

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 9, NUMBER 3
MARCH 1997 • \$5.50

INSIDE

Mission Accomplished, Again

Survey says: Mission Hills has repeated as the Best Maintained Course on the LPGA Tour 13

GCSAA Show Review

Missed the big show in Las Vegas? Fear not. *GCN* provides complete coverage 31-39



NEW PARTNERS

Architect Dr. Michael Hurdzan (right) has asked long-time associate Dana Fry to join him in his growing Columbus, Ohio, practice. For story, see page 44.

COURSE MAINTENANCE

Pinehurst No. 2 and its new greens are ready 3
Going from Bermuda to bent just got easier 13
Special Mower Section: Silence is golden 27-30

COURSE DEVELOPMENT

Marsh teams with HNTB, opens U.S. office 43
Forse gets a crack at Wilson's Pine Tree 49
Farmers-turned-developers in the heartland 70

COURSE MANAGEMENT

Muni course operators: Good news from IRS 9
Matrix looks to foster public-private hybrids 53
Schmidt takes convoluted path to success 56

SUPPLIER BUSINESS

Zeneca & its distributors roll out Heritage 59
Midwest Rake acquires Accuform rights 61
A massive post-GCSAA product showcase 65-68

Fearis joins GCSAA order of ascension

By PETER BLAIS

LAS VEGAS — Blue Hills Country Club's David Fearis, 50, was elected GCSAA secretary/treasurer at the recent annual board of directors election here, meaning the Kansas City (Mo.) superintendent will eventually succeed new President Paul McGinnis and Vice President George Renault as leader of the national superintendents' organization.

The membership also voted in favor of a \$40 dues increase to \$250 for head superintendents (\$125 for assistants), but rejected a proposed bylaw amendment that would have created a new classification (C-V) for career assistant superintendents who would receive the right to vote at annual elections.

Fearis, a 29-year GCSAA member who has served on the board since 1993, bested R. Scott Woodhead,



Dave Fearis

Continued on page 39

Palmer Mgmt. moves toward franchising

By PETER BLAIS

ORLANDO, Fla. — Arnold Palmer Golf Management Co. has unveiled a franchise program that allows course owners to use the Palmer name and proprietary operating systems, but permits course owners to continue operating their golf facilities themselves.

"No one has provided management services to people who want to continue running their own courses, until now," said Palmer Chief Marketing Officer Joseph Redling. "We created this system specifically for them."

In exchange for an undisclosed annual franchise

Continued on page 58



Wetlands rulings send mixed signals

Had ground been broken today on Gary Player's Floridian in Stuart, Fla., the project would be subject to far stricter wetlands permitting.

Policy-makers hold key to development

By MARK LESLIE

WASHINGTON, D.C. — The country's hotly debated wetlands policies are in turmoil following contradictory developments issued in the early days of 1997: First, Nation Wide Permits for wetlands were tightened, then a court ruling weakened regulations limiting excavation of marshes and swamps.

According to experts, this upheaval may continue for the next two years, until the federal Environmental Protection Agency (EPA) and Army Corps of Engineers install a new set of Nation Wide Permits (NWPs). Golf course developers and oth-

ers are now dealing with two major changes:

- A revised NWP 26 [*GCN*, January '97], which reduces the number of acres a project can affect. In the past, a developer could impact 1 to 10 acres of isolated wetlands or stream headwaters. One acre could be affected without seeking permits. Under the new rules, permits are required for any impact of more than 1/3 of an acre. The 10-acre maximum of wetlands that could be affected has been cut to 3 acres.

- U.S. District Court Judge Stanley S. Harris, who ruled here on Jan. 23, has thrown out the "Tulloch

Continued on page 52



DELICATE WORK AT GLEN DORNOCH

Architect Clyde Johnston has unveiled the newest addition to South Carolina's Grand Strand. At Glen Dornoch Waterway Golf Links, now open for play in Little River, Johnston employed 26,000 feet of silt fence to secure the surrounding wetlands and waterfronts from construction activities. For the story on this and other Johnston projects, see page 49.

Factory stores meet market-specific needs

By HAL PHILLIPS

DALLAS — Factory stores here in the competitive Texas golf course market have shown how much distribution has changed, while simultaneously re-emphasizing the importance of independent distribution to the selling process.

Citing loss of market share, The Bloomington, Minn.-based Toro Co. has opened three factory stores serving the Dallas-Fort Worth, Houston and San Antonio markets. One of Toro's major competitors — Racine, Wis.-based Jacobsen Division of Textron — has also opened a factory store here in Dallas.

Yet executives at both firms are careful to point out that market-specific factors — not a loss of faith in traditional distribution channels — have prompted creation of these factory stores.

"This is not a trend," said Eddie Clark, who manages Professional Turf Products, Toro's three-pronged Texas distribution operation. "Toro's expertise is manufacturing and marketing. Distribution is the facilitator that Toro uses to take its products to market. We had lost quite a bit of market share here, so we decided we had to make a transition."

Continued on page 62