

Golf course superintendents never die, they just ...

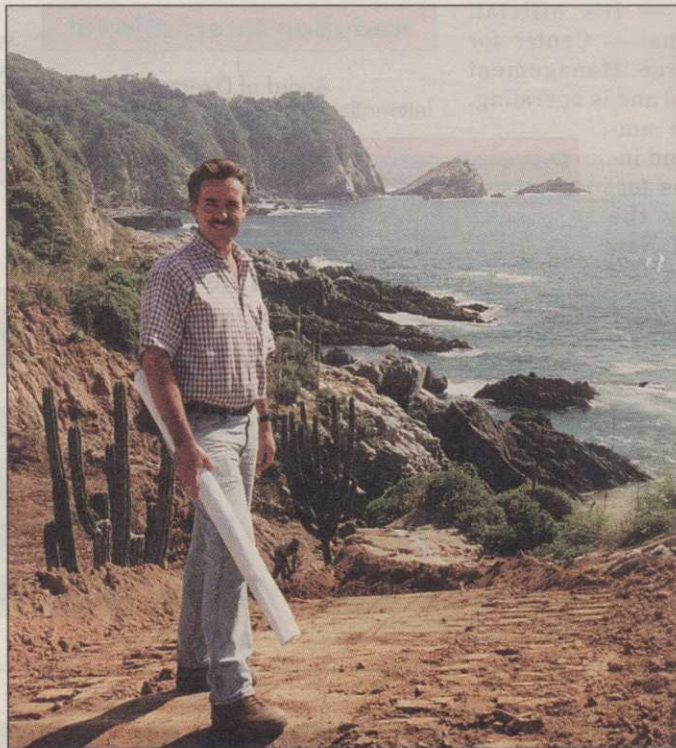
By MARK LESLIE

Retirement? What retirement? Sherwood Moore, Mel Lucas, Richie Valentine, Dave Fleming and countless others have redefined the word "retired" for golf course superintendents. It seems the career path of the superintendent does not lead everyone to retire and then just hang out.

Talk to Lucas and he is off to Austria or Hungary, advising a golf course builder or sod grower. Talk to Valentine and he's consulting with some superintendent in Pennsylvania on how to beat the drought. Talk to Fleming and he's off to Mexico or Costa Rica to design a golf course and advise on both its maintenance and management. Meanwhile, Moore is in Egypt — whose golf courses can be counted on one hand — consulting with developers new to the business of golf.

"Some guys who have stayed in the field are doing super things in retirement," said John Ebel of Barrington, Ill., who "retired" in 1990 only to spend the next three years overseeing a renovation at his old employer, Barrington Hills Country Club.

"I tried retiring after '89," said Valentine, who was superintendent at Merion Golf Club for 40-odd years. "The club gave me a nice party and so did the Philly Golf Course Superintendents Association."



Superintendent-turned-designer David Fleming on site in Mexico.

tion. And I thought, 'Is that all there is?'

"How much fishing can you do?" he added, explaining why he opened Valentine & Sons Turf and Landscape Supplies & Services. "Some retired superintendents have gone on to very successful consulting businesses here

and abroad. Others have taken sales positions with golf-oriented companies. And a few have even started landscape or turf-related businesses. In most cases, they've found some way to keep their hand in the golf business."

Rewarding, exciting and ever-

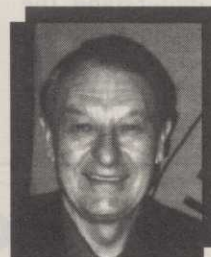


'How much fishing can you do?'

— Richie Valentine

'It's still wonderful to shape and mold and work with the soils that create a golf course.'

— Mel Lucas



'I didn't want to quit cold, so I phased out.'

— John Ebel

changing experiences have lured Lucas and kept him globe-trotting since "retiring" from his post at The Garden City (N.Y.) Golf Club. "I have met the finest cross-section of people in the world," said the former presi-

Continued on next page

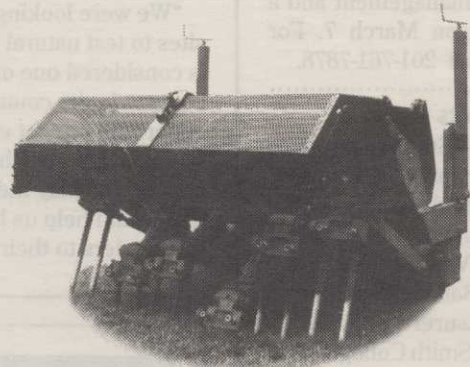


Life is short. SOD IT!

