

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

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## Resort membership? CMAA mulls options

By PETER BLAIS

Expanding its educational program to include more offerings of interest to managers of upscale public resorts is one of the items that could be considered as the Club Managers Association of America (CMAA) reviews its strategic plan in the coming months.

CMAA's main goal is to broaden employment prospects for its 5,000 members, explained James Singerling, executive director of the Arlington, Va.-based organization for private club managers. Increasingly, private clubs are competing financially against public facilities, such as upscale resorts.

Resorts sometimes have far superior amenities and accommodations than nearby private clubs. With hotel rooms running at \$350 a night and green fees of \$150 per round not uncommon, upscale resorts are

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Golf Course Expo  
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# GOLF COURSE



# EXPO

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THROUGH PROFIT...

## Learning centers in vogue

By PETER BLAIS

They can make money, lots of money. And they don't cost much, relatively speaking. For those reasons, practice centers are becoming increasingly popular among public and private developers.

Governmental bodies are particularly fond of them because everyone can use them, not just the 10 percent of the population who call themselves golfers.

"Anyone can hit a bucket of balls on the range or try a few putts. Practice centers reach a bigger audience than a municipal golf course," said Bill Kerman, an associate designer in Michael Hurdzan's course design office. Hurdzan will speak at Golf Course Expo on *The Value and Trends in Golf Learning Centers* at Nov. 9-10, in Orlando.

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### FASTER PLAY AND PROFIT?

Electronic-distance measuring systems are poised to make a big impact on bottom lines. See story page 41.

### COURSE MAINTENANCE

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Peter Jaquith photo

### COMEBACK COURSE

The 5th hole at Ipswich (Mass.) Country Club hasn't always been so idyllic. A victim of the '80s real estate bust, Ipswich fell into disrepair and nearly went under before solid management turned things around. For story, see page 10.

## Cactus forest preserved via transplantation

By JERRY ROSE

TUCSON, Ariz. — Startling vistas, colorful sunsets, giant cacti, splashes of green in the midst of desert. This is golf in the Southwest. Now, a Scotsdale developer, Raven Golf, has created what may

be a golf course construction prototype for preserving desert vegetation and animals.

"We really wanted to show ourselves as good citizens of the community and good stewards of the land," said spokesman Steve Adelson, speaking of the extraordinary lengths Raven Golf went to in protecting the integrity of the

noran Desert surroundings at The Raven Golf Club at Sabino Springs. "It's our sincere belief that great golf can and should co-exist with its environment. That is why

Continued on page 39



A cactus is spared through preservation at Raven GC, Sabino Springs course, in Tucson, Ariz.

## Super survey reveals concern and confusion

By MARY MEDONIS

An overwhelming majority of superintendents call themselves "very concerned" about the environment and nearly one-third feel government agencies provide inadequate disposal methods and other pertinent information, according to a survey.

A questionnaire sent to superintendents across the country to elicit their views on environmental matters garnered more than 40 responses. While they do not provide a random sampling statistically, they demonstrate varied opinions dealing with different state organizations, on a wide variety of golf course conditions.

There seems to be no  
Continued on page 24



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## NEWS IN BRIEF

**FRESNO, Calif.** — The long, sad decline at the Airways Golf Course may soon turn around. Earlier this fall, the city council voted 6-1 to enter into a 20-year agreement with Golf Corp. that includes plans for \$1.6 million in capital improvements for the run-down, neglected 9-hole course near the airport. If all goes as planned, there will be a new clubhouse by January. Plans call for new maintenance and cart buildings, an automated irrigation system, and renovation of all greens, tees and bunkers.

**PALM BEACH GARDENS, Fla.** — The Gary Player Group has moved to 3930 RCA Boulevard, Suite 3001, Palm Beach Gardens, Fla. 33410. Its phone numbers remain unchanged: 407-624-0300; Fax: 407-624-0304.

**ROSS TOWNSHIP, Pa.** — The 18-hole Highland Country Club here in this suburb of Pittsburgh may have been sabotaged with weed killer that turned the tees and putting greens brown and closed the course for weeks. The club's grounds crew sprayed the tees and greens the morning of Aug. 2. A few days later, the sprayed areas turned brown. An analysis of the chemicals on the grass showed that weed killer had been used instead of the usual mixture of fertilizer and fungicide. Clubhouse manager Robert Duhon has filed a report with police.

**DANVILLE, Ind.** — Twin Bridges Golf Club is being developed by Heritage Golf Management, Inc., an Indianapolis-based development management and consulting company. Thomas H. Rodems, director of operations, has registered Twin Bridges to become part of The Audubon Cooperative Sanctuary Program. Designed by Lohmann Golf Designs, Inc. of Marengo, Ill., it's expected to open in late fall of 1996.

**WRIGHT'S DEBUT ON THESE SHORES**

The Cliffs Valley golf course community in Travelers Rest, S.C., is site of the first U.S. course designed by CBS commentator Ben Wright (right). It opened Oct. 2. The opening of Cliffs Valley adds to The Cliffs Communities' portfolio, which also includes The Cliffs at Glassy and The Cliffs at Keowee here in South Carolina. The new Cliffs Valley golf course features a minimalist design, reminiscent of traditional American golf. By maintaining the beauty of the existing landscape and enhancing the course with 20,000 shrubs and 3,000 trees, Wright has created a course for the traditional "bump-and-run" game.



## No immediate future for long lost Tilly track

By HAL PHILLIPS

**JAMESTOWN, R.I.** — It appears the long since overgrown Beaver Tail Golf Links, the only known example of a seaside A.W. Tillinghast design, will remain dormant.

An effort to restore the 9-hole layout and add another nine, designed by Steve Smyers, has been thwarted by the presence of wetlands on the site, which sits on Jamestown Island between Newport and west coast of Narragansett Bay.

"We had trouble finding enough land that wasn't wetlands," said Stanley Abrams, head of Boston-based Senior Tour Development Co., which had an agreement to develop the parcel. "It wasn't a problem 50 years ago. But some cascading ponds, which were built in 1925 and abandoned in 1945, are now considered wetlands.

"We could no longer find 18 holes there. We ended up with a 14-hole golf course, and there isn't great demand for 14-hole golf courses."

Mel Lucas, an agronomist who has walked the site, agrees with Abrams' assessment:

"There are just so many things in there, all man-made and silted," said Lucas. "I'm sure through the right methods and means, they could've been rebuilt and made acceptable to all parties, including the DEM [Rhode Island Department of Environmental Management], golfers, architects, you name it. But in a number of places, these water features had been so mucked up over time, it was more a rodent haven than a nice, pristine wetland."

The Beaver Tail saga shows how much golf has changed over the course

Continued on page 51

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## Five golf courses projected at Colonial Downs site

NEW KENT, Va. — A race-track developer is moving ahead with plans for a 3,165-acre mixed-use development anchored by Colonial Downs that could eventually include as many as five golf courses.

The Delmarva Properties proposed development would include 3,300 residential units and almost 3 million square feet of commercial and office space, according to Joel Mostrom, president of the West Point, Va.-based developer. The develop-

ment would include three villages. A mix of single-family homes, a retirement community and apartments or town houses would dominate a traditional residential village and a golf village.

Mostrom has said the golf village would adjoin the Legends Golf Course, which is under construction southeast of Interstate 64 and Route 155, and that the golf village could include four additional courses.

## Environmentalists may trump Trump

MOUNT KISCO, N.Y. — His Seven Springs golf course proposal has yet to be officially unveiled, but mega-developer Donald Trump could soon be faced with questions about what impact the proposed project would have on the local environment, particularly water.

Trump recently paid \$7.5 million for Seven Springs, a 199-acre estate that straddles the borders of Bedford, New Castle and North Castle. His first choice for the site is an exclusive 18-hole golf course atop the hill overlooking Byram Lake.

Byram Lake, however, is the sole source of water for the 9,100 people who live in Mount Kisco. Even though Mount Kisco officials won't technically be involved in decisions on Trump's proposal, Mount Kisco Deputy Mayor Ralph Vigliotti has said that the project must not compromise the quality of Byram Lake.

Trump has said a golf course would have far less impact on Byram Lake than any other kind of development.

### CORRECTIONS

The October issue of *GCN* ran a photograph of Dennis Bowler, Jacobsen's director of Far East operations, accompanying a story about Mike Bowler of National Seal Co. We apologize for the error.

•••

Niebur Golf Inc. of Colorado Springs, Colo., was omitted from a listing, in *GCN* October, of firms who have earned certification from the Golf Course Builders Association of America. Niebur President Joe Niebur passed the examination.

•••

Scott Pool, who designed Mountain Air Golf Club in Burnsville, N.C., did not co-design Kiva Dunes here, as was stated in the September issue. Kiva Dunes was created by Jerry Pate Golf Design of Pensacola, Fla. Pool was construction manager and lead shaper on the project.

## Three Mass. towns contemplate collaboration

WALTHAM, Mass. — The possibility of a public-access golf course on the rolling, scenic grounds of the former Metropolitan State Hospital just west of Boston is growing.

Legislation for redeveloping the former hospital's 340-acre grounds has been filed in the Statehouse, three years after local officials in the neighboring towns of Waltham, Belmont and Lexington first entertained the idea of turning the site into a golf course, park land and housing complex.

The legislation, which reportedly has the support of state legislators from all three towns, creates a reuse plan developed by a tri-town

task force. The plan includes a nine-hole golf course, 250 acres of recreation land and housing to be used primarily for the elderly and first-time homeowners. The bill allocates \$6.7 million for the development for studies, clean-up, design and construction.

The nine-hole golf course would be set on about 50 acres, owned by the city of Waltham and run by an outside management company. If the golf course is not developed within eight years after the legislation is signed, or if Waltham stops using it as a golf course after it is developed, the land reverts to the Metropolitan District Commission to become part of the reservation site.



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# Angry mob takes state officials hostage in hassle over development

TEPOZTLAN, Mexico — Townspeople armed with wooden clubs, pipes and slingshots took seven hostages in September to protest plans to build a multimillion-dollar golf course. The hostages were released within 24 hours but anger and resentment linger, according to reports in the *Dallas Morning News*.

The tense public protest and the taking of hostages was spurred by the rumor that Morelos state officials were meeting in Tepoztlan

to approve plans to build the Tepozteco Golf Club and 800 homes, a project estimated at \$480 million. The course was designed by Jack Nicklaus.

Tepoztlan is a rural town of 17,000 known for its beauty, colonial charm, old churches and cobblestone streets. It is a popular tourist spot and weekend getaway from Mexico City, a metropolis of more than 20 million people.

Residents rang church bells to alert the town the day of the meeting between developers and

local officials. Hundreds showed up at the town hall. A group of about 400 converged on the house where the state officials were meeting. Police were waiting for them but the townspeople, armed with rocks, knives and sticks, overwhelmed police and the officers fled.

The residents took seven hostages including top state officials Victor Saucedo and Armando Ramirez; Moise Malpica, state transportation director; Socrates Gonzalez, an officer in the Mexi-

can Army; Diana Ortega, the president of the ruling party's Tepoztlan branch; and two others.

The proposed golf course is to be built on ecologically sensitive land that the Mexican government declared communal property in 1929, park land in 1937 and protected land in 1988. Residents say county regulations prohibit construction of golf courses and homes on the land. The Mexican government's National Institute of Ecology opposes the project unless the de-

velopers are able to obtain county permits.

Investors in the project include businessmen who are associated with former Mexican President Luis Echeverria, according to a list of investors that project foes have passed around.

The developers have defended the golf course. They say it will not hurt the environment and will help the region's economy by creating almost 3,000 permanent jobs and 12,000 temporary jobs during construction.

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## Families focus of golf course, practice project

WEST BEND, Wis. — The official name is something of a mouthful, but the praise is rolling in for the Arthur Hills-designed Washington County Family Park Golf Course currently under construction in this small city northwest of Milwaukee.

The course, described as a "jewel" by county golf course superintendent Mike Kactro, was made possible in large part by Walter Malzahn, a West Bend resident who wanted a place where families could learn and play the game. Malzahn launched the project in 1991 with a \$300,000 donation that covered the cost of buying most of the land. The \$6 million public course is scheduled to open in April 1997.

The 18-hole layout near the Rubicon River is approximately 7,000 yards long and will offer a three-hole practice course, driving range, short-game practice area and putting green. There will also be an eight-acre public park adjacent to the course as part of the overall plan. The clubhouse is being designed by HRMA of Minneapolis, which has designed over 60 clubhouses in the last 10 years.

## Denver Int'l to get golf neighbor

DENVER — Denver International Airport's dubious distinction of being the only major airport in the country without a nearby hotel is about to change and at least one new 18-hole golf course is on the way with it.

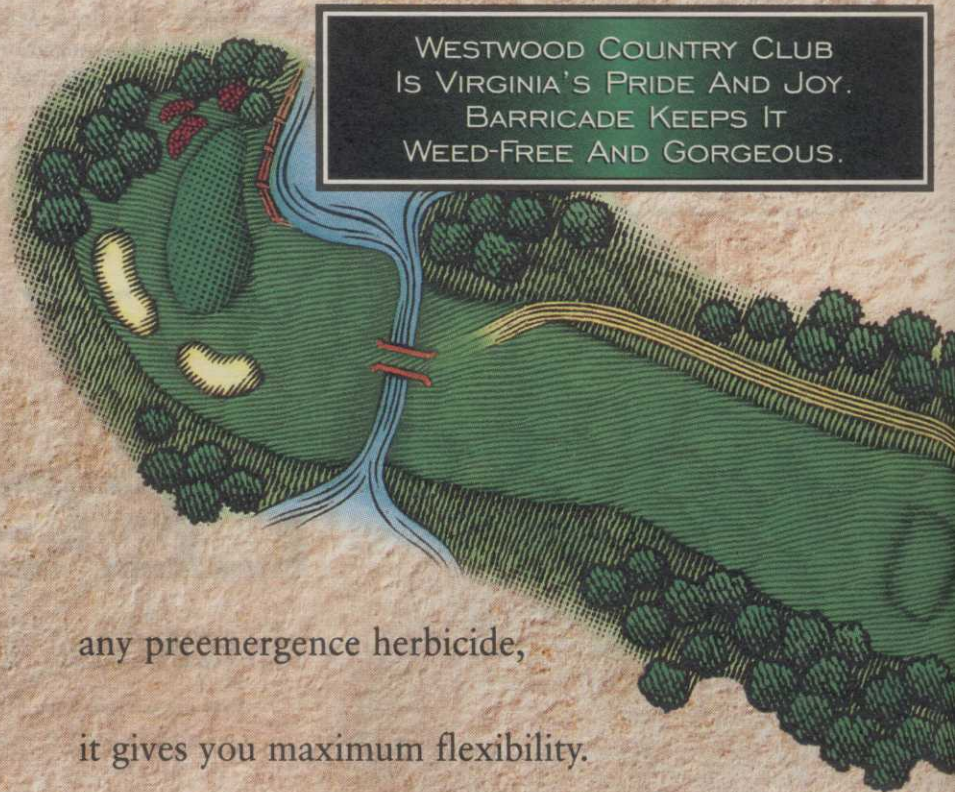
Nine hotel projects are either underway or in the planning stages, which will bring the number of available hotel rooms near the airport to 940 at a cost of more than \$50 million.

Two of the planned hotels are in the luxury category: a \$70 million, 500-room Westin Hotel at the airport terminal and a proposed 400-room Scanticon Hotel that could cost as much as \$80 million and include an 18-hole golf course.



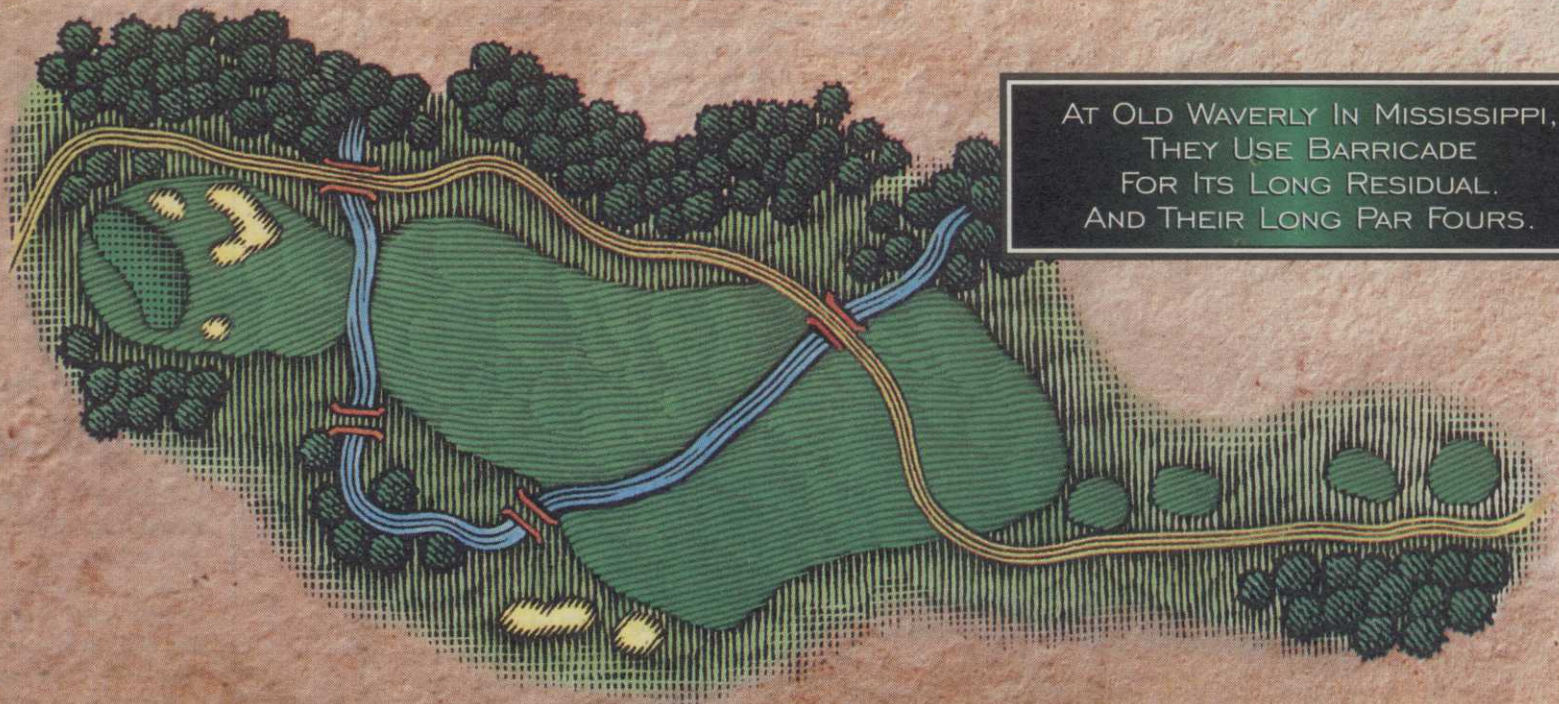
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## Deane Hill CC faces new life in commercial, housing plan

KNOXVILLE, Tenn. — Deane Hill Country Club, a fixture in Knoxville's golfing and social circles for almost 50 years, is headed down a multimillion-dollar path of commercial and residential development.

Deane Hill's ownership group voted in September to pursue a \$40-million shopping development plan on six holes of the 141-acre golf course layout.

There are also plans to close another three holes of the 18-

hole course for apartment construction and to operate the facility as a nine-hole course. There is a possibility the clubhouse would be demolished and replaced with a hotel.

Construction of the shopping center would be a joint venture between the Deane Hill ownership group and an undisclosed Atlanta developer.

Construction could begin in March.

Deane Hill was founded and opened in 1947 by the late Jack

Comer. Rusty Comer, Jack Comer's son, is currently Deane Hill's managing partner. The Comer family reportedly owns 68 percent of the Deane Hill stock, with the remainder being split among 30 or more owners.

"The bottom line is an 18-hole course just did not utilize the land to its highest potential," said Knoxville attorney James E. Foglesong, who voted in favor of the development plan.

Deane Hill has struggled fi-

nancially in recent years because of a drop in memberships and dues revenues. The club reportedly lost \$66,700 in 1993 and went even deeper in the red last year. The monthly revenues from membership dues dropped from \$68,000 a month in 1990 to \$49,000 in 1994. The club also opened to the public in September 1994.

"It was tough decision," said Rusty Comer. "But the life blood of a full service country club is the membership dues."

## Hawaiian club to settle debt through auction

KAILUA, Hawaii — Four different companies were set to force the sale of Royal Hawaiian Country Club in Maunawili at a Nov. 1 auction to settle \$1.5 million in judgments.

Bishop Museum, Dye Design, Takano Nakamura Landscaping Inc. and Royal Contracting want mortgagee Pan Pacific Development to foreclose on the country club. The golf course is a development of Y.Y. Valley Corp., which owes \$47.5 million on two mortgages for the property.

Glenn Okada, the commissioner appointed to sell the golf course, placed a \$30 million upset price on the property, one-third of the cost to develop the land.

The companies forced the sale of the property through separate foreclosure hearings. They filed the motions after obtaining judgments for work performed at the course within the three-month deadline.

The court awarded Bishop Museum \$528,124; Takano Nakamura Landscaping \$553,891; Royal Contracting \$228,558; and Dye Design \$241,617.

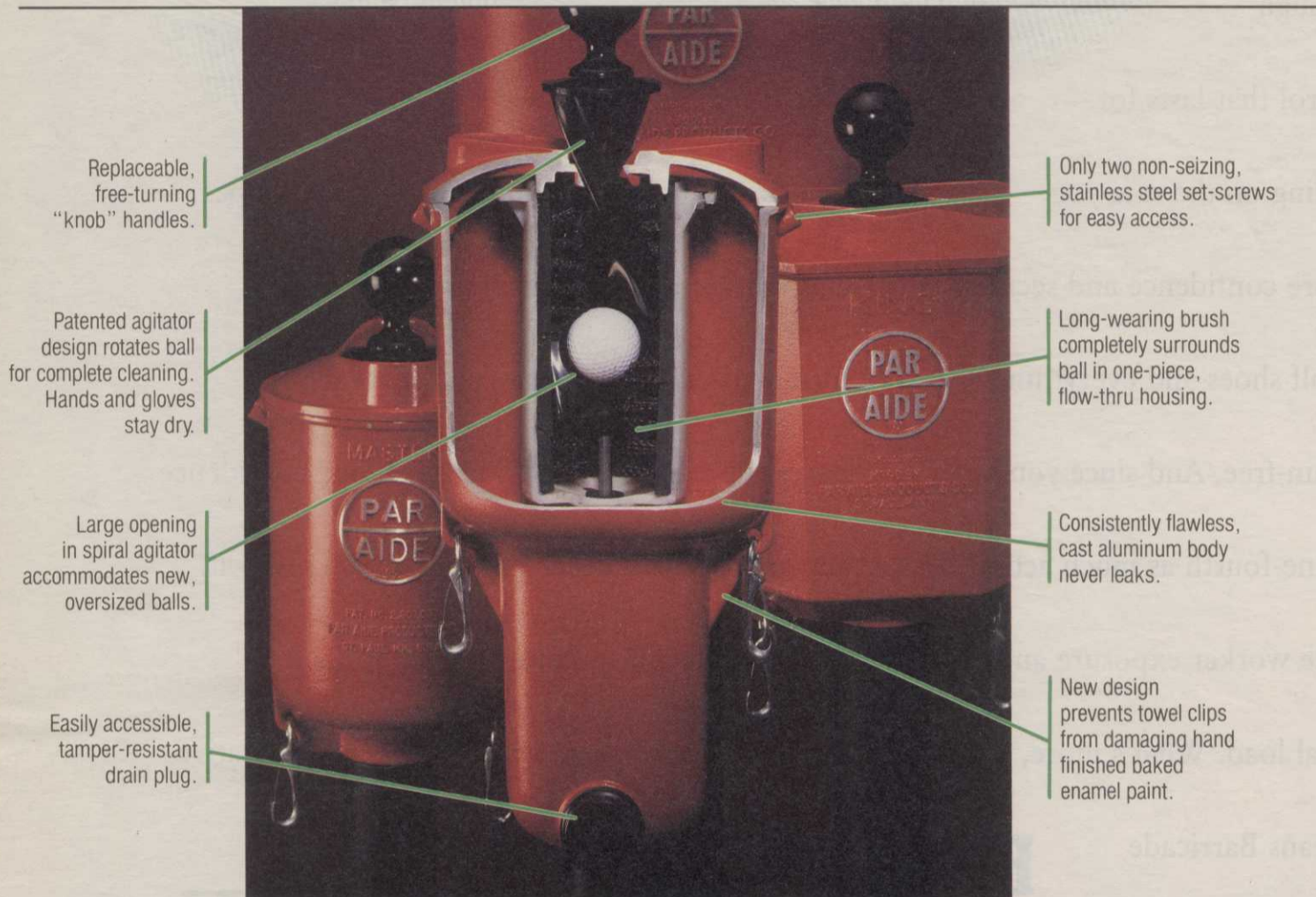
## Middle-class golf community the plan in Ohio

COLUMBUS, Ohio — Is there a market niche in central Ohio for golf course communities with middle-class homes?

Gary Bachinski, president of New Green Highlands Development Ltd., certainly thinks so. Bachinski's New Green Highlands, an investment group, recently purchased 282 acres around the nine-hole Delaware Golf Club just south of state Route 315 — U.S. Route 23 intersection.

The group plans to expand the golf club and build what he calls "an affordable residential golf community that offers an exclusive golf course with all its amenities."

Bachinski plans to start developing the land in about a year. Delaware Golf Club is a private course, originally designed by Donald Ross in 1922. PGA touring pro Fuzzy Zoeller will be the course designer for the new nine holes that will create an 18-hole course covering about 150 acres. The homes would be priced between \$180,000 and \$225,000.



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CIRCLE #106







## Despite drenchings, Doral finishes Gold Course facelift

By PETER BLAIS

MIAMI—The Gold Course at Doral Golf Resort and Spa is scheduled to reopen in late December/early January, following a massive renovation project that was slowed by this summer's unusually wet weather.

"We're looking at sodding the whole course [instead of sprigging] because of all the rain," said then-superintendent Pat McHugh in late September. "We've gotten 65 inches since June 1. That's what we usually get in a whole year. It set us back a few weeks. We're looking at reopening around Jan. 1 instead of early to mid-December as originally planned."

Raymond Floyd and course architect Ted McAnlis have overseen the \$2.5 million renovation. The original Robert von Hagge/Bruce Devlin routing has remained basically the same, although a few holes have been lengthened by moving back greens and tees, McHugh said.

The renovated layout will feature water on every hole, including the island 18th green. Several greens have been rebuilt, new cart paths installed, drainage added, irrigation systems upgraded and the entire course plated with an additional 6 inches of topsoil, McHugh said.

McHugh used Roundup on all grassed areas prior to beginning construction last spring and used methyl bromide on the greens mix prior to sodding the putting surfaces this fall.

Future plans call for modern-

ization of Doral's Blue Monster, home of the Doral-Ryder Open. The program will include regrassing the fairways and greens and bringing outdated bunkers back into play on all 81 of the resort's holes. Doral will also install new irrigation systems.

Work will take place on one course at a time so as not to overly disrupt play. Plans are to begin work on the Blue Monster in April.

## Pebble Beach may move Fazio site

MONTEREY, Calif. — A Tom Fazio-designed layout planned for the forest near Pescadero Canyon may be moved to an area between Spyglass Hill Golf Course and the Equestrian Center.

When the first draft environmental impact report for Pebble Beach Co.'s plans was released in May 1994, there was a widespread uproar over estimates that, to make way for the development, up to 57,000 trees would have to be removed — in particular, the Monterey pine trees. The Monterey Peninsula is one of only three areas left in the world that have indigenous stands of

Monterey pines.

The proposal to put the golf course near the Highway 1 gate of Pebble Beach near Pescadero Canyon — along with 350 units of housing — is still included in a draft supplemental environmental report (EIR).

But a second site option, with another layout by Fazio, has been penciled in, according to Mark Stilwell, Pebble Beach Co.'s vice president of real estate.

The EIR was expected to be delivered to Monterey County officials for review in mid- to late-October.

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CIRCLE #107

## Finances stall Rocky Gap construction

CUMBERLAND, Md. — Leaders of the \$34.4 million Jack Nicklaus-designed golf course and conference center project at Rocky Gap State Park say the real ground breaking will start next spring at the earliest.

Construction bids are in for the proposed course and survey work and mapping is ongoing, according to Hans Mayer, executive director of the Maryland Economic Development Corp., which is working out the financial package for the \$34.4 million project. Mayer said the state was satisfied with the final bids, but there are some unresolved financial issues that are preventing a construction start this fall.

The project includes a 220-room resort with 14,000 square feet of meeting space, a ballroom, restaurant and lounge, swimming pool, tennis courts and fitness room. The 18-hole course would have a pro shop, driving range and putting and chipping green. The complex will also feature a fly-fishing school and an outdoor sporting clay range.



## CCA turns around Ipswich CC fortunes

By PETER BLAIS

IPSWICH, Mass. — Four years ago Ipswich Country Club was in danger of falling below 100 members. Today, the course is within a handful of reaching its 400-member limit.

What happened?

Well, for one, the free-falling New England economy finally showed signs of stabilizing around the time President George Bush left office, although far below the giddy heights attained during the Ronald Reagan years. Eastern Massachusetts residents started feeling sufficiently confident in the future to again consider investing in club memberships and possibly a new house lot at the Robert Trent Jones Sr.-designed course.

But just as important to Ipswich CC's revival was the arrival of Club Corporation of America. Boston-based financier Spencer Alpert, who headed the partnership that bought the bankrupt facility in 1992, and brought in CCA to operate the club in the spring of 1993. A year later CCA bought the property.

"ClubCorp's financial stability and reputation won back a lot of people who deserted Ipswich CC when things weren't going well," said General Manager Robert Diodati.

Shortly after opening in 1988, cracks in the New England economy surfaced at Ipswich. The financially-strapped developer was unable to make the financial commitment to the course he'd envisioned, Diodati said. Aerification and verticutting programs were curtailed, fall overseeding canceled and irrigation problems ignored. Fearful for the club's future, members didn't renew their privileges and home buyers largely ignored the development's 200 lots.

Alpert's group, Ipswich Joint Venture I Limited Partnership, bought the project in January 1992 and invested more than \$500,000 in golf course and clubhouse renovations. CCA invested an additional \$1 million during the first year it operated the course — rebuilding the practice facility, paving cart paths, improving drainage, adding water hazards, and enlarging tees.

"We wanted to bring it up to the world-class standards expected at a Robert Trent Jones Sr.-designed facility," Diodati said.

Since acquiring the property in March of 1994, CCA has spent \$600,000 annually in maintenance and another \$100,000 yearly in capital improvements. One of the first things CCA did was purchase acreage north of the course where it dug a new well.

"Now we can supplement the water we pull out of the pond on the fifth hole to irrigate the

course," the general manager said. "Before, there were times when we simply ran out of irrigation water. With the new well, the pond was always full, even with this summer's dry weather."

Shortly after CCA became involved, local contractor C.P. Berry Construction bought many of the unsold lots and began marketing them aggressively, Diodati said. ClubCorp expects half the 200 house lots to have homes erected on them by mid-1996, he added.

More than 90 percent of homeowners are club members. "That's great, considering the National Golf Foundation says less than 40 percent of those living in a golf community typically belong to the golf club," Diodati noted.

Ipswich is updating its five-year plan. Diodati said it could recommend building an additional nine holes at some future date.

"It's really been quite a turnaround," he said.

## Montgomery breaks effluent barrier

MONTGOMERY, N.Y. — The Montgomery Golf Club is the first in the state to use treated wastewater effluent for irrigation and water hazards.

Club Manager John LaFramboise said the course expects to save from \$6,000 to \$8,000 annually on its water bill, using wastewater. The club invested \$30,000 for the setup. The wastewater treatment plant is located next door to the course.

