resume & cover letter to: **Paul Clute & Associates, Personnel Dept., PO Box 454 Hartland, MI 48430.**

FOR SALE

ARCH STYLE STEEL BUILDINGS

Build it yourself and save money! For cart & equipment storage. Factory direct. Save money on buildings in stock. 30 x 40; 40 x 50; 42 x 76; 51 x 90. Easy to erect. **Archway Steel Buildings. 1-800-344-2724.**

PIPE LOCATOR

INEXPENSIVE! Locates and traces underground drains, water pipelines of clay, PVC, ABS, steel and cement. Finds sprinklers, valves and clogs. Used by over 1000 golf courses! **Bloch & Co. PO Box 18058, Cleveland, OH 44118. (216)371-0979.**

GOLF CAR RENTAL CONTRACTS

Avoid Golf Car Abuse- Get it in writing! 2 Part Golf Car Rental Contracts. Imprinted or plain. Immediate Delivery. Minimize risk for pennies. **For brochure:1-800-223-5877.**



Mid Tenn Turf, Inc.

Services -
*Row Plant Sprigging *Broadcast Sprigging
*Sod Installation *Hydro Seeding *Laser Grading
*Complete Athletic Field Construction & Renovation

Sod Varieties -
Available in 16" x 24" Slab or 42" x 120" Big Roll
*Blended Fescue *Vamont Bermuda
*419 Bermuda *Quickstand Bermuda
*Tifway II Bermuda *Myer Zoysia
Sprigs available in all Bermudas and Zoysia

Manchester (615) 728-0583
Nashville (615) 254-4728
Fax (615) 728-0168 Toll Free 1-800-782-4083
4698 New Bushy Branch Rd.
Manchester, Tennessee 37355



pH...



WATERPROOF

Cardy Twin WP pH meter:

- For soil or water
- Dry sensor storage
- Push button calibration
- ± .1 pH accuracy

CALL 1-800-248-8873

Meters for EC, NO₃⁻, K⁺ & Na⁺
SPECTRUM TECHNOLOGIES, INC.

12010 S. Aero Dr. • Plainfield, IL 60544
800-248-8873 • 815-436-4440
FAX 815-436-4460

GOLF COURSE ACCESSORIES

QUALITY!

- Laser Measuring • Scorecards
- Sprinkler Tagging • Yardage Books
- Redwood & Bronze Tee Signs

FORE BETTER GOLF, Inc.

1-800-468-8672
Fax: 708-893-0455

SOLID BRONZE SIGNAGE

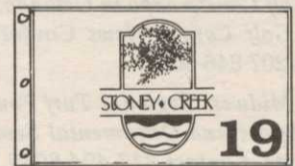
- Yardage Markers
- Tee Signs
- 100, 150, 200
- Commemorative
- Laser Measuring
- Sprinkler Tagging
- Yardage Books

FROM TEE TO GREEN, INC.

(800) 932-5223
Fax: (219) 637-6874

~SAVE ON FLAGS~

Buy direct and save as much as 40% on personalized flags



No art charges. Get a free 19 for your lounge with 2 sets or more. Poles and other accessories available.
Toll free 1-800-476-7005

BUSINESS SERVICES

ATTENTION:

Golf Course owners, developers & architects: We will supply you people for all aspects of golf construction anywhere in the world! Call or fax: **Greensway Golf:714-524-1185 ext 27 or 45 fax:714-524-7255.**

LASER MEASURING

Laser measuring and sprinkler yardage markers. We do it all! Laser measure & installation of custom metal yardage markers for all types of sprinkler heads. **Fairway Yardage Designs:800-368-2448.**

Ocean City hitches its regional growth to phenomenon of public-access golf

Continued from page 46

tor of the Ocean City Chamber of Commerce, said having a variety of courses will be the key to continued success in promoting golf in the area. With an increasing number of golf courses comes the variety which will bring golfers back to the resort area again and again, he said.

"There is a need for more golf courses. You can't get a tee time at a lot of them now and in the summer you're completely shut out," he said.

How many new courses can the area handle? FauntLeRoy said he doesn't know what the area can absorb. But any additional facilities can do nothing but help continue growth in the golfing industry, he said.

Increased golfing activity in the resort doesn't just mean business for course owners, but will increase business for hotels and motels, restaurants and the retail shops in the area also, Smith said.

Golf promotes business in the

shoulder months for Ocean City and acts as one more amenity which complements the resort's beaches, but does not place a great demand on the community's resources, she said. It doesn't hurt that the resort lies along the beaten path for visitors from the major metropolitan areas of Washington, D.C., Baltimore, Wilmington, Delaware and even New Jersey and New York.

Nurturing the relationship between the golf courses and the

associated businesses of Ocean City, however, is an on-going process.

In the spring and fall, hotels, which often offer golf packages, are filled with visitors. But when the beach season rolls around, golfers sometimes get bumped by hotels for the established tourist trade of Ocean City.

"We've had a time convincing some of the hotels that golfers are just as good customers as those people who have been coming to stay at the beach for years,"

Smith said. "That has been one of our main challenges."

She credits the efforts of both the golf courses and the Ocean City community as a whole for the success the area has had in establishing itself as a new golf mecca.

"There's a remote possibility Ocean City could become like a small Myrtle Beach, but I really don't think we want to be the next Myrtle Beach," Smith explained.

"We're Ocean City, Maryland, we're growing and we're glad to be what we are."