

# 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*.

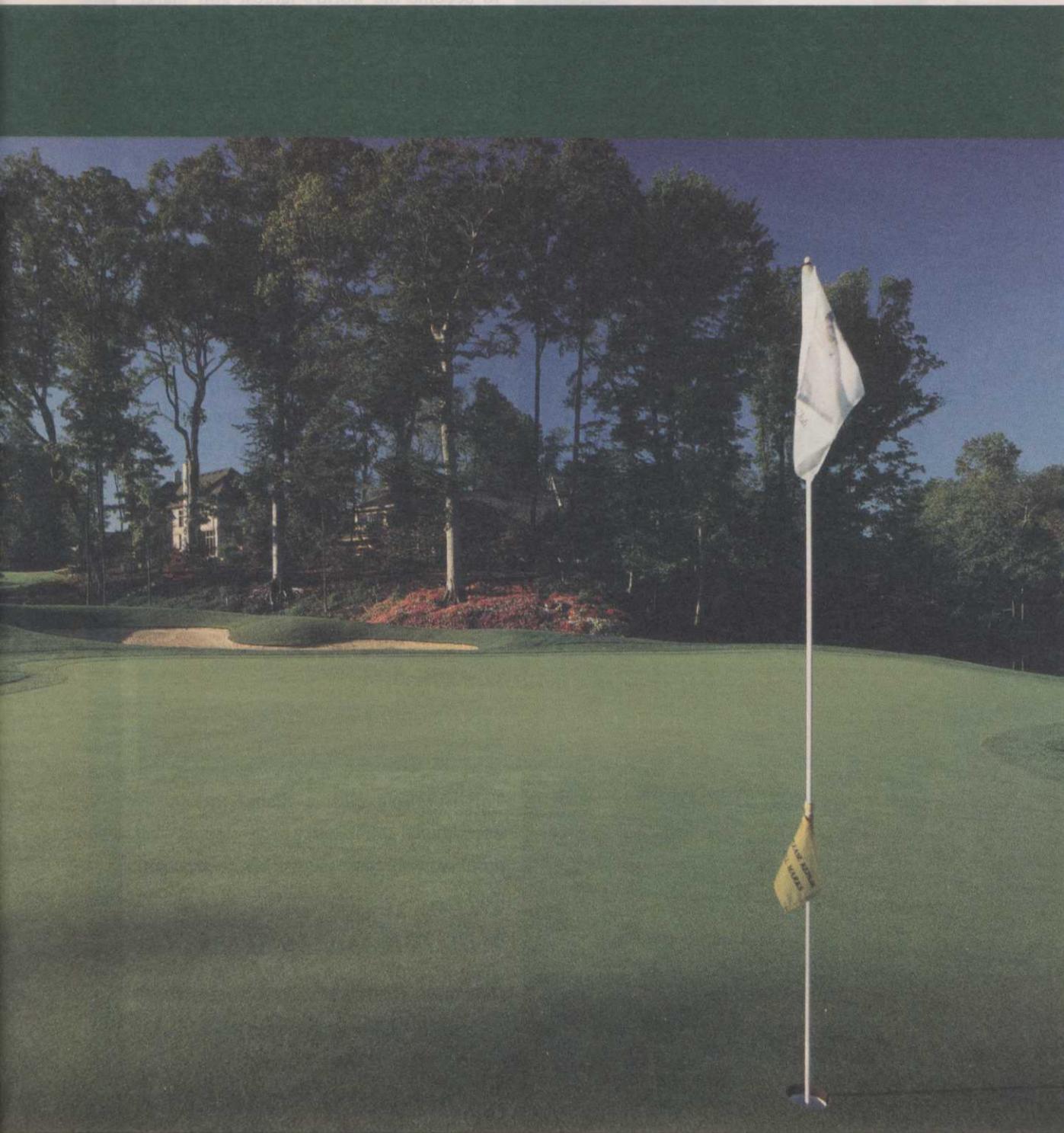
"We have found that public-access courses have a different pattern when it comes to buying decisions. Because the Forum will draw attendees from all points of the buying triangle — superintendents, owners, developers and managers — vendors and suppliers seeking to reach the public-access golf facilities 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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## Von Brecht comment: Anniversaries

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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

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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

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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

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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

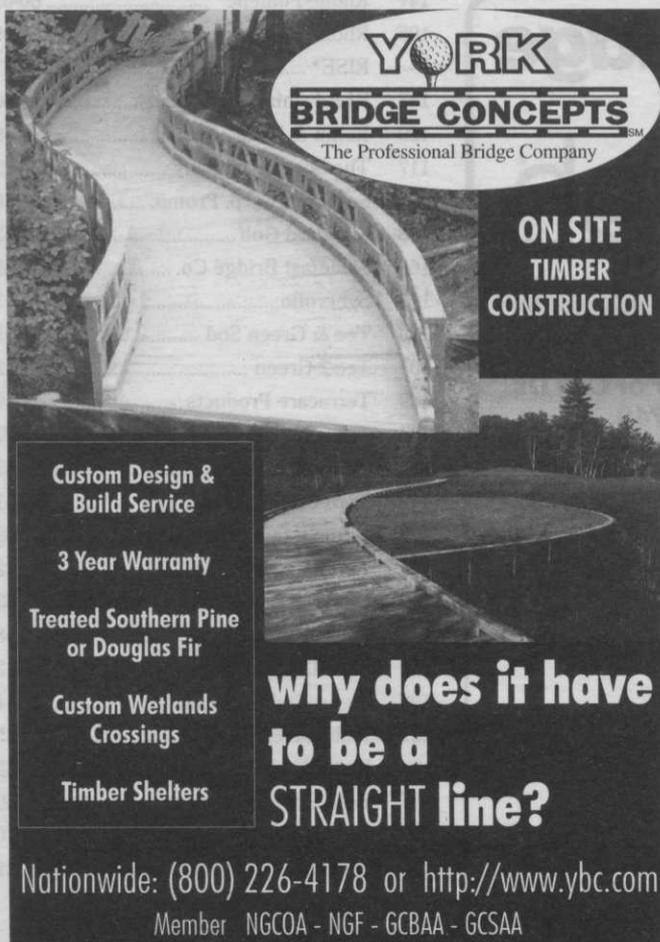
PALM COAST, Fla. — Grand Haven officials are hoping to break ground for the Jack Nicklaus Signature 18-hole course sometime in August.

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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