WEST COAST TURF

GROWERS AND INSTALLERS OF PREMIUM QUALITY SOD AND STOLONS

P.O. Box 4563, Palm Desert, CA 92261 (800) 447-1840



Introducing the new thinner, sleeker Verti-Drain.®

The new model 205.150 trimmed down version is a beauty to behold. At only 60 inches working width it easily fits through gates, over bridges and in all sorts of tight areas, including your budget. Built with the same integrity you've come to expect from Verti-Drain. All this and it still goes 16 inches deep, proving once and for all that beauty is thin-deep.



VERTI-DRAIN®
Works like a pitchfork, only better.

Emrex, Inc., Box 1349, Kingston, PA 18704 (717) 288-9360

CIRCLE #120/BOOTH #3283

Un-retired superintendents decide not to go fishing

Continued from previous page
dent of the Golf Course Superintendents Association of America. "The people who are building or making the monies available to build golf courses ... personify the qualities of wealth and ability to get things done. These [un-retired] golf superintendents live in that arena and it's a nice arena. We don't have the wherewithal to do these projects, but we're a very integral part of it."

"We are invited and involved with so many marvelous functions that go on with golf course developments. It's a rewarding situation to be able to rub elbows with some of the major people in the world. And to travel and live in the rural climates of countries that the general tourist doesn't get to. Plus, we get to meet people and work with their soils, and help build a growing green-keeping profession [abroad]."

Valentine, who with his father led Merion's greenkeeping duties for most of a century, ascribed superintendents' bent on staying involved in golf as "liking the job and loving the outdoors."

"Building golf courses and making them work is always marvelous," Lucas said. "It's still wonderful to shape and mold and work with the soils that create a golf course."

"It's a love of the land, really," said Fleming, the former superintendent at Singing Hills Country Club in El Cajon, Calif., where he now operates Golf Properties Design, combining his agronomic know-how with course design skills. "You can't beat the first 20 or 25 years of my life: Get up every day and meet the sunshine. It doesn't get any better than that."

"A lot of us grow through that and look for other opportunities, challenges and desires. But our roots are still with the ground, golfing operations and the people in golf. Also, golf course superintendents, in particular, are a very close group of people."

...

Lucas thinks this continued involvement is a generational phenomena that will disappear with the younger superintendents.

"We, in my time, had blinders on and didn't know much but work," Valentine said. "Get up at the crack of dawn and get over to the club... We became creatures of habit. Work was our way of life. I didn't know what to do if I did take a week off. Today, I see superintendents vacationing in July. If we had done that, we would have returned only to find our desk and chair out in the parking lot. Twenty years from now, guys will retire and stay retired."

But many may follow Ebel's
GOLF COURSE NEWS

example. "I didn't want to quit cold, so I phased out," he said. "The club was about to carry out a master plan we had worked on for several years. I told my chairman I was looking forward to retiring but didn't want to miss the exciting things that were to go on. They agreed I could take charge, and it worked out good for both sides."

And others, like Fleming, may use their knowledge to expand into other careers.

Besides course architecture, Fleming designs landscaping and water features as well as wetlands for mitigation banking.

"When you come down to it," he said, "the presentation of a golf course is always in the hands of the superintendent. It's been good for me because I've been able to apply my field experience back to the concepts of design. How many designers are certified golf course superintendents or certified pesticide applicators?"

Seminar focuses on tree care

PHOENIX, Ariz. — Artistic Arborist, Inc.'s Equipment & Supply Division will conduct a seminar here on tree health management on March 14.

The 9 a.m. to 4 p.m. seminar will be conducted by Dr. Terry A. Tattar, a professor of plant pathology at the University of Massachusetts' Shade Tree Laboratory.

Tattar will speak on the tree as a system; important pathogens of trees and the diseases and other problems they cause; the nature of fungi; over- and under-care by humans; preventive maintenance; methodology and standards; spraying and pruning foliage; surface and subsurface roots; micro-injections of the stem or trunk; and how to promote tree health.

More information is available from Artistic Arborist at 706 W. Montecito, Phoenix, Ariz. 85013; telephone 602-263-8889.

Introducing our new 1996 DS Electric with PowerDrive Plus.™

[Launching pad not included.]



Our PowerDrive® tech-

nology has really taken off. Last year, we created the PowerDrive System 48™, the world's first 48-volt electric golf car operating system. It's the standard by which all other electric cars are measured.

And for 1996, we've developed a new DS Electric system – PowerDrive Plus.™ It features all the advantages of our original PowerDrive System 48. Plus we've added greater hill-climbing power, with controlled downhill speed for safer operation, and power regeneration to help the batteries last even longer. In fact, we back our exclusive 8-volt batteries with a 4-year, 800-round limited warranty.

Which system is best for you depends on the number of hills on your course and their grades. Let your Club Car representative help you decide. For a test drive, give us a call at 1-800-643-1010.



Golf's Driving Force.

Club Car®