Course superintendent Jim Reiter said the system removes the course's dependence on an always fragile city water supply, especially during droughts and dry periods. He said the course — which can consume up to 246,000 gallons of water per night — will have a steady supply of water as long as Montgomery residents use their bathrooms. He estimates that even at times of maximum need, the golf course will take only one-fifth of the wastewater discharged daily.

## GIL VELAZQUEZ TALKS:

# FAIRWAY MOWERS



"Quality of cut is the most important feature in a fairway mower," says Gil Velazquez, superintendent at the prestigious Chicago-area White Eagle Golf Club. "After demoing three kinds of mowers here for over a month, there was no doubt in my mind which one was best — we bought four John

Deere 3215s last summer.

"Since then, our bentgrass fairways have never looked better. We host the LPGA Sun-Times Challenge every August and, this year, even the players noticed the difference. The fairways were so consistent. Some players said they were the best fairways they'd ever seen.

"The John Deere cutting units make the difference. They mow tight, follow ground contours, and

stay in adjustment. They're durable too. We've run over metal spikes without damaging a reel.

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# Owner puts The Rail up for sale to local park district

SPRINGFIELD, Ill. — Leonard Sapp and his wife have offered The Rail Golf Course, a regular LPGA Tour stop, to the Springfield Park District for \$3 million — roughly half its appraised value.

Even though some have called the offer "a steal," the park board officials have said they want the golf course in nearby Sherman to be appraised and audited. The Sapps have said the course is worth \$5.3 million and adjacent land \$1.2 million.

Leonard and Lovene Sapp developed the 18-hole championship-caliber course from a cornfield more than 20 years ago. The State Farm Rail Classic is nearly as old as the course. Managed by former National Golf Course Owners Association President Vince Alfonso Jr., The Rail has won citations from the National Golf Foundation and *Golf for Women* magazine for its programs promoting women into the game of golf.

In a letter to park board mem-

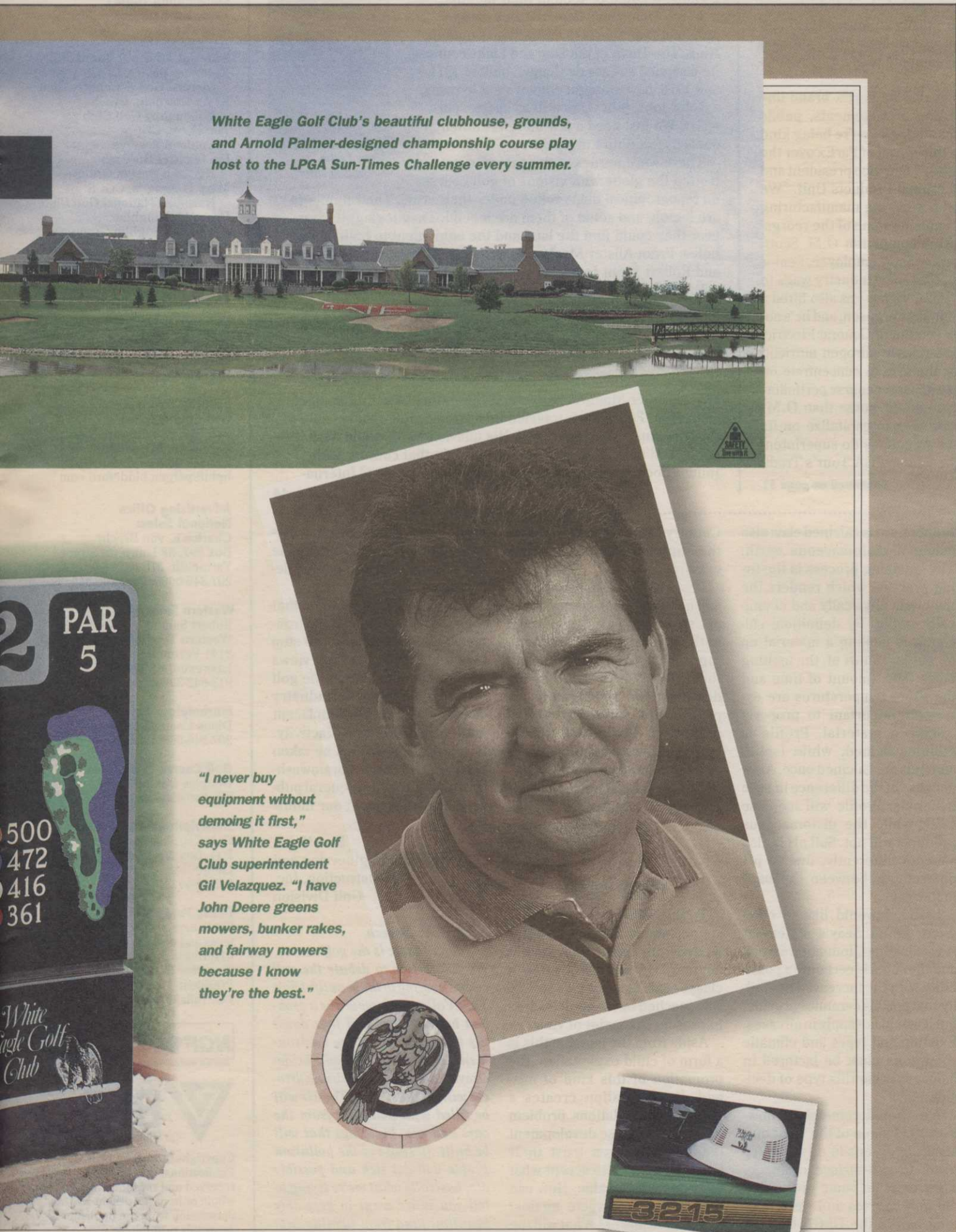
bers announcing their offer, the Sapps, who are in their mid-70s, said they are retiring and want the course to stay in the community for future generations. They also want it to remain a host for the State Farm Rail Classic.

Some park board members who support acquiring the course have said The Rail would relieve pressure on the park district's other three golf courses at Bunn, Bergen and Pasfield parks, where the number of rounds has averaged more than

50,000 a year at each over the last five years, a number that exceeds USGA recommendations.

Neighbors of the course have opposed the purchase by the park district, saying they feel the district would not maintain the facility to its current high levels. Other opponents cite lost taxes if the city owns the course.

The contract is being negotiated and could be presented to the park board for a vote Dec. 20.



*White Eagle Golf Club's beautiful clubhouse, grounds, and Arnold Palmer-designed championship course play host to the LPGA Sun-Times Challenge every summer.*

*"I never buy equipment without demoing it first," says White Eagle Golf Club superintendent Gil Velazquez. "I have John Deere greens mowers, bunker rakes, and fairway mowers because I know they're the best."*



## Superfund site course saves ARCO \$45M

ANACONDA, Mont. — Although it will probably be the most expensive golf course ever built in Montana, the Old Works course has saved ARCO about \$45 million.

Sandy Stash, ARCO's Montana facilities manager, said the original plan to move waste materials at the Old Works, a former Superfund site, to the Opportunity Ponds would have cost ARCO \$60 to \$70 million.

The Old Works course, which is scheduled to open in July 1996, is expected to cost about \$15 million to complete.

More than a year into the project, the once-barren land on the east end of Anaconda has grass growing on it for the first time in more than 100 years. So far, more than 11,000 square feet of sod have been laid on the course, native grasses have been replanted in some spots and the black slag sand traps have been set up.

The smaller of the course's two ponds features a surreal black sand beach.

"You would've never seen use of the land again" had the land merely been scraped clean and left, said Stash. "People just don't reuse Superfund sites. I hope (the course) is a model for Anaconda, Butte and the rest of our cleanup. We can turn these Superfund sites into something positive."

## Dirt Classic gives glimpse of new track

CHOWCHILLA, Calif. — Officials at the still under-construction 36-hole Greenhills Country Club gave area golfers a unique sneak preview earlier this fall to help benefit a local high school athletic program.

Calling it the "Dirt Classic," the club allowed golfers the chance to play the first nine holes.

The twist was that the holes were still dirt, although they were shaped and packed.

Golfers were allowed to play off mats and asked to chip out to painted target circles on the greens. No putting was allowed.

Greenhills Manager Dennis McGarvey said he hoped the entire course would be seeded before winter.



# Here's the poop: Fertilizer business is really hopping



Hal Phillips,  
editor

**Y**ou only need to hit me over the head three, maybe four times before I begin to sense something is afoot. I speak of the fertilizer industry, where big things are happening. To wit:

- East recently met west when **Pursell Industries** of Sylacauga, Ala., entered into an alliance with **J.R. Simplot** of Pocatello, Idaho, to manufacture fertilizers for the turfgrass, nursery, consumer and agriculture markets. Pursell, best known for its controlled-release product, Polyon, has supplied fertilizers to Simplot for 10 years. Simplot is known for its phosphate fertilizers marketed under the Best and Apex labels, aimed somewhat to the turf industry, but mostly to agricultural and retail markets. This new agreement makes both firms national players, giving them the strength to compete with newly rejuvenated...

- **Vigoro Corp.**, which has overhauled its ParEx brand line with new management, manufacturing arrangements, public stock offerings and market emphases. "I think you're being kind if you say there has been a decline in the impact of ParEx over the past two years," said Ron Gagne, Vigoro's new vice president and general manager of the firm's Professional Products Unit. "We have created a separate division with separate manufacturing facilities for the turf business. That explains some of the reorganization." Gagne comes to Vigoro from competitor O.M. Scott. Indeed, Gagne reports to another former Scott employee, Senior Vice President Ken Holbrook, prompting a few industry wags to call the new regime, "O.M. Vigoro." Alas, Vigoro has also hired a new chief financial officer for its Pro unit, Jay Ferguson, and he's not from Marysville, Ohio. He's a 20-year veteran of General Electric. Look for Vigoro to debut its new slow-release nitrogen nutrient, IBDU, early next year. Also look for the firm to concentrate on selling to the management companies with larger course portfolios.

- When it comes to models, you could do worse than **O.M. Scott**, the fertilizer giant which continues to capitalize on its double brand equity. Consumers know Scott, as do superintendents. Scott's title sponsorship of the Senior PGA Tour's Tradi-

Continued on page 51

# Living long and prospering in the golf course universe

**'T**he *Star Ship Enterprise*, going places where no one has ever gone before." Fast-forward that film, please, to the new series. Yes. That's it: "Golf Ship Enterprise, taking golf to places it has never gone before."

Can you hear *Star Trek* originator Gene Roddenberry now? I can ... almost. Because it is true: Even this late in history, citizens of Golf Nation are taking the game to parts of this earth where not even those Scots of old had introduced it.

No, not everyone in the world plays golf. In fact, not everyone even knows what in the world golf is. In some places folks are just happy if they know what **food** is; their minds are otherwise occupied than with this game. For them, it could be far more than a game. It could be food in their mouths.

In the Dominican Republic, golf course architect Pete Dye is the Man Who Could Be King. The Teeth of the Dog and Links courses he designed at Casa de Campo, built in 1971 and 1976, have brought employment to many.

Jobs, jobs, jobs ... as well as sport, sport, sport. We just need a few more crewmen aboard *Golf Ship Enterprise*.

There were heroes of the past who hot-trotted the globe with visions of golf courses on topographical maps rolled under their arms. Their numbers are legion, and some of them are legend. They took golf wherever they could find the land and the equipment to build a few holes: From Alister Mackenzie and C.H. Alison to Peter Thomson and Robert Trent Jones Sr.

But they didn't reach every nook and cranny. And today the heroes of this tradition may even come from the masses — the dedicated masses of people who want to share the experience golf has given them with others.

Let's take a quick look at one such person, my Maine main example: Dr. Steve Polackwich. An 80-year-old retired optometrist, former Maine Amateur and three-time New England Senior champion, Polackwich traveled this summer to Poland — one of those countries barren of golf. His mission was twofold: visit family and talk about golf's possibilities in that country with Juliusz Sochan, deputy director of the Department of Interna-



Mark Leslie,  
managing editor

Continued on page 14

## Letters

### POROUS CERAMIC FOLLOW-UP

To the editor:

I certainly enjoyed reading the articles about porous ceramics in the September issue. It is most gratifying to know that the industry is beginning to take notice of what I perceive to be an extremely important advance in soils management and root-zone engineering. I would like to offer some clarification in a few areas that were addressed in the article, if I may.

I think it is important to state that porous ceramics and organics are not necessarily in competition with each other. They may, in fact, be complementary in many instances. In some sands, porous ceramics may be all that is required. In others, it is desirable to include both types of materials in order to achieve the most ideal balances. The goal is to create a root-zone mix that has excellent water-holding characteristics while maintaining very high percolation rates and to use whatever materials it takes to accomplish those objectives. Porous ceramics offer the advantage of being permanent, while organics change due to biodegradation.

Another comment centered around the differences between "calcite and clay" vs. diatomaceous earth products. The

proper term is calcined clay; also calcined diatomaceous earth. The calcining process is the firing process, which renders the materials physically and chemically stable. By definition, calcining is heating a material up to, but just short of, the melting point. The amount of time and the exact temperatures are extremely important to properly calcine a material. Profile is double-calcined, while Isolite and Axis are calcined once. Also, because of the difference in base materials, Profile will increase CEC, while the diatomaceous products will not. Soil pH is also affected differently, due to pH differentials between the base materials.

Lastly, I would like to comment on Ed Seay's statement regarding the elimination of rock and tile. This is certainly a possibility with the increased flexibility that porous ceramics provide, but it would not apply in all cases. Existing soil types and climatic conditions must be factored in before making this type of decision.

We should remember, however, that some of the most outstanding greens in this country have no sub-surface drainage. They exist on some of the fine old golf courses and were built long before the USGA concept was introduced. The Denver

Country Club, where I was once the superintendent, is a prime example.

It is my hope that the industry will not look at porous ceramics, per se, as simply a new product in the marketplace. The emerging technology surrounding these materials needs to be understood and intelligently applied in the golf and sport turf industries. The result will be better golf, safer fields and more environmentally sound turf.

Lou Haines, director  
Technical Operations  
Soils Management  
Technologies

### SCHOOL POLICY?

To the editor

Enclosed is a copy of a letter written by my 10-year-old nephew. He was involved in a class debate at school. This child was coached by his adult leaders to present this point of view.

Aside from the fact that this is a form of child exploitation, the promotion of this kind of mis- and disinformation creates a major public-relations problem for the golf course development industry. Children trust their leaders and tend to accept what they say at face value. How can the industry compete against that kind of power? What will the results be a few years down the

road when these children become adults who will decide the fate of proposed golf course developments?

This confirms my opinion that there are those in the environmental movement who will stop at nothing to impose their views on the rest of us. We in the golf course development industry cannot afford to be complacent in the face of this kind of activity. It is critical that steps be taken to combat this type of brainwashing and educate the general public to the truth about our industry.

Dan Nolan  
Kajima Engineering and  
Construction, Inc.  
Golf Division

### Patrick's Speech

*Today's topic is the golf course. We would like to debate the golf course coming to the beautiful San Ynez Valley. This would be a problem because they will tear down the trees and wreck the environment. Animals homes will be destroyed, and many new drunk drivers will fill the streets. The air will be filled with pollution from the cars and new buildings that will be built. Because of the pollution people will get sick and possibly die, basically what we're trying to tell you is we want to keep this beautiful land from turning into LA. Thank you.*

# GOLF COURSE NEWS

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LEGAL CORNER

## On release forms, don't overstep your legal bounds

By NANCY SMITH

Owners of sports facilities are often relieved to learn that the signature on a release form can insulate them from liability when a sports participant is injured. But an Oregon facility recently learned the hard way that seeking too much protection in a release can result in getting no protection at all.

A federal appellate court recently held that an Oregon sports resort may as well have had no release form signed because the one it used was so all-encompassing that it stepped beyond legally acceptable bounds. The court threw out the entire release, even though some of its terms were appropriate. The resort will now face a trial against the injured sports participant, who suffered severe personal injuries.

In the decision of *Farina v. Mt. Bachelor, Inc.*, the Ninth Circuit Court of Appeal ruled that the release form used by the ski resort was entirely invalid because it included a release for more than Oregon law permitted.

The court provided two lessons for all owners of sporting facilities: (1) do not seek release from injuries caused by intentional or grossly negligent conduct; and (2) make sure release agreements have a provision that will allow valid releases to survive when portions of the agreement are found improper.

Anthony Farina went to the Mt. Bachelor in Oregon to ski. When he purchased a season pass, he signed a form releasing the facility for liability. The release included a "Skiers' Responsibility Code" and warned of the inherent risks of personal injury associated with downhill skiing.

Farina released Mt. Bachelor from liability for personal injuries or death he might suffer in his use of the sports facility. The release included injuries that could occur not only from the ordinary negligence of the facility, but also from "any other theory of liability."

Farina suffered multiple fractures on March 31, 1992, while skiing at Mt. Bachelor. In a lawsuit to recover for his injuries, Farina alleged that he ran into an unmarked boulder hidden below the crest of a hill which obstructed his view as he approached on his skis.

Under Oregon state law, the resort could ask skiers to sign a release for injuries cause by the resort's ordinary negligence. The court threw out this release, however, because it found that the term "any other theory of liability" would include release for intentional and grossly negligent conduct, in addition to ordinary negligence.

Oregon law, like most all states, has a public policy against waiving rights for future injuries caused by intentional or grossly negligent actions. An

Continued on page 53

Nancy Smith, J.D., is an attorney practicing in Pasadena, Calif. Her "Legal Corner" feature appears regularly in GCN. You may call her with story suggestions/queries at 818-585-9907.

NEW TECHNOLOGY

## Introducing a temperature gauge to the controlled-release mix

By JOHN WALTHER

As superintendents face pressures from the proliferation of competing courses as well as player demand for world-class turf, industry suppliers are providing technological advancements which are greatly helping to solve their problems.

The result is higher quality turf in every climate, as well as better use of the often limited dollars in the average superintendent's budget.

Perhaps the first major step in this direction was the introduction of polymer-coated urea technology. Although not perfect when developed some years ago, it did bring turf managers the advantage of "slow" or "controlled-release" fertility.

Further development of this technology virtually eliminated the environmental factors which contribute to the release of nitrogen except one: temperature. United Horticultural Supply has taken another step forward with its polymer-coated ESN nitrogen which responds to temperature changes and releases nutrients as they are needed by turf.

It works like this: as temperatures cool and the nutrient demands of the turfgrass diminish, the ESN polymer coating responds by reacting to the temperature in the turf thatch and reducing the release of nitrogen.

Conversely, as temperatures rise and plant growth is stimulated, ESN responds by increasing the release of nitrogen.

Turfgrass performance is enhanced and wasteful nitrogen release is greatly reduced.

While the production of temperature-based controlled release nitrogen seems simple enough in concept, production of the product is complicated and difficult to duplicate.

The first step in the production process is to apply a micro-thin water-permeable polymer membrane over a spherical, uniformly-sized urea granule.

For ultimate success this membrane must completely encapsulate the urea granule and be free of holes and imperfections.

The second step is the application of a water-dispersible, abrasion-resistant top coat. This surrounds the polymer-coated granule and protects the underlying polymer from damage during handling, blending, transportation and application.

Such protection is critical to the success of ESN performance since the release mechanism is based on the diffusion of nutrients which are dissolved and then dispersed through the polymer membrane.

The protective top coat is water soluble and dissipates on contact with moisture, exposing the polymer-coated urea granule to the environment. The polymer coating is the only factor that controls the rate of water diffusion into the urea granule and the subsequent movement of the dissolved nitrogen through the membrane into the soil environment.

John Walther is fertilizer product manager at United Horticultural Products in Aurora, Ore.



UHS believes temperature-controlled, polymer-coated urea is superior to other controlled-release nitrogen because the rate of release is unusually linear when compared to the up-front release which is normal with less-advanced products.

The linear release of ESN results in more even turf growth without the flushes or lack of adequate release associated with the older technology found in most controlled-release fertilizers.

In addition to supplying "nutrients on

demand," ESN has demonstrated the ability to maximize the overall health and color of the turf as well as reduce the frequency of mowing.

Because the technology involved in the manufacturing process is so advanced, the temperature-controlled polymer coating can be engineered to control nitrogen release over a wide range of time intervals.

This sophistication allows ESN to be produced in formulas which match the unique climatic conditions in various

Continued on page 14

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## Leslie comment

Continued from page 12

tional Relations' State Sports and Tourism Administration.

Polackwich came away from his meeting with Sochan saying: "To me personally, it's a four-star deal, bringing golf to my ancestral country, because golf has done so much for me... This is a seed. My basic idea is creating golf for juniors. That would later translate to adults."

His forecast for Poland? "They want to wait for the economy to stabilize. Then they can build golf courses to complement other tourist attractions, like their great ski areas. They have 3 million visitors a year to [ski area] Zarkopani alone."

Golf Nation could use a few more Steve Polackwiches — Golf Ambassadors who take it upon themselves (even when they're vacationing in their ancestral lands) to expound on the virtues of golf.

The world is ripe for the invasion of golf.

- It took 20 years for Moscow to get its golf course after Robert Trent Jones Sr. and Jr. first traveled there. How long for Steve Polackwich in Poland?

- Arnold Palmer in 1985 opened the Bamboo Curtain long enough to design Chung Shan Golf Course in China, with Ed Seay and Bob Walker. J. Michael Poellot and Brad Benz did a couple more in 1987-88. Now golf is bur-

geoning there, with 11 courses in the ground and more than 80 under construction or in planning.

- Israel has but one golf course, yet may boast a half-dozen in another year or two.

- Egypt had only 36 holes for the longest time. But architect Larry Packard is doubling that.

- Golf is being revisited in a big way in India, where it has been long lost despite having perhaps the world's oldest golf club outside the UK, Royal Calcutta, formed in 1829.

- Even in Yugoslavia — even as bombs burst within earshot — officials dreamed of golf development a couple of years ago.

Roll the film. I want to see that ending.

Checking out where various course architects have taken golf can send you flipping through your atlas. A smattering: Alister Mackenzie in Uruguay, Harry Colt in Trinidad; C.H. Alison in Malaysia (1931); James Braid in Singapore (1924); Percy Clifford in Mexico and Colombia; George Cobb in the Bahamas (1965); George Fazio in Panama (1974); Gary Player in Bophutatswana (1979); Rees Jones in Namibia (1977); Robert Trent Jones Sr. in Guadeloupe (1977), Brazil (1958) and Sardinia (1972); Jack Nicklaus in the Cayman Islands (1985); Willie Park in Monaco (1917); Seth Raynor in Bermuda (1924); and Ron Fream in St. Kitts, Fiji, Brunei...

In this month's question-and-answer feature (see page 37), course architect Greg Nash bemoaned the fact that the golf cart and lack of caddies have changed how people look at golf courses.

"I changed a lot of my design philosophy the day I played Pinehurst No. 2, which you can't take a cart on," he said. "When you walk that golf course, it is astounding to see all the undulations and depressions that Donald Ross designed that you never would see if you were riding a cart, and the impact of the way the golf hole plays.

"I came to a realization that there were a lot of little things I'd been missing because I'd never seen or felt them. So I started putting them into my designs. It's amazing the intricacies and subtleties on the courses in the UK that you don't see over here."

**Golf and Recreational Finance is proud to announce it closed or committed \$81,150,000 in loans in the first ten months of 1995.**



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**\$7,000,000 - NORTHGATE COUNTRY CLUB, Houston, TX**  
*Refinance of an 18-hole private course.*

**\$3,400,000 - THE LINKS GROUP, Myrtle Beach, SC**  
*Refinance of leases on 144 holes of golf plus a credit line for future acquisitions.*

**\$11,500,000 - THE LODGE OF FOUR SEASONS, Lake of the Ozarks, MO**  
*Refinance of a 311-room lodge, 211-slip marina and 45 holes of golf.*

**\$5,000,000 - KEMPER SPORTS MANAGEMENT, Chicago, IL**

**\$2,250,000 - OLDE POINT GOLF & COUNTRY CLUB, Wilmington, NC**  
*Refinance of an 18-hole public course plus construction funding for clubhouse expansion.*

**\$2,500,000 - GEORGETOWN COUNTRY CLUB, Georgetown, MA**  
*Refinance of a 9-hole public course plus construction funds for additional 9 holes.*

**\$3,500,000 - THE SEA RANCH GOLF LINKS, Sea Ranch, CA**  
*Refinance of a 9-hole public course plus construction financing for second nine holes.*

**\$2,400,000 - WHITTIER GC, Whittier, CA & VICTORIA GC, Los Angeles, CA**  
*Refinance of two 18-hole public courses.*

**\$5,000,000 - THE BEACH CLUB GOLF LINKS, Ocean City, MD**  
*Refinance of an 18-hole public golf course and construction financing of an additional 18-hole public course.*

**\$3,600,000 - THE HERITAGE GOLF CLUB, Atlanta, GA**  
*Construction financing for an 18-hole public golf course and a line of credit for new acquisitions.*

**\$5,200,000 - AVILA BEACH RESORT, San Luis Obispo, CA**  
*Refinance of an 18-hole resort golf course.*

**\$8,000,000 - CRYSTAL SPRINGS GC & BLACK BEAR GC, Sussex County, NJ**  
*Refinance of an 18-hole public golf course and construction financing of an additional 18-hole public course.*

**\$3,800,000 -- CHESTNUT HILL GC, Darien, NY & DEERFIELD CC, Rochester, NY**  
*One 18-hole & one 27-hole public course -- one loan to refinance one and acquire the other.*

**\$8,500,000 - ANGEL FIRE RESORT, near Taos, NM**  
*Acquisition of resort - ski mountain, 18-hole golf course, 157-room hotel, RV park, & assorted amenities.*

**\$9,500,000 - GOLF CLUB OF ILLINOIS, EAGLEBROOK CC & BURR HILL GC, Chicago, IL**  
*Loan to Southwest Golf to refinance 2 courses, acquire a 3rd, and provide a line for future acquisitions.*

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## Temperature

Continued from page 13

geographic areas in the country.

In practical application, the hydrated ESN polymer is best described as elastic, very durable and resilient. This characteristic is very desirable in turf applications, including high traffic areas where many hard, shell-like controlled-release fertilizers are prone to shatter.

At the same time the polymer is transparent and thus a turf manager may visually monitor the liquefaction of the urea and be assured that adequate nitrogen is available to turf over time.

While moisture is important to the initial hydration of ESN, one of the fundamental advantages of the product is that after the initial hydration the rate of nutrient release is not affected by moisture.

The continuous polymer membrane enables the release of nutrients at a predictable rate regardless of the presence of either excessive or very little moisture.

In contrast, common controlled-release fertilizers are affected by moisture. Sulfur-coated urea, for example, will release more nutrients through holes and imperfections in its coating when increased moisture is present. Therefore, each time it rains or irrigation is applied, nutrient release increases and the accuracy of the stated longevity of the product comes under question.

Moisture also affects soil microbiological populations. These populations are difficult to predict with varying soil-moisture levels. The end result may be an unpredictable breakdown of the sulfur-coated urea, methylene urea and ureaform.

While ESN precision-controlled nitrogen may not solve all the problems turf managers face in today's hurry-up, do-it-better industry, it has shown under real world conditions that it can be a major factor in the production and maintenance of consistently beautiful turf.



BRIEFS



NEW ENGLANDERS UNITE

The New Hampshire Golf Course Superintendents Association, the University of New Hampshire Cooperative Extension and the Golf Course Superintendents Association of New England have decided to join forces in hosting the Massachusetts Turfgrass Conference and Trade Show. This new conference will be held in January, in Boston, Mass., and will combine the New Hampshire Turf Conference and the University of Massachusetts Turf Conference into one large show.

JARRELL HONORED IN FLORIDA

TAMPA, Fla. — Palm Beach National Golf and Country Club superintendent Mark Jarrell was presented the Wreath of Grass Award for outstanding contributions to the turfgrass industry at the Florida Turfgrass Association's (FTGA) conference and trade show at Tampa Convention Center. New FTGA President Gerry Millholen oversaw the event at which members presented \$70,000 to the FTGA for turfgrass development. Research donations in the state in 1995 have exceeded \$100,000.



Mark Jarrell

presented \$70,000 to the FTGA for turfgrass development. Research donations in the state in 1995 have exceeded \$100,000.

RUTGERS HONORING ALUMNI

NEW BRUNSWICK, N.J. — The Rutgers Professional Golf Turf Management School will hold its sixth annual Alumni Awards Banquet on Nov. 4, 1995, at the Douglass College Center on the Rutgers University campus.

The banquet will feature certificate awards and scholarship presentations by the Rutgers Professional Turf Management School, the Rutgers Turfgrass Alumni Association, and the New Jersey Turfgrass Association and Turfgrass Foundation. For more information, contact Missy Marciante by telephone at 908-932-9271, or by fax at 908-932-1187.

OTF SHOW PLANNED

COLUMBUS, Ohio — Drs. Jim Beard and Tom Morgan will keynote the Ohio Turfgrass Foundation (OTF) Regional Conference and Show at the Greater Columbus Convention and Visitors Center here, Dec. 5-8. A retired



Texas A&M professor currently with the International Sports Turf Institute, Beard will speak on turfgrass benefits and environmental issues.

FRIENDLY FIRE

Competition in Columbus brings out the best in supers



The 11th hole at Ohio State University's nationally ranked Scarlet Course.

6:15 a.m.: At Ohio State University golfers are lining up to tee off at 7. A few miles away at Double Eagle, the course will host six foursomes today.



By MARK LESLIE

COLUMBUS, Ohio — Truth be told, you need only turn around and you can play another great golf course in this city. Five of the country's top 100 courses, according to one poll, operate here. So how do the superintendents — and their clubs — respond in the face of such stiff competition? Thrive or die?

"I don't want to sound boastful, but I don't think you can go anywhere in the country and find golf courses as well conditioned as we have right here," said Mark Yoder, superintendent at private Scioto Country Club in the near west end of Columbus. "Frequently, guests come in and say, '[They're playing] The Golf Club yesterday, Scioto today, Muirfield tomorrow, then Double Eagle...'"

Indeed, Golf Magazine's latest top 100 poll, released in October, ranks Muirfield Village Golf Club in nearby Dublin 19th in the United States, The Golf Club in neighboring New Albany 20th, Scioto 29th, Double Eagle in the suburb of Galena 41st and the public-access Ohio State University Scarlet Course a few blocks from Scioto 81st. The five superintendents are comrades-yet-competitors-in-arms.

