

GOLF COURSE NEWS

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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

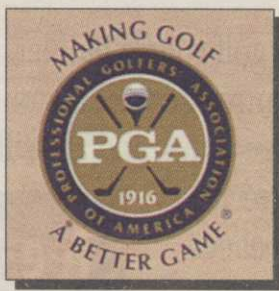
By MARK LESLIE

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

Continued on page 23

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

Membership tops bylaw decisions

Continued from page 1

Lawrence, Kan., and was approved by the national board of directors at its October meeting.

"We're trying to strengthen the local and national associations by doing this," said GCSAA President Gary Grigg. "Of the 95 chapter delegates at the Lawrence meeting, 90-plus were in favor."

There was opposition to the original Chapter Relations Committee proposal that would have required all head superintendents to hold dual membership

rather than grandfathering existing members, Grigg said.

"The initial idea that everyone be required to join GCSAA was a problem for many of us," said Bob Mitchell, head superintendent at The Greenbrier in White Sulphur Springs, W. Va., and delegate of that state's local chapter. "But pretty much everyone agreed on the July 1, 1997, compromise."

Sandy Queen, past president of the Kansas GCSA and head superintendent at Overland Park Golf Course, said he was one of

several people named to the Chapter Relations Committee two years ago who was likely to question any GCSAA efforts to extend its reach.

"I was skeptical at first," he said. "But eventually we came to the conclusion that if we wanted a strong national association it was in everyone's best interests for everyone to be members of both organizations."

As for the second proposed bylaw change, Grigg noted that GCSAA's 2,000 assistant superintendents currently pay the same \$210 annual fee charged the 10,000 Class A and B head super-

intendents. This is a hardship for many assistants since clubs are more likely to pay GCSAA dues for their head superintendents rather than their assistants and the \$210 is often a financial strain on an assistant's salary, he added. In theory, reducing dues to \$105 for assistants would attract more of them to the association.

"We'll take a hit on our budget over the next few years," Grigg said. "But we could eventually see twice as many assistants join. That will help us in the long run."

Meanwhile, GCSAA lawyers have been inspecting the association's often-ignored chap-

ter affiliation agreement and recommended several modifications, mostly having to do with protecting the national and local associations from lawsuits. No membership vote is required to alter the chapter-relations agreement and the national board recently voted to accept the modifications. To remain affiliated with GCSAA, local chapters must now:

- Legally incorporate.
- Purchase directors and officials liability insurance [between \$300 and \$600 annually if purchased through GCSAA].
- Require that the majority of local chapter board of director members be superintendents.

"We want to keep this a superintendent's organization," Grigg said. "Otherwise, the affiliation agreement will remain pretty much the same."

Beginning in January, local chapters will have two years to comply with the new affiliation pact — a one-year reaffiliation period, followed by three-month grace and nine-month probationary periods. If a chapter ever falls out of compliance, it will have a year to get back in line or lose its GCSAA affiliation.

As for Grigg, he will turn over the presidency to Bruce Williams of Bob O'Link Golf Club in Highland Park, Ill., at February's annual meeting. It has been a hectic year for Grigg, who began his term last February on the same day he was appointed head superintendent at Royal Poinciana Golf Club in Naples, Fla. The course is just finishing up a 36-hole renovation that included rebuilding all the greens, constructing new tees and bunkers and installing additional drainage.

"My message all year has been that superintendents need to become part of the decision-making process at the local and national levels," Grigg said.

He said he has spent much of his term carrying on the efforts to improve chapter relations initiated by his immediate predecessor, Randy Nichols of Dunwoody, Ga. A chapter relations department headed by GCSAA staffer Don Bretthauer and a regular newsletter for affiliated chapters are among the fruits of those labors, Grigg said.

Williamses

Continued from last page

Inevitably, there have been comparisons between the father and son who have overseen Bob O'Link the past 40 years.

"It's part of the deal," Bruce said. "For the first six to eight years I was referred to as Bob's son. That started to change between years eight and 10. After that, he was referred to as Bruce's son. He always told me to just bide my time, be patient and my day would come. It's different when you take over from anyone who has a reputation like my father's. You're not trying to walk on water, you're just trying to keep your head above it."

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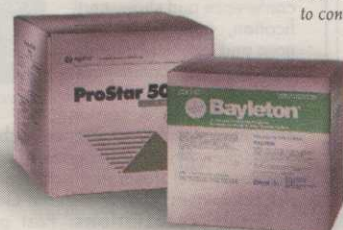


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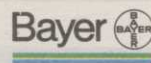
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