

# GOLF COURSE NEWS

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INSIDE

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## 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.

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## 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

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## 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

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## 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

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### 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."

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## Nedin garners Toro's Top Service award

PHOENIX, Ariz. — Toro's Top Service Achievement Award was presented to Jim Nedin of E.H. Griffith during its annual distributor convention here in December. The award criteria to reach this level is based on performance in customer satisfaction, reporting and working clearly with the manufacturer on continuous product quality improvements, and in product repair and training.

Nedin has been associated with the turf industry for 30 years. He's taught turf equipment seminars for 16 years. For the past 21 years he's been em-

ployed at E.H. Griffith, Inc., in Pittsburgh, Pa., as the service manager for Toro commercial turf equipment.

Nedin is currently serving his second term on Toro's Commercial Service Advisory Board. In 1987 he was the recipient of the prestigious "Mr. Service Award." In 1995 and 1996 he received Toro Top Service Achievement awards.



Jim Nedin

## Rain Bird hires Davidson, Seward

ASUZA, Calif. — Rain Bird's Golf Division, manufacturer of irrigation products for golf courses, has hired Dale Anne Davidson as a regional sales manager.

As regional sales manager, Davidson will develop sales of golf course irrigation products throughout an 11-state region in the North Central U.S. Her responsibilities include distributor

sales personnel development and product education of golf course architects, contractors, and irrigation consultants within the sales territory.

Rain Bird's Golf Division has also announced the hiring of Leslie J. Seward as area sales manager. In her new position, Seward is responsible for sales and distributor relations throughout the Southeast. Additionally, she periodically meets with golf course architects, contractors, and irrigation consultants to inform and educate them on the latest Rain Bird product developments.

In other Rain Bird news, the Golf Division has named Irrigation Supply Co., Inc. (ISCO) of Louisville, Ky., as the sole distributor of Rain Bird golf course irrigation products in Kentucky, southern Indiana and Tennessee. Founded in 1962 by Jim Kirchdorfer Sr., ISCO is the oldest irrigation supply company in Kentucky. Today, the distributor employs more than 55 people in ten locations throughout Kentucky, Indiana, Michigan, Ohio, Illinois and Missouri.



Kurt Templeton

### TEMPLETON JOINS NETAFIRM

FRESNO, Calif. — Netafirm Irrigation, Inc. has announced the appointment of Kurt Templeton as Northwestern sales manager, Landscape Division. Templeton will cover Northern California, Oregon, Washington, Utah and Idaho. Templeton joins Netafirm after a highly successful career with Makita Power Tools, where he specialized in dealer and distributor sales and support in the Western United States.

## Factory stores

Continued from previous page

They work with irrigation experts at the course, for example. They work with our account executives, who are financial experts. Then AEs come up with packages that tie it all together.

"We're trying to leverage our people and relationships to the one-stop shop... We're trying to build a system that's self-perpetuating. Today we're still in the infant stages; we've only been up and running for eight months. But it has been embraced here. The customers see we're trying to help them and be sensitive to their time."

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**SENSITIVE STROKES**  
Architect Ron Carl worked sensitively around wetlands at the newly opened Indian River Club. Located in Vero Beach, Fla., Indian River is only the third course in the world to be granted Audubon Signature status. The course also embodies the Environmental Principles for Golf Courses recently issued at the conference on Golf & The Environment (see page 16)

**on course costs**  
By MARK LESLIE  
Worried the cost of golf is starting to drive people from the game, the incoming and outgoing presidents of the American Society of Golf Course Architects have presented arguments that would lead developers to make harsh choices about their projects.  
Picking sides in a point-counterpoint atmosphere, Past President Jeff Brauer of Golfscapes in Houston and new President Denis Griffiths of Braselton, Ga., agreed construction costs have escalated too high but disagreed over the cure.  
"Ten years ago there were few upscale daily-fee projects," Griffiths said. "Everyone today is doing

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