"We're all proud to be on those ['best-of'] lists," said Terry Buchen, superintendent at the ultra-exclusive, ultra-condi

Continued on next page

Muirfield Village Golf Club

Type: Private  
 Rated by *Golf Magazine*: 19th U.S.; 32nd world  
 Rated by *Golf Digest*: 16th in the nation  
 Maintenance staff: 9 full-time; 16 seasonal  
 No. of Holes: 18  
 Members: 200 local; 200 national  
 Rounds per year: 20,000  
 Green fee: \$125  
 Stimpmeter readings: Not applied  
 Height of cut in inches: greens 1/8; tees 1/4; fairways 7/16  
 No. of tee markers: 3  
 No. of sand bunkers: 70  
 Metal spikes: Banned



Super Mike McBride

Architects: J. Nicklaus & Desmond Muirhead

The Golf Club

Type: Private  
 Rated by *Golf Magazine*: 20th U.S.; 34th world  
 Rated by *Golf Digest*: 28th in the nation  
 Maintenance staff: 7 full-time; 17 seasonal  
 No. of Holes: 18  
 Members: 150 (+75 non-residents)  
 Rounds per year: under 10,000  
 Green fee: \$40  
 Stimpmeter readings: 9.4  
 Height of cut: 9/64-5/32 greens; 3/8 tees; 7/16 fairways  
 No. of tee markers: 4  
 No. of sand bunkers: 52  
 Metal spikes: Mandatory



Super Keith Kresina

for members  
 Architect: Pete Dye

Scioto Country Club

Type: Private  
 Rated by *Golf Magazine*: 29th U.S.; 48th in world  
 Rated by *Golf Digest*: 36 in nation  
 Maintenance staff: 6 full-time; 25-30 seasonal  
 No. of Holes: 18  
 Members: 325  
 Rounds per year: 20,000  
 Green fee: \$60  
 Stimpmeter readings: 10  
 Height of cut: greens 1/8 greens; 3/8 tees; fairways 7/16  
 No. of tee markers: 4  
 No. of sand bunkers: 78



Super Mark Yoder

Metal spikes: Banned  
 Architect: Donald Ross

Double Eagle Club

Type: Private  
 Rated by *Golf Magazine*: 41st U.S.; 74th world  
 Rated by *Golf Digest*: Too young to be ranked  
 Maintenance staff: 11 full-time; 14 seasonal  
 No. of Holes: 18  
 Members: 47 local; 126 national  
 Rounds per year: 5,000  
 Green fee: N/A  
 Stimpmeter readings: 11  
 Height of cut: 1/8 greens; 5/32 tees; 3/8 fairways  
 No. of tee markers: 4  
 No. of sand bunkers: 83  
 Metal spikes: Not banned (free rubber spikes)



Super Terry Buchen

Architects: Jay Morrish & Tom Weiskopf

Ohio State University Scarlet Course

Type: Public  
 Rated by *Golf Magazine*: 81st in U.S.  
 Rated by *Golf Digest*: N/A  
 Maintenance staff: 5 full-time; 4 seasonal  
 No. of Holes: 36  
 Members: 1,500  
 Rounds per year: 100,000 (50,000 per course)  
 Green fee: \$10 students; maximum \$25  
 Stimpmeter readings: 8-1/2  
 Height of cut: greens 3/16; tees and fairways 1/2  
 No. of tee markers: 3  
 No. of sand bunkers: 105  
 Metal spikes: Not barred



Super Gary Rasor

Architect: Alister Mackenzie

HEAD OF THE CLASS

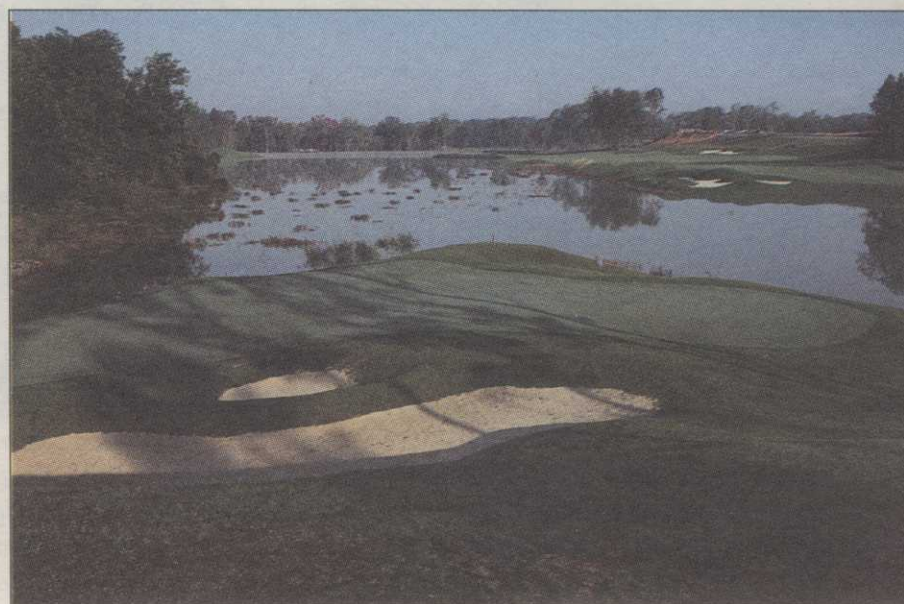
TPCs take Audubon challenge to heart

By CHRIS SMITH

MEMPHIS, Tenn. — The Tournament Players Club network has taken an aggressive approach toward the Audubon Society of New York's (ASNY) Cooperative Sanctuary Program, seeking to reinforce the notion that golf courses can and should benefit the environment.

The TPC at Southwind here recently became the fifth member of the TPC network to receive certification in the stringent Sanctuary Program. It closely follows certification of the TPC at Piper Glen in Charlotte, N.C., and TPC at River Highlands in Cromwell, Conn.

"We are the first course in Tennessee to be certified, which falls in line with what we have tried to be for many years — leaders in the golf industry," said General Manager John Huggins, promising



TPC at Piper Glen takes special care of its environment, such as the wetlands on this 17th hole.

to "truly work diligently over the next several years to actively build wildlife on the course and make it something special, unique to this area. We want to get

more members and homeowners involved."

"Our superintendent, Stewart Richards,

Continued on page 21



# Columbus composite: competition & camaraderie

Continued from previous page

tioned Double Eagle, whose tees would putt faster than many greens around the country. "But there is a competition like in any kind of business. Deep down inside, we want to be number one in town, whether we admit it or not. A lot of members play all the courses, and we're always hearing comparisons."

"There is certainly camaraderie, but there's competition as well," agreed Yoder.

"We all motivate each other to do better," said Keith Kresina, superintendent at The Golf Club. "With members who play all the courses, you strive for perfection because you know they can see it at another course right down the road."

"I've never felt pressure," said Mike McBride, putting a different spin on it from his office at Muirfield Village. "It's like we're helping each other out. I've known Mark forever and Gary [Rasor of OSU] for many years. And Keith used to work for Mark and me both."

Tending the lone public-access course among the five, Rasor's battle for equal conditioning is more uphill.

"It's hard to compare Scioto or Muirfield to OSU," said Yoder. "Gary gets twice the play we get, and Double Eagle doesn't get much play at all."

Indeed, Rasor's Scarlet and Grey courses at OSU host 100,000 rounds a year, compared to around 20,000 at Scioto and Muirfield, under 10,000 at The Golf Club and 5,000 at Double Eagle.

"What's put before me is to give people the best round of golf for their money," Rasor said. "With the other guys, money may not be the issue because they want the best regardless of what it costs. We try to do some of the things that they do, but we realize we can't do everything."

There are certain corners Rasor can cut. For instance, he uses triplex mowers on his greens. When he rolls greens, he does so with a roller-mounted triplex. He allows the grass to grow a little higher and was one of the first to use a growth-retardant program.

And, right, money is not a problem at



A view from behind Muirfield Village's 9th green back down the manicured fairway.

the other courses.

"Budgets," said Yoder, "are whatever you need."

"We don't spray as much as we used to because we're better educated today and we have better fungicides that last longer. But, at the courses we're talking about, if there is a product we need, we'll get it."

"I have a few more people working," said McBride, "and there are a few things that take a higher priority here than elsewhere — whether it's how many man-hours you put into bunkers throughout the week, or some of the more detail-oriented jobs we do on a weekly basis that maybe some golf courses only do once a year."

"It's very difficult," Rasor admitted. "For example, with fungicides you start out in June and you [can afford] X number of sprays. Come August you hope the weather will give you a break. Primarily, you plan to spray every two weeks. Whereas if I had an unlimited budget and got into a crisis situation — say, with five days of 95 degrees and 60-percent humidity — instead of waiting 14 days I could get out there in eight. I don't have that choice."

Manpower is another factor. Rasor employs five full-timers and four seasonal workers for his entire 36 holes, plus five putting greens. And he cringes when those "seasonals" are taking their final exams and can't work. At the other end of the spectrum, Double Eagle enjoys 11 full-timers and 14 seasonal employees and Scioto has six full-timers and 25 to 30 seasonals.

Even though OSU was hosting the NCAA championships last fall, "the rough area and some of the trimming work was let go," Rasor said.

Scioto in September announced plans for a \$1.5 million renovation of the course, including dredging a lake, a new irrigation system, creek walls and rebuilt walls on an island green.

When Muirfield had problems with poa annua, McBride stripped the greens and laid down new bentgrass sod. He is now adding irrigation and renovating his bunkers. Could Rasor be envious?

"There again, their demand is such that that's one of the only choices they have," Rasor said.

Asked if the competition makes the superintendents better at their crafts, Buchen

replied: "I think so. The biggest thing besides the individual competition in trying to be the best superintendent you can be, is that it helps your budget a lot of times. We call and compare budgets."

"Mike has helped me with my wages and benefits, especially the first couple years I was here. We can take advantage of the competition being so keen and the golfers playing each course. When they're talking amongst themselves, we can inform them that the other courses have this budget or that equipment... It can help you get that other mower you need."

In spite of — and perhaps because of — their deep pockets, the four private clubs have worries that don't plague Rasor. They don't worry about keeping up with the Joneses. They are the Joneses. But there are other concerns — mainly, the comparisons.

"We're a highly manicured golf course. Everything inside the wall basically is manicured," Yoder said. "In 1991 we regrassed with Pennlinks. It's worked out real well. A lot of new clubs have good new pure bentgrass greens, so we felt we had to do something."

"Mike [McBride] doesn't have the luxury of being able to close the course in the fall to reseed. If he could reseed he'd be better off [than sodding]."

Memorial Tournament host Muirfield, by its reputation, poses other challenges.

"Normal for us is Memorial Tournament conditions," McBride said. "When people come through the gates here, their expectations are extremely high as to what they want to see. It's my job to create this almost fantasy land. They want to see what they see on television during the tournament."

"Since we have the Memorial in late May or early June, we bring the course up to the conditions of the tournament and maintain it at that level the rest of the year. The only thing we do differently is not maintain green speeds of 13 on the Stimpmeter."

Meanwhile, comparisons add pressure, Buchen acknowledged. "It's interesting to hear the members. Many times they are not totally accurate about some of the things they find. They might say the greens are real slow at one of the other clubs when, in fact, they are not; they just feel slow or were not mowed on the Monday that member played. We hear many exaggerations, especially negative ones. Maybe they are trying to make us feel good [in comparison]. You have to consider the source a lot of times."

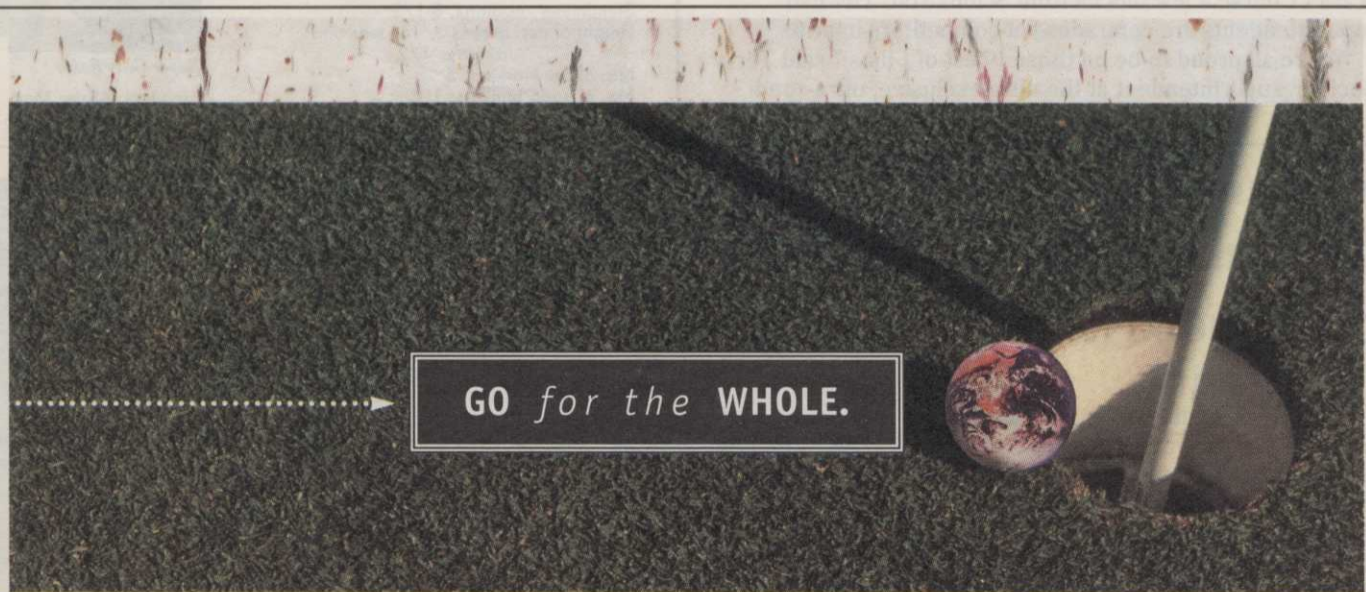
Yet, the friendship factor overrides the competition.

"We all talk a lot on the phone about what each other is doing — especially Mike and I," Yoder said. "No one can appreciate what you're going through except another superintendent. We call each other and cry on each other's shoulders."

"We do help each other out with advice," Buchen agreed, "sometimes to see if a problem is widespread or not. Also, we all have to stick together — let each other know if we hear something about their course, or to form a common opinion about a controversial matter."

"Without question, we rely on each other to find out who has what and what to look for," said Kresina, who worked summers for Yoder and McBride while an OSU student.

"Mark and Mike gave me the opportunity to work in the field. I appreciate the things they've done for me and I'll do anything for them to repay the favor. Without them letting me be on their staffs, I might not be where I am today."



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# No inferiority in Collins' complexes

By MARK LESLIE

**P**ALM BEACH GARDENS, Fla. — Safety, environmental concerns, operational efficiency, and equipment storage & depreciation. There are four excellent reasons, according to Lane Collins, for golf courses to remodel their maintenance buildings.

"I've seen maintenance complexes that range from million-dollar Taj-Mahals to abandoned turkey barns," said Collins, a consultant whose new business, Golf Buildings Development, Inc., is headquartered here. "Every golf course owner and superintendent has budget constraints in improving or building a state-of-the-art facility. But there are many cost-efficient projects that can improve work efficiency, safety, security, environmental hazards and overall employee comfort."

Collins first worked on golf courses while a teen-ager. He went to college and earned a degree in construction management from the University of North Florida, then worked for contractors before discovering a niche he felt he could fill: concentrating on golf course maintenance structures.

"I learned contractors were building these structures without putting in a lot of thought as to design," he said. "The superintendents know how their operation works and the different traffic flows during the day. But they don't have the construction, space or cost knowledge of

how to get it done."

His first input was working for The Eccelstone organization at Ibis Golf and Country Club, where he and others devised the grounds management building. He then worked briefly for maintenance building designer Hottes DeHayes of Arlington Design Ltd. Co. here before going out on his own.

Since then, he has worked on a half dozen courses, including his first in northern California—the Fred Couples-designed San Juan Oaks Golf Club in Hollister.

The challenges are different for existing facilities and those under construction, but problems usually loom at both, Collins said.

"Normally, they already have the piece of ground [for the maintenance structures] picked out," he said. "At new facilities you usually have enough space, but you're always designing around an odd-shaped property. And at a lot of older courses, the maintenance facilities are in areas that are forever going to be a burden — not only on the golfers but the workers and everybody associated with the golf course operation."

He cited one course at which the grounds crew has been working for 20 years out of a turkey barn with dirt floors and a leaky roof. "It's a horrendous working operation," Lane said. "Fairway units that are a year old look like they are 10 years old. You get sand and [the ele-



Lane Collins looks over one of the country's best maintenance complexes — Pebble Beach's.

ments] in this expensive machinery and it's costly in the long run, not to mention the safety and environmental concerns."

Lane said \$300,000 to \$400,000 can rebuild an entire facility, including everything from microwaves to lockers, refrigerators, vending machines and air compressors. "But you can go as low as you'd like, start with the bare essentials

and incorporate these advances into your budget to slowly upgrade. You don't have to tear everything down and start fresh."

Asked why officials at most courses consider renovations, he said:

- "Liability usually gets the owner's attention. Some facilities are just accidents waiting to happen. You have employees

Continued on page 23



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# Tour advance men push for perfection, tempered with reason

Allan MacCarrach is the senior agronomist for the PGA, Senior PGA and Nike tours. The GCSAA's Distinguished Service Award winner in 1994, he was a superintendent for 12 years before joining the Tour. Terry Buchen, the Savvy Super, recently caught up with one of golf's most influential agronomists. MacCarrach, Dennis Leger and Jeff Haley help superintendents, sponsors and club officials prepare their courses for events on all three tours.



Allan MacCarrach

what can and can not be done in a given situation. It would be wonderful if all tour sites had seven-figure budgets and all events nationwide were played at the ideal time for turfgrass growth. This is not always the case and our experience as superintendents gives us credibility with the players, press and sponsors.

**Terry Buchen:** What are your responsibilities as senior agronomist?

**Allan MacCarrach:** The agronomy staff's main function is to visit all Tour sites well in advance of tournament week. During these visits we review with the golf course superintendent, sponsors and club officials the course preparation program for the upcoming event. In addition to visiting scheduled tournament sites, we are involved in selecting future sites, assisting in tournament scheduling, grass selection for new TPC [Tournament Players Clubs] courses, visits to TPCs, and occasional special assignments.

**TB:** How far in advance do you go to a tournament venue, and how many follow-up visits do you usually accomplish?

**AM:** Many of our tournament sites, especially on the PGA Tour, have hosted events for a number of years. These courses — unless unusual circumstances such as winter damage, course changes, etc. — only require one visit, usually six to eight weeks before the tournament. There is, however, considerable communication by telephone. Both the Senior PGA Tour and the Nike Tour, being relatively new, usually require more visits to allow more time for any adjustments, such as fairway width, green speed, rough height, etc., to be agreed upon and to take place.

**TB:** How do you split up the travel and responsibilities among you, Dennis Leger and Jeff Haley?

**AM:** Travel is assigned geographically. No one is assigned solely the PGA Tour, Senior PGA Tour or Nike Tour. A good example why is the fact that, within 100 miles of Atlanta, we play events on all three tours. It is much more efficient for one person to handle all these courses.

**TB:** Describe your working relationship with golf course superintendents. Has it helped your job being a former superintendent?

**AM:** We have all been superintendents. I feel this is extremely important. It not only gives us instant rapport with the host superintendent, but provides us with a realistic view of

## SAVVY SUPERINTENDENT



**TB:** How have your tournament specifications changed over the years?

**AM:** The term "specifications" is misleading, as it suggests that we have a standard for green speed, rough height, fairway width, etc. This is not the situation at all. What does take place is that each superintendent is given a set of

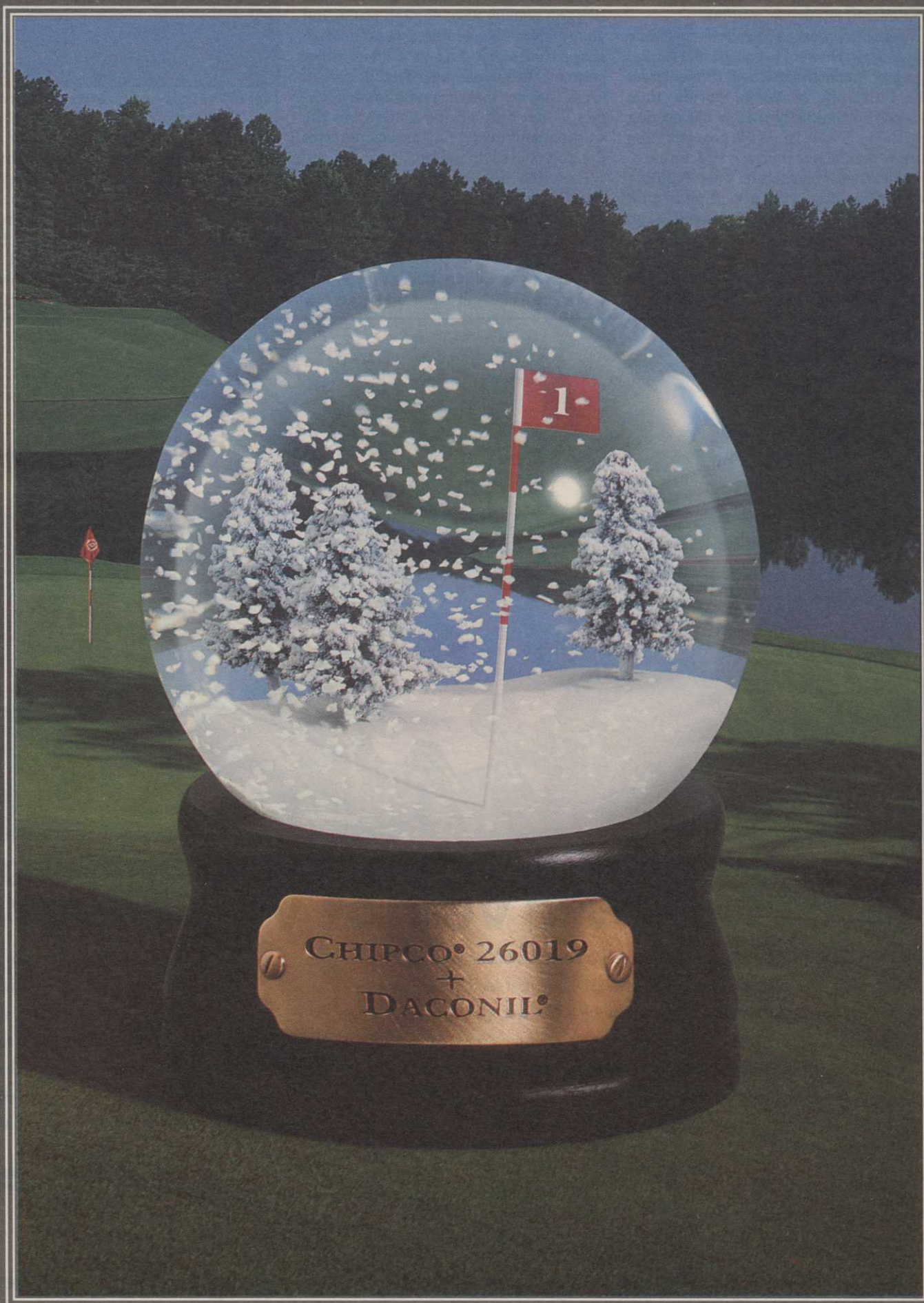
guidelines that cover the general tournament procedures. The specifics, green speed and all, are based on previous experience with that course. For example a course with small undulating greens should not have ultra-fast surfaces. Green speed influences hole locations. Ultra-fast surfaces on small greens could make a good corner hole location unfair. Usually green speed ranges from 10 feet on small greens to 11-1/2 feet on courses with larger, flatter surfaces. The superinten-

dent is asked to have a certain green speed in place one week prior to tournament week. At that time a rules official will arrive on site, and any changes in speed can be made to coincide with his proposed course set-up for the tournament.

**TB:** Tell us about your bunker maintenance philosophy and how it has changed over the past three decades.

**AM:** As in the case of greens, tees, fairways and rough areas,

Continued on next page





## Florida superintendents elect officers of chapters

New officers have been elected by Florida's chapters. They are:

**Central Florida GCSA:** President Kevin Rotti, Vice President Geoff Coggan, Ext Vice President Joe Ondo, Secretary/Treasurer Brian Jenkins.

**Everglades GCSA:** President Dale Walters, Vice President Terry Wood, Ext Vice President Mike Mongoven, Secretary/Treasurer Mike Mongoven.

**North Florida GCSA:** President, Kim Shine, Vice President Bill Plante, Ext Vice president Bill Plante, Secretary/Treasurer David Amirault.

**Palm Beach GCSA:** President Robin Goodell, Vice President Jeff Klontz, Ext Vice President Chip Fowkes, Secretary Joe Hubbard, Treasurer Karl Schmidt.

**Ridge GCSA:** President Alan Puckett, Vice President Roy Wilshire, Ext Vice President Alan Puckett, Secretary/Treasurer Ray Cuzzone.

**Seven Rivers GCSA:** President David Hoggard, Vice President Michael Swinson, Ext Vice President Paul Illgen, Secretary/Treasurer Stuart Bozeman.

**South Florida GCSA:** President Dale Kuehner, Vice President Mark Richard,

Ext Vice President Mark Richard, Secretary/Treasurer Kelly Cragin.

**Suncoast GCSA:** President Troy Futch, Vice President Troy Smith, Ext Vice President Tom Crawford, Secretary/Treasurer Tom Hilferty.

**Treasure Coast GCSA:** President Dick Gray, Vice President Bill Lanthier, Ext Vice President Bill Lanthier, Secretary/Treasurer Craig Weyandt.

**West Coast GCSA:** President Kirk Sowere, Vice President Garth Boline, Ext Vice President Garth Boline, Secretary/Treasurer Steve Cellucci.

## Savvy MacCurrach

Continued from previous page

the demand for perfect bunker conditions is also a goal of tournament preparation. I personally compare this to situations I faced as a golf course superintendent and know this takes place very often in the superintendents' profession. I, or a superintendent at his club, may not agree with certain philosophies we are charged with, but we must seek ways and do our best to carry out what is demanded of us. Should bunkers be maintained to a degree that each plays exactly the same, with good, firm sand that prevents buried lies? Should bunkers be constructed so that balls collect in the middle eliminating awkward stances? Should expensive sand be shipped hundreds of miles, or local sand treated with tennis court material to improve the playability of a hazard be used? Is this carrying maintenance too far? Perhaps, but the fact remains that today's professional golfers and most club members in the United States, through the efforts of golf course superintendents everywhere, are playing under conditions that were unimagined 30 years ago. The quest for perfection in all areas of course maintenance will continue whether we like it or not.

**TB:** Tell us about the player comment sheets, and how do you respond to them.

**AM:** At the end of each PGA Tour and Nike Tour event, 10 players at random are asked to complete a questionnaire regarding the conditioning and playability of the golf course. Categories include greens (speed, appearance, firmness), fairways (width, firmness, height of cut, contouring), bunkers (sand depth, texture, definition), roughs (height of cut, density, difficulty), tees (height of cut, footing level) etc. These reports are very valuable as they're a true representation of the players' thoughts on the golf course. They're confidential so they can make their true thoughts known. We use these reports as a basis for improving future conditioning.

**TB:** Tell us a funny story about something that has happened during an advance visit or during a tournament over the years.

**AM:** I'm surprised you asked this question because some of the funniest stories took place when you and I worked together for the PGA Tour. Since I'm not certain of the Statute of Limitations laws in some states, I will pass on this question!

**TB:** Do you have any concerns?

**AM:** I really do not have any major concerns, but I would like to take this opportunity to thank all the superintendents who host PGA, Senior PGA and Nike tour events. Their contributions to the success of our events are immense. Their achievements and results of their efforts are not only evident to the memberships of their clubs and the viewing public, but are deeply appreciated by the finest players in the world.

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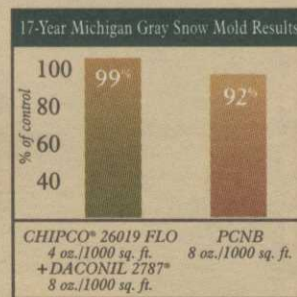
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*Dr. J. M. Vargas, Michigan State University, 1977-1994, (14 trials).*



# Golf's turf tradition rich in research heroes, pioneers

By MIKE KENNA

Turfgrass Science, or Division C-5 of the Crop Science Society of America (CSSA), celebrated its 40th anniversary during the week of Oct. 30 in St. Louis.

More than 200 university faculty, graduate students and professionals from the turfgrass industry honored past pioneers and leaders in turfgrass science. The one-day symposium and evening banquet was just a small part of the regularly scheduled meeting of CSSA, the American Society of Agronomy, and the Soil Science Society of America.

This anniversary honoring the scientists and the wonderful work they have done during the last 40 years, follows the U.S. Golf Association's (USGA) centennial celebration, the USGA Green Section's 75th anniversary and the 69th year of the Golf Course Superintendents Association of America. Golf has very deep roots in turfgrass science and the game has played an instrumental role in shaping the academic programs at universities across the country.

Golf unknowingly discovered the complexity of the links ecosystem as the game traveled inland away from the coastline and south toward the tropics. The grasses and management practices that worked in Scotland were not as transportable as the rules, implements and ball used to play the game.

As our country's turfgrass scientists celebrate, we should take a look back into the history of the game and its impact on turfgrass science. In order to prevent the game from being nothing more than a rich man's sport, a few individuals interested in the advancement of golf believed it was necessary to reduce the high cost of building and maintaining golf courses and to prevent foolish and wasteful maintenance methods. Out of this realization, the idea of the Green Section was formed in 1920 to devote itself to these problems. Seventy-five years later, the Green Section is still pursuing this goal.

In the early years, nearly all of the experimental work with turf was carried out at the U.S. Department of Agriculture's Arlington Farm in Virginia by Drs. C.V. Piper and R.A. Oakley. In a 1925 funding request titled "Cutting the Cost of Golf," it was emphasized that research should be "carried on in different parts of the country, under varying climatic and soil conditions. Cooperation with the state agricultural experiment stations and with their trained investigators is also most desirable. Expansion of this character is extremely important — but additional funds are required."

*Dr. Michael Kenna is director of Green Section research for the U.S. Golf Association. He is based in Stillwater, Okla.*

By the way, the experiment stations still need the money!

Through the endeavors of the Green Section to educate and share research results, its pioneer scientists had the full cooperation of some of the country's best golf course superintendents and green committee members. Dr. John Monteith Jr., in a 1932 speech, said: "The immediate result of this educational campaign was to lead greenkeeping out of its dark ages of mysticism and bunkum and give it a modern scientific outlook. This

does not mean that all green-keeping before the advent of the Green Section was shrouded in mysticism and bunkum, neither does it mean that it has performed any miracle such as placing all green-keeping ... on a scientific basis."

The education and research activities were the first to address the problems of maintaining a golf course and encouraged an exchange of opinions among early superintendents. The formation of small groups, as well as the organization of

what is now the GCSAA, all occurred within a short time after the Green Section's birth. Golf and turfgrass science were beginning to form the bond that still exists today. And, there is sufficient "mysticism and bunkum" for university scientists and superintendents to dispel.

In 1946, Dr. Fred Grau, then-director of the Green Section, reported in a press release, entitled "Further Progress in the Science of Turf," that the Crops Science Division of the American Society



OFF THE RECORD

of Agronomy was asked to establish a turfgrass section and to appoint a permanent turf committee. Grau said: "This action now establishes a direct link between

Continued on next page

**UPDATED**

**BENTGRASS**

# Word is spreading almost as fast as our bentgrasses.

Mr. S. Nakano, Greenskeeper  
Kouraku Golf Club  
Okayama, Japan

Garrett Deck, Golf Course Superintendent  
The Harvest Golf Course  
Kelowna, BC, Canada

Joseph M. Hahn, Golf Course Superintendent  
Oak Hill Country Club  
Rochester, New York

Gary Dempsey, Golf Course Superintendent  
New South Wales Golf Club  
Sydney, Australia

Mandel Brockington, G.C. Supt.  
Diamante Country Club  
Hot Springs, Arkansas



# TPCs commit to come under Audubon Cooperative Sanctuary umbrella

Continued from page 15

did a wonderful job in meeting the criteria," said Wayne White, general manager at Piper Glen. "All in all, we are helping the environment and are more in tune with water and wildlife management on our golf course. Everyone benefits from this."

Only 49 of the more than 15,000 golf courses in the United States have met all the criteria set forth by the ASNY since the golf course program was introduced in 1991. The procedure

begins with a written plan of action, followed by implementation of programs for wildlife habitat management, public/member involvement, Integrated Pest Management, water conservation and water-quality management.

"It was quite an extensive project and our staff put a lot of time and effort into it," said Robert Norton, general manager at River Highlands. "It's not just because we wanted to do it. It was the correct thing to do. Being right next to the Connecticut River

and hosting the largest sporting event in New England [Canon Greater Hartford Open], it is important for us to be as environmentally conscious as we can be."

Previously certified within the network were the TPC at Summerlin in Las Vegas and TPC of Michigan in Dearborn. The other six TPC facilities are expected to be certified by mid-1996.

"The TPC network has always tried to be a leader in the golf and club industry, and that is reflected in our commitment to environmen-

tal excellence through the Audubon Cooperative Sanctuary Program," said Pete Davison, vice president of PGA Tour Golf Course Properties, Inc. "The [Audubon] program gave us a vehicle to solidify what we have been doing all along."

The Cooperative Sanctuary Program began in 1989 and a program for golf courses was introduced two years later.

"You find some who are really enthusiastic about it [certification], going above and beyond to

receive certification," said ASNY staff ecologist Marla Briggs. "The TPCs fit in that category."

