

GOLF COURSE NEWS

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INSIDE

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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

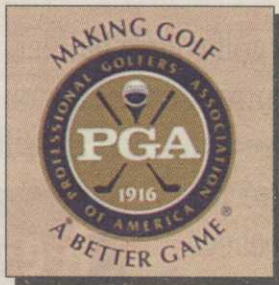
By MARK LESLIE

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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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

PGA standards

Continued from page 1

"What would please us more than anything," said Kavanaugh, senior director of operations and 1992 PGA Golf Professional of the Year, "is that we would do something [other pros] would want to copy. We will stand with open arms and ask if they can tell us a better way. And some day we **will** have a facility that is a model because we will have added input from all the best operators in the country.

"Our members are going to have a lot of suggestions. We

hope they feel this is their home and they can make suggestions to make their home a model. Bill's going to be a sponge."

Its essence being to make the golfer's visit easy and friendly, The Reserve already operates with some seldom-seen standard operating procedures, such as:

- Instead of the pro shop, the hub of the operation is a "welcome pavilion" in the most visual object on the property — a 55-foot-high landmark clock tower.

"You will never have to guess about what to do with your golf

bag, where to park, where to check in," said Cioffoletti, Golf Professional of the Year for the Southwestern Chapter South Florida PGA in 1992. "You drive directly to the clock tower. A member of the hospitality team takes your clubs and determines who you are. Once we have your name, we tag your bag and give you your folio. This is like a hotel's room-key folio, for charges and spelling out your tee time and where your golf bag and golf car are. If your wife calls and leaves a message for you, that will be in your folio, also."

- The PGA borrowed technology from other industries, Kavanaugh said. "We're handling clubs like an airline handles luggage. And we're handling your day of play in a way we borrowed from the hospitality industry. When you check into a hotel, you sign for charges throughout your stay. When you make a reservation here ... you simply receive your member card and go out onto the golf course. When you go into the restaurant or golf shop, you show your member card and sign for the charges. At the end of the

day you are billed automatically."

- Telephone calls for tee times are directed to the welcome station, not taken at the golf shop. The golf shop therefore is a point of sale.

- The clock tower sends a speed-of-play message, allows for a starter for tournaments, and provides a landmark so no one ever gets lost.

- The Reserve staff suggests to its guests what is the best set of tees for them to play.

- The facility is laid out so golfers wanting only to practice putting or hitting range balls don't have to park and walk a long way.

- The practice range has ball machines.

- The courses meet Americans with Disabilities Act standards.

- At the 9th tee and driving range golfers can call in an order to the restaurant.

- Club-adjusting is available in the pro shop area.

- The clubhouse contains men's and ladies' changing and shower rooms.

- A colored flag system marks cup locations, all sprinkler heads are marked and golfers will have "a great yardage card," Cioffoletti said, explaining a decision to wait to see what computer/laser/yardage system is best.

- Like cars on a railroad train, three golf cars at a time can be linked to be pulled to a wash station, each with a hand-washer and drier. Developed by Club Car, the golf car structure stores 150 cars and is kept cool by cross-ventilation to improve battery-charging.

- Some 1,500 square feet of walkways are covered for shade and in case of rain.

- Detailed training programs are in place for employees.

- The courses are members of the Audubon Signature Program.

- The irrigation system can water the entire course in eight hours and isolate sections for watering.

"This is the very first step to making this a cradle-to-grave site," Kavanaugh said. "We're going to have a learning center, some short courses. We think this is going to be the next golf mecca — the next Pinehurst."

"We think you can come in here as a 6-year-old. Take up the game of golf. Proceed from the learning center to the short courses — the par-3 and mid-length courses — to the championship site. When you get older, you can go back to the mid-length and par-3 courses."

Pete Dye has already routed par-3 and mid-length courses on the 580-acre property, which was donated by local developer Callahan Cattle and Land Co.

Cioffoletti said service will rule the day for golfers — whatever age, at whatever course, whether a PGA member or public player.

"Ultimately," said Kavanaugh, "we should look at it as we're providing entertainment. It's just that we only have two rides: the golf course and the golf cart."

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