GOLF COURSE NEWS

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Davis Love III's first design effort, Ocean Creek at Fripp Island (S.C.), is part of last year's record new-course crop. Story page 5.

Warren Grant photo

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Reel News: Real Technology

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LIKE FATHER...
Bruce Williams (left), superintendent at Bob O'Link in Chicago, will assume the GCSAA presidency next month, following in the footsteps of father Robert Williams (right), who led the association in the late 1950s. For the story on this dynamic, dedicated father-son duo, see page 15.

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Course a day? That's chicken feed

Last year's new openings total 400-plus; 500 in '96?

By HAL PHILLIPS

More than 400 golf courses opened for play across the United States in 1995, a one-year record that will likely stand for a mere 12 months. The National Golf Foundation (NGF) projects between 400 and 500 new facilities will come on line during 1996, as more than 700 courses are under construction and financing options abound.

"The majority of openings are occurring in the heartland," said Rick Norton, the NGF's vice president of operations. "This region benefits from the highest participation rates in the country, and it has relatively inexpensive land. That's what I like to call a golf-sustaining culture."

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New openings	9-hole	18-hole	Total
Daily-Fee	86	99	185
Municipal	12	22	34
Private	6	19	25
Totals	104	140	244
Expansions			
Daily-Fee	84	8	92
Municipal	18	1	19
Private	24	4	28
Total	126	13	139
Grand total	230	153	383*

* Source: National Golf Foundation (through Oct. 5, 1995)

Myrtle Beach to hit century mark amid oversupply fears

By PETER BLAIS

MYRTLE BEACH, S.C. — One would think the opening of the 100th course here sometime this year would be cause for celebration. But for some, it's a matter of concern.

Even with a healthy surge of golfers visiting Myrtle Beach, the eight additional courses scheduled to come on line this spring could mean fewer rounds per course and smaller profits, according to figures provided by the Myrtle Beach Tourism Coalition, a local group comprising tourism industry representatives.

According to the Coalition's 1994 figures, golfers played 3.8 million rounds here, an average of 44,186 rounds per course. If 1996 projec-

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ARBOR CARE
Tree maintenance is best accomplished in late winter/early spring, so now is the time to start planning your pruning strategy. For the first in a two-part series on tree care, see page 15.

PGA aims for new management standard at Reserve

By MARK LESLIE

PORT ST. LUCIE, Fla. — "Automatic adrenaline." That's how the head golf professional describes the PGA of America's new home golf course.

"It's a showplace," Bill Cioffoletti said of PGA Golf Club at The Reserve which opened here Jan. 1. "Our mission is to meet and exceed the expectations of every golfer who comes through here."

To achieve that mission, Cioffoletti and boss Marty Kavanaugh, two acclaimed PGA golf professionals, brought together a core group of pros from a cross-section of the best merchandising facilities. They drafted a training program... sat down with course architect Tom Fazio and clubhouse architect Viorel Florea... worked with Club Car to design a state-of-the-art golf car storage structure and with superintendent Rick Wise and Toro to build a user- and environment-friendly maintenance facility. And, *voila*! When the world welcomed in the Year 1996, it also welcomed what the PGA hopes will soon be a model for the country.

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GCSAA BYLAWS

Membership vote takes center stage

By PETER BLAIS

ORLANDO — Two proposed bylaw changes — one requiring head superintendents to belong to both their national and state associations, and a second setting assistant superintendent dues at half the fee charged head superintendents — will be on the ballot at February's Golf Course Superintendents Association of America (GCSAA) annual meeting here.

The first change would require all head superintendents joining a state or regional chapter after July 1, 1997, to also join the national association. Assistants, associates, affiliates and other members would be exempted from the dual-membership requirement. Head superintendents joining a local chapter before July 1, 1997, are grandfathered and would not be required to hold dual memberships in the local and national associations.

The dual-membership recommendation emerged from September's chapter

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