"The certification program established a clear set of guidelines," said Cal Roth, the TPC network's national director of golf course maintenance operations.

"Just joining the program gave us ideas and concepts and endorsed what we already were doing. Through the certification program, we have been able to further enhance the environmental aspects of our properties."

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Kevin Prysieski, Golf Course Manager  
Cattail Creek Country Club  
Glenwood, Maryland



Mike Brisbois, Golf Course Superintendent  
Chateau Elan-Legends Course  
Braselton, Georgia



Preston Maxey, Golf Course Superintendent  
Decatur Country Club  
Decatur, Alabama

## History's heroes

Continued from previous page

the leading agronomic science organizations in the U.S. and the various phases of applied turf management, the Greenkeepers Society of America (now the GCSAA) in particular. Furthermore, it enables scientists to meet on an unbiased common ground for the purpose of integrating their research activities and harmonizing the future development of the national turf program in all its phases."

For the first time, turf achieved recognition as an important national entity. Nine years later, turfgrass science had its own division of the CSSA.

The USGA was fortunate to have scientists like Drs. Piper, Oakley, Monteith and Grau lead the way for the Green Section, greenkeeping and turfgrass science. The accomplishments made by scientists during the last 40 years were achieved, in part, due to the early efforts of these and many other pioneers who were encouraged and supported by the game of golf.

Now, more than ever, golf is needed to help maintain the programs at our universities and agricultural experiment stations. The USGA turfgrass and environmental research programs cannot support these institutions alone.

In the 1931 Golfers Yearbook, Monteith wrote: "No one seriously believes that the golfer's ideal of turf will ever be fully realized, for as the present generation of golfers with modern conception of golf turf passes on to its reward of broad fairways and one-putter greens on the flawless courses of the Great Beyond, new golfers will no doubt replace them with new standards and the never-ending criticisms of playing conditions.

"Nevertheless, the rapidly accumulating knowledge of turf culture is making it possible for clubs to maintain far better turf today than was possible only a few years ago, and the same marked improvement can reasonably be expected in the future. Progress, however, can only be made in any field in direct proportion to the finding and dissemination of new information, new methods and unfailing interest."



By MARK LESLIE

**N**ORTH READING, Mass. Dave Kahrman does not like aggravation. Faced with a frustrating and time-wasting chore that aggravates many superintendents, the Thomson Country Club superintendent took steps to eliminate that job this year. The result: directional and hazard flags that will not, can not and could not loosen, tilt or fall down.

"The problem I had was, late on a Friday or Saturday, someone would say, 'The pin is down on one of the holes,'" said

## Winds & pins not a problem any more

Kahrman, who has four holes with blind shots into the fairways. "We'd have to go all the way out there and reset the pin. Then it would happen again later. This [new pin set-up] never has to be reset."

Because they are top-heavy and sometimes 12 feet high or higher, directional pins "often become loose and tilted and require placement changes in order to stay straight and snug," he explained.

Kahrman happened upon the remedy to the situation this spring after the winter frost had wreaked havoc with his flags and they had fallen over in the first wind.

Spotting extra PVC pipe on the premises, his imagination took over. He dug a hole below the frost line and sunk a 4-inch PVC pipe with the bell end at the top.

He leveled the pipe, then cemented it in place. The bell

end has a rubber ring gasket and it snugly holds a regulation-size steel or plastic cup.

"If the cup wears, just replace it," Kahrman said. "It drains fine because the pipe is hollow. Since it is level, the mower goes right over it. And you never have to fix it."

His idea is a time-saver, but "more than that, it is an aggravation-saver," Kahrman said. "When you put pins in, half the time you're hitting rocks here in



### ON THE GREEN

New England. And those pins are always falling down when you least want them to."

Thomson Country Club uses its flags as directional signs and to warn golfers of hazards. Signs at the various tees and on the scorecard instruct the golfers on their meaning.

"You can put up a sign on the tee telling them that if the directional flag isn't there, to wait to hit," Kahrman said. "Golfers pull the flag when they're down there [blind spot] and replace it when they move on."

"It works well on our private course because the members all know about it. On a public course they might not know." So extra emphasis should be placed on signage, he added.

This success might lead colleagues to believe Kahrman doesn't like to waste his leftover PVC pipe. They'd be correct.

His invention involves using lengths of the stuff to build homemade periscopes on holes where golfers can't see if the foursome ahead of them has moved on.

He may even make these periscopes for fellow superintendents some day.

### Delhi shows off new back nine

DELHI, N.Y. — Turf professionals from across New York recently got a first-hand look at a unique educational project-development of the back nine at the Delhi College Golf Course.

The project was the focal point for the Golf Course Design and Construction Seminar, sponsored by the New York State Turfgrass Association and Delhi College.

"This year's seminar was different from any other conference," said Dominic Morales, professor and plant science program director at Delhi College. "The participants went right out on the construction site to learn exactly how a golf course is built."

Presenters included experts with key roles in the project. Norman Hummel, president of Norman W. Hummel and Co., spoke on "Site Specific Greens Construction;" Paul Roche of the S.V. Moffett Co. and Chris Menno of CMI Systems Irrigation Inc. led a presentation on "Determining Irrigation Needs on Golf Courses."

Larry Reistetter, a member of the project's design team, spoke on the basics of golf course design. Paul Young of the Clark Cos. and Prof. Morales spoke on "Coordinating a Golf Course Construction Project."

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\*Based on research conducted by the Center for Golf Course Management, a subsidiary of the Golf Course Superintendents Association of America.



## Pesticide safety shower low in space use, high in safety

By TERRY BUCHEN

In the June 1995 issue of Shop Talk, reference was made to a pre-fabricated pesticide storage building within a building. Immediately outside the garage door is incorporated a pesticide safety shower and eye wash station just in case it is needed.

The safety shower sticks outward from the side of the maintenance building exterior about 2 feet, allowing for an employee to simply walk under the shower head and pull down on the triangular shaped handle. A substan-

tial amount of cold water will drench the employee to rid him/her of any unwanted pesticide accidentally spilled on them or any other unwanted liquid or mass that is hazardous to their health.

A 1-inch galvanized pipe is hooked-up to a standard 1/2-inch copper water line that services the entire building. Provisions were made for a standard air hose valve so the safety shower



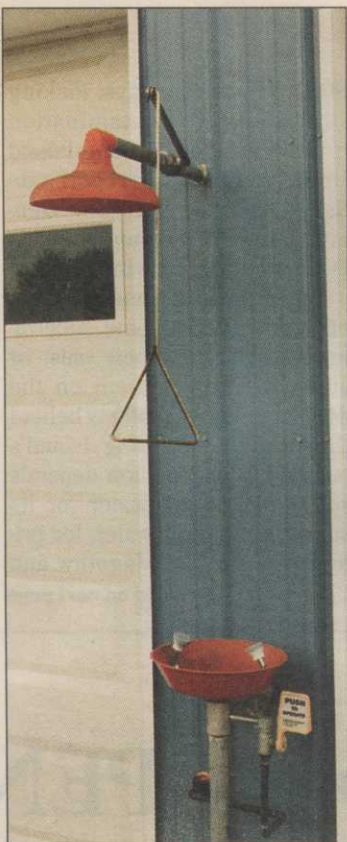
is closed off for the winter. The piping is then blown out with the shop air compressor and then the isolation valve is tagged so it is not turned on

by mistake.

The eye wash station is similar, in that an employee simply pushes down on the valve and the water comes on. The water then blows out two safety plastic covers which keep the nozzles clean before the water is dis-

pensed into the eyes. It is blown out with air at the end of the season and tagged as well. The drain for the eye wash simply has a 1-inch galvanized pipe leading to just above the ground where it dispenses the used water.

These two safety items are readily available from most safety equipment supply houses at a premium price. Some superintendents have made their own in-house safety showers and eye wash stations at a substantial cost savings.



Double Eagle Clubs' eye wash station.

## Good buildings crucial to complexes

Continued from page 17

who are not highly paid who are operating expensive machinery. They all start at the maintenance building and they all go back."

- From oil tank storage to washdown systems, environmental concerns are crucial. And U.S. Environmental Protection Agency fines wait in the wings for wrongdoers, he said.

- Improper equipment storage equals major depreciation. "You'll spend more money with mechanics trying to fix things up because of inadequate conditions," he said.

- From a pure operational standpoint: "being able to get in and out of the maintenance facility area, the way the traffic flows — improving these can speed up production time and cut down man-hours," Collins said.

Meanwhile, many people overlook floor space, he added. "Superintendents say they don't have enough room. But you can put together shelving, lockup areas or lofts. This clears up extra floor space for equipment and helps with security for certain items. Just organization can save a ton of room.

"It seems like the smaller maintenance buildings I go into, the more organized they are because of their limited space. But you can go into a 15,000- or 20,000-square-foot building and it's cluttered."

He suggested that a 10,000-square-foot building is sufficient for an 18-hole course and 12,000 to 14,000 square feet for a 36-hole facility.

Collins also designs rain and rest shelters, golf car storage buildings and irrigation pump stations. While irrigation consultants normally design pump stations, the positioning and construction of all the out-buildings "can be a headache," he said.

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## Survey reveals concern, confusion

Continued from page 1

doubt that superintendents have the best intentions when it comes to land management. Years of

### ANALYSIS

working closely with the terrain and elements

seem to naturally evoke a heightened sense of environmental awareness. When asked about their concern for environmental issues, 82 percent of the superintendents said they are "very concerned."

The golf industry's relationship with the various government agencies is decidedly dichotomous. One administrative agency is involved with setting the laws and regulations involving environmental compliance, often with the impetus of various watchdog groups. Another assists superintendents, educating and guiding them through the various, rapidly changing regulations.

How efficient are the various environmental agencies, including the Environmental Protection Agency, their state's Department of Environmental Protection (DEP), and the local Cooperative Extension in both informing and assisting superintendents?

The majority felt these groups worked with them on a satisfactory level. However, 29 percent are dissatisfied with how well new and problematic regulations are disseminated and explained. Thirty-two percent feel these agencies did not provide adequate disposal methods and other pertinent information.

One superintendent in the Northeast related his frustration when, several years ago, he was trying to find the environmentally correct and legal method of disposing of two chlorophenoxy herbicides that had been recalled by his state. In contacting the state's Office of Pesticide Control, he received a response he felt shed no brighter light on his problem. The letter read, in part: "Concerning Silvex, and 2,4,5-T, there was a recall by its basic producers. However, I do not know the outcome of its final disposal. The U.S. EPA was to designate ultimate disposal sites, but that is as much as I know."

A faction of New York state superintendents feel hindered by their DEP's seemingly snail-like pace in approving a certain herbicide. A nonphenoxo-type post-emergent, it could potentially replace some of the 2,4-D products, with an active ingredient application rate less than half of the phenoxy herbicides. Their impatience was compounded by the fact that this chemical had already been approved in several states, including neighboring New Jersey and Connecticut.

While the superintendents' feelings were understandable, from a regulative point of view, an equally appropriate and valid credence must exist for the New

*Mary Medonis is a University of Massachusetts graduate and has been an assistant superintendent at three Westchester County, N.Y. golf courses. She currently lives in Pleasantville, N.Y., and does freelance golf course consultation work.*

York DEP's hesitancy to approve the herbicide.

Nationwide, there appears to be a need for more effective communication between superintendents and government agencies.

Focus on the environmental is-

ssues has resulted in some "hot topics," ones the public rallies against and lobbies for more than others. It is interesting, then, that when simply asked what was notable about their golf courses, the majority of superintendents responded with reference to their facility's natural water sources, or other impacts regarding water. Included were comments about landlocked ponds, creeks and streams, and courses bordering rivers, flood plains, or the ocean. Also cited were wetlands and other bodies of water that were habitat to rare birds, fowl, and fish. One Hawaiian superintendent had the

unenviable encumbrance of being located over the only potable aquifer on the island!

•••

It is not coincidental that today's golf course superintendents are focusing on the issue of water. In a Family Forum questionnaire, to which more than 10,000 individuals responded, the participants felt the worst environmental problem facing the country is water pollution.

Environmental watchdogs, and the general public alike have good reason to be concerned. Often enough, focus turns to the green industry. In New York

State, "Toxic Fairways: Risking Ground-water Contamination from Pesticides on Long Island Golf Courses," was a report published by state Attorney General Robert Abrams and the NYS Department of Law in 1991.

While the title alone might be enough to make some superintendents tuck in their tails, or automatically put them on the defensive, there is validity behind the disquietude. Long Island's population of 3 million depends solely on ground water for its source of drinking water, fed primarily from the Magothy and

Continued on next page

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*A. Thomas Perkins, Ph.D.*

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fertilizers from American Cyanamid, the leading manufacturer of preemergent turf herbicides.

PENDULUM Plus Fertilizer controls all the troublesome weeds that PENDULUM alone does, including crabgrass, goosegrass, foxtail, oxalis and spurge. In fact, it controls every one of the weeds illustrated above *and more*. So the correct answer to our question is actually "none." Remember *that* when you're filling out your entry form. It could win you \$10,000 in cash!

PENDULUM also offers greater flexibility than ever before, since it is also available in 60 WDG and 3.3 EC sprayable formulations. And now, like all Pendimethalin based products, it's more affordable, thanks to special cash rebates available to you through July 31, 1996.



## Doral loses McHugh to Boca Raton club; Cooks moves on

BOCA RATON, Fla. — **Pat McHugh** has left Doral Golf Resort and Spa in Miami to join The Polo Club of Boca Raton here. The Michigan State University graduate, who has 20 years of experience, will undertake renovations at The Polo Club, just as he had at Doral. He said he expects to renovate 18 of the club's 36 holes next year. Absorbing nearly six feet of rain just during the summer didn't help any of the Florida clubs.

...

LIVERMORE, Calif. — **Todd Cook**, who supervised and scheduled golf course maintenance at The Olympic Club's Ocean and Lake courses, has joined Poppy Ridge, the Northern California Golf Association's new Rees Jones-designed facility.

Cook, who was involved in construction and grow-in of the Executive Course at The Olympic Club, is working on grow-in at



Poppy Ridge, which was grassed this fall and will open in the fall of 1996.

...

SCOTTSDALE, Ariz. — **David Dube**, formerly at Caesar Park Beach & Golf Resort in Cancun, Mexico, has been named superintendent for The Golf Club at Eagle Mountain, currently under development in Fountain Hills by Denro of Phoenix, Arizona. Prior to join-

ing Caesar Park, Dube was the assistant superintendent at Troon Golf and Country Club in Scottsdale and foreman for Desert Mountain's Renegade course in Scottsdale.

A native of Maine, Dube has been involved in the golf industry since 1988 and earned his degree in turfgrass management in 1992 from the University of Massachusetts. The Golf Club at Eagle Mountain is scheduled to open to the public in December.

## Super survey

Continued from previous page

Lloyd aquifers. Historically, the importance of ground water had gone unrecognized. The Upper Glacial aquifer, which had previously supplied Brooklyn and Queens, was contaminated to a non-potable state earlier this century.

Yet, "Toxic Fairways" was laced with minor factual errors throughout, which may have had a subsequent impact on the readers' perception of risk and danger. Most notably, in discussing the immediate health concerns of pesticide exposure, the publication recalled the 1982 death of Lt. George Pryor, who died two weeks after playing the Army and Navy Country Club in Arlington, Va. His physician, a forensic pathologist, stated that Pryor reportedly suffered from a severe reaction to chlorothalonil (Daconil 2787), which was applied weekly. It is interesting to note that three years prior to "Toxic Fairways" publication, Diamond Shamrock was legally cleared of any liability when it had been determined that Pryor's death was due to Toxic Epidermal Necrolysis, which was caused by a viral infection.

In any event, it is vital for the golf course superintendent to focus on "hot" environmental topics, both on the national and local levels. Perhaps it would do us good to mentally reword the saying, "If it looks like a duck, walks like a duck..." The green industry needs to be both understanding and respectful of how the general public feels about the environment.

The scope and impact of environmental issues are perhaps felt more strongly by the green industry than any other group. Like farmers and other land managers, golf course superintendents are responsible for maintaining relatively large tracts of land. Today's superintendent must be prepared to make responsible decisions, aimed at providing a balance between achieving the best possible playing conditions, while adhering to federal, state and local regulations, as well as respecting the ecology of his or her golf course. Despite the best intentions, it can often be a complicated process.

As superintendents, we have the responsibility to conscientiously maintain that land by using our experience and education. We need to follow regulations and work safely within the environment's parameters. To do so will allow maximum enjoyment of the environment in the present, and guarantee the same for the generations to come.

We are trustees of the future.

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BARNYARD GRASS  
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CUDWEED  
*Gnaphalium purpureum*



FALL PANICUM  
*Panicum dichotomiflorum*



PURSLANE  
*Portulaca oleracea*



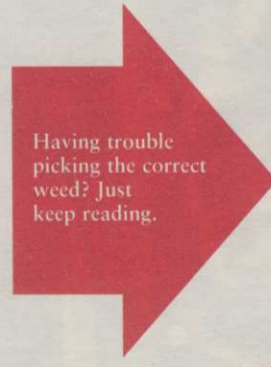
LAWN BURWEED  
*Soliva pterosperma*



HENBIT  
*Lamium amplexicaule*



OXALIS  
*Oxalis spp.*



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**Sweepstakes Rules:** Offer available to professional product end-users only. Distributors or other individuals reselling product not eligible. No purchase necessary. Limit one entry per person. Complete the entire form. Incomplete information will nullify entry. All entries must be postmarked no later than March 10, 1996. Two winners will be selected, one each from the golf course and lawncare industries, from a random drawing to be held March 15, 1996. If prize is not claimed, additional random drawings will be conducted until all prizes are awarded. Estimated odds of winning are 10,000 to 1. The winners will be contacted by telephone and/or mail by an American Cyanamid Representative. All applicable taxes are the responsibility of the winners.



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Amount of preemergent herbicide purchased annually:  
Preemergent + Fertilizer \_\_\_\_\_ lb Sprayable Preemergent \_\_\_\_\_ lb/gal  
Brands of preemergent herbicides used in the past year: \_\_\_\_\_

Please send me additional information on PENDULUM Plus Fertilizer. Which of the weeds shown does PENDULUM Plus Fertilizer NOT Control? \_\_\_\_\_  
Mail this form to: PENDULUM PLUS Sweepstakes, C/O M&B Associates, P.O. Box 8575, Trenton, NJ 08650-9871

PTO-952



## REGIONAL NEWS

### Southeast

#### ALLIANCE PLANS SEMINAR

BEDMINSTER, N.J. — The Alliance for Environmental Concerns will conduct an Environmental Seminar here, Nov. 21. Recertification credits will be given to those who have valid pesticide applicator licenses. The credits will be given in core and categories: 3A, 3B and 8A. The seminar and annual meeting will be held at Fiddler's Elbow Country Club



from 9 a.m. to 2 p.m.

Speakers will be Dr. Roger Yeary, vice president of health, safety and environmental stewardship for ServiceMaster Consumer Services, who will speak on "Health, Safety, and Environmental Issues in the Lawn and Landscape Industry"; James L. Occi, a Merck microbiologist whose talk will be on "The Natural History of Lyme Disease and Its Control"; Deborah Smith Fiola, Ocean County agricultural agent, who will speak on "IPM for the '90s"; and Ray Ferrarin, assistant director of the state Pesticide Control Program with

an "NJDEP Department Update."

For copies of the registration form or more information call Ilona Gray at 201-595-7172.

### North Central

#### MIDWEST TURF EXPO IN JANUARY

INDIANAPOLIS, Ind. — The Midwest Regional Turf Foundation will present the Midwest Turf Expo on Jan. 24-26, at the Indiana Convention Center here. More than 1,500 are expected to attend the



Expo featuring in-depth workshops, 11 hours of concurrent educational sessions, and two full days of trade show with equipment and products for all areas of turf and landscape management.

Featured speakers include: Dr. Bob Carrow of the University of Georgia; Ron Dodson of the Audubon Society of New York; Dr. Melodee Fraser of Pure Seed Testing; Dr. Pete Landschoot of Penn State University; Dr. Frank Rossi of the University of Wisconsin; Dr. Tom Voigt of the University of Illinois; and Ed Wandtke of

Wandtke and Associates.

The Golf Course Superintendents Association of America will also present a Human Resource Management Seminar on Jan. 23 in conjunction with the Expo. Proceeds from the Midwest Turf Expo support turfgrass research and education at Purdue University. For registration or exhibitor information, call Bev Bratton at 317-494-8039.

### West

#### INLAND N'WEST CONCLAVE SET

SPOKANE, Wash. — The 9th annual Inland Northwest Turf and Landscape Trade Show will be held from 9 a.m. to 3 p.m. Jan. 25 at the Spokane Interstate Fairgrounds. Dr. Olaf K. Riberio of Riberio Plant Labs and Uniroyal Chemical will speak on snow-mold research in seminars at 7 and 8 a.m. that will cost \$25 to attend. More information is available from Julie Boyce, Inland Empire Golf Course Superintendents Association, 1708 N. Lee St., Spokane, Wash. 99207; 509-535-8305.



### Northeast

#### MANAGEMENT SCHOOLS SET

NEW BRUNSWICK, N.J. — The Rutgers Professional Golf Turf Management School has announced several key educational sessions and events:

Jan. 3 to March 8, 1996 — Winter Session of the Rutgers Professional Golf Turf Management School, New Brunswick, N.J.

Jan. 9-11, 1996 — Introduction to Golf Turf Management, New Brunswick, N.J.

Feb. 27-28, 1996 — Advanced Turfgrass Management Symposium, New Brunswick, N.J. Contact Miss Marciante at 908-932-9271.



### Mountains

#### HILL GAINS CERTIFICATION

TUCSON, Ariz. — Peter J. Hill, superintendent of La Paloma Country Club here, has been designated a certified golf course superintendent (CGCS) by the Golf Course Superintendents Association of America.

Hill has been superintendent of the course since 1993. As part of the certification process, an on-site inspection of Hill's golf course operation was conducted by two certified golf course superintendents: Mark Clark of Country Club of Green Valley and Mark Salisbury of Morry Canoa Hills Golf Course in Green Valley.



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# EXPO DIRECTORY

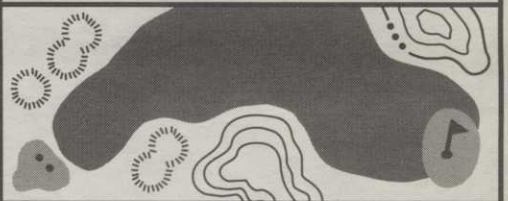


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# GOLF COURSE



# EXPO

ORANGE COUNTY CONVENTION CENTER  
ORLANDO, FLORIDA  
NOVEMBER 9-10, 1995

A NATIONAL EXHIBITION AND CONFERENCE FOR OWNERS,  
SUPERINTENDENTS, MANAGERS, AND DEVELOPERS OF  
PUBLIC-ACCESS GOLF FACILITIES

SPONSORED BY

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY





## General Information

**Show Hours:**  
 Thursday, November 9:  
 9:00 a.m.-5 p.m.  
 Friday, November 10:  
 9:00 a.m.-4 p.m.

**Registration Desk:**  
 Front of Hall D  
 Thursday, November 9:  
 8:00 a.m.-5 p.m.  
 Friday, November 10:  
 8:00 a.m.-4 p.m.

**Room Assignments:**  
**Keynote Session:**  
 Hall D

**Conference Track Sessions:**  
 Management and Marketing-  
 Room 8 C&D

**Maintenance Track-Room 8 A&B**

**Development Track -Room 8 E&F**

**General Session:**  
 Room 8 G&H

**Speaker Ready Room:**  
 Conference Room 9

**Press Room:**  
 Conference Room 9  
 Thursday, November 9:  
 8:00 a.m.-5 p.m.  
 Friday, November 10:  
 8:00 a.m.-4 p.m.

**Show Office:**  
 Office Suite B  
 Thursday, November 9:  
 8:00 a.m.-5 p.m.  
 Friday, November 10:  
 8:00 a.m.-4 p.m.

**Dining Facilities:**  
 A cafe is located on the show floor at the back of the hall. Concessions will also be provided in the atrium area in the Grand Lobby

**Information, Message Center and Lost and Found:**  
 Registration, Hall D

**Emergency Procedure:**  
 Pick up any house phone and dial 1119. House phones are located on the show floor and throughout the building



This symbol designates those exhibitors who are showcasing new products or services at Golf Course Expo. See pages 32-36 for a list of exhibitors. New product descriptions are available at the exhibit hall entrance.



# GOLF COURSE EXPO

**Golf Course Expo**  
 38 Lafayette St., P.O. Box 997  
 Yarmouth, ME 04096  
 tel: 207-846-0600  
 fax: 207-846-0657

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#### E-PLEX PAYBACK

Earlier tee times mean more rounds and more revenue!  
 Example: 4 tee times x 4 players = 16 additional rounds each day.

# Additional Rounds Per Day	Greens Fees Per Player	Additional Revenue Per Day
16	\$40	\$640
	\$60	\$960
	\$80	\$1,280

Divide the unit cost of the E-Plex by the extra daily revenue to determine the payback period.



## Gain Insights from Keynote Sessions

Thursday, November 9 ● 9:00 a.m. ● Hall D



Pete, P.B., Alice, and Perry Dye

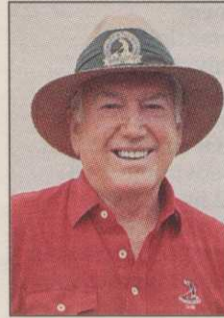
As the nation's First Family of public-access golf, the Dyes are uniquely qualified to keynote Golf Course Expo. They are right in the middle of golf's fastest growing market. During the keynote session, they will discuss the broad range of development issues in public-access golf courses.

Patriarch Pete—whose global reputation for design innovation made

possible and profitable the development of high-end daily-fee courses—will discuss the future of this member-for-a-day genre, including the importance of designing and marketing courses to meet client and competitive needs. Alice Dye, slated to serve as president of the American Society of Golf Course Architects in 1996, will discuss her professional passion: sound design of multiple tees, a consideration of paramount importance to public-access courses aiming to accommodate the full spectrum of golfing skills.

As the designer of numerous daily-fee courses in the highly competitive markets of Florida and the South Carolina coast, P.B. Dye speaks from experience on the need to identify market niches and design accordingly in areas densely populated with golf courses. After designing and building courses all over Asia-Pacific, Perry Dye has returned to these shores and turned his attention to the burgeoning municipal course market. He will speak on a subject often troubling to municipal concerns: Positioning town- and city-owned facilities to compete with privately owned competitors.

Friday, November 10 ● 9:00 a.m. ● Hall D



Robert Dedman Sr.

Management giant Club Corporation International, and Robert Dedman need no introduction—it has more than 260 golf courses under its direction. As founder of ClubCorp, Robert Dedman Sr. has witnessed and influenced the dramatic changes in golf course management for nearly 40 years.

However, until 1984 ClubCorp was known primarily as an operator of private golf clubs.

It is true that for its first 25 years, ClubCorp built the largest private club client portfolio in the business. But Robert Dedman has always demonstrated the ability to identify trends and act on them before the competition. As long ago as 1979, ClubCorp realized the game was changing. Public-access golf was beginning to dominate new course development and they, under Robert Dedman, wouldn't be left behind.

When daily-fee and resort development began to outpace private projects in the 1980s, ClubCorp formed separate divisions dedicated entirely to the daily-fee and resort markets to meet the special management needs of public-access facilities. GolfCorp (founded in 1979) and Club Resorts (1984) now account for one-third of the ClubCorp course holdings.

At Golf Course Expo, Dedman will discuss how the public-access development boom (two out of every three courses are now open to the public) has affected efficient facility management. He will also offer his vision of the future, specifically how the breakneck pace of public-access development will only increase competition, making management innovation the top priority for owners and operators looking for an edge.

## The Three Concurrent Conference Tracks Are Comprehensive



### Maintenance Track

The Maintenance Track at Golf Course Expo recognizes that superintendents at public-access facilities have unique educational needs. During the maintenance sessions, superintendents will be treated to the "nuts and bolts" information, tools, and hands-on issues that impact efficient maintenance. The track will feature three key U.S. Golf Association (USGA) Green Section regional directors, as well as high-visibility superintendents—a nationally known line up of speakers who specialize in maintaining tip-top course conditions. Attendees will access the latest research in turf management with sessions on best management practices, environmental common sense, and environmentally sensitive management strategies.



### Management and Marketing Track

Golfers may enjoy the proliferation of public-access courses across the country, but course owners and managers see nothing but increased competition in an already tight marketplace. The Management and Marketing track program at Golf Course Expo will help owners and managers set their facilities apart—aesthetically and monetarily—from this pool of new kids on the block. The sessions will focus on increasing profits on merchandising, food and beverage and the range operation, getting the word out via marketing plans that work, running a safe operation, and filling the tee sheet.



### Development Track

At Golf Course Expo, the Development Track is sponsored by the National Golf Foundation. These sessions will be directed at existing course owners looking to expand and would-be developers of new facilities. During the program, they will give attendees the knowledge they need to plan and develop their facility, find new ways to make money, secure financing in a tight market and developing public/private partnerships. This track touches all the bases.

## Golf Course Expo Conference Program

### Concurrent Conference Sessions:

THURSDAY, NOVEMBER 9



#### MAINTENANCE TRACK

10:15 - 11:15 a.m. ROOM 8 A&B

**Maintaining Play During Renovation**  
Construction and renovation can occur at your golf course so it does not impact play or the bottom line—if you plan ahead. Keystone Ranch Golf Course is rebuilding 18 greens, renovating 71 bunkers, and constructing 14 continuous cart paths—while keeping the course open for play. Their five-year capital plan allows construction and renovation to continue, without closing the golf course. Learn how they do it!  
*Speaker: Steve Corneillier, Superintendent, Keystone Ranch Golf Course*

12:30 - 1:30 p.m. ROOM 8 A&B

**Savvy Tips From The Frugal Super**  
Pristine playing conditions need not be sacrificed when budgets are tight. The Frugal Superintendent, Tim Hiers of Collier's Reserve in Naples, Fla., will instruct attendees in how to save money through innovation, common sense and sound agronomic investment principles. Hiers, a 1995 GCSAA Distinguished Service Award winner, will show superintendents how to maintain sound playing conditions while working within their means.  
*Speaker: Tim Hiers, Golf Course Manager, Collier's Reserve*

Continued on next page

## Conference At A Glance

THURSDAY, NOVEMBER 9				FRIDAY, NOVEMBER 10			
9:00 a.m.	Keynote Sessions: Pete, Alice, Perry and P.B. Dye <b>HALL D</b>			9:00 a.m.	Keynote Sessions: Robert Dedman Sr., Founder and Chairman of ClubCorp <b>HALL D</b>		
10:00 a.m.-5:00 p.m.	Exhibits • Shop Talks			10:00 a.m.-4:00 p.m.	Exhibits • Shop Talks		
	Maintenance Track	Management & Marketing	Development Track		Maintenance Track	Management & Marketing	Development Track
10:15 a.m.-11:15 a.m.	Maintaining Play During Renovation <b>ROOM 8 A&amp;B</b>	Group Marketing <b>ROOM 8 C&amp;D</b>	The Value And Trends In Golf Learning Centers <b>ROOM 8 E&amp;F</b>	10:15 a.m.-11:15 a.m.	Environmental Common Sense: <b>ROOM 8 A&amp;B</b>	Safety In The Club House And On The Golf Course <b>ROOM 8 C&amp;D</b>	Importance Of Planning Your Golf Project <b>ROOM 8 E&amp;F</b>
12:30 p.m.-1:30 p.m.	Savvy Tips From The Frugal Super <b>ROOM 8 A&amp;B</b>	Tee Time Reservations: Yield Management Strategies <b>ROOM 8 C&amp;D</b>	The Current Environment Of Environmental Permitting <b>ROOM 8 E&amp;F</b>	12:30 p.m.-1:30 p.m.	Environmentally Sensitive Management Strategies <b>ROOM 8 A&amp;B</b>	Merchandising: Competing With Off-Site Wholesalers <b>ROOM 8 C&amp;D</b>	Funding Methodology: Public Sector Options & Private Sector Options <b>ROOM 8 E&amp;F</b>
2:30 p.m.-4:00 p.m.	GENERAL SESSION: Profit Through Improvement: Upgrading Your Golf Course To Compete <b>ROOM 8 G&amp;H</b>			3:00 p.m.-4:00 p.m.	Best Management Practices for Today's Golf Courses <b>ROOM 8 A&amp;B</b>	Managing the Revenue Centers: Food & Beverage And Range For Profit <b>ROOM 8 C&amp;D</b>	Public/Private Partnership: A Case Study In A Joint Venture <b>ROOM 8 E&amp;F</b>
4:00 p.m.-5:00 p.m.	Networking Party on the Show Floor			<b>See You For Golf Course Expo '96 • November 14 &amp; 15</b>			



## Golf Course Expo Conference Program



### MANAGEMENT AND MARKETING TRACK

10:15 - 11:15 a.m.

