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Fred Couples (left) and Gene Bates are collaborating on a unique daily-fee project in California. See page 64.

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Piece of the pie

More and more designers trade fees for ownership slice

By PETER BLAIS

With new course financing still difficult to obtain in some cases, architects and builders are increasingly willing to take an ownership interest in a project, either as part of the original development team or in exchange for all or part of their fees.

Michael Hurdzan, P.B. Dye and Bob Cupp are among the architects/owners. Landscapes Unlimited President William Kubly is probably the most active builder/owner.

"The main reason we're willing to get involved is that golf is a good business," explained Hurdzan, who owns part of three golf facilities. "If it were a bad one, we wouldn't do it."

Professionally, Hurdzan believes ownership increases an architect's credibility with clients by providing insights into golf

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Progress at EPA? Maybe

By HAL PHILLIPS

WASHINGTON, D.C. — "They have a new way of handling data that has sped up the entire process," said AgrEvo's George Raymond. "Turn-around times on a number of submissions have dropped from 18 months to six."

Added American Cyanamid's John Thomas: "When they heard the arguments we posed regarding increased safety, they accelerated their review process and put us on the fast track for registration."

Could these people be talking about the Environmental Protection Agency (EPA)? Amazing as it may seem to golf industry veterans familiar with the lengthy, multimillion-dollar registration process, yes.

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DESTINATION: ORLANDO

SPECIAL GCSAA SECTION

- Comprehensive show & conference schedules
- Updates on bylaws, candidates
- Profiles of award winners
- Helpful party hints
- Speakers, show entertainment and more!

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Arthur Miller

Environmental debate assumes center stage

By J. BARRY MOTHES

ORLANDO — It's 8 a.m. Friday at your golf course. Pithium is raging. A shot gun start member-guest golf tourney is set to start in 30 minutes. As golf course superintendent, you decide to go with a quick pesticide treatment. At a post-tourney barbecue, several golfers complain of headaches and vomiting. Do you tell them about the morning pesticide application?

The above scenario was a quick off-the-cuff creation by Dr. Frank Rossi, a turf professor at the University of Wisconsin-Madison. But it's exactly the kind of thing Harvard law professor and frequent TV legal commentator Arthur Miller can be expected to spring on a panel of golf industry and environmental experts at this year's Environmental General Session panel at the Golf Course Superintendents Association of America International Conference and Show.

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The stunning Maroon Creek GC in Aspen, Colo. — one of the projects which earned Landscapes Unlimited and its president, Bill Kubly (below), Golf Course News Builder of the Year honors.

THE ENVELOPE, PLEASE...

Landscapes named GCN's Builder of the Year for 1995

By MARK LESLIE

LINCOLN, Neb. — The Perfect 10. No one has come so close to achieving it as did the 1995 Builder of the Year — Landscapes Unlimited, Inc.

In Golf Course News' annual survey of developers and architects, Landscapes, which lost the crown last year to Paul Clute & Associates, regained the title. In doing so, Landscapes averaged 9.72 on a 10-point scale in balloting of its 1995 clients — the highest average ever in the 7-year survey. Eleven clients, judging in the eight categories, gave Land-

scapes 10s in 70 of a possible 88 votes.

Wadsworth Golf Construction Co. of Plainfield, Ill., which won Best Builder the first three years of the survey before relinquishing the title to Landscapes in 1992 and 1993, finished second with an average of 9.25.

Following Landscapes and Wadsworth in the voting were, in order, Niebur Golf of Colorado Springs, Colo., with a 9.12 average; Clute of Hartland, Mich. (9.08); and Fairway Construction of Temecula, Calif. (8.74).

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Phil Arnold photo

EPA improves?

