

Forum Maintenance Program acknowledges super's business role

By MARK LESLIE

CHICAGO — An increasing percentage of golf course superintendents' time is being consumed by management and business duties. Therefore, the 1996 Public Golf Forum's Maintenance Track will focus on those functions, drawing from such experts as GCSAA President Bruce R. Williams, Pebble Beach Co. Vice President of Grounds Ted Horton and GCSAA Director Tommy Witt.

Public Golf Forum, a national event Oct. 29-29 at the Marriott-

Lincolnshire Hotel here, is sponsored by *Golf Course News* for superintendents, owners and general managers at public-access courses.

In its 1995 Compensation and Benefits Report the Golf Course Superintendents Association of America (GCSAA) said certified superintendents reported 44 percent of their time was devoted to business matters, compared to 51 percent in maintenance matters and 5 percent in other functions. Non-certified superintendents reported spending 35

percent of their time on business matters, 60 percent on maintenance and 4 percent on other duties.

Besides Williams, Horton and Witt, the Maintenance Track speakers will include Chicago Golf District Turfgrass Adviser Dr. Randy Kane; Legends Group Director of Agronomy Terry Buchen; Kevin Ross, director of golf course management at Country Club of the Rockies in Edwards, Colo.; Jerry Lemons, president of GolfLinks; and U.S. Golf Association Green Section

regional Directors Bob Brame of Covington, Ky., and Paul Vermeulin of Mahomet, Okla.

Williams, superintendent at Bob O'Link Golf Club in Highland Park, will speak on What Will Work for You in Staffing: Zone, Team, or a Combination of the Two?

Horton, who is in charge of Pebble Beach Golf Co.'s golf courses and lands on California's Monterey Peninsula, will address Getting the Most Out of Your Employees: Hiring, Firing and Motivating.

Witt, superintendent at Wynstone Golf Club in North Barrington, will speak on Making Your Case, regarding budgets, course improvements and equipment purchases.

Kane, will zero in on The Future of Disease Management Control — from biological-control agents to forecasting and modeling and new products.

Buchen, one of fewer than a dozen Master Greenkeepers in the world and head of agronomy for The Legends Group's eight golf courses, will tell listeners a number of ways to make major savings.

Ross and Lemons will team up to address how to computerize the entire golf maintenance operation — from the office to the shop and from the superintendent to the mechanic. Brame and Vermeulin will present an update on maintenance issues regarding saving greens.

Study: Buying patterns differ at public courses

CHICAGO — Buying patterns at public-access facilities differ from traditional patterns, according to a recent survey conducted by *Golf Course News*. The study further showed that buying patterns at daily-fee, municipal, resort and semi-private courses vary wildly from course to course.

Conducted in anticipation of the Public Golf Forum — scheduled for Oct. 27-29, here at the Marriott Lincolnshire Hotel — the survey analysis of potential Public Golf Forum attendees discovered: At 70 percent of the public-access courses surveyed, more than one person makes the buying decision. The study also showed that 9 of 10 golf products and services are purchased in this way.

"That means to sell to public-access golf facilities, in most cases, vendors need to talk to the manager, owner and superintendent," explained Charles von Brecht, publisher of *Golf Course News*.

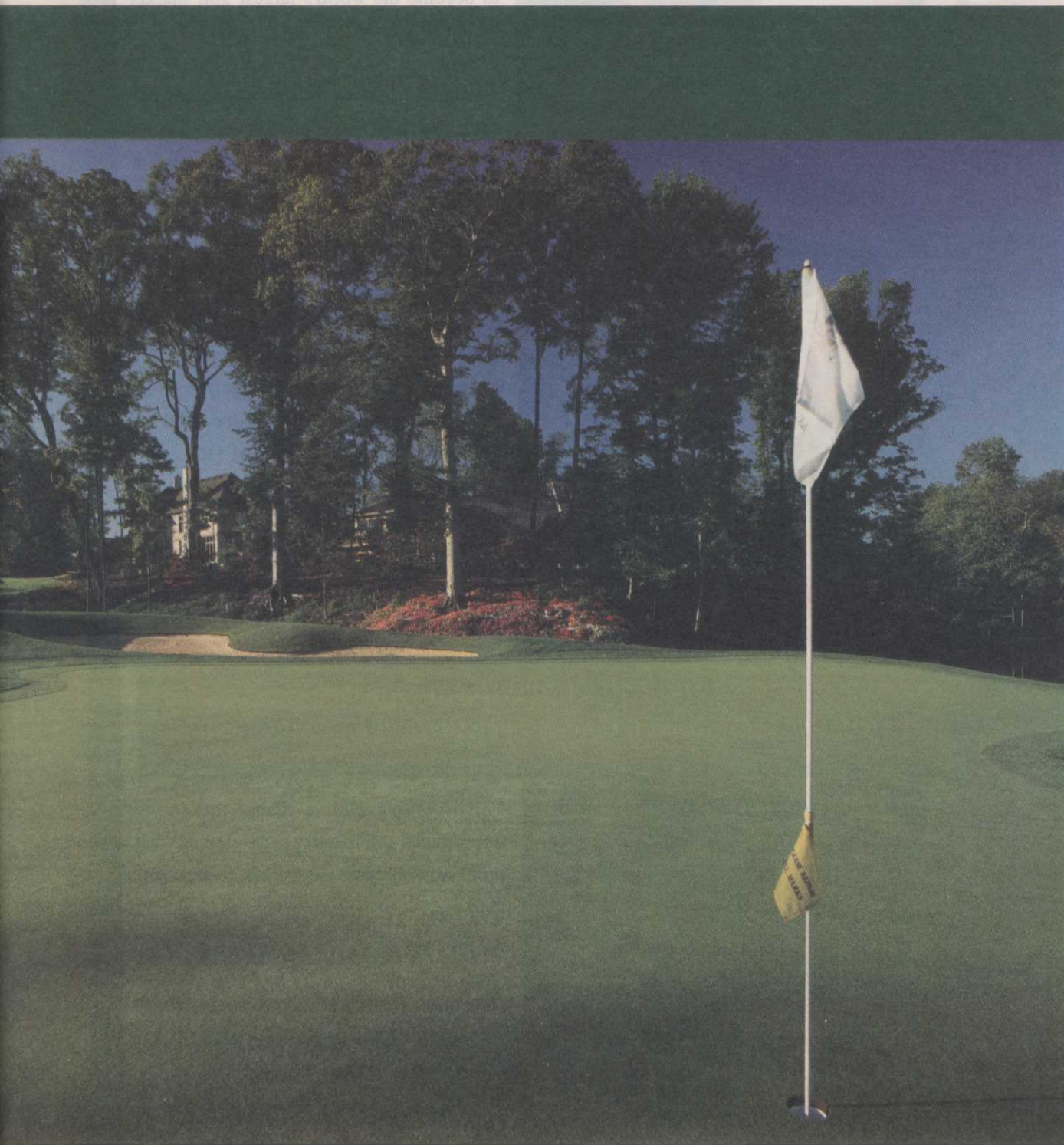
"We have found that public-access courses have a different pattern when it comes to buying decisions. Because the Forum will draw attendees from all points of the buying triangle — superintendents, owners, developers and managers — vendors and suppliers seeking to reach the public-access golf facilities market should plan to exhibit their products and services at the Public Golf Forum."

In fact, more than 75 percent of those surveyed are planning to make a major purchase of products or services in the next 12 months. They will surely be looking to the Public Golf Forum as an important information source.

"That's why Golf Course News

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