ROOM 8 C&D

#### Group Marketing

A golf marketing program is much more than a 4-color brochure! Five years ago, the First Coast of Golf didn't exist. But by pooling their resources, the 26 golf courses in greater Jacksonville have created a powerful regional identity. Under speaker Callaghan's leadership, First Coast is now recognized nationally as a golf hotbed by travel agents, tour groups and individuals looking for low-key golf destination alternatives to better-known, more crowded locales such as Myrtle Beach and Palm Springs. Examine the "how to" of putting together a golf package program by combining forces with other courses in your area—from establishing and funding an organization to setting up and marketing the program—and tracking its results. A nuts-and-bolts approach featuring examples of brochures, golf rounds, room nights generated reports, and marketing plans.

Speaker: Charles Callaghan, Executive Director, Florida's First Coast of Golf

12:30 - 1:30 p.m.

ROOM 8 C&D

#### Tee Time Reservations:

#### Yield Management Strategies

Did you know that most courses play at 33% of total capacity? And for nearly all facilities, only 64% of play is reserved in advance? With time as your most precious resource and golfers your most valued commodity, how well you manage these assets determine your net income and your course profits. While computerization in the pro shop/clubhouse is hailed as an agent of efficiency, the results are often difficult to identify on a spread sheet. Discover how computerized cart management and tee-time reservation systems can positively impact the most important sheet in the business: the tee sheet.

Panelists: James Keegan, Chief Executive Officer, Fairway Systems; Jay Troutman, Vice President, PAR Golf Systems, Inc.; and course operators

Moderator: Mike Tinkey, Director, Smart Buy Program, National Golf Course Owners Association



### DEVELOPMENT TRACK

10:15 - 11:15 a.m.

ROOM 8 E&F

#### The Value And Trends In Golf Learning Centers

Golf learning centers help sell houses, book room nights, ease the permitting process, and give you an advantage over your competitors. While they have been popular in Europe for a century and for decades in Asia, just recently has North America seen their value. But it has been the Americans who are setting trends and breaking new ground with these highly profitable golf facilities. You will be surprised how much sense learning centers make and how they might work for you.

Speaker: Dr. Michael Hurdzan, President, Hurdzan Golf Course Design

12:30 - 1:30 p.m.

ROOM 8 E&F

#### The Current Environment Of Environmental Permitting

The ability to secure environmental approvals can often become one of the most daunting tasks in planning a golf development project. Of course, all golf projects must address environmental regulations established by local municipalities as well as state and federal agencies. But how does a developer gain speedy approval without compromising the project?

Speaker: Stuart Cohen, President, Environmental & Turf Services, Inc.

### GENERAL SESSION

2:30 - 4:00 p.m.

ROOM 8 G&H

#### Profit Through Improvement: Upgrading Your Golf Course To Compete

Improving the quality of a golf course, moving it into a higher price green fee bracket and improving its value is one strategy to address the increased competition in the public-access golf market. From modest municipal to low-end daily-fee; from low-end daily-fee to high-daily fee, "upscaling" or "upgrading" a golf course can improve your bottom line and pay for the improvements many times over. From a development perspective, buying a golf course, then upscaling it can be less expensive than building a new course from scratch.

This session looks at ways to move your golf courses up to the next level, from the perspective of a course superintendent, an architect and golf course appraiser. Take a look at reasons for upgrading the golf course, the analysis and research required for prudent decision making, where and how much to spend on upgrading, ways to determine which improvements are required, and ways to avoid failure.

Panelists: Laurence Hirsh, President, Golf Property Analysts; David Johnson, Vice President Agronomy, GolfCorp; and Rees Jones, President, Rees Jones, Inc.

Moderator: Hal Phillips, Editor, Golf Course News

### Concurrent Conference Sessions:

FRIDAY, NOVEMBER 10



### MAINTENANCE TRACK

10:15 - 11:15 a.m.

ROOM 8 A&B

#### Environmental Common Sense: What We're Doing Wrong and What We're Doing Right

A presentation based on the most common environmental problems encountered at golf courses—and common sense solutions. The USGA—the agronomic authority—offers ideas that can be applied with reasonable cost and ease. Do something about the problems—and start immediately!

Speaker: James Moore, Director, Mid-Continent Region, USGA Green Section

12:30 - 1:30 p.m.

ROOM 8 A&B

#### Environmentally Sensitive Management Strategies

In response to concerns raised about negative impacts on the environment by golf course construction and management practices, the USGA began supporting research to accurately assess this situation. Hear the research results from more than \$3 million of research grants to major universities across the country over three

years. The research goal is to determine the fate of fertilizers and pesticides when applied to turf grass. Initial findings indicate that when these materials are properly applied, there is minimal leaching, and that a healthy turf cover is an extremely effective bio-filter. While additional research is needed, based on the initial results, various measures can be taken to further minimize the potential for negative environmental impacts. Learn how this information can be incorporated into day-to-day course management programs and practices.

Speaker: John Foy, Director, Florida Region, USGA Green Section

3:00 - 4:00 p.m.

ROOM 8 A&B

#### Best Management Practices For Today's Golf Courses

Details on those management practices that work best. Draw from Integrated Pest Management practices; natural, biological and result-oriented methods; as well as holistic treatment of the turf, plant, and soil—and the pests and diseases that plague them. Integrate current USGA research and the latest understanding of groundwater pollution and diagnostic procedures. Practical and unbiased information from the USGA Green Section.

Speaker: Stanley Zontek, Director, Mid-Atlantic Region, USGA Green Section



### MANAGEMENT AND MARKETING TRACK

10:15 - 11:15 a.m.

ROOM 8 C&D

#### Safety In The Club House And On The Golf Course

Is your course an accident—or lawsuit—waiting to happen? Avoid the possibility of litigation, provide a safer working environment for any golf course maintenance operation, and even save money by reducing worker's compensation claims. Look at the day-to-day legal issues and their practical applications on safety confronted by course operators, presented by top experts. Get a clearer understanding of proactive steps you can take now to decrease your legal liability in the future. And look at a case study of TPC's Golf Course Maintenance Operations Safety Awareness program featuring guidelines, procedures and benefits.

Speakers: Deborah Means, Senior Associate Attorney, Page & Addison; and Cal Roth, Director, Golf Course Maintenance Operations, PGA Tour Golf Course Properties, Inc.

12:30 - 1:30 p.m.

ROOM 8 C&D

#### Merchandising: Competing With Off-Site Wholesalers

Effective merchandising in your retail operation can, by some measures, improve golf club profitability by 10%, but with competition from off-site golf wholesalers, courses need to be on their toes. Learn how inventory and display decisions can help increase sales in the pro shop. As an executive with one of America's hottest golf attire manufacturers and the ex-manager at one of the nation's top 100 pro shops, Moore brings big-picture vision and a practitioner's common sense to the

daunting prospect of retailing.

Speaker: Brett Moore, Vice President, Product Development, Antigua Group, Inc.

3:00 - 4:00 p.m.

ROOM 8 C&D

#### Managing The Revenue Centers: Food & Beverage And Range For Profit

The Expo's 1994 popular guru of marketing ideas is back with a lively session on the art of turning profits in F&B and on the Range. These two vital areas can comprise up to 15% of the revenue stream—and losses can mean a sea of red on the P&L. And no one knows better than speaker Gagliardi. When he started as GM, at Lansbrook Golf Club in Palm Harbor, Florida, they lost \$4,000 a year in the bar. Last year they netted more than \$100,000! Learn his secrets to success—starting with: if you want to make money in the bar and range, you have to treat them as totally separate entities.

Speaker: Greg Gagliardi, General Manager, PGA Pro, Lansbrook Golf Club



### DEVELOPMENT TRACK

10:15 - 11:15 a.m.

ROOM 8 E&F

#### Importance Of Planning Your Golf Project

Demands for higher quality, programmatic changes, environmental constraints—as well as physical and marketing changes have a greater importance in the project planning and design stages than they have in years past. These are evolving rapidly and if you are interested in new golf course projects, you should be aware of how these changes might effect your project. Several real projects will be used as examples.

Speaker: Jack Mathis, President, Golf Plan Group

12:30 1:30 p.m.

ROOM 8 E&F

#### Funding Methodology: Public Sector Options And Private Sector Options

The financing of municipal golf courses projects. The realities of public finance and golf. Real world requirements for the financing of a municipal golf course project. Speakers: Gregory Fairbanks, Vice President, Investment Banking, Miller & Schroeder Financial, Inc.; and Kenneth Reece, Senior VP, Nations Bank

3:00 - 4:00 p.m.

ROOM 8 E&F

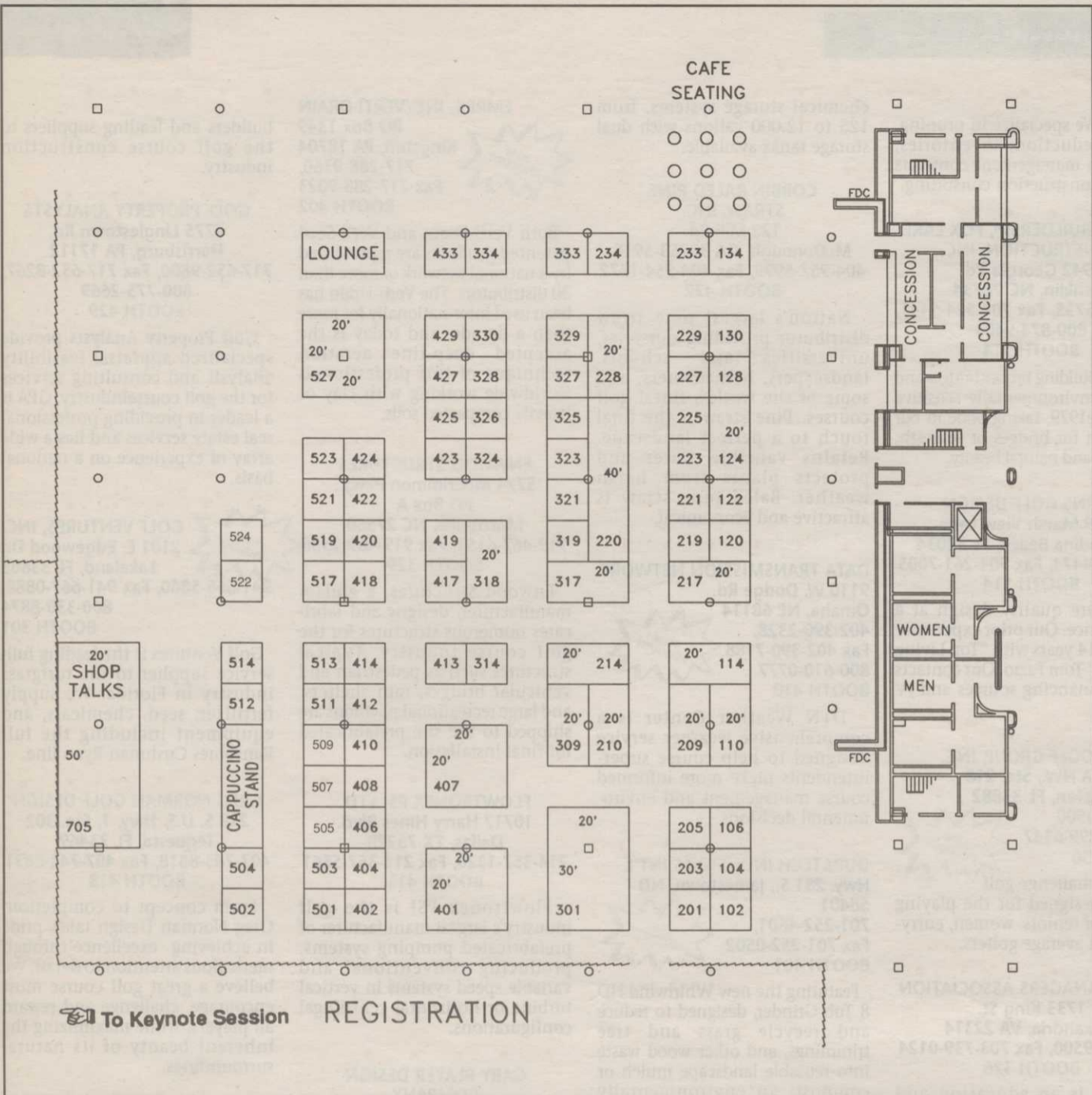
#### Public/Private Partnership: A Case Study In A Joint Venture

The new LPGA International Golf Course development epitomizes the idea of a true public-private joint venture, involving the state, Volusia County, a private developer and a corporation. After five years of planning, construction, and development, LPGA International opened for play in 1994, just outside of Daytona Beach, Florida. The LPGA's role was to oversee the entire development process. The state of Florida provided grants to the city to develop the infrastructure around the golf course. The County was responsible for the construction of the golf course and a private developer donated the land to the County with the intent of being able to build homes around the golf course. Speakers: Kathy Milthorpe, Director of Finance and Administration LPGA and Bill McMunn, Consolidated Development



**Golf Course Expo Floor Map**

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**ShopTalks**

Exhibit hall and conference attendees will be able to attend Shop Talks free of charge, as part of the Expo experience. During these vendor-sponsored sessions—right on the show floor—suppliers will showcase solutions, feature their products and services, and address critical industry trends and issues.

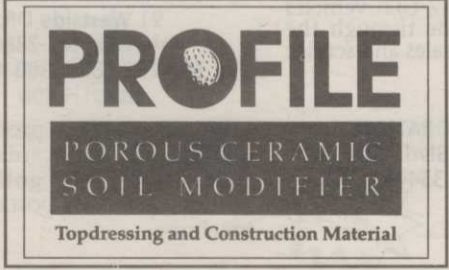
These sessions give you a chance to hear in-depth discussions from vendors on the use of their products. Ask the questions you need answered and benefit from the interaction with other Expo attendees when you attend these dynamic information sessions.

Thursday, November 9  
11:30 a.m. - 12:30 p.m.

**"Perfecting the Art of Overseeding"**

Examine the economic impact in choosing the right grass seed for permanent turf and over seeding of your golf course. Learn to match the grass seed options to the quality and type of golf course from the financial aspect. A short course of options, pros and cons on proper reasons to overseed and the type of grass seed available.

Speaker: Frank Gill, Sales Manager, Turf Merchants, Inc.



Thursday, November 9  
1:30 p.m. - 2:30 p.m.

**"The Latest in Greens Construction and Renovation"**

The latest improvements in root zone engineering for greens. Target-engineering of root zones with sensitivity to climatic conditions including fine-tuning and analysis of USGA construction recommendations. Comparisons of different peats and how to select the right one. Alternatives to peat and how to decide what to use. Renovation of existing greens vs. rebuilding. New ways to deal with wear and compaction areas.

Speaker: Lou Haines, Director of Technical Operations, AIMCOR/SMT

Friday, November 10  
11:30 a.m. - 12:30 p.m.

**"Environmentally Friendly Approach to Golf Course Grow-in"**

The objective of a grow-in is to develop the turf into a desired playing surface in the shortest amount of time. Learn how to accomplish this objective, from the plant nutrient specialist at Vigoro Industries, Inc. while being agronomically, financially, and environmentally responsible.

Speaker: Sam Stimmel, Territory Manager, Vigoro Industries, Inc.





## Golf Course Expo Exhibitor Index



**A.E. COMPUTERS, A.E. KLAWITTER & ASOC.**  
5005 Newport Dr., Ste 501  
Rolling Meadows, IL 60008  
708-392-6880, Fax 708-392-5795,  
800-666-4AEK  
BOOTH 523

Computer applications for golf courses, concessions, grounds, time reservations, POS, inventory, touch tone reservations, employee time management and more.

**ADVANCED DRAINAGE SYSTEMS, INC.**  
3300 Riverside Dr.  
Columbus, OH 43221  
Fax 614-459-0169, 800-733-7473  
BOOTH 407

Manufacturing corrugated polyethylene pipe - 3" - 24", smooth interior N-12 pipe 4" - 48". Factory perforated pipe. Twenty manu-facturing plants and 32 customer service center locations.

**AIMCOR-PROFILE POROUS CERAMIC**  
750 Lake Cook Rd., Ste. 440  
Buffalo Grove, IL 60089  
708-215-1144, Fax 708-215-0577,  
800-207-6457  
BOOTH 504

PROFILE is a stable, inorganic soil modifier that contains thousands of internal and external pore spaces. PROFILE eliminates localized dry spot, improves drainage and increases nutrient holding capacity.

**AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS**  
221 N. LaSalle St.  
Chicago, IL 60601  
312-372-7090, Fax 312-372-6160  
BOOTH 512

The American Society of Golf Course Architects was formed in 1947 to bring the leading designers into a central organization that would develop material and programs that would in the long run benefit not only the game of golf, but the general public.

**APPLIED POWER PRODUCTS, INC.**  
5200 Sunbeam Rd.  
Jacksonville, FL 32257  
904-262-1661, Fax 904-262-6229  
BOOTH 120

The company provides Kohler engines & parts to Florida & Georgia.

**AQUAGENIX, INC.**  
6500 NW 15th Ave.  
Ft. Lauderdale, FL 33309  
305-973-9999, Fax 305-969-7700,  
800-344-8893  
BOOTH 323

Aquagenix, Inc., an environmental services company, provides water reclamation systems, waterway management, wetlands mitigation, and environmental remediation services throughout the southeastern and northeastern regions of the U.S.

**ARBOR CARE**  
4777 Old Winter Garden Rd.  
Orlando, FL 32811  
407-293-0146, Fax 407-291-4966  
BOOTH 327

Arbor Care is a full service tree maintenance company serving Arizona, California, Georgia and

Florida. We specialize in pruning, hazard reduction, inventories, long term management contracts and pre-construction consulting.

**BRIDGE BUILDERS™, FOX LAKE CONSTRUCTION, INC.**  
5942 Georgia Rd.  
Franklin, NC 28734  
704-369-5735, Fax 704-524-5441,  
800-874-9403  
BOOTH 314

Custom building timber bridges and walls in environmentally sensitive areas since 1979, taking pride in our reputation for bridges of strength, durability and natural beauty.

**BURNS GOLF DESIGN**  
5449 Marsh View Lane  
Fernandina Beach, FL 32034  
904-277-4474, Fax 904-261-7005  
BOOTH 514

Signature quality design at a generic price. Our prior experience includes 14 years with "Top Living Architect" Tom Fazio. Our contacts include financing sources and JV partners.

**CLASSIC GOLF GROUP, INC.**  
505 Ave. A NW., Ste. 218  
Winter Haven, FL 33882  
941-299-0900,  
Fax 941-299-6147  
BOOTH 130

Classic challenge golf courses designed for the playing abilities of seniors, women, entry-level, and average golfers.

**CLUB MANAGERS ASSOCIATION**  
1733 King St.  
Alexandria, VA 22314  
703-739-9500, Fax 703-739-0124  
BOOTH 326

CMAA is an education and training organization providing programs, products, and services to educate managers of private clubs and to enhance club operations. CMAA also assists clubs with the search and replacement of executive management personnel.

**CONTINENTAL BRIDGE**  
8301 State Hwy. 29 N.  
Alexandria, MN 56308  
612-852-7500, Fax 612-852-7067,  
800-328-2047  
BOOTH 502

Continental Bridge is the industry leader in providing design/build bridging solutions for recreational, industrial and commercial crossing problems. Each bridge is custom engineered and fabricated to meet project specifications and delivered by truck directly to the job site, ready for installation and immediate use. Past projects include trails, golf courses, parks, snowmobile trails, elevated walkways/overpasses, pipe supports, and vehicular bridges.

**CONVAULT FLORIDA, INC.**  
1410 Industrial Dr., PO Box 238  
Wildwood, FL 34785-0238  
904-748-6462, Fax 904-748-6820,  
800-642-1540  
BOOTH 134

Protected aboveground fuel and

chemical storage systems, from 125 to 12,000 gallons with dual storage tanks available.

**CORBIN BALED PINE STRAW, INC.**  
122 Mill Rd.  
McDonough, GA 30253-5916  
404-957-5999, Fax 404-954-1772  
BOOTH 422

Nation's largest pine straw distributor providing nurseries, universities and schools, landscapers, homeowners, and some of the world's finest golf courses. Pine straw is the final touch to a perfect landscape. Retains valuable water and protects plants from harsh weather. Baled pine straw is attractive and economical.

**DATA TRANSMISSION NETWORK**  
9110 W. Dodge Rd.  
Omaha, NE 68114  
402-390-2328,  
Fax 402-390-7188  
800-610-0777  
BOOTH 410

DTN Weather Center is a comprehensive weather service designed to help course superintendents make more informed course management and environmental decisions.

**DURATECH INDUSTRIES INT'L**  
Hwy. 281 S., Jamestown, ND  
58401  
701-252-4601,  
Fax 701-252-0502  
BOOTH 401

Featuring the new Whirlwind HD 8 Tub Grinder, designed to reduce and recycle grass and tree trimmings, and other wood waste into reusable landscape mulch or compost; an environmentally friendly method for recycling waste materials, eliminating hauling, burning, and landfill tipping fees.

**E-Z-GO TEXTRON**  
1451 Marvin Griffin Rd.  
Augusta, GA 30906  
706-798-4311, Fax 706-771-4605  
BOOTH 317

E-Z-GO is the world's leading manufacturer of golf cars and utility vehicles. With both gas and electric models, E-Z-GO vehicles are sold worldwide through the industry's largest sales and service network.

**EAGLE-TEK CORPORATION**  
1300 E. Hillsboro Blvd., Ste. 201  
Deerfield Beach, FL 33441  
305-427-4355,  
Fax 305-427-7143  
BOOTH 128

The EAGLE-TEK GPS (Golf Positioning System) is a cart-mounted yardage, information, and communication system designed to improve speed of play and maximize course revenue.

**ELL SYSTEMS AND SOFTWARE, INC.**  
13750 McCormick Dr  
Tampa, FL 33626  
813-854-2594, Fax 813-818-0407,  
800-240-9247  
BOOTH 330

Stand alone or centralized Tee Time Scheduling. Maximize rounds played by ensuring all open times are available for booking at the stroke of a key.

**EMREX, INC./VERTI-DRAIN**  
PO Box 1349  
Kingston, PA 18704  
717-288-9360,  
Fax 717-288-9023  
BOOTH 402

Both Verti-Drain and Verti-Seed patented products are represented by a national network of more than 30 distributors. The Verti-Drain has been used inter-nationally for more than a decade, and today is the accepted deep-tine aeration technique of turf professionals worldwide working with clay or heavily compacted soils.

**ENWOOD STRUCTURES**  
5724 McCrimmon Pkwy.,  
PO Box A  
Morrisville, NC 27560  
919-467-6151, Fax 919-469-2536  
BOOTH 329

Enwood Structures, a glulam manufacturer, designs and fabricates numerous structures for the golf course industry. Typical structures such as pedestrian and vehicular bridges, rain shelters, and large recreational pavilions are shipped to the site prefabricated for final installation.

**FLOWTRONEX PSI LTD.**  
10717 Harry Hines Blvd.  
Dallas, TX 75220  
214-357-1320, Fax 214-357-5861  
BOOTH 413

Flowtronex PSI is the golf industry's largest manufacturer of prefabricated pumping systems, producing conventional and variable speed systems in vertical turbine or horizontal centrifugal configurations.

**GARY PLAYER DESIGN COMPANY**  
3930 RCA Blvd., Ste. 3001  
Palm Beach Gardens, FL 33410  
407-624-0300, Fax 407-624-0304  
BOOTH 507

A full service golf course design company also providing other services that assist in the development of golf course projects.

**GOLF ASSOCIATES SCORECARD COMPANY**  
91 Westside DR.  
Asheville, NC 28806  
Fax 704-252-9886, 800-438-8726  
BOOTH 406

World's largest producer of quality golf scorecards and all types of granite golf course signage, rack cards, post cards and brochures.

**GOLF COAST MARINE CONSTRUCTION**  
8929 Promise Drive  
Tampa, FL 33626  
813-949-6318, Fax 813-926-0023  
BOOTH 325

Golf Coast Marine Construction offers construction of timberwood bridges, cart paths, boardwalks, retaining walls, etc.

**GOLF COURSE BUILDERS ASSOCIATION OF AMERICA**  
920 Airport Rd., Ste. 210  
Chapel Hill, NC 27514  
919-942-8922, Fax 919-942-6955  
BOOTH 227

The GCBA is a nonprofit trade association comprised of the world's foremost golf course

builders and leading suppliers to the golf course construction industry.

**GOLF PROPERTY ANALYSTS**  
4775 Linglestown Rd.  
Harrisburg, PA 17112  
717-652-9800, Fax 717-652-8267,  
800-775-2669  
BOOTH 429

Golf Property Analysts provide specialized appraisal feasibility analysis and consulting services for the golf course industry. GPA is a leader in providing professional real estate services and has a wide array of experience on a national basis.

**GOLF VENTURES, INC.**  
2101 E. Edgewood Dr.  
Lakeland, FL 33803  
941-665-5800, Fax 941-667-0888,  
800-330-8874  
BOOTH 301

Golf Ventures is the leading full-service supplier to the turfgrass industry in Florida. We supply fertilizer, seed, chemicals, and equipment including the full Ransomes Cushman Ryan line.

**GREG NORMAN GOLF DESIGN**  
218 S. U.S. Hwy. 1, Ste. 302  
Tequesta, FL 33469  
407-743-8818, Fax 407-743-8831  
BOOTH 418

From concept to completion, Greg Norman Design takes pride in achieving excellence through meticulous attention to detail. We believe a great golf course must encourage, challenge and reward all players, while maximizing the inherent beauty of its natural surroundings.

**GREYROCK CAPITAL GROUP**  
400 Northridge Rd., Ste. 520  
Atlanta, GA 30350  
770-993-1202, Fax 770-643-0344  
BOOTH 511

Greyrock Capital is a finance company operating in niche markets, including golf course financing. Headquartered in Stamford, CT, it is a subsidiary of Nations Bank Corp.

**HARRINGTON CORP.**  
3721 Cohen Pl.  
Lynchburg, VA 24501  
804-845-7094, Fax 804-845-8562  
BOOTH 433

The Harrington Corporation produces a complete line of Harco Push-on Gasketed Joint Ductile Iron Fittings for IPS size PVC pipe that are specifically designed for golf course irrigation systems.

**HOMELITE, INC. - SUBSIDIARY DEERE & CO.**  
14401 Carowinds Blvd.  
Charlotte, NC 28273  
704-588-3200, Fax 704-587-2731  
BOOTH 412

Homelite, Inc., a subsidiary of Deere & Company, is a leading manufacturer of outdoor power equipment. Homelite designs and manufactures quality products to meet the needs of users in the consumer, commercial and industrial arena. Products include string trimmers, brushcutters, blowers, chain saws, generators, pressure washers, multipurpose saws, pumps and other portable outdoor power equipment.



**HORIZON GOLF**  
901 Cedar Hill, Ste. 100  
Evansville, IN 47710  
812-867-9333, Fax 812-867-9231,  
800-545-9210  
**BOOTH 217**

Horizon Golf offers a full line of products and services for golf course water features. From offices in Seattle, WA; Traverse City, MI and Evansville, IN, Horizon provides sales and construction personnel expertly trained in pond lining, rockscapes, aeration systems, turf revegetation and reinforcement blankets, filter fabric, erosion control and silt fence, green and tee barriers, timber bridges, bulkheads and seawalls, and other geosynthetic specialty products.

**INTERNATIONAL GOLF MANAGEMENT, INC.**  
2101 E. Edgewood Dr.  
Lakeland, FL 33803  
941-667-1317, Fax 941-667-0137  
**BOOTH 205**

International Golf Management (IGM) specializes in contractual golf course maintenance—the practice of contracting with one professional firm for all of the demands of grounds and course maintenance, from personnel to equipment maintenance.

**JACOBSEN DIVISION OF TEXTRON, INC.**  
1721 Packard Ave.  
Racine, WI 53403  
414-637-6711, Fax 414-635-1175  
**BOOTH 321**

Jacobsen is the premier manufacturer of professional quality turf maintenance equipment used on more than 75% of all golf courses around the world.

**JOHN DEERE & COMPANY**  
John Deere Rd.  
Moline, IL 61265  
309-765-8000, Fax 309-765-4498  
**BOOTH 414**

John Deere's Golf & Turf Division has grown dramatically since they first entered the business in 1986. Industry reports show that John Deere accounted for 20% of 1994 worldwide golf course maintenance equipment sales. Today, John Deere Golf & Turf Equipment can literally be found working all over the world with 1/3 of its total sales coming from outside North America. Equipment available includes walking greens mowers, riding greens mowers, lightweight fairway mowers, large-area reel mowers, bunker and field rakes, trim triplex mowers, front-mount rotary mowers, sprayers, spreaders, utility vehicles, tractors and more.

**KEYSTONE RETAINING WALL SYSTEMS**  
4444 W. 78th St.  
Minneapolis, MN 55435  
612-897-1040, Fax 612-897-3858  
**BOOTH 524**

Ultimate design flexibility, and outstanding aesthetics mold the Keystone System. Our process of interlocking the high strength rock face modules with reinforced fiberglass pins afford structural integrity and lifetime performance.

**LEGACY SERIES IRRIGATION**  
9810 East Broadway  
Tampa, FL 33619  
813-621-2075, Fax 813-626-3805  
**BOOTH 221**

Legacy Series Irrigation is a

supplier of a full line of golf course irrigation equipment. At Legacy, we understand you need efficient, durable, and innovative products that are flexible enough to meet the specific needs of your golf course.



**LOFTS SEED, INC.**  
347 Elizabeth Ave.  
Somerset, NJ 08873  
301-595-1970, Fax 301-595-1867,  
800-472-7701  
**BOOTH 122**

Lofts Seed, Inc. announces the release of L-93 Creeping Bentgrass. Developed to perform well below one-eighth inch of cut, L-93 displays excellent color and disease resistance.

**MILLCREEK MANUFACTURING COMPANY**  
2617 Stumptown Rd.  
Bird-in-Hand, PA 17505  
717-656-3050, Fax 717-355-2272  
**BOOTH 309**

Millcreek Manufacturing produces a range of turf equipment, including its unique topdressor/spreader, and 12 models of core aerators, many which mount on major brand name front-end mowers, and dump carts. Millcreek sells nationally and internationally through a growing dealer network.

**MILORGANITE**  
1101 N. Market St.  
Milwaukee, WI 53202  
414-225-3333, Fax 414-225-3495,

800-287-9645  
**BOOTH 229**

The dependable results - no burn, slow releasing, high iron and full package of micro-nutrients - make Milorganite natural organic fertilizer the heart of many successful superintendent's fertility program.

**NATIONAL GOLF FOUNDATION**  
1150 S. U.S. Hwy. 1, Ste. 401  
Jupiter, FL 33477  
407-744-6006, Fax 407-744-9085,  
800-733-6006  
**BOOTH 503**

Since 1936, NGF's mission has been to foster the growth of golf. Supported by 6,000 members, activities include market research, information services, education and promotion.

**NORTH AMERICAN GOLF, INC.**  
641 E. Butterfield Rd., Ste. 418  
Lombard, IL 60148  
708-968-GOLF, Fax 708-968-4982  
**BOOTH 427**

North American Golf is a full-service company in the development and management of public golf courses and private golf clubs. The company has been in business since 1986 and has the ability to take any golf project from start to finish. The company has been involved in the design, development and operation of more than 100 golf courses.

Continued on page 36

## Turn your cart fleet into a divot repair armada.

**W**hile our new Seed & Soil Caddie for Powered Golf Carts is not the first system ever invented for carrying seed and soil to the fairway, it certainly is the best. Compare the advantages for yourself.

Naturally, it's easy to use. Players simply grab it by its integral handle-spout and pour the mixture into the divot. It's easy to fill, too, since the entire bottom is a screw-on cap. To keep the rain out, we curved the spout. And we built it to last for years!

*Our new Seed & Soil Caddie for Golf Carts makes it easy for your golfers to pour on the medicine wherever they make a divot!*

It's ideal for use on all brands of golf carts, and all necessary hardware is included for quickly and easily mounting the Holder to each side of the cart's framework or basket.

So why not make it easier for your golfers to repair divots? Contact your nearby Standard Golf distributor and ask about our new Seed & Soil Caddie for Golf Carts. It's the best way to turn your cart fleet into a divot repair armada!

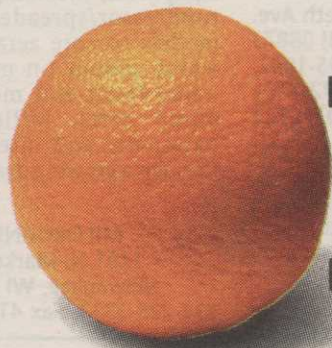
**STANDARD GOLF** Pro-Line

Standard Golf Company  
P.O. Box 68  
Cedar Falls, Iowa 50613 U.S.A.  
319-266-2638  
fax 319-266-9627



CIRCLE #120





# THER V

PREEMERGENCE TURF HERBICIDES

Evaluating preemergence turf herbicides can be like comparing apples and oranges. True, all of them control weeds. (To some degree, at least.) But a closer look reveals big differences. When you consider all the products on the market, you'll find:

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- That's usually because they don't have much else to offer.

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# S. DIMENSION®



Dimension® turf herbicide, on the other hand, gives you real value. Dimension offers premium performance, along with extra benefits that make your job easier. Here are a few reasons why Dimension stands out from the competition:

- Dimension provides unmatched crabgrass control.
- It controls crabgrass all season long—without breakthroughs.
- Dimension also handles goosegrass, oxalis and spurge.
- Fall applications help you manage unwanted *Poa annua*, as well as crabgrass and other weeds.
- Altogether, Dimension takes care of more than 20 tough weeds.
- Dimension works before or after crabgrass appears, extending your application window.
- It's *completely non-staining*—all you see is great-looking turf.
- You can stretch the long-lasting control of Dimension *even further* with split applications.
- Dimension works at low use rates.
- It's labeled for lawn care and golf course uses.
- Dimension offers the application flexibility of sprayable EC or granular fertilizer formulations.
- You can overseed just three months after application.
- And you can always count on exceptional turf safety.

To find out more about the benefits of Dimension, see your local Rohm and Haas distributor.



**Weed control beyond compare.**

ALWAYS READ AND FOLLOW  
LABEL DIRECTIONS FOR  
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## BRIEFS



## AIR FORCE CHOOSES GPS

LAS VEGAS — The U.S. Air Force has selected Golf Planning Solutions (GPS) of Hacienda Heights, Calif., to provide construction management for the \$4 million expansion and renovation of the Nellis Air Force Base golf course here. An additional nine holes will be built on land adjacent to the existing course, while several existing holes will be realigned, a new irrigation system installed, cart storage building built and water features modernized. The project was designed by Halsey Daray Golf of La Mesa, Calif.

## TWIN BRIDGES SHAPING UP

DANVILLE, Ind. — Twin Bridges Golf Club is being developed by Heritage Golf Management, Inc., an Indianapolis-based development management and consulting company. The 6,975-yard layout was designed by Lohmann Golf Designs, Inc. of Marengo, Ill., and is expected to open in late fall of 1996. It will be the centerpiece of the proposed 800-acre recreational area being developed by the Twin Bridges Recycling and Disposal facility, which is owned and operated by Waste Management of Indiana.

## STILLWATERS ADDING TRACK

LAKE MARTIN, Ala. — The Golf Group, Inc. has been selected to build a second golf course at StillWaters on Lake Martin here. The new course at StillWaters, The Tradition, was designed by Kurt Sandness of Raleigh, N.C., and should be ready for play in the fall of 1996. This facility will serve the new course as well as the existing George Cobb-designed "Legend" course at StillWaters. The total project cost for the new golf course and clubhouse is approximately \$5 million.

## PRIMADONNA INKS FAZIO

STATELINE, Nev. — Primadonna Resorts, Inc. and Sheldon Gordon and Randy Brant, developers of the Forum Shops at Caesars complex, plan to build a 1 million-square-foot themed shopping facility on 100 acres here here



Tom Fazio

that will blend medium and upscale retail factory outlet stores with restaurants and the latest in high-tech interactive entertainment. The golf angle? A Tom Fazio-designed 18-hole championship golf course, with an additional 18 holes planned for the future.

## Q & A Casper & Nash flex their design versatility

PHOENIX, Ariz. — After winning 51 PGA victories, including two U.S. Opens and a Masters Championship, and Vardon Trophies with the PGA Tour's best scoring average for five years, Billy Casper took his playing credentials to the design table. In 1986 he joined forces with Greg Nash, who had already designed 37 golf courses, to create Casper/Nash & Associates. Since then, they have designed 50 golf courses worldwide. They have worked extensively for Del E. Webb Corp., Continental Homes, Gosnell Builders, Southwest Forest Industries and others. Managing Editor Mark Leslie caught them in a rare moment when they were both indoors and not out on the course.

**Golf Course News:** Billy, you'd accomplished enough in golf. Why did you decide to get involved in course design?

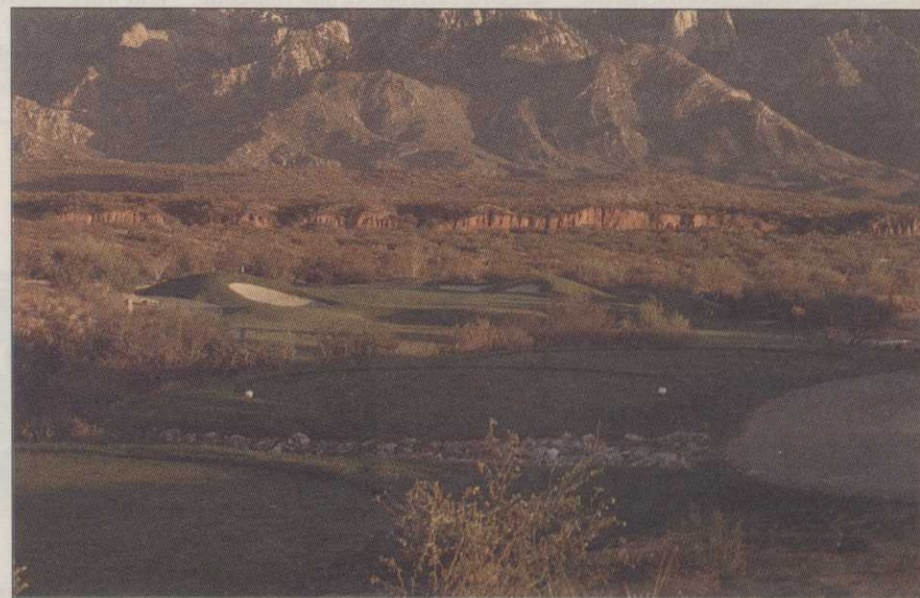
**Billy Casper:** I felt many of the architects were designing golf courses that were too difficult. Many courses were being designed for less than one percent of the golfers. I've always felt golf courses should be playable and enjoyable. I often tell people if their golf game gives them a headache or an ulcer they might as well turn professional. At many of the courses, it not only cost a substantial amount of money to play, but you'd better take three dozen golf balls with you... Consequently, your round would not take 3-1/2 to four hours, as it should take, but five and sometimes six hours.

**GCN:** What drew you to Greg as a partner?

**BC:** I searched for somebody who had a reputation as a good designer. I didn't have the tools of an architect. But I had a lot of ideas as a golfer. I've played since I was 4-1/2 and I've played in 36 countries. I have a lot of likes and dislikes, and I felt I could add something as an architect. I was drawn to Greg because of his work with a large corporation headquartered in Arizona [Del Webb]. They told me he was pretty good. And, by golly, he was.

We've had a wonderful time together. We communicate well.

**Greg Nash:** We had that conversation before we got together: Basically, we



The 11th hole at Casper/Nash-designed Sun City Palm Springs.

found out that we had the same goals. We're not into mass production, doing 30 courses a year, but we wanted quality and playability. I'm not a professional golfer, but I've played for over 30 years, and the average golfer wants to be challenged but not get beat up.

**BC:** Another thing we like to bring to the table is flexibility in a golf course. By having a series of tees that are not in a straight line, but island tees, you get a different concept of each hole... With that

flexibility, they can play the same course but get a different feeling each time out.

We love to point to Terravita in North Scottsdale as a course that is not only playable but very flexible.

**GN:** They held the U.S. Open qualifier there this May and the average score was 74.9. Yet, for members playing the different tees, it doesn't play that way. When we had the opening, the members told us: "You designed this for us." That

Continued on next page

## Doe Valley a family affair

SOUTH FULTON, Tenn. — Fulfilling a longtime dream to own his own golf course, PGA professional Lynn Newton has gone one step further, adding a learning center to his new public, family oriented facility here.

Built by Lynn and son Kyle, Doe Valley Golf Center Inc. features an 18-hole, executive-length course, 15-acre, state-of-the-art lighted driving range for 25 players, four covered tee stations, lighted target greens and a practice putting green. Plans call for lighting the first nine holes of the course; electronic teaching aids such as swing analysis monitors and video equipment; more covered tee stations; a miniature golf course; and a video game room.

The Doe Valley staff, including Kyle's wife Tari, has taken steps to include all individuals in activities regardless of age, skill level, gender or race, Lynn said. "Doe Valley will fill a void for citizens of our area who are interested in golf but cannot



Doe Valley Golf Center's 3rd hole, featuring a forward island tee.

afford, do not desire or are not welcome at private clubs. It is also for golfers who are already members of private clubs with regular Bermudagrass greens and desire to play during the winter. It will be the only public, bentgrass course available in this area [8 miles from Martin]."

Kyle said the 3,203-yard track will appeal to beginning and advanced golfers.

"Beginners, seniors and kids

are at a disadvantage on normal-length courses because they haven't developed adequate skills and the strength needed to reach the green within regulation," he said. "The shortness of Doe Valley will alleviate the number of strokes it takes to get to the green, creating a more competitive game for the beginner."

Yet, Lynn's layout is a challenge to experienced golfers

as well, he maintained. Six holes require play across water. The course contains four ponds, three island tees, a peninsula green, woods, hills and flat land. There are 11 par-3 holes, six par-4s and one par-5.

"The most competitive part of golf is mainly 200 to 150 yards in, because that is mainly where you do most of your scoring," Lynn said. "A good golfer can show his stripes, because these are usually the points that make or break par. Continuously practicing those shots and honing those skills, the advanced golfer will be able to cut his score down, even on a longer course, with chipping and putting."

"I think any golf pro who has served as a professional always has the dream in the back of his mind to build his own course," said Lynn, a 25-year pro. "I thought to myself, 'There is no better time to do it than now.'"

He, his son and hired hands, including an experienced golf course shaper, fought mud, rain and inclement weather to get the course built and, one year later, open on Aug. 25.



## Q&A: Casper-Nash

**Continued from previous page**  
was exactly our direction. Yet pros definitely got a challenge.

**GCN:** Do you see a move back to the chip-and-run game?

**BC:** We like to visit with clients for a period of time and find out what they want in their golf course. For instance, Sun City West's golf committee said they wanted a roller course — meaning that there was no trouble in front of any of the greens. All the hazards were on the sides of the fairways and greens and in back of the greens. These people were retired and wanted to roll the ball onto the green. They issued 200 invitations for a walk-through and 1,200 people showed up. We have gotten tremendous comments on how people enjoy playing this course. You go to the back tees and it is one tough test of golf, even though no hazards are in front of the greens.

**GN:** We typically design greens larger than normal. You skew the shape of the green and put in pin placements that bring the hazards into play. Most of our greens are 7,000 to 8,000 square feet. I agree about the bump-and-run... Over here, you don't have the ability to do that because of the design of greens and fairways and because the turf here is so lush.

**GCN:** What is the fingerprint of a Casper-Nash golf course?

**BC:** Our trademark is playability. Greg was adding multiple tees some time ago, and we have expanded on that.

**GN:** The philosophy is this: Tees are fairly cheap to build and use. Why not build them, maintain them as tees, or let them go and bring them up to quality just for certain events? Also, you can use tees not only to shorten or lengthen a hole, but you can go laterally with them. It totally changes the perspective of the hole.

**GNC:** Billy, is retirement in your lexicon?

**BC:** My 11 children are finally grown and gone. My wife has wanted to do some traveling for 30 or 40 years. If I retired, it would disappoint her. And, too, it's fun to go to different sites and see the raw land and how it can be developed into a beautiful facility that brings a great deal of enjoyment to a lot of people.

**GCN:** You mentioned your family. Do you have any children who will join your design firm?

**BC:** My oldest son, Bill Sr., is in business with us. He helps coordinate projects, in marketing, and the business end.

**GCN:** Billy and Greg, your names have become almost synonymous with community and resort golf courses. Has this painted you into a corner, designwise? And do you intend to broaden your palette?

**GN:** It's a concern to us when people say we are retirement golf course architects. But I say be-

cause it's in a retirement community, it doesn't mean our design philosophy and the design quality and challenge is different than we would do for anyplace else.

We're building a course for Del Webb in Henderson (Nev.) (McDonald Ranch). The people out here are not knowledgeable about executive courses. Their misconception is that it is like a pitch-and-putt. But you could take any of those par-3s or par-4s and put them on a championship-caliber course. It's just a different combination of pars.

**GCN:** Billy, you are considered perhaps the best putter of all time.

Do you put particular care into making challenging greens?

**BC:** Greg and I sit down and talk about everything that we do...

**GN:** I've had a few lectures about it, yes.

**BC:** I make recommendations and if Greg does something and I ask why, he has to have a very valid reason. Or else, I'll make a recommendation and he'll say every once in awhile, "I never thought of that; that ought to work nicely." We communicate and work together and have a lot of fun doing it.

I'm reminded of Jim Murray's article a year or so ago, talking

about good players involved in golf course design. He commented that the designer today is designing courses for Fred Couples, not married couples. Is that true, is that true?

**GCN:** Has any of your special attention to the mid- and high-handicapper come from now being part of that older group?

**GN:** Over the 25 years of doing work with Del Webb, it's been interesting to watch the evolution of the golfers and their communities and golf in general. A lot of people 50 or 60 didn't play, or if they did they weren't very talented. We've started to see a swing

to people — now 50 or 60— who are good golfers. They come from good country clubs and expect more challenging golf.

**BC:** Let's do a comparison between that and the modern-day teaching of golf. There are so many interesting features that can be brought into the teaching program today. Each teacher makes it a little more complicated than the teacher before him. Compare that to golf course architects.

Everything in business is the same: the computer world, for instance. We have so much going on to improve. Not necessarily is it better but it seems to be better.

## You have to start pretty early to get the pick of the crop at the orchard.

*5:30...5:20...5am. Course Superintendent, Ted Woehrle, couldn't believe it. But shortly after the Workman® arrived at The Orchards Golf Club in Washington, Michigan, his staff started coming in earlier and earlier to get the Workman for the day. "We had other work vehicles," recalled Ted, "but everyone wanted the Workman."*

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Workman vehicles now available in 2 or 4-wheel-drive.





## Raven creates desert prototype

Continued from page 1

we welcomed the cooperation with the county to draw up a plan for preserving the beauty and natural health of this area."

"Everyone out here has a sincere respect for the desert, and none of us wants to see it damaged," said project horticulturist Bruce Hart. "I think that through our efforts here, we can set a precedent for how other developments in the area treat the land."

The Raven is a 6,900-yard, par-

71 Robert Trent Jones Jr.-designed track that will serve as the centerpiece of a new 410-acre master-planned community. It is nestled on the outskirts of Tucson between the open expanse of southern Arizona's Coronado National Forest and the foothills of the Santa Catalina Mountains. Though the area appears rugged enough to take nearly anything a developer could dish out, the ecosystem it supports is among the most fragile on earth.

Because of this, Raven Golf chose to work closely with the Pima County Board of Supervi-

sors and local environmentalists to draft an extensive desert preservation plan before the final spade of earth was turned.

The final plan called for hiring a horticulturist and two biologists to oversee every aspect of the development process and ensure that construction of the golf course disturbed the natural environment as little as possible.

Hart owns BK Cacti, a company that specializes in transplanting the fragile giant saguaros and other sensitive desert vegetation.

The preservation plan agreed to by Pima County and The Raven

calls for at least 50 percent of the stately giant saguaros on the property to be preserved and used throughout the development. However, Hart and Tucson-based D&T Cactus Salvage Co. have gone well beyond that, salvaging as much as 85 percent of the cacti.

To date, they have preserved 8,000 to 10,000 mature saguaros (many of them hundreds of years old) as well as thousands of native trees, smaller cacti and other plants.

At one time, the six-acre nursery The Raven constructed to house the plants until they could

all be transplanted boasted the largest concentration of saguaros in the world — about 2,500 specimens.

The use of so many salvaged plants has made the clearing and grading of The Raven Golf Club more expensive than similar developments, but Adelson sees it as an overall plus for the club.

"Sure it costs more, but it's going to make a huge difference in the quality of the golf experience and in how the golf course relates to its environment," said Adelson. "These mature saguaros and other plants are going to lend beauty to the course that cannot be duplicated by man. And, by keeping the land in its natural state as much as possible, we can keep the surrounding desert healthy. How can you put a price tag on that?"

While Hart and his staff take care of the plant life, The Raven's development is being monitored by two independent biologists from Tucson-based Harris Environmental Group who watch out for the native animals.

Not only do these two conduct studies to ensure that the development won't negatively impact the local wildlife, but, many times, they even walk in front of the bulldozers to scare rabbits and other critters out of the way.

And, if they find one that's sick or hurt, the biologists cooperate with the Arizona Game and Fish Department to nurse the animal back to health and find it a suitable new home.

According to Lisa Harris, founder of Harris Environmental Group, this is the first project she is aware of that has had biologists follow through with all phases of development.

"I feel Raven Golf has tried very hard to live up to the regulations," said Harris. "I think they are doing a very good job. The whole project has been wonderful — not just the cactus but looking out for the animals too."

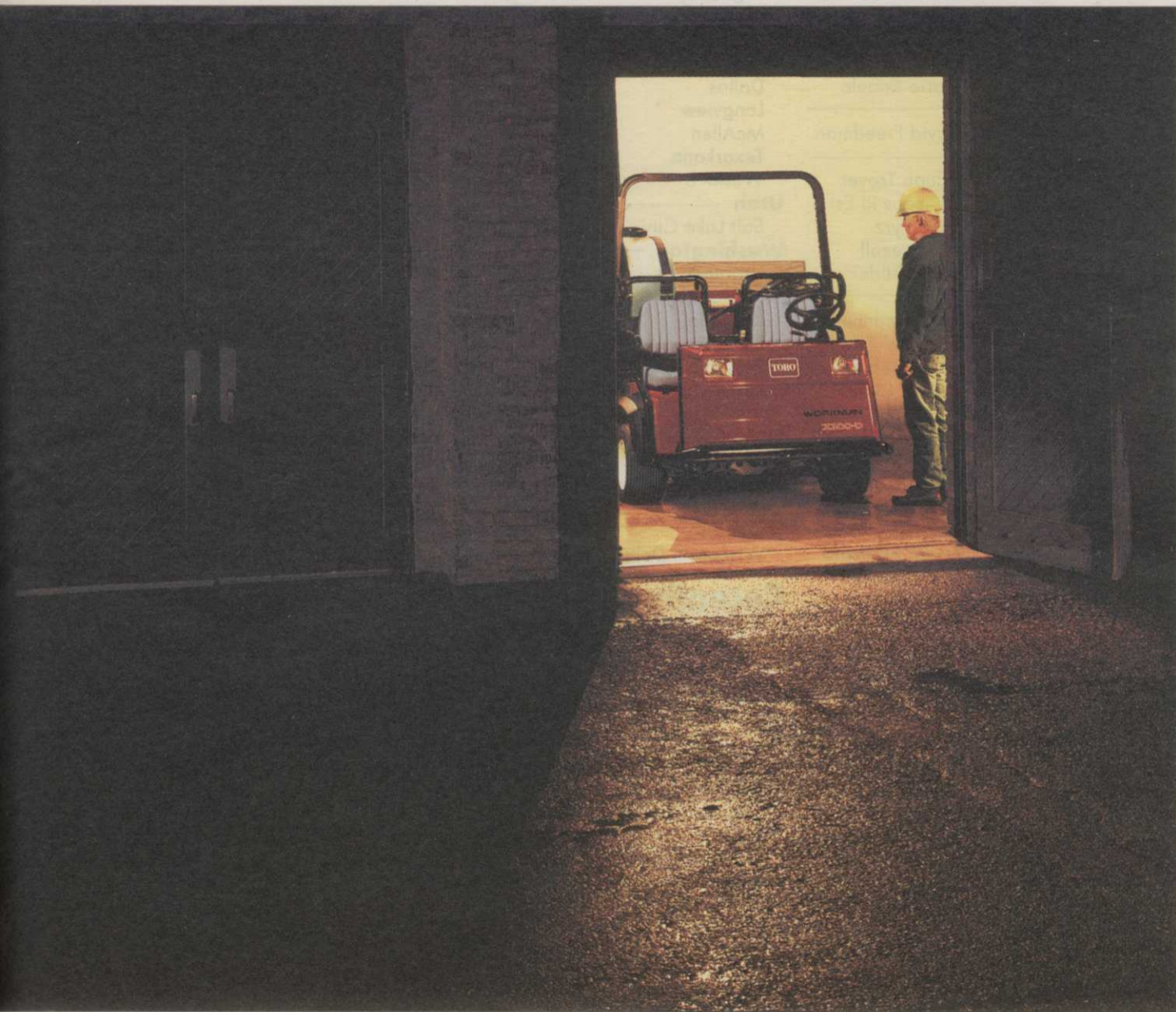
In all, this project has been called one of the largest desert-preservation efforts ever undertaken.

## RBI forms golf division

LITTLETON, Colo. — RBI Golf, a new subsidiary of Littleton contracting firm Randall & Blake, Inc. (RBI), is set to do more than \$15 million in its first year, with five golf courses already in the works.

RBI has been involved in construction of more than 40 golf courses in its 20 years. RBI created RBI Golf the first of October after completing more than 25 golf course projects over the last five years, including Casper (Wyo.) Municipal, Kennedy Golf Course in Denver and Logan (Utah) Municipal Golf Course.

On several of the courses charted for completion in 1996 RBI Golf is an equity partner as well as general contractor.



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# Courses planned around the United States

Location	Course Name	Type	Holes	Work	Contact
<b>Arkansas</b>					
Jonesboro	The Links	D	12	N	Lindy Lindsey
<b>California</b>					
Alameda	TBD	D	TBD	N	Fred Framstead
Bakersfield	Buena Vista	M	18	R	Jerry Gelock
Bakersfield	Kern River	M	18	R	Jerry Gelock
Bakersfield	North Kern	M	18	R	Jerry Gelock
Paso Robles	Heuhuero Creek	D	18	N	Keneth Hunter
Ripon	TBD	D	18	N	George Buzzini
Santa Maria	TBD	M	18	N	Roger Bunch
Sonoma	S. Shore Club	M	18	N	R.T. Jones Jr.
Sylmar	Silver Oaks	D	18	N	Steve Timm
<b>Connecticut</b>					
Salem	TBD	D	TBD	N	Louis DiCesare
<b>Delaware</b>					
Georgetown	Greens Pot Nets	TBD	18	N	Ault, Clark
<b>Florida</b>					
Ft. Pierce	Fairwinds GC	M	9	A	Bob Burdett
Marianna	Sweetwater	D	18	N	Richard Ryals
Miami	Mel Reese GC	M	18	R	Charlie DeLuca
Navarre	Hidden Creek	D	18	R	Eric Affeldt
Vero Beach	Oak Harbor	P	9	N	Mario Robelo
<b>Georgia</b>					
Valdosta	Bingham St Pk	D	18	N	David Freedman
<b>Illinois</b>					
Belleville	TBD	D	18	N	Joseph Trover
Bloomington	Indian Lakes	D	36	R	Olympus RI Est
Lombard	Western Acres	D	9	A	Mike Pyrz
Waukegan	TBD	M	18	N	Dan Prezell
Worth	TBD	M	18	N	James Bilder
<b>Indiana</b>					
Kendallville	TBD	P	18	N	Karl Bandenmer
Kendallville	TBD	TBD	18	N	Schenkel Schultz
Kokomo	Wildcat Creek	D	9	A	Art Stonebraker
South Bend	Studebaker GC	M	18	R	Phil St. Clair
<b>Kentucky</b>					
Louisville	Otter Creek	M	18	N	Mac McClure
Louisville	Sun Valley GC	D	9	A	Marty Storch
Paducah	TBD	D	18	N	Ed Hannan
<b>Louisiana</b>					
Baton Rouge	LSU GC	D	18	N	Rick Perry
Kenner	TBD	M	18	N	Aaron Brousard
Marsville	Grand Casino	D	18	N	Tom Jimenez
<b>Maine</b>					
Berwick	Outlook	D	18	N	Tim Flynn
Farmington	Wilson Lake GC	D	9	A	Craig Jones
<b>Maryland</b>					
Owings Mills	Owings Mills GCTBD		18	N	Henry LeBrun
<b>Massachusetts</b>					
Amesbury	Woodsom Farm	D	18	N	Joseph Fahey
Boylston	TBD	D	27	N	Robert Frem
Burlington	TBD	D	18	N	Mark Pare
Clinton	TBD	D	18	N	Joseph Casasanto
East Harwich	TBD	D	18	N	Mark Nevada
Eastham	TBD	M	9	N	Scott Kerry
No. Attleboro	Chemawa GC	D	9	A	Glen Bourque
Peabody	TBD	M	18	N	Peter Torigian
Southbridge	TBD	D	18	N	Ray Pontbriand
Wilbraham	Wilbraham GC	D	9	A	James Leahey
<b>Michigan</b>					
Monroe	The Legacy	TBD	18	N	Dan Bunge
Traverse City	TBD	D	18	N	Jim Keyton
Ubyly	Ubyly Heights CC	D	18	N	W.B. Matthews
Westland	TBD	D	TBD	N	Hurley Coleman
<b>Minnesota</b>					
Burnsville	TBD	M	TBD	N	Greg Konat
Eden Prairie	TBD	D	9	N	Williams, Gill
Hibbing	TBD	M	18	N	Dale Gaasland
St. Cloud	TBD	M	18	N	Chris Hagelie
<b>Mississippi</b>					
Biloxi	TBD	TBD	18	N	Jim Livingston
<b>Missouri</b>					
Branson	Branson Hills	D, P	36	N	John Nillson
Branson	H'bird Valley	D	18	N	Tim Dougall
Hartsburg	Eagle Knoll GC	D	18	N	Gary Kern
Springfield	Indian Bluff GC	M	18	N	Baxter Spann
<b>Nebraska</b>					
Omaha	Pacific Springs	D	18	N	Bill Kubly
<b>Nevada</b>					
Las Vegas	TBD	M	18	N	Perry Dye
<b>New York</b>					
Bainbridge	TBD	D	18	N	Sal Riina
Henrietta	Walnut Grove	D	9	N	Bill Paris
Montauk	TBD	D	18	N	Edward Wankel

Location	Course Name	Type	Holes	Work	Contact
<b>New York (cont.)</b>					
Mount Kisco	TBD	P	18	N	Andy Weiss
Saratoga Springs	TBD	D	18	N	John Roohan
Southampton	TBD	D,P	36	N	John Raynor
<b>North Carolina</b>					
Clayton	Sweetwater	TBD	27	N	Karl Blackley
Concord	TBD	M	18	N	Dan Maples
Southport	TBD	P	18	N	Hale Irwin
<b>Ohio</b>					
Cincinnati	Elks Run	D	18	N	Robert Taylor
Cincinnati	TBD	P	18	N	David Brooks
No. Ridgeville	TBD	D	9	N	Joe Gulasy
<b>Oklahoma</b>					
Oklahoma City	Gaillardia CC	P	18	N	Art Hills
<b>Pennsylvania</b>					
Chambersburg	The Deerfields	D	27	N	John Brink
Cranberry	TBD	TBD	18	N	Jim Fazio
<b>South Carolina</b>					
Greenville	Greenville Golfers Club	D	18	N	Golf South
Lancaster	TBD	M	18	N	Raymond Krafft
Tega Cay	Lake Wylie	TBD	18	N	Steve Mudge
<b>Tennessee</b>					
Nashville	TBD	TBD	18	N	Dave Terry
<b>Texas</b>					
Dallas	TBD	D	18	N	Lee Singletary
Longview	Pinecrest CC	P	18	N	Thomas Forrest
McAllen	TBD	M	18	N	Mike Perez
Texarkana	TBD	D	18	N	Kevin Tucker
Weslaco	TBD	M	18	N	Jeff Brauer
<b>Utah</b>					
Salt Lake City	Old Mill GC	D	18	N	N/A
<b>Washington</b>					
Issaquah	Aldarra GC	P	18	N	Arnold Palmer
Newcastle	TBD	D, P	36	N	Dick McMillen
Olympia	TBD	D	9	N	Eric Rowe
Palouse	TBD	M	18	N	Mayor's Office
Port Angeles	TBD	M	18	N	Scott Brodhun
Port Townsend	Chevy Chase GCD		9	A	M. Amudson
Vancouver	Green Mtn	D	18	N	Paul DeBoni
<b>West Virginia</b>					
Charleston	Glade Springs	D	18	N	Ron Garl
<b>Wisconsin</b>					
Appleton	TBD	M	18	N	James Clemons
Oshkosh	Lake Breeze GC	P	9	A	LaVerne Olson
Wisconsin Dells	Coldwtr Canyon	D	9	A	Bill Wimmer

## Recently approved courses throughout USA

Location	Course Name	Type	Holes	Work	Contact
<b>Arizona</b>					
Phoenix	Paradise Valley	P	18	R	Keith Foster
<b>California</b>					
Yucaipa	Chapman Hgts	TBD	18	N	Bob Odle
<b>Colorado</b>					
Stimboat Springs	Haymaker	D	18	N	Keith Foster
<b>Illinois</b>					
Geneva	Mill Creek CC	D	27	N	Roy Case
<b>Indiana</b>					
Edinburgh	Timbergate	M	18	N	Clyde Johnston
<b>Kentucky</b>					
Louisville	Sun Valley GC	D	9	A	Marty Storch
<b>Maine</b>					
Belgrade Lakes	TBD	D	18	N	Brian Silva
<b>Massachusetts</b>					
Acushnet	TBD	M	18	N	Cornish and Silva
<b>Missouri</b>					
Hartsburg	Eagle Knoll GC	D	18	N	Gary Kern
<b>New York</b>					
Montgomery	Winding Hills	TBD	18	N	Steve Esposito
Southampton	TBD	D,P	36	N	John Raynor
<b>Oklahoma</b>					
Tulsa	Battle Creek	D	18	N	Bland Pittman
<b>Pennsylvania</b>					
Erie	TBD	M	9	N	Jim Casey
<b>Tennessee</b>					
Memphis	Galloway GC	M	18	R	Fletcher Couch
Oak Ridge	TBD	M	18	N	Gary Baird
<b>Texas</b>					
Burleson	Hidden Creek	M	18	N	Maxwell Group
<b>Utah</b>					
Salt Lake City	Old Mill GC	D	18	N	N/A
<b>Virginia</b>					
Bristol	Clear Crk Lake	M	18	N	Chris Chrismann

Under "Type" — D-Daily fee; P-Private; M-Municipal; "Work" — N-New; R-Renovation; A-Addition

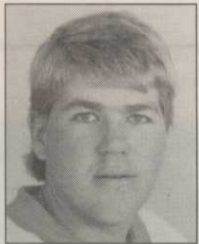


BRIEFS



WICKED STICK NAMES MANAGER

Myrtle Beach, S.C. — John Daly's Wicked Stick Golf Links has named TSC Golf Inc. as its management company. Wicked Stick is Daly's first design project. He served as player consultant to architect Clyde Johnston. TSC is managed by Gary Schaal, immediate past president of the PGA of America; Steve Taylor, Wicked Stick's general manager; and F. Darrell Childers, who recently spearheaded the opening of Whispering Pines Golf Course, Myrtle Beach's first city-owned golf facility. Wicked Stick is scheduled to open this fall.



