

GOLF COURSE NEWS

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INSIDE

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The Women's Golf Market

The women's market is powerful and within reach for the golf industry. Karen Moraghan explains 9



MUNGEAM HITS HIS STRIDE

Like many young architects, Mark Mungeam started his career in construction. In 1987 he joined Cornish and Silva. Eight years later he was made a full partner. GCN spends a few moments with this rising star. See Q&A page 27.

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Audubon secures financial backers

By MARK LESLIE

SELKIRK, N.Y. — In its quest to develop perhaps 100 golf courses, the Audubon International Golf and the Environment Land Trust has found a number of individuals and two major federal government agencies offering land, and a partner has stepped forward to finance, develop and operate those facilities. Contracts could

be signed by the end of this year.

While the U.S. Army Corps of Engineers and the Bureau of Land Reclamation (BLR) are offering up tracts of land across the country, a newly created firm, The Golf Company, has stepped forward as Audubon International's (AI) colleague. The partnership promises to be the

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Fertilizer may reduce runoff, improve water

By LARRY LENNERT

MILWAUKEE — While Americans for years have feared that turfgrass fertilization may harm

groundwater, lakes and streams, groundbreaking new research shows that a dense, well-fertilized turf actually reduces nutrient runoff and may lead to improved water quality.

Prevailing wisdom has been that runoff during rains carried dissolved nitrogen and phosphorous from turf fertilizers into

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Diablo es Grande

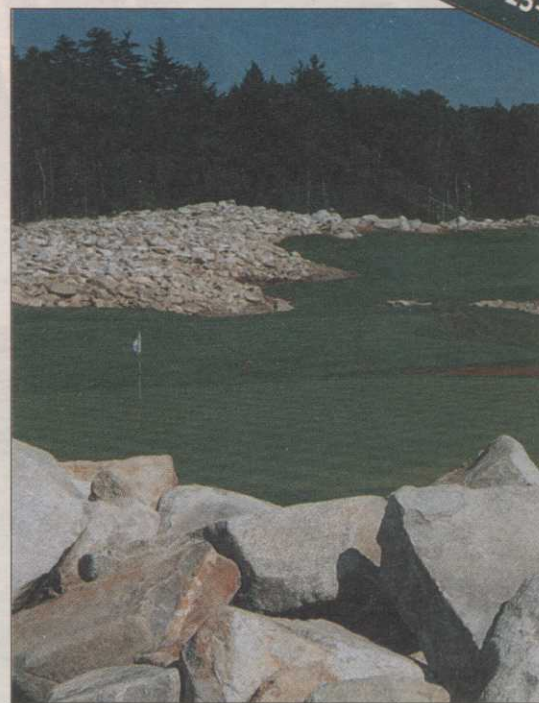
By M. LEVANS

WEST STANISLAUS COUNTY, Calif. — When Jack Nicklaus and Gene Sarazen team up on a course design, you know there's something big happening.

The two legends have put their heads together for the first time on the design of The Legends West Course, one of two courses in phase one of Diablo Grande development 20 miles outside of Modesto, Calif. The course is scheduled to open next month.

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PUBLIC GOLF FORUM PREVIEW
Product highlights and schedule, pages 25-26



ROCK ON, CLIVE

Clive Clark had a blast integrating the boulders in the design at Belgrade Lakes Golf Course. See story page 27.

Gagliardi highlights track

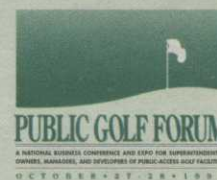
By PETER BLAIS

OAKBROOK, Ill. — He's started his own business, but that just means any renovations to the golf courses he operates will be of even greater importance

to Gregg Gagliardi, one of the high-profile Management/Marketing Track speakers scheduled to take the podium during the 1997 Public Golf Forum, scheduled for October 27-28 at the Oak Brook Hills Hotel & Resort here.

Superintendents, owners, operators and developers from throughout the country will attend the *Golf Course News*-sponsored forum aimed at

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DON'T GO LEFT

The 17th at Half Moon Bay was not designed for those who pull the ball. Natural land forms and the Pacific Ocean serve as the backdrop for this new Arthur Hills design. See story on page 31.

Public Golf Forum

Continued from page 1

at the public-access golf market.

During his session, entitled "What Renovations Can Mean to Your Bottom Line," Gagliardi will discuss which course amenities should be improved; how much should be spent; how much can be added to green fees because of the improvements; and how long it will take to recover the financial investment.

"Renovations are important because they enhance the services you offer, allowing you to receive higher green fees, food and beverage revenues, etc.," Gagliardi said. "The key to getting a renovation job done right is finding the right trades people to do the renovations."

Gagliardi, general manager for the past eight years of Lansbrook Golf Club in Palm Harbor, Fla., is the chief operating officer of Diamond Players' Club, a newly formed golf management and ownership company. St. Louis Cardinals' pitcher Todd Stottlemyre is among several owners, which includes well-known sports celebrities and successful businessmen.

Diamond Players Club strives to provide the feel of a private club in a public-access golf setting, Gagliardi said. The firm recently assumed management of the Belleview Biltmore Golf Course and Hotel, a Donald Ross-designed layout in Clearwater, Fla.

Alfonso

Continued from page 35

in a while, but with so few moving parts, it doesn't take long to fix it and it always comes back to work full speed."

"Why do you ask?"

The gentleman proceeded to tell me how he owned a range north of Springfield and that he was sure he was getting ripped off by his customers and thought installing a ball-dispensing device would cut down on pilferage.

You better sit down for the rest of this story.

I asked him how he dispensed balls now. He said his customers, "scoop em out of a trough."

Naturally, I asked him how his customers get the buckets to do their scoopin'. He said, "Jim stacks them next to the trough."

You guessed it, "Who's Jim?" I asked.

"He's the guy I gave the lot to next to the range in exchange for his mowing the range and picking up the balls and the buckets."

"Who collects the money?" I asked.

"They put the money in the box," said the man.

"What box?" I asked.

"The box next to the trough," he replied.

"Let me start over," I said. "How many employees do you have?"

His wife jumped in, "We used to be in construction. I had my fill of employees. We don't have any. No sir'ree. No payroll for me."

"What about Jim?" I asked.

"He told you," she said. "We traded him his lot for what he does for us."

"What about the upkeep of your building?" I continued.

"We don't have a building, just the trough," she responded.

Other topics and speakers scheduled for the 50-minute Management Track sessions include:

- *The "Speed of Play" Revolution* presented by David Pillsbury, executive vice president of resort operations with American Golf Corp. This session details an innovative program that integrates the management of tee sheet inventory with front-line service programs to revolutionize speed of play. Concentrated focus on the right services can positively impact speed of play and a customer's perception of a golf facility.

- *The General Manager: Figurehead, Department Head or CEO* presented by Jim Seeley, senior vice president of operations, Kemper Sports Management. The real responsibilities of the general manager and how to find one for a golf course will be discussed. Seeley is a former general manager and will analyze key issues relating to the general manager, ranging from hiring the right employees, to obtaining and utilizing the right training tools, to creating top-notch customer service.

- *Building Your Reputation, Building Your Profits* presented by Joseph Redling, chief marketing and operating officer, Arnold Palmer Golf Management. Owners have traditionally run their courses themselves or had to hire a management company to do so, until now. Arnold

Palmer Golf Management recently unveiled a novel franