

# GOLF COURSE NEWS

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## New USGA service targets construction

By PETER BLAIS

FAR HILLS, N.J. — The U.S. Golf Association (USGA) Green Section will launch its new Construction Education Program next month with Mid-Continent Regional Director Jim Moore as director. Moore is developing materials, web site and seminar programs that will be available at minimal charge to developers, superintendents, course owners, club managers, golf professionals and others involved in building golf projects.



Jim Moore

"We know that many of the physical problems golf courses experience after opening occur because of things that were or weren't done when the course was originally built," Moore explained. "We want to be involved up front providing good information for

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Super Casey Crittenden at newly certified Beatrice (Neb.) CC.

Audubon  
beat goes on  
See page 20

## NTEP funding survives; Morris credits lobbying

By MARK LESLIE

WASHINGTON, D.C. — The embattled National Turfgrass Evaluation Program (NTEP) received good news from Congress in August when the U.S. House of Representatives and Senate passed an agri-

cultural appropriations bill that included — even added to — NTEP funding.

NTEP operates as an independent agent under the U.S. Department of Agriculture, but the USDA had proposed redirecting its entire NTEP funding to other research.

Citing effective lobbying from the \$30-billion turfgrass industry, NTEP National Director Kevin Morris said lawmakers actually increased the funding \$5,000 to \$55,000.

"We got a tremendous response from the letter I sent out [asking for industry support]," Morris said. "The Turfgrass Producers International and Golf Course Superintendents Association of America lobbied on our behalf at the Congressional level. It pushed the key congressmen. And that was really helpful."

Happy at the turn of events, Morris is nonethe-

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### WATERWORLD EAST

Man-made water features rival their natural counterparts at the Clyde Johnston-designed River Landing Country Club, a newly-opened club north of Wilmington, N.C. For story, see page 34.

## Pebble Beach courses seek solutions to salty effluent

By J. BARRY MOTHES

MONTEREY, Calif. — Relief may be on the way for anxious superintendents at seven Monterey Peninsula golf courses.

Since last fall, the group has struggled with discol-

oration, wilting and disease on their greens caused by a higher concentration of salt in the reclaimed water now being used as part of a highly publicized recycled-water project. Putting surfaces at the seven, high-profile sites are annual bluegrass (*poa annua*), which has proved to be the best turf to cope with the peninsula's cool, foggy climate. But *poa annua* is also very sensitive to salt.

A definitive course of action is expected to be taken by the end of this month, after an engineer-

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### FORUM PREVIEW

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Nowhere is this impact more evident than in customer service where upscale, daily-fee facilities operated by hospitality-trained professionals have upped the ante on their privately run, public-access competitors.

"What golf management companies have recognized is that we're in the hospitality business — like hotels are in the hospitality business," said Gregg Gagliardi, general manager and PGA pro at Lansbrook Golf Club in Palm Harbor, Fla. "The golf industry has never been known as a very high-service business,

Continued on page 44

## Priority One: Putting the customer first

By HAL PHILLIPS

CHICAGO — While management companies own or operate only 5 percent of the nation's golf course stock, their impact is felt throughout the industry.

# Golf Course Marketplace

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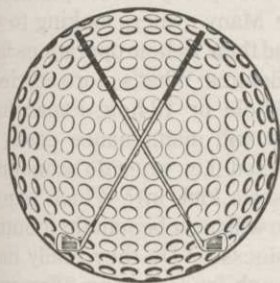
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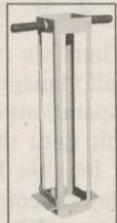
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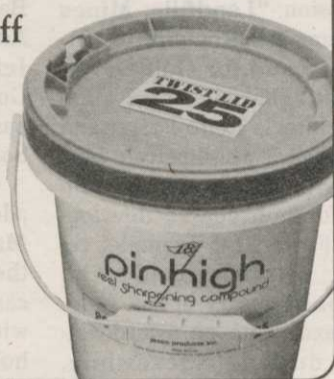


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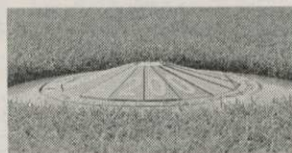
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## NTEP funding

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less frustrated at how turfgrass research is viewed in Washington. Pointing to an increase of \$200,000 in research funding for the USDA, he said: "So, the problem was not that there was no money to support our research.

"We've been able to state our case well. They know we're here now. But obviously we have some educational work to do. There needs to be follow-up, telling them our industry is important, too. Not that we need more funding overall, but we should get a proportionate share of it."