John Daly

GOLF MANAGEMENT SEMINAR SET

JUPITER, Fla. — Reservations are being accepted for the National Institute of Golf Management's 13th annual education program to be held Jan. 14-18 in Wheeling, W. Va. The National Golf Foundation and the Continuing Education Center at Oglebay Park Resort are co-sponsoring the five-day event, which introduces participants to all aspects of golf facility management. Participants completing both years of the overall, two-year curriculum are eligible for continuing education credits from North Carolina State University and continuing education/recertification units from the Golf Course Superintendents Association of America, PGA of America and Ladies Professional Golfers Association. The registration fee is \$350. For more information contact NGF at 800-733-6006.

ISS SIGNS FLORIDA AGREEMENT

LEESBURG, Fla. — ISS Golf Services has reached agreement with Florida Leisure Communities (FLC) for the maintenance of nine-hole Pennbrooke Fairways Golf Course. FLC has added nine new Gordon Lewis-designed holes at Pennbrooke and plans to expand to 18 holes in 1996. ISS, a division of Tampa-based Landscape Management Services, provides custom-designed maintenance programs for golf facilities.

AGC ADDS SILVERHORN

OKLAHOMA CITY — American Golf Corp. has added SilverHorn Golf Club here to its management portfolio. AGC has agreed to a long-term operating lease with owner O-Sports Development. Randy Heckenkemper designed SilverHorn, along with pros Willie Wood and Scott Verplank.

Distance devices attract business, speed up play

3,000 courses could have units by year 2000

By PETER BLAIS

If the brochures are to be believed, they do everything except take Stimpmeter readings. Electronic distance-measuring device screens are springing up on golf carts at courses throughout the country. Depending on the unit, they can provide the golfer an accurate distance to the pin, a look at the bunkers and other hazards along the way, advice from the pro on how to play each hole, warnings about approaching storms, two-way communication with the clubhouse, leader boards for tournaments, a food and beverage menu and other features.

The units attract business and supposedly speed play by anywhere from 15 to 20 minutes per round. "Golf courses are in business to satisfy golfers," said Douglas Dudley, president of Yardmark. "These devices are the latest and greatest amenities to be offered. And they speed play, which puts more money on the bottom line."

While just a handful of courses currently have them, suppliers predict they will be on 2,000 to 3,000 courses nationwide by the end of the decade. The units can generally be leased for \$1 to \$2 per round or purchased for as much as \$150,000 to \$200,000. Here's a sampling of some of the more active suppliers in the marketplace:

- Yardmark of LaJolla, Calif., was one of the first in the business back in 1988. Back then it depended on electronic



Continued on page 42 Sky Caddie is one of the electronic distance-measuring devices available.

Off-color ad puts California course in black

By PETER BLAIS

TURLOCK, Calif. — Turlock has more churches per capita than just about any city in the country, according to George Kelley, co-owner and co-designer of the recently opened Savannah Course at Stevinson Ranch Golf Club.

Therefore, he wasn't surprised when his billboard picturing the No. 4 Eden hole and asking "Do you have enough balls?" stirred some debate in the local community.

"I was getting a call just about every day from someone in the clergy," Kelley said. "It was kind of amusing. I knew the double entendre might be a little contro-

Continued on page 46

Ocean Course sale settled, at last

By PETER BLAIS

CHARLESTON, S.C. — After years of wrangling, the sale of the Ocean Course at Kiawah Island has finally closed.

Bankruptcy Court Judge Falcon Hawkins approved the sale of the Pete Dye-designed layout to Virginia Investment Trust (VIT) on Sept. 27. The Resolution Trust Corp. (RTC) has operated the facility since Landmark Land Co. declared bankruptcy and the federal government seized the property back in October 1991.

The RTC took over 22 Landmark properties and managed to sell off all but the Ocean Course. The sale of the seaside layout, made famous as site of the 1991 Ryder Cup, was delayed by environmental challenges and failed agreements.

VIT — which operates the Osprey Point, Turtle Point and Marsh Point courses at Kiawah — was the lone successful bidder for the property at a RTC auction last spring.

VIT offered \$27,000,100 for the Ocean

Course. The closing has been delayed the past several months because of a dispute over ownership of nine of the Ocean Course's 214 acres.

It was discovered that Kiawah Resort Associates (KRA), a major real-estate developer on the island, owned the disputed acreage.

In late September, the RTC and KRA reached an agreement on the nine acres, which included parts of several holes on the north section of the golf course, according to Resolution Trust Corporation spokesman Michael Fulwider.

"We are very pleased that the deal has closed and RTC was able to get a substantial return for taxpayers," Fulwider said.

VIT spokesman Beverly Armstrong said his company plans some maintenance work to the course, although he couldn't specify what work would be done.

"We're delighted to have the Ocean Course under our ownership because it places all the public courses at Kiawah under one management," he said.

CourseCo finds niche managing government-related courses

By PETER BLAIS

SACRAMENTO, Calif. — When CourseCo Inc. took over management of the nine-hole golf course at the former Mather Air Force Base earlier this year, it became the first private firm in the West to manage the privatization of a military golf course, according to President Tom Isaak.

Working with the County Parks and Recreation Department and a local citizens group, CourseCo is helping develop a master plan for the course and 1,400-acre regional park located on former Defense Department land. It's the type of government entity-related project in which CourseCo has proven very effective, explained Isaak, a

Continued on page 46



View from the 17th tee at Sacramento's Mather Golf Course, a CourseCo-managed property.



ParView's electronic distance-measuring device is among the most sophisticated in the marketplace.



## Distance devices

Continued from page 41

tags placed in the ground that provided information to the cart's on-board screen as it passed over the tags.

Today's units incorporate the Global Positioning System (GPS), Defense Department navigation satellites the government has made available for commercial use. Many electronic distance measuring device companies employ GPS.

Yardmark's new system debuted this summer at two Boyne USA courses in northern Michigan. Boyne previously used Yardmark's land-based system. Boyne General Manager Steve Kircher said the system allowed him to raise green fees by \$10 per round while increasing play.

Yardmark is being installed at Highland Park in San Angelo, Texas this fall, owned by Cobra Golf founder Tom Crow. "We predict we'll be on 100 courses within the next two years," Dudley said.

- ParView of Sarasota, Fla., installed its system at Seven Bridges Club in Woodbridge, Ill., earlier this year and is putting it at Black Bear, a new P.B. Dye course in Eustis, Fla., set to open in early November. Black Bear owner Richard Stein said he is particularly intrigued with the system's accuracy, two-way communications capability and potential revenue from advertisers who will be able to place their messages along the bottom of the screen. "Our ad agency hasn't actively begun selling it yet and have already guaranteed us four or five advertising clients," Stein said.

ParView President John Chessler said the two-way communications capability that allows golfers to send and receive messages regarding such things as slow play in front of them, food and beverage orders, and updates on their scores that can be incorporated into a constantly changing leader board "add a whole new level of service."

- ProShot Golf Inc. and ClubCorp recently agreed to install ProShot's Distance Measuring and Course Information System on 100 ClubCorp facilities over the next 36 months, according to Newport Beach, Calif.-based ProShot. Eagle Crest Golf Club (GC) in Escondido, Calif., and Fossil Creek GC in Fort Worth, Texas, were among the first to receive the system. Fifteen more were scheduled to come on line in

mer. In addition to ClubCorp, other clients include American Golf Corp., Western Golf Properties and The Pebble Beach Co.

- SkyCaddie has been installed at the International Golf Club in Bolton, Mass., Badlands Golf Club in Las Vegas and Sailfish Pointe Golf Club in Stuart, Fla., according to Richard Beckmann, business development manager for the Boston firm.

"There's a big market out there for this type of product," Beckmann said. "I've heard of about 30 companies that are interested in getting into it. There

are probably only five or six that are actually out there with systems that work."

Because of their price, many of the electronic-distance devices appeal to high-end daily-fee courses that can absorb the additional \$1 to \$2 per-round cost.

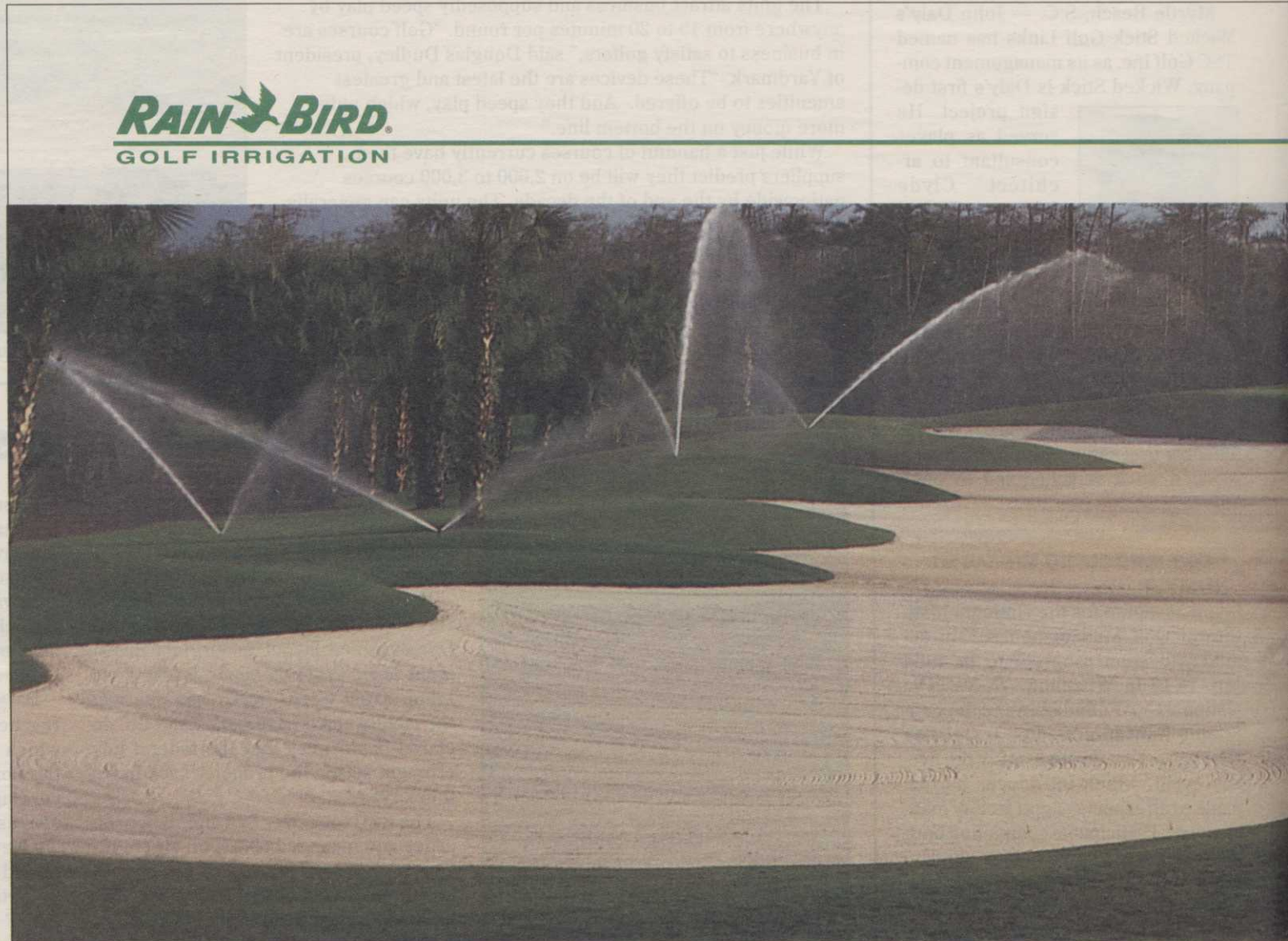
One lower-cost alternative is the Iguana Yardage Guide, an 8-by-8-inch waterproof box attached to the cart's steering column. By turning a knob the golfer scrolls to a view of the next hole. The yardage and hazard information is similar to that contained in the yardage booklets Iguana has supplied for many

years, but frees the golfer from flipping through a book or worrying about torn pages. Orchard Hills Country Club in Waukegan, Ill., Bent Pine Golf Club in White Hall, Mich., Mulberry Fore Golf Course in Nashville, Mich., and The Meadows Golf Club in Blue Island, Ill., have installed or plan to install the Iguana yardage units.

While conceding his product doesn't have the two-electronic capabilities of other systems, Iguana President Jeff Kling said the \$275 per unit cost may appeal to many middle- and lower-cost courses.

1995 with 40 to 45 more per year in both 1996 and 1997.

ProShot was available at 21 clubs nationwide as of late sum-



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## Virginia course bucks trend and goes private

By HAL PHILLIPS

LEESBURG, Va. — In an era when private golf clubs are opening their doors to the public in record numbers, Stoneleigh Golf Club stands out. This 3-year-old Lisa Maki design, operated here by Billy Casper Golf Management, opened as a daily-fee, moved quickly to semi-private status and will soon close its doors to the golfing public.

"We work within the products. And the product dictated that this was the way to go," ex-

plained Rich Katz, vice president of marketing at Casper.

Stoneleigh opened officially on July 4, 1992, with a handful of founding members. Laid out over hilly terrain at the foot of the Blue Ridge Mountains 50 minutes from Washington, D.C., the club now boasts 209 members. The goal is 425, but the club will probably go completely private before that plateau is attained.

"As the membership level goes up, the public play goes down," he added.

"Right now, public play is allowed on weekends after 1:30 p.m. It's also allowed [earlier] on weekends after we reach a threshold number, and the public has been very understanding with regard to the limited availability. Because we've billed it as an exclusive place, people understand. But they're drawn to it because it's exclusive."

Casper's aggressive marketing plan includes:

- **Radio:** After trading rounds for air time with local Cadillac dealers — simple taglines on 30-second spots — listeners who visit the showroom and mention Stoneleigh automatically win two free rounds. "We valued our radio time, from a 10-second tagline on these Cadillac spots alone, at \$15,000," said Katz. "We've also had Bob Benning, the pro, on all-sports radio as a semi-regular guest. He talks about the making of a course; gives instructional tips."

- **Print:** Benning writes a regular column for the local 72,000 circulation weekly paper, discussing swing tips, etiquette and maintenance. The bio or tagline for each column reads: *Bob Benning is head professional at Stoneleigh Golf Club. If you have a question about this column or other golf matters, call...*

"We haven't had a formal media day, but we invite the media out there to play almost whenever they want. That has generated a lot of positive articles, from an airport flyer to the *Washington Times*. We have an open-door policy with the media."

- **Group outings:** "We've hooked into a lot of corporations," he said. "Some groups have switched their outings to Stoneleigh, as little as seven days beforehand, because we've been able to weather the drought. That's the value of saving money on the marketing end and shifting it to turf management."

- **Direct mail:** Casper created a direct-mail piece inviting a group of targeted, avid golfers to Stoneleigh for a free round. "Of course, you have to sit down and at least have a chat with our membership director," said Katz.

As public courses continue to flood U.S. markets, Stoneleigh has successfully set itself apart by heading in the opposite direction. And Stoneleigh isn't necessarily the exception to the Casper rule. Katz said Casper Management has eight courses in the Mid-Atlantic area pursuing a path similar to Stoneleigh's.

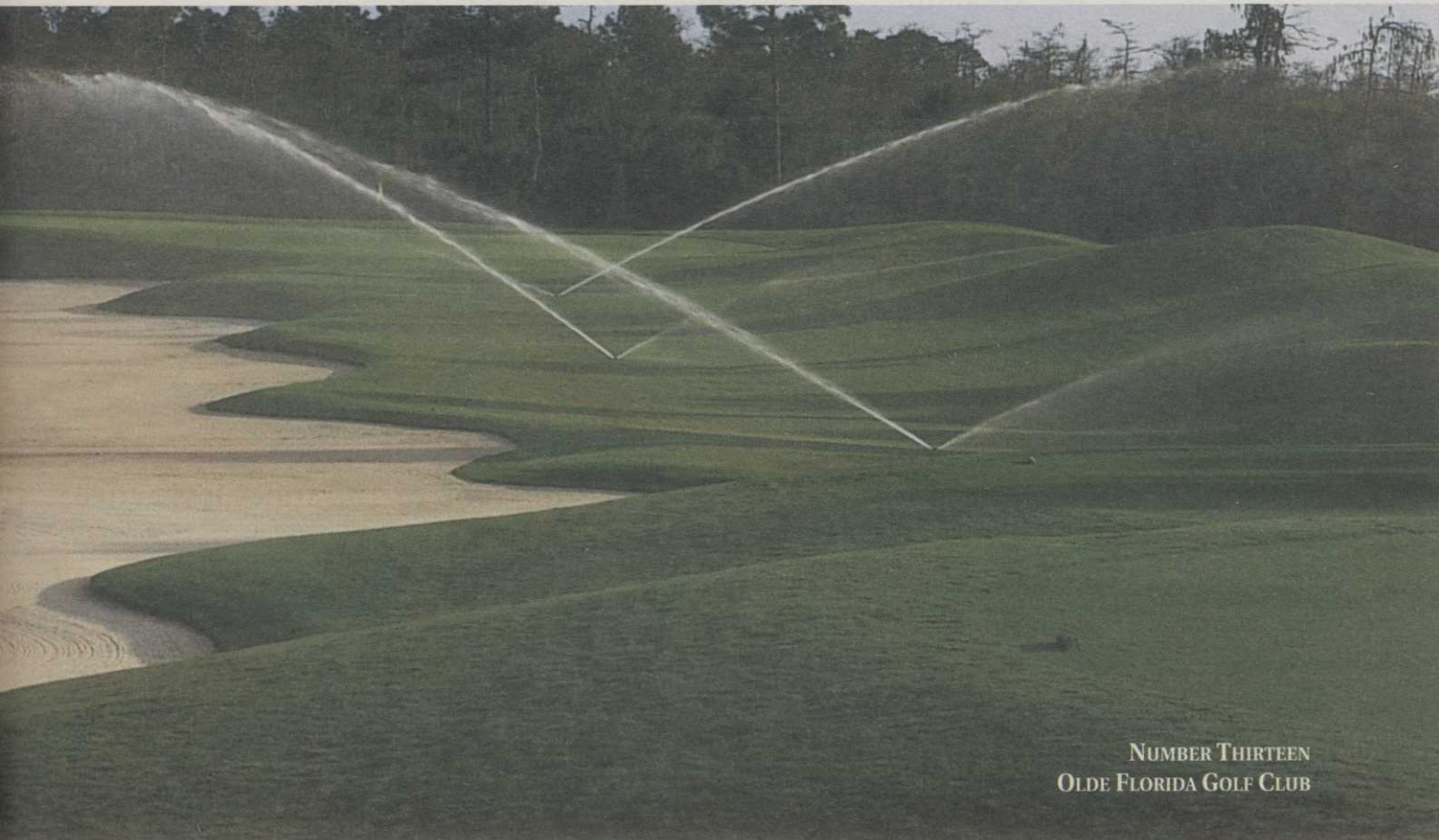
"There's a difference between public and semi-private," Katz explained. "We've been able to strike a delicate balance. The key is getting rid of the 'semi' from semi-private."

"The three buzz words you hear associated with new course openings these days are *upscale, daily, fee*. We don't mind being the antithesis to that."



Stoneleigh Ranch is in the process of converting from a public to a private course.

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Top serviceable for labor-saving maintenance.

part-circle versions with a choice of electric, hydraulic, Stopamatic® (SAM) and block (B) models. Should needs change, simply install the new internal assembly inside the

existing case—no need to rewire. Plus, the broad line of easily interchangeable, color-coded nozzles allows rotors to be easily tailored to differing course applications and requirements.

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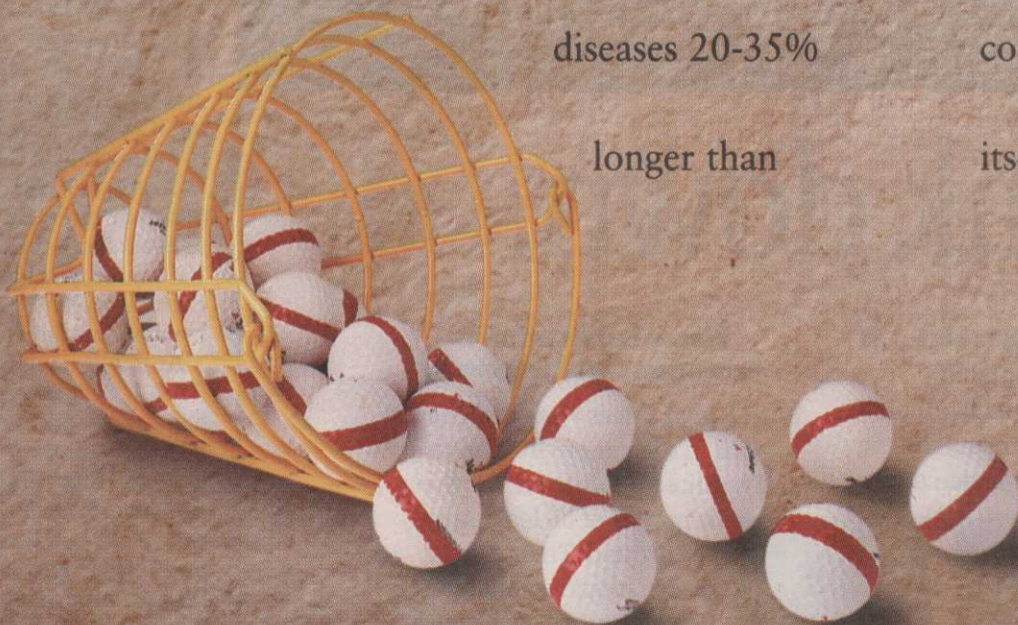
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United Horticultural Supply  
Aurora, OR  
503-678-9000

Regal Chemical Co.  
Alpharetta, GA  
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Turf Industries, Inc.  
Houston, TX  
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Turf Supply Co.  
Eagan, MN  
612-454-3106

Wilbur-Ellis Co.  
Auburn, WA  
206-351-6591

CIRCLE #125



## CMAA mulls changes

Continued from page 1

often more exclusive than private clubs. It is not surprising, therefore, that private club managers often look at these facilities as another potential employer.

"If our members tell us they want more offerings related to the resort industry, then that could happen," Singerling said.

CMAA members will make their feelings known regarding this and other issues during focus groups the association is holding at its Business Management Institute training sessions and at chapter meetings throughout the country. The eight-to-15-person focus groups are part of the strategic planning process begun in September. Many suggestions should emerge from the brainstorming sessions. These will be whittled down to six to eight initiatives members want the association to address over the next few years.

Just what those initiatives might be are anybody's guess. A similar process undertaken in 1992 resulted in a worldwide network through which private club managers can communicate by computer.

Recommendations from the current strategic planning process will be placed before the CMAA board of directors next July and the full membership at the 1997 national conference in Orlando.

Whatever happens it will affect the golf industry. Of the association's 5,000 members, 3,500 work at private clubs. Three-fourths of those clubs have golf courses.

## CourseCo active in Far West

Continued from page 41

former high-level California bureaucrat.

CourseCo was formed in 1990 as an offshoot of EBITgolf Inc., which was formed two years earlier to lease and manage municipally owned Riverside Golf Course in Fresno. CourseCo is developing a master plan for the city for the accelerated reconstruction of Riverside. In 1990, the National Golf Foundation awarded the course its Public Golf Achievement Award in two categories — promotion of public golf and golf course maintenance.

CourseCo also manages the golf operations at Deep Cliff Golf Course in Cupertino and Mallard Lake Golf Course in Yuba City. CourseCo employs approximately 100 people at its four courses. The company has also provided specialized agronomic services at facilities it doesn't manage, such as Bodega Harbor Golf Links, Bakersfield Country Club, Sherwood Country Club in Thousand Oaks and Petaluma Golf and Country Club.

"We have a regional concentration in Northern California and the Northwest," Isaak said. "We're actively looking at Oregon and Washington."

"Maintaining quality as you grow is the challenge. We think our niche is somewhere between a Mom-and-Pop operation with its obvious limitations and the larger management companies with their long lines of distribution. Our growth will be constrained by our emphasis on maintaining quality."

"We're not looking at buying 15 or 20 courses and then taking ourselves public. We're looking at places where we can make a difference by improving a project."

That was the case at Riverside. CourseCo committed to

spending at least \$300,000 annually on course maintenance when it took over the operation in 1988. The course was in dire need of upgrading and CourseCo exceeded that amount by an average of \$60,000 annually over the next three years, Isaak said. CourseCo rebuilt many bunkers, added a 1/2-acre bentgrass nursery, installed an 8,000-square-foot practice green and completely rebuilt three other greens.

"Greens fees had been real cheap at Riverside and golfers were concerned about fee increases when we took over," the CourseCo executive said.

"But they saw how much we were investing in the course and began to support us."

That support allowed CourseCo to raise green fees 60 percent between 1989 and 1992 without any golfer opposition and with the unanimous support of the Fresno City Council.

Altogether, CourseCo has managed \$2.5 million in improvements to its facilities since 1992, including a complete clubhouse reconstruction, parking lot addition and tee reconstruction at Deep Cliff; a driving range and rebuilt miniature golf course at Mallard Lake; and a proposed state-of-the-art irrigation system at Mather.

Isaak was general manager from 1977 to 1980 of the Bodega Harbour Homeowners Association, where he completed and opened the golf course. While that experience opened his eyes to the golf industry, he spent most of the next decade in government and politics.

Among the posts Isaak held while in the employ of the state of California was director of the Office of Majority Consultants and Chief Administrative Officer.

Isaak's partners include fellow Stanford University graduates Mark Fredkin, a San Jose lawyer, and John Telischak, a real estate developer residing in Marin County as well as Director of Golf Course Maintenance and Construction Gary Rogers and Director of Club Operations Steven Schwartz.

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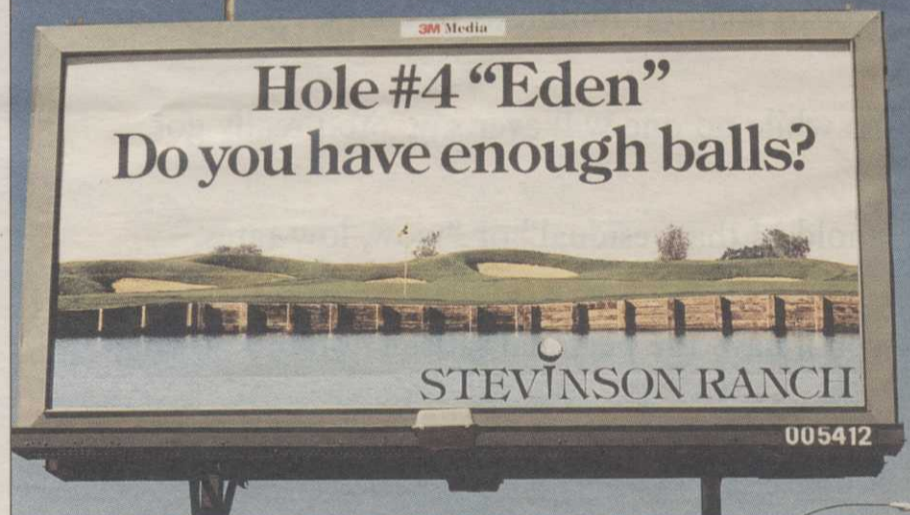
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RMRTA

### MARKETING IDEA OF THE MONTH



This sign touting the opening of Stevinson Ranch has stirred some controversy in Central California.

## Stevinson Ranch

Continued from page 41

versial. But it got us a lot of attention and some additional play. I don't have any regrets about using it."

The challenge and the beauty of this environmentally friendly 18-hole layout attracted a number of golfers during its first two weeks of operation. The John Harbottle design opened Sept. 30. The course averaged 170 rounds weekdays and more than 200 weekends at green fees ranging from \$35 weekdays to \$45 weekends.

"It's been very well received so far," Kelley said. "And people have lost a few balls. I'd say the average is three to four a round."

Part of the reason for that is the care Harbottle and Kelley took in designing the course.

"It was important to us that we preserve the natural environment of the wetlands," said Kelley, whose family has owned the surrounding property for more than 100 years. The wetlands actually resulted from a man-made earthen irriga-

tion canal constructed in 1905.

Kelley, whose partners include his brothers and former San Francisco Giants owner Bob Lurie, said the project was built along the lines suggested by the New York Audubon Society's Cooperative Sanctuary Program.

"Our first priority in developing this golf course was to respect the community and history of Merced County and its environment," said Harbottle.

The 18 holes were laid out over 450 acres, 150 of which are wetlands, Kelley said. While the course borders wetlands, it never enters the environmentally sensitive areas. "We agreed to a mitigation plan to create another 120 acres of wetlands to compensate for the areas where the course borders existing wetlands," Kelley said.

To further demonstrate its environmental sensitivity, Stevinson Ranch is instituting a caddie program to encourage golfers to walk rather than ride.

"We're losing a lot of cart revenue, but it's worth it environmentally. Plus, I'm a traditionalist and like the idea of caddies," Kelley said.



BRIEFS



**LOHMANN HEADS SANDOZ MARKETING**

DES PLAINES, Ill. — Sandoz Agro, Inc. has announced the recent promotion of Terri Lohmann to marketing services manager for the Specialty Products Business Unit. Lohmann joined Sandoz in December 1994 as a marketing services associate. Lohmann previously held an account executive position for a marketing communications agency serving clients in the professional specialty chemical industry.



Terri Lohmann

**TURFLINE SECURES PATENT**

ST. CHARLES, Mo. — Turflin, Inc., the manufacturer of the True-Surface (r) Greens Rolling System, has been awarded a patent for the company's vibratory greens roller by the U.S. Patent Office. The patent was issued in 1992. The True-Surface (e) vibratory rolling system incorporates an unbalanced center shaft with an eccentric flyweight to create the needed movement of the outer roller, resulting in a truer and faster putting surface.

**TAYLOR: FROM MELEX TO YAMAHA**

SANFORD, Fla. — Yamaha USA Golf Car Group recently named Bryan Taylor manager of its new factory branch here. Taylor joins Yamaha Golf Cars of Florida after nearly 10 years of experience in the golf car industry with Melex USA Inc. of Raleigh, N.C., where he served as vice president of marketing. As branch manager of Yamaha, Taylor is responsible for day-to-day operations of factory branch activities, as well as management of the fleet sales force and sub-dealer activities in Florida.

**MALE TO DIRECT FLOWTRONEX SALES**

DALLAS, Texas — Pump station veteran Tom Male's game plan for Flowtronex PSI focuses on one main goal: Continued responsiveness to the ever-changing needs of the turf-grass industry. Male will have plenty of opportunities to pursue his objective as the new North American sales manager Flowtronex. After five years with Best Equipment, a Flowtronex affiliate, he transferred his skills to the golf industry as western regional manager located in Southern California.



Tom Male

**DowElanco further commits to T&O with realignment**

Settles dispute with Micro Flo

INDIANAPOLIS — DowElanco has announced the formation of two new sales districts dedicated solely to the turf and ornamental marketplace for the purpose of increasing the company's commitment to the business. With this change comes the addition of managerial positions as well as dedicated sales reps within each territory. These changes are a result of increasing sales of current products as well as the continuing success of products under development.

"We've enacted these changes to provide better, faster and more efficient service to current and future customers," said Gary Denhart, sales manager for DowElanco. "As the pesticide industry grows more diverse, we're committed to continually meeting the challenge of providing superior service."

The formation of the two new districts, added Denhart, will allow DowElanco to: Work more closely with distribution channels and end-users; offer more efficient solutions to current and future needs of customers; launch new technologies in a more focused manner; and provide a higher level of service.

"Quite simply, we're dedicating more time and resources to the T&O marketplace be-

Continued on page 48



**ELECTRIC, BUT CORDLESS**

The first and only battery-operated greens roller has been developed, premiering at Oak Hill Country Club in Rochester, N.Y., which staged the recent Ryder Cup. Distributed by Turf Keeper, the electric model is automatic and will roll 18 holes of golf on a single charge. It comes complete with its own transport trailer and charger. More information is available from Bill Stinson at Turf Keeper by calling 716-624-4221, or faxing 716-624-5340. For more new products, turn to page 50.



**NEW PRODUCT OF THE MONTH**

Closed Containment Feed Systems from Neptune Chemical Pump Co. are compact packaged chemical feed systems built into double-walled containment vessels. These systems include a cover to provide extra security and weather protection, while capturing any leaks or spills. Any spilled chemical can be easily reclaimed, improving housekeeping and maintenance. These closed systems can be placed out-of-doors and include an integral locking lid to guard against rainwater intrusion. They are complete packages, including all required tubing, valves and strainers, and may be furnished with a metering pump or other type of pump depending on the application. Made entirely of polyethylene, Neptune's closed, lockable Containment Feed Systems are available in 60- or 90-gallon sizes. For more information, request a free copy of Bulletin CFS-95 from Neptune, call 215-699-8701; or fax 800-255-4017. For more new products, see page 50.

**GOLF COURSE EXPO**

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Many products will make their industry debuts at Golf Course Expo. See the Expo Directory (pages 27-36) for a list of exhibitors—and look for the starburst:



**Rain Bird, Pebble Beach sign 5-year irrigation agreement**

PEBBLE BEACH, Calif. — Rain Bird's Golf Division has signed an agreement with Pebble Beach Golf Links to renovate the course's irrigation system and provide technical support for the next five years. The deal makes Rain Bird the exclusive irrigation products provider for Pebble Beach.

Ted Horton, vice president of resource management for Pebble Beach Co., added, "After thoroughly reviewing all the possible players for such a relationship, we became convinced that Rain Bird could uniquely give us the level of technology and commitment to service Pebble Beach requires."

Because Pebble Beach required minimal disruption during installation, a wireless central control system was necessary. It chose the Maxi V Link control system, which provides a wireless radio interface between field satellites and the central computer, a feature that was cited as a major factor that led to the agreement.

AZUSA, Calif. — Rain Bird's Golf Division, manufacturer of irrigation products for golf courses, has hired Wendi J. Abrams as national sales manager. In her new position, Abrams is responsible for all domestic sales within Rain Bird's Golf Division. Additionally, she manages a group of regional and specification managers to develop sales through the company's independent distributor network. Prior to joining Rain Bird, Abrams was director of labor relations for Pacific Bell Directory.



Wendi Abrams



## Name change for King Technology

ST. LOUIS — King Technology Inc., the manufacturer of King Safety Sealed Connectors, has changed its name to King Safety Products. The change is in response to the company's new mission of focusing on the research, development and manufacture of innovative safety products.

The change to King comes in conjunction with the development of a new custom sealant that provides greater effectiveness for the complete line of King Safety Sealed Connectors, which have

been tested to prevent flash-over in excess of 20,000 volts and come with a lifetime warranty against failures caused by corrosion.

Seven King Safety Sealed Connectors cover a full range of wire combinations recognized by U.L. and C.S.A. Applications include corrosion-proof areas, hazardous locations requiring explosion-proof equipment and direct bury and pressure-type applications.

For more information, contact King Safety Products by phone at 314-423-5300, or by fax at 314-423-2822.

## Bingler to lead Water Tech Group

SENECA FALLS, N.Y. — Douglas Bingler has accepted the position of president, Water Technologies Group at Goulds Pumps, Inc. In his new position, Bingler will be responsible for the sales and operations of the Water Systems Division.

Prior to joining Goulds, Bingler was vice president and GM of Keystone Railway Equipment Co. in Camp Hill, Pa. He also held positions with Milton

Roy Co. in the Liquid Metronics and Hartell divisions.

In other Goulds news, William Murff has joined the Water Technologies group as president, Latin America. Murff will direct all business activities in Mexico, the Caribbean, Central and South America. Most recently, Murff served as vice president, Corporate Business Development for Empresas Lanzagorta, S.A. de C.V.

## Contech secures distributor in Canada: Burcan

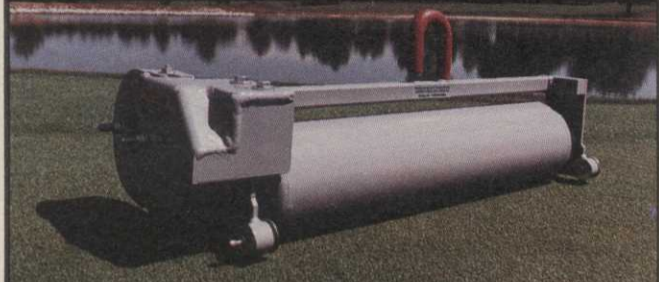
MIDDLETOWN, Ohio — Burcan Industries Ltd. of Whitby, Ontario, Canada, has been appointed the Canadian distributor for the Green Industry product line of Contech Construction Products Inc., headquartered here.

In 1972, Burcan Industries introduced prefabricated drainage systems to North America and carried out the first wickdrain installation in North America during 1973-1974.

The company has since manufactured and marketed worldwide the Alidrain Soil Stabilization System and in 1983 introduced the Hitek Prefabricated Drainage System in North America.

For more information, contact Burcan at 905-668-3131. Contech can be reached in the U.S. at 800-338-1122

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CIRCLE #130

## DowElanco

Continued from page 47

cause it is and will continue to be an important business for us," said Denhart.

In addition to increased manpower, DowElanco will continue to commit resources to T&O field technical services and corporate-based R&D.

"We believe tech services and R&D are critical components to our long-term participation in this marketplace. They greatly enhance our relationship with customers, university cooperators and other influentials," Denhart added.

For more information, contact Denhart at 317-337-4327.

DowElanco and Micro Flo Co. have announced a settlement of their dispute related to chlorpyrifos insecticides.

In 1993, DowElanco petitioned the EPA to cancel certain Micro Flo pesticide regulations, and sued Micro Flo for damages in federal court. DowElanco alleged that Micro Flo violated FIFRA (Federal Insecticide, Fungicide and Rodenticide Act) by failing to offer to compensate DowElanco for Micro Flo's reliance on DowElanco's product-registration data; and also violated federal and state laws by misrepresenting its products as containing DowElanco's Dursban insecticide.

Micro Flo subsequently initiated a FIFRA data-compensation arbitration to determine its obligations to DowElanco. Micro Flo has not admitted to DowElanco's allegations, but, in resolution of all of DowElanco's claims, Micro Flo has agreed to pay DowElanco a substantial but undisclosed amount of money and not to commit such acts in the future.



NEWS IN BRIEF

PLEASANTON, Calif. — **Naiad** Company, Inc. has announced the retirement of Thomas Harris III, vice president sales, Eastern Division. Harris, a respected authority on turfgrass and turfgrass equipment, was well-known for his leadership in the sales and promotion of wetting agent products on the East Coast and Canada. He will retire with his wife, Jeanne, to Homosassa, Fla., after almost 50 years working in and for the turf industry. Frank Santos of Marston Mills, Mass., has been named eastern sales manager by Naiad. He will coordinate regional sales and provide technical and educational support for the company's wetting agent products and delivery systems.

KENT, Ohio — Douglas A. Counts has been named national accounts representative with **The Davey Tree Expert** Company's commercial services division. He will be responsible for developing commercial business, focusing on organizations with multiple sites across a broad geographic range which have landscape care needs. Counts has a bachelor of science degree in landscape architecture from The Ohio State University. He has over 15 years of experience in the green industry.

MENTOR, Ohio — Igor Stychinsky has joined **ISK Biosciences** as market research intern. Previously, Stychinsky was an intern for the Marketing Department, Blue Cross Blue Shield of Rochester, N.Y. In his new position, Stychinsky will provide support for international primary and secondary marketing research. He reports to Bill Mulvaney, manager of marketing Research & Information Technology. Stychinsky holds a Bachelor of Science degree in Marketing from the Rochester Institute of Technology in Rochester. He also attended Urals State Technical University in Yekaterinburg, Russia.

FT. LAUDERDALE, Fla. — **Aquagenix, Inc.** (Nasdaq NM: AQUX, AQUXW) has announced it has signed an engagement letter for a best efforts debt and/or preferred share private placement offering to obtain additional financing for future acquisitions. The amount of the proposed financing is from \$6 to \$10 million. In addition, Aquagenix has entered into a new loan agreement with SunBank/Miami, N.A. increasing the company's (existing) working capital and equipment line of credit from \$2 million to \$3.9 million. Aquagenix is targeting several waterway management companies for possible acquisition. These companies would complement Aquagenix existing waterway management and mitigation business.

Woodall joins Burlingham seed

FOREST GROVE, Ore. — Don Woodall, a seedsman in New England for 21 years, has joined Burlingham Seed in Oregon as vice president. A graduate of Lehigh University, Woodall began his seed sales career in 1974 servicing the dairy industry with forages, corn and small grains. Since the mid-1980s, Woodall worked for the AgriTurf company in western Massachusetts, building one

of the country's premier golf course seed programs. During that time, he was a pioneer in the marketing of endophyte-enhanced turf grasses and developed low maintenance turf concepts. One of his recent projects was helping in the planning and execution of the greens at the East Course at Oak Hill Country Club in Rochester, N.Y., which hosted the 1995 Ryder Cup in September.

Turf Producers to meet Feb. 1-3, in Austin

ROLLING MEADOWS, Ill. — Top-name speakers and a nationally known country and western entertainer will headline the Feb. 1-3 Midwinter Conference of Turfgrass Producers International (TPI) in Austin, Texas.

Themed "Let's Get Down to Business," the educational program will feature talks by Mike Jackson on sod farm profit planning, Jeff Ball on consumer marketing and Dr. Alan Stevens on improved efficiency. Technical agronomic sessions will be led by Barry Allison of Barton Creek

Country Club, Dr. Richard White and Sam Sifers of Texas A&M and several TPI members.

Larry Gatlin of the Gatlin Brothers fame, will perform in a special one-man concert at the group's banquet held at Barton Creek Country Club. The banquet is limited to the first 300 registrants, so interested parties should not wait to sign up.

Registration and exhibitor information can be obtained by calling TPI at 800-405-TURF or writing to 1855-A Hicks Road, Rolling Meadows, Ill. 60008.

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(\$55 at the Door)		
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Show Hours: Wed. 10am-6pm  
Thurs. 9am-3pm



## Wilbur-Ellis offers biological fungicide

Bio-Trek 22G, the first EPA-approved biological turf fungicide, has been introduced by Wilbur-Ellis Co. First developed by Dr. Gary E. Harman and Dr. Thomas E. Stasz, the product was studied for effectiveness at the Geneva Campus of Cornell University in the Departments of Horticultural Sciences and Plant Pathology. It was further developed and is being manufactured by TGT, Inc., at Geneva, N.Y., for Wilbur-Ellis.

Bio-Trek 22G is a highly effective strain of the beneficial fun-

gus, *trichoderma harzianum*, produced in a granular form for use on turf. It is non-toxic and non-pathogenic to vertebrates and plants and will not contaminate ground water. Effective in reducing dollar spot, pythium, and brown patch, Bio-Trek 22G also enhances root growth and increases plant vigor. Trichoderma is a common soil-inhabiting organism that is found in relatively low levels in nearly all soils. For more information, contact Wilbur-Ellis at 209-442-1220.

CIRCLE #302

## Scottwater unveils Big Shot fountains

Top-quality components, heights of 20 feet to 30 feet, economy pricing and spectacular aesthetics are just some of the features of Scottwater Big Shot Fountains. Also available in a low-profile model, Big Shots are comprised of the best parts available, come with a 2-year unconditional motor warranty and are very easily installed in their accompanying floats with 70-foot long

cord standard.

The popular Scottwater Display Aerator is a showy pond aerator with similar quality features to the Big Shot Fountains. Scott Aerator Co.'s Scottwater Group of water movers also includes no-ice aerators: the Slinger and Dock Mont.

For more information, contact John Van Kampen or Tom Beyer at 800-Water 45.

CIRCLE #301

## Better sticking power ISK Weather Stik

ISK Biosciences Corporation has created a new flowable Daconil Weather Stik fungicide that offers greater sticking and staying power on turf and ornamental foliage than earlier formulations.

The new formulation mixes easily and provides uniform spray coverage for disease control and, because the formulation has a higher concentration of disease-fighting chloro-thalonil (6 lbs./gallon) than earlier formulations, there are fewer containers for disposal.

This new advanced formulation provides control of 14 major turf diseases, stopping fungal diseases before they can start. For more information, contact ISK Biosciences Corp. at 1523 Johnson Ferry Road, Suite 250, Marietta, GA, 30062.

CIRCLE #303

## New E-Z-GO Shuttle line has DuraShield

E-Z-GO Textron has introduced a new line of Shuttle personnel carriers featuring new DuraShield Thermoplastic Elastomer (TPE) body material.

The new line includes three vehicles: The Shuttle-6, Cargo Shuttle and 4-Caddy. Gasoline-powered models are in production for the Shuttle-6 and Cargo Shuttle, while electric-powered models will be introduced early next year. The 4-Caddy is already available in both electric- and gasoline-powered models.

An 11-horsepower, 350 cc, 4-cycle, twin cylinder, overhead cam engine provides the muscle to move the Shuttle-6 and Cargo Shuttle. A 9-horsepower, 295 cc, 4-cycle, twin cylinder overhead cam drives the 4-Caddy. More information is available from E-Z-GO by faxing 404-774-4605.

CIRCLE #304

## Burlingham rolls out two new fescues

E.F. Burlingham & Sons has introduced two new tall fescue varieties.

Renegade (MB-22-92) turf type tall fescue is a new generation semi-dwarf variety that has a shorter growth habit than other standard varieties. Renegade has a moderately fine leaf blade, a wide genetic base and a broad range of geographic adaptability.

Southern Choice (MB-25-92) turf type tall fescue is a high-performing, semi-dwarf variety that has shown excellent turf quality. In 1993 and 1994 NTEP results, Southern Choice was ranked in the top five in turf quality out of more than ninety tall fescues.

For more information, contact Burlingham at 503-357-2141.

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CIRCLE #133



## Beaver Tail, RIP?

Continued from page 3

of 70 years. One thing remains constant, however: Beaver Tail occupies a stunning piece of land, nestled as it is on a corner of Jamestown Island with Narragansett Bay and Rhode Island Sound lapping against it. The original 18-hole course was opened for private play in 1926 — very private play. In fact, Tillinghast designed Beaver Tail for one man, owner Audley Clarke, on whose estate it was built.

Shortly after he christened the course, however, Clarke started leasing it to various management companies, who could never make it profitable. At that time, Jamestown Island was accessible only by ferry, and the Depression era didn't help matters.

Nine holes were eventually sold for housing and, when Clarke died in the 1940s, the situation went from bad to worse, culminating in the complete abandonment of the course operation in 1947.

There it stood, dormant and overgrown, until the early 1970s when a distant relative of Clarke's, Robert Munro Clarke, became intrigued by this course in hibernation. Clarke the younger is not a golfer and owns only 18 acres of the former course. Yet he decided the nine remaining holes could be restored to profitably serve the Newport summer crowd.

Then he discovered it was a Tillinghast original and lightbulbs went off in his head.

Steve Smyers was retained to design a new nine to accompany the Tillinghast nine, while Clarke set about securing enough land. He couldn't do it. As it turned out, neither could Abrams and Senior Tour Development.

## Phillips comment

Continued from page 12

tion tourney reaches the man on the street, while the firm's backing of the GCSAA's Environmental Steward Award is designed to create positive vibes in the turf market. There is new leadership here, as well. Senior Vice President Michael Kely has succeeded Dick Stahl as head of the Professional Business Group.

• Then there's the new kid on the block: **United Horticultural Supply (UHS)**. This Aurora, Ore.-based firm has been around for a long time, but it has thrust itself into the fertilizer fray with its new temperature-sensitive, controlled-release product, ESN. "It's been going real well," reports Fertilizer Product Manager John Walther, "but we feel we still have a long way to go. Even the researchers need to better understand these technologies."

These aren't the only firms fighting for a piece of the fertilizer pie (a less-than-appetizing but apt metaphor for the growing importance fertilizer has in this, the heyday of IPM). There's **Lebanon Chemical Corp.**, which has taken the same route as Scott, supplementing its strong product line with sponsorship of the GCSAA's Environmental General Session. **Milorganite** has gone to new packaging, expanding its market outside the Midwest, where the Milwaukee-based firm has been extremely successful. **Vicksburg Chemical Corp.**, along with its sister company, Haifa Corp., are now the largest producers of potassium nitrate in the world, providing significant backing to its coated KNO<sub>3</sub> product, Multicote. When you add the strong and growing regional presences of **The Andersons** and **Terra Products**, it's hard to imagine anyone can earn the market share they seek.

Consolidation, anyone?

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CALENDAR

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4 — 6th Annual Rutgers Professional GolfTurfManagement School and Alumni Awards Banquet in East Brunswick, N.J. Contact 908-828-6900.

4-7 — Georgia GCSA Annual Meeting at Jekyll Island. Contact Karen White at 706-769-4076.

7-9 — Penn State Golf Turf Conference in State College, Pa. Contact Dr. Peter Landschoot at 814-863-3475.

7-10 — Turf and Grounds Exposition in Rochester, N.Y. Contact 800-873-TURF.

9 — Impact of Golf Business Symposium in Myrtle Beach, S.C. Contact the University of South Carolina Department of Sport Administration at 803-777-4960.

9-10 — Golf Course Expo in Orlando, Fla. Contact Golf Course News Conference Group at 207-846-0600.

9-11 — 1st International Hong Kong & China Golf Exhibition and Conference in Hong Kong. Contact Golf Media Group at (+61 9) 322 3222.

12-14 — 16th Annual International Irrigation Exposition and Technical Conference in Phoenix. Contact 703-573-1913.

13-16 — 7th Annual West Virginia GCSA Turf Conference and Show in Morgantown. Contact David Tennant at 304-594-1541.

14-16 — Midwest Regional Turf Foundation Turfgrass and Ornamental Seminar in Lafayette. Contact 317-494-8039.

16-18 — Tree Care Industry Exposition '95 in Indianapolis. Contact National Arborists Assn at 800-733-2622.

21 — The Alliance for Environmental Concerns Annual Environmental Seminar in Bedminster, N.J. Contact Ilona Gray at 201-595-7172.

December

4-7 — 26th Annual Georgia Turfgrass Conference and Trade Show in Atlanta. Contact 404-228-7300.

5-7 — Kansas Turfgrass Conference at Kansas Expocentre, Topeka. Contact Cliff Dipman at 913-539-4053.

5-8 — Ohio Turfgrass Foundation Conference and Show in Columbus, Ohio. Contact 614-261-6750.

6-8 — Minnesota Turf and Grounds Conference and Show in Minneapolis. Contact Scott Turtinen at 612-473-0557.

6-8 — Rocky Mountain Regional Turfgrass Conference and Trade Show in Denver. Contact Julia Marie at 303-688-3440.

12-14 — Georgia Turfgrass Conference and Show in Atlanta. Contact 404-975-4123.

\* For more information contact the GCSAA Education Office at 913-832-4430.

Legal Corner

Continued from page 13

Oregon Supreme Court opinion had previously held that "agreements to exonerate a party from liability or to limit the extent of the party's liability for tortious conduct are not favorites of the courts." The Oregon Supreme Court has held that such exculpatory clauses in release forms are valid only if they are limited to ordinary negligence.

Generally, state law prohibits any type of insurance or indemnification for intentional acts. Otherwise, the principle holds, persons could plan an attach on a person and then purchase insurance, or get a release, that would protect them from responsibility for their intentional and wrongful conduct.

The federal court of appeal had little difficulty concluding that the overreaching release included the possibility of exonerating Mt. Bachelor from intentional

Continued on next page

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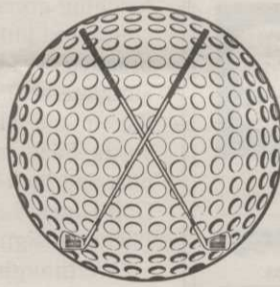
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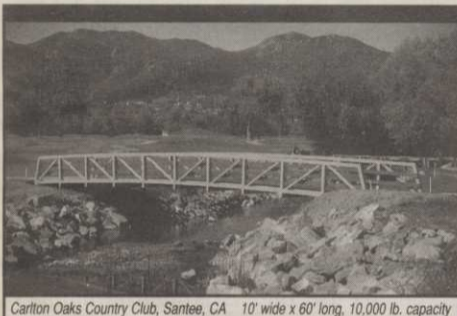
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## Legal Corner

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and grossly negligent conduct, in violation of public policy. In a somewhat technical but crucial aspect of the agreement, the court's decision to throw out the entire release turned on common contract clause that was missing from this particular release agreement.

Contracts often contain what attorneys refer to as a "severability" clause. Such a clause states that if one provision of the contract is determined to be invalid, it may be severed from the rest of the contract. When the invalid portion is "severable," it does not contaminate the remaining valid provisions of the contract.

In such an instance, valid parts of the agreement will be enforced while invalid provisions will be "severe" and held unenforceable. The Mt. Bachelor release agreement did not contain a severability clause. Without such a provision in the release contract, the court of appeal held that the invalid portion of the release invalidated the entire contract.

Although the opinion can only be used by lawyers to interpret Oregon law, the opinion sends a word of caution to sports facilities everywhere. The decision is persuasive in other states because the basic principles are common to other jurisdictions. A brief review of existing release forms to assure they are not overreaching and contain the appropriate "severability" clause could avoid costly and time-consuming jury trial in the future.



# Publics don't have learning center monopoly

By PETER BLAIS

HILTON HEAD ISLAND, S.C. — While public practice facilities are improving, it could be some time before they catch up with the new practice center under construction at Belfair.

The private club, located five miles from the bridge to Hilton Head Island, will soon boast a 30-acre practice center that will be at the disposal of the 36-hole complex's 770 members. The first 18 Tom Fazio-designed holes are scheduled to open in November and the practice area in March.

Developer David Everett has been in the real estate business since 1973. The former University of Georgia golfer was associated with golf resorts in Florida and Texas before his most recent effort as marketing director at Colleton River Plantation near Hilton Head. There he helped develop a nine-acre practice facility (most in the Hilton Head area are no more than six acres) and par-3 course that together are considered one of the finest practice centers in the country.

"More people are taking up golf late in life," said Everett. "They are fascinated with practicing and getting better at the game." They will have that chance at Belfair's practice facility where, Everett said, "there isn't a shot on the golf course you can't practice."

Start with a pair of practice tees, one 175 yards and the other 160 yards wide. Awnings are available to protect students from the sun. The teeing areas open onto a 375-yard-long fairway and target greens. The four greens in the middle of the range area are surrounded by bunkers, lending realism to drives and approach shots launched from the teeing area.

A chipping green with an adjoining sand bunker allows players to practice sand shots. Trees border the opposite side of

the chipping green, where golfers can chip out from under leafy overhangs.

During the summer, small, biting insects — commonly known as no-see-ums — infest Hilton Head. Not to worry at Belfair, however. Electrical wiring running under the tee area allows fans to be plugged in that blow the bugs away.

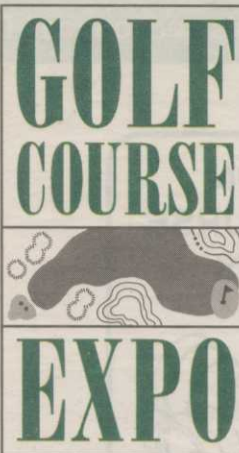
At the opposite end of the practice range is the learning center. Within the 2,000-square-foot building is a library with instructional videos. It also houses an 18-by-24-foot hitting area — heated in winter and fan-cooled in summer — with video cameras for detailed analysis. Golfers can either hit into a net or raise an overhead door to send shots toward an outdoor green. An adjoining classroom for additional instruction seats 30.

A separate hitting station features the AStar Golf Learning System. The interactive video and analysis device allows the instructor to automatically capture and immediately replay a student's swing. Swings are recorded from four different angles and can be analyzed using such features as on-screen graphics; frame-by-frame viewing; and split-screen comparisons of the same swing from different angles or compared to a widely known pro's swing. The video library can store up to 200 swings. A video and audio analysis of a student's swing can be placed on a VCR tape for students to analyze at their leisure.

A portable AStar unit can also be wheeled out onto the practice range for further work. Students can take the unit out on their own and charge it to their credit card.

Flanking the building are two teaching greens, a large sloped and contoured putting green, a short-game practice area with two greens that simulate actual holes on the course, a lagoon and fairways for shots up to 100 yards. Fazio, along with Scott Davenport and Jack Lumpkin of the nearby Golf Digest Learning Center at Sea Island, designed the practice center.

"We thought this would be a big marketing plus in the Hilton Head area," said Everett.



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# Hurdzan speaks

Continued from page 1

Hurdzan has designed several practice centers in the past few years. One of the most successful has been the Links at Winton Woods near Cincinnati. Opened in June 1993 by the Hamilton County Park District, the \$1.6 million facility includes the nine-hole, executive-length Meadowlinks course and a circular driving range that is divided into three distinct sections.

The first section includes a 49-station teeing area with artificial mats. Thirty-nine are covered and heated.

The second section is the instructional area. It consists of 25 hitting stations with artificial turf, fronted by a bentgrass teeing area. A chipping/pitching green and a separate putting green are also available for teaching short-game techniques.

The third section features a 1 1/2-acre bentgrass hitting area. Mounds allow players to practice shots from awkward lies off natural turf. A fairway bunker also permits long sand shots. Separate chipping/pitching and putting greens are nearby.

Located across the street from The Mill Course at Winton Woods (an 18-hole regulation-length layout), the practice center "Itis coming along well financially and has been very well received by golfers," said Manager of Golf Tom Kendrick. "One of the areas we weren't serving well was the entry-level golfer. We needed something to attract the new golfer who might not feel comfortable on a regulation-length course. The practice center met that need."

When building a new course, a municipality or other government agency is more likely to put in a practice center than a private developer, Kerman said. It takes five to 15 acres to build a practice facility. A municipality doesn't usually have to decide whether that land could be put to a more profitable use. But that is often the number-one concern for a private developer.

"For a private developer, it usually comes down to the most profitable use of the property — a practice range or more housing," Kerman said.

But private developers do build practice centers. A good example is Westwood Plateau in Coquitlam, B.C., Canada. In the mountains 45 minutes from Vancouver, businessman Hassan Khosrowshahi developed the Westwood Plateau Golf Academy, 18-hole Westwood Plateau Golf & Country Club (which has been nominated for *Golf Digest's* best new public course in Canada), and a 5,000-lot subdivision.

Westwood Golf Academy boasts a nine-hole executive course, a three-hole par-3 track, two putting greens, 60-stall driving range and a teaching center. The teaching center has eight stalls and two AStar training systems, a state-of-the-art video analysis tool that sells for \$20,000 per unit, according to Westwood Director of Marketing Brad Hewart.

The golf academy is located next to an electrical substation, land that would have been difficult to sell for house lots. It serves as a buffer between the 18-hole course and residential subdivision, Hewart said.

The academy opened in April 1994, 14 months before the regulation-length golf course. The academy represented a small portion of the \$22 million (Canadian) price tag for the entire facility, Hewart said. But it allowed Westwood to begin turning a profit prior to the regulation-length course coming on line.

"We've exceeded our revenue projections every month in 1995," he added.

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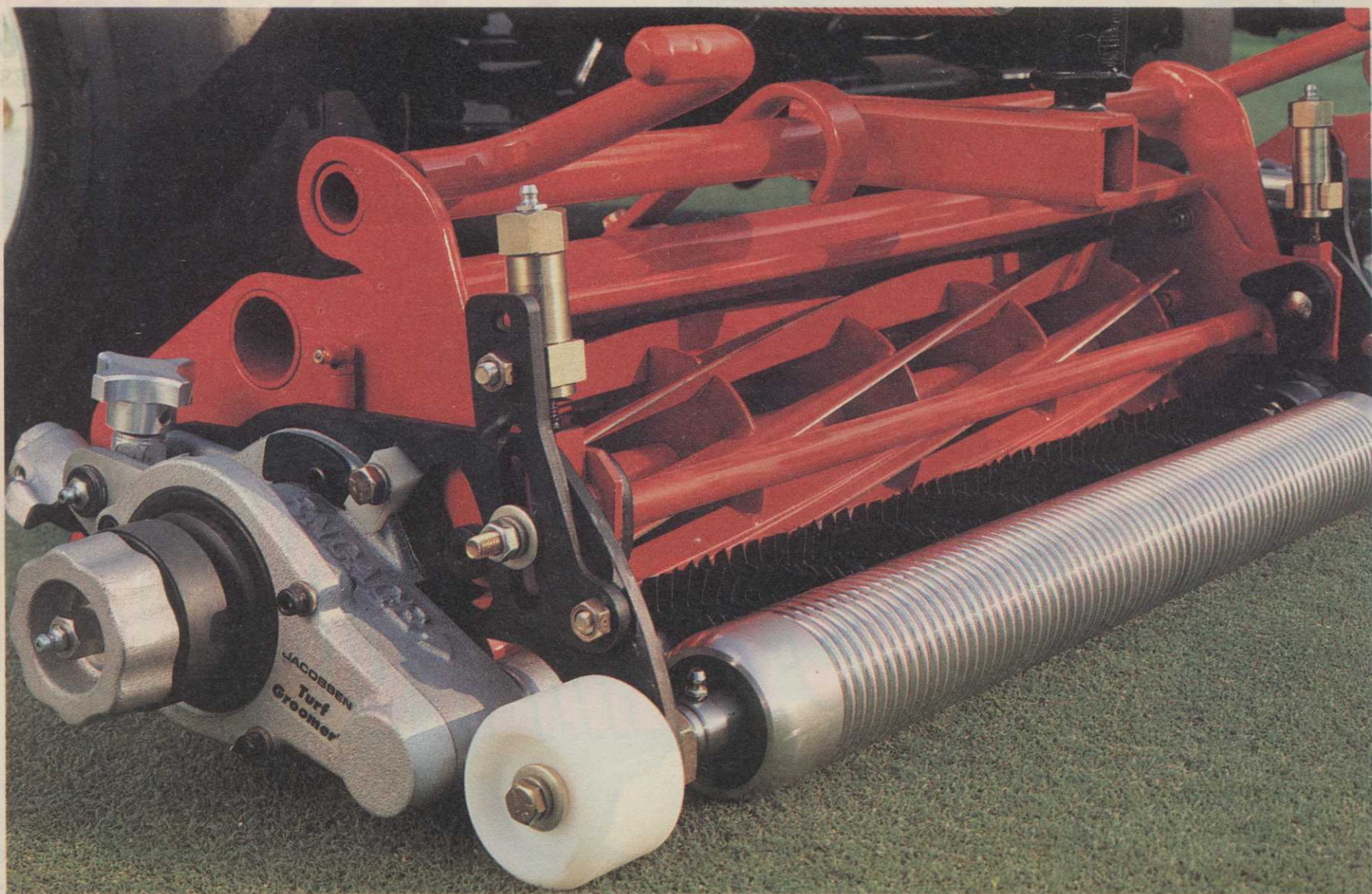
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