

## On the road again: Impressions of a golf market on the move

By CHARLES VON BRECHT

From time to time I like to get my two cents worth into *Golf Course News* with some thoughts on the golf industry and to bring readers up to date on the commerce side of this publication.

Having just returned from a nine-day trip to the Midwest, I'm off to Phoenix and Florida for another nine-day trek (I did drop by for a quick hello to the office in late July). Fortunately, this trip ends with a family gathering, where I hope my children will recognize me — even though we live under the same roof!

The Midwestern trip was anchored by a two-day celebration of a combined 145-years, honoring Jacobson (75) and Milorganite (70). These Racine- and Milwaukee-based organizations invited editors and publishers for plant tours, product & equipment presentations, and the required golf outings. It seems like summer is my plant-tour season, and I learn more and more with every tour!

The Jake plant, though physically antiquated, has

been updated with millions in capital equipment. Jake president Phil Tralies seems to have initiated some vital changes in plant rehab during his relatively short tenure. More improvements are planned to keep up with demands for Jacobson equipment.

The Milorganite facility, as most of you may know, is contained in the MMSD (Metro Milwaukee Seven District). This facility is truly amazing. Warning: Do not take a tour on a hot day with a hangover... Fortunately I had

Continued on page 70



GCN Publisher Charles von Brecht: Don't try this at home!

### SECOND OF TWO PARTS

## Focus your attention on the 10 to 20 basic irrigation system components

By LARRY RODGERS

A well-written irrigation plan, like a construction blueprint, instructs users on how to create the best system for their exact needs. The plan reflects current course watering demands, as well as irrigation requirements 20 to 30 years in the future. While the plan specifies the absolute functional necessities of how your station affects the total irrigation system, it's important to pick out 10 to 20 basic components on which you should focus your attention.

These items should be part of the review process and should be evaluated as to how they compare to the intent of the specifications.

1. Industry Standards: U.L., NEMA, NEC, ASME, and uniform plumbing code. If a component is to be built within ASME standards does that mean the same as ASME code construction? No, only an ASME certified shop can provide ASME code equipment. Determine what industry standards are important and use this to influence the final decision.

2. How is the start-up, installation, testing, and training going to be provided? Determine how many visits will be provided in the base cost and ask for the fees of the additional visits.

3. Service contracts and warranty: Determine what conditions are covered under warranty and why service contracts may be required during the warranty period.

4. The skid construction: Determine if it is channel, bent steel, or I-beam and how that affects the integrity of the system. Identify and follow the pump mounting plate thickness. If the system is a vertical turbine, determine how access to the wetwell will be achieved.

5. Pumps: Determine the speed — 3600 rpm pumps are generally less initial cost than 1800 rpm pumps but tend to wear out quicker. On a turbine pump, determine if the head is cast from a mold or fabricated steel and the features of

Continued on page 12

Larry Rodgers is an irrigation consultant based in Lakewood, Colo. The first part of his irrigation series appeared in the July edition of *Golf Course News*.



Sun.



Wind.



Tournaments.



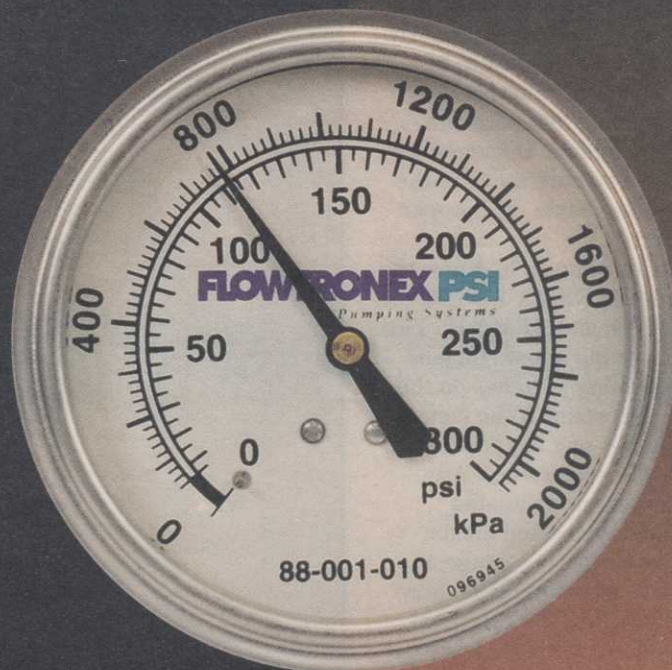
Seeding.