Continued from page 1

EPA appears to have made monumental strides — not only regarding the speed with which it handles registration applications, but its flexibility exhibited during preregistration. Much of the credit goes to the newly organized Office of Pesticide Programs (OPP), comprising the Registration Division and the until-recently experimental Biopesticides and Pollution Prevention Division (BPPD). The latter division, now permanent, has proved an unqualified success. BPPD was formed in November 1994, on a trial basis, charged with a number of missions: promoting pollution prevention; increasing adaptation of IPM techniques; encouraging the development and use of safer pesticides; accelerating the registration of new biological pesticides; managing the reregistration actions for all biological pesticides; and reducing pesticide use.

While the latter directive might rankle some, BPPD has, by and large, proved popular among turf & ornamental manufacturers and formulators, who've responded by bringing more reduced-risk products to market.

"BPPD was formed as a pilot division to take on the biochemicals, biologicals and microbial pesticides — those that pose less risk — and get them to market in a more expeditious manner," explained Leonard Coles, special assistant to the director of the OPP's Registration Division. "We've tried to expedite review of chemicals that represent reduced risk, and those that might replace a cancer-causer or ozone-depleter, like methyl bromide."

"We've had good feedback from the industry. And why not? They lobbied to get it. We formed it and now it's a permanent division."

According to Coles, BPPD registered 41 chemicals — including 19 biological pesticides — during fiscal year 1994, a one-year record at EPA.

Industry observers have also sensed a new spirit of cooperation at OPP. Whereas EPA in general, and OPP in particular, have traditionally been viewed as obstructionist, they are now showing signs of accommodation — especially when it involves registration of reduced-risk pesticides or replacing currently-registered-but-highly-toxic products.

"We felt that we did get a speedy review of Pendulum Plus Fertilizer because of the approach we took," said Thomas, American Cyanamid's senior product development manager for Turf & Ornamental. "We had tried to attain a registration for a broad range of factors under one label. Instead of saying, 'No way. Try again.' EPA came to us and provided a lot of guidance as to how to proceed quickly."

"In that same vain, we originally sought a registration for Pendulum Plus a particular grade of fertilizer. Once we had that, we wanted to market a whole range of fertilizers with that same amount of Pendulum. EPA said we didn't have to go back and wait

for individual approvals for each type of fertilizer.

"We just received registration for Pendulum 2-percent granule [for flower beds]. Here again, EPA's response for that particular product was extremely rapid. I was amazed."

A large measure of what EPA has accomplished, much of it through BPPD, can be traced to mere practicality, furthered by this new spirit of cooperation. EPA certainly has an agenda: to register more reduced-risk products. The industry also has an agenda: to register products more quickly and cost efficiently.

While EPA and the chemical industry have long been at cross

purposes, it seems their strategies have begun to overlap.

"What we're looking for is the best products with the least impact: decreased use rates per acre," said Raymond, AgrEvo's marketing manager for specialty products. "And EPA has streamlined its processes; by allowing data submitted on computer disks, by allowing communications via computer, etc."

"A lot of it is common sense, like our product that was recently registered, Prostar Plus, which is a mix of Prostar and Bayleton. It controls dollar spot and brown patch. We got it through on one of EPA's new rules: If there are two packages, two existing reg-

istrations in one box, they consider it two existing registrations — not a new one. So we didn't have to bother with a whole new registration process."

"Another thing they've done differently: The water-soluble film we've been using is more easily registered now because EPA considers it an inert ingredient. At one time they wanted a whole new toxicology package."

Reduced pesticide use — one of EPA's most controversial goals under the Clinton Administration — assumes a less ominous tone in the context of its Safe Pesticide Policy (SPP), which gives fast-track treatment to products that might replace

more-toxic chemicals already registered by EPA.

"It pits one product against another," said Thomas. "Here's an example: We have this product, RH-0345, jointly developed by American Cyanamid and Rohm and Haas. It's a new class of insecticide chemistry for grub control that is significantly safer than the currently registered organo-phosphate (OP) insecticide."

"EPA is looking to find replacements for the OP chemistry. When they heard the arguments we posed regarding increased safety, they accelerated the review process and put us on the fast track."

"It could save us a year or more of the registration process."

We'll keep the pesticide industry from becoming a victim of air pollution.



Ahh, television news in the 90s.

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