[Turf Terrors!]



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## Von Brecht comment: Anniversaries

Continued from page 11

behaved the night before and we had mild weather, but I can imagine the result under extreme conditions.

This waste-water recycling plant is truly incredible. It was developed in the late 1920s and updated over the years. The plant cleans as much as 250 million gallons of wastewater per day and pumps it back into Lake Michigan. As a by-product of the wastewater treatment, Milorganite is actually micro-organisms which are systematically injected into the process. It sounds confusing, but you can call Al Ness or Terry Ward (414-225-3395) for a more thorough explanation.

I came away asking myself why every major metro area isn't doing what the MMSD has been doing for 70 years.

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As you may notice, this issue of *Golf Course News* is quite hefty for a summer edition. Past years have seen smaller issues during the summer months, but the in-

dustry trend in marketing is changing. Suppliers to the industry are advertising, marketing and selling products year round. As an example, the 1995 August issue of *Golf Course News* had 38 advertising pages, and this year we have more than 65 ad pages. The remainder of the year looks strong not only for *Golf Course News* but for the industry.

It only makes sense! The latest NGF figures show 188 courses have opened through July 22. As the summer and fall are the busiest months for course openings, we're right on target for 400-plus in 1996.

While growth in course construction continues, let's all remember that player participation is flat. We can all lend a hand to encourage new players to take up the game and stick with it.

I hope you are enjoying *Golf Course News* as much as ever. These larger issues allow more editorial coverage and more news for you. Please contact me with any questions or comments.

## Foster projects

Continued from page 3

parkland setting. They cleared the trees and underbrush between holes. You feel like you're playing on a natural parkland that has been there for many years.

"It is a very serene, tranquil environment."

Scrutinizing some of the great West Coast courses, Foster said, "we saw that each has towering trees, wonderful strategy, beautiful scale and a softness to the ground. When we went through Washington Golf Club, we felt there were similarities and started working off that. It is a tribute to early, classic American architecture and their sites."

Course builder Fore Inc. is con-

structing "wonderful stone walls reminiscent of Baltusrol," Foster said. Forty to 50 homesites are planned on the property.

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In other Foster news, Zion Park District, located directly north of Chicago, has retained Keith Foster Golf Course Design to design its upscale municipal golf course.

Design work will begin immediately and construction is expected to begin in early 1997.

Foster has also been selected to study St. Clair Country Club in Belleville, Ill., and give recommendations to restore both nines to the original design intent, (circa 1911), while also incorporating newer design elements where needed.

## Calendar of Events

Continued from page 68

30 — GCSAA Seminar on Maximizing Turfgrass Disease Control in New Seabury, Mass. \*

31 — GCSAA Seminar on Wildlife Management and Habitat Conservation in New Seabury, Mass. \*

### November

5 — GCSAA Seminar on Maximizing Job Satisfaction in St. Louis. \*

6 — GCSAA Seminar on Developing Your Hazard Communication Program in Wichita, Kan. \*

7 — GCSAA Seminar on Drainage Systems in New Brunswick, N.J. \*

7-8 — GCSAA Seminar on Managerial Productivity in Boise, Idaho. \*

8 — GCSAA Seminar on Design and Construction of Chemical Storage Buildings in Dayton, Ohio. \*

8 — GCSAA Seminar on Preventive Maintenance of Turf Equipment in Southfield, Mich. \*

11 — GCSAA Seminar on Turfgrass Stress Management in Myrtle Beach, S.C. \*

11 — GCSAA Seminar on Calibration and Safety of Pesticide Application Equipment in Myrtle Beach, S.C. \*

11 — GCSAA Seminar on Preventive Maintenance of Turf Equipment in Rhinelander, Wis. \*

12 — GCSAA Seminar on Drainage Systems in Rochester, N.Y. \*

12-14 — Kentucky Turfgrass Council Conference and Trade Show in Lexington, Ky. Contact 606-622-2228.

12-15 — Turf and Grounds Exposition in Rochester, N.Y. Contact NYSTA at 800-873-TURF.

13-14 — GCSAA Seminar on Preconstruction and Construction Management in Bolton, Mass. \*

13-14 — GCSAA Seminar on Spanish for Golf Course Management in Temecula, Calif. \*

14-15 — GCSAA Seminar on Writing IPM and Environmental Monitoring Programs in Salt Lake City, Utah. \*

18-19 — GCSAA Seminar on Golf Course Restoration, Renovation and Construction Projects in Cleveland. \*

18-19 — GCSAA Seminar on Plant Nutrition and Fertilizers in Long Island, N.Y. \*

19-21 — Turfgrass and Ornamental Seminar in Lafayette, Ind. Contact Bev Bratton at 317-494-8039.

20-21 — GCSAA Seminar on Public Relations and Presentation Skills, scheduled to be held in

Guelph, Ontario, Canada. \*

21 — GCSAA Seminar on Developing Your Hazard Communication Program in Tarrytown, N.Y. \*

### December

2-3 — GCSAA Seminar on Basic Principles of Turfgrass Management in Albuquerque, N.M. \*

3 — GCSAA Seminar on Reel Mowers and Grinding Methods in Bolton, Mass. \*

4-5 — Rhode Island Turfgrass Show & Conference in Providence.

4-6 — Rocky Mountain Turf Conference in Denver. Contact Julia Marie at 719-489-3222.

3-4 — GCSAA Seminar on Golf Greens: History, Theory, Construction and Maintenance in Albuquerque, N.M. \*

5 — GCSAA Seminar on The Superintendent as Grow-in Manager in Gainesville, Fla. \*

6 — GCSAA Seminar on Practical Tree Management in Des Moines, Iowa \*

9 — GCSAA Seminar on Human Resource Management in Atlantic City, N.J. \*

10 — GCSAA Seminar on Irrigation Scheduling Techniques in Columbia, Mo. \*

10-11 — GCSAA Seminar on Design, Renovation and Construction for IPM, Elliott City, Md. \*

10-13 — Ohio Turfgrass Foundation Regional Conference and Show in Columbus. Contact 614-261-6750.

11 — GCSAA Seminar on Human Resource Management in Lincoln, Neb. \*

12 — GCSAA Seminar on Maximizing Turfgrass Disease Control in Jacksonville, Fla. \*

12-13 — GCSAA Seminar on Golf Course Restoration, Renovation and Construction Projects in Harrisburg, Pa. \*

16-17 — GCSAA Seminar on Golf Greens: History, Theory, Construction and Maintenance in Milwaukee. \*

### 1997

#### January

20-22 — 37th Virginia Turf and Landscape Conference and Trade Show in Richmond, Va. Contact Dixie McClenahan at 540-942-8873.

#### February

6-12 — GCSAA International Conference and Show in Las Vegas. \*

28-Mar. 2 — West Michigan Golf Show in Grand Rapids. Contact 616-247-1931.

\* For more information contact the GCSAA Education Office at 800-472-7878.

## Public Golf Forum

Continued from page 39

is sponsoring the Public Golf Forum," added von Brecht. "It's the only national golf conference that draws the entire buying team from public-access golf courses — the manager, owner, and superintendent. With educational program tracks dedicated to management, marketing, maintenance and development, the Forum will attract each member of this highly qualified buying team by meeting their educational needs."

Vendors who exhibit at the Forum will also appreciate the hotel-type conference for its ease of set up. "There will be 10 hours of exhibit time — plus vendors will receive a seminar package to attend sessions when exhibits are not open," noted von Brecht. "This makes exhibiting easy and cost effective."

Interested vendors should contact the Public Golf Forum Exhibit Sales Manager Mike Lafaso, at (800) 441-6982 or fax (207) 846-0657.

## Nicklaus track getting underway

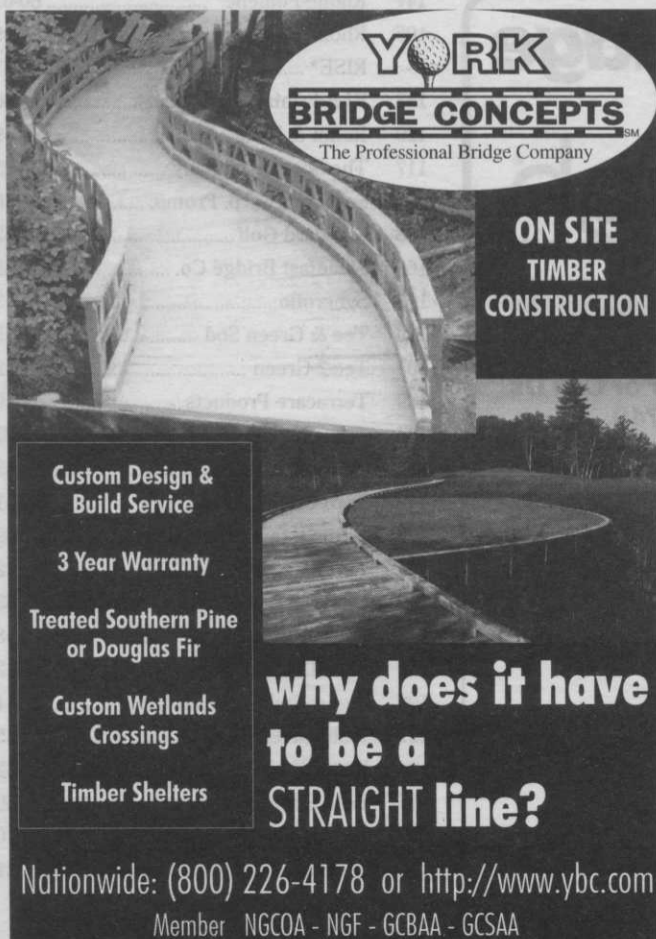
PALM COAST, Fla. — Grand Haven officials are hoping to break ground for the Jack Nicklaus Signature 18-hole course sometime in August.

The golf course is scheduled to be completed in the fall of 1997. The course will reportedly be a semi-private layout that will not have condominiums and other housing lining the fairways, according to John Gann, senior vice-president of sales at Lowe/Palm Coast Inc., which recently purchased Palm Coast golf courses Pine Lakes, Cypress Knoll, Matanzas Woods and Palm Harbor.

Lowe/Palm Coast Inc., purchased the Grand Haven layout from 700 acres of IIT property bordering the Intracoastal Waterway and several holes are expected to extend to the waterway.

## Development book offered

A free booklet, *Golf Course Development Planning Guide*, from the American Society of Golf Course Architects (ASGCA) is available to help anyone taking the first steps to develop a new golf course. The 16-page brochure covers the key components involved in a new course project. It provides data on the growing consumer demand for new golf facilities, the average cost of a new course, proper site selection, a guide to finding assistance, financing and sample operating projections for a daily fee course. To obtain a free copy, send a self-addressed, stamped business-size envelope to the ASGCA, 221 N. LaSalle St., Chicago, Ill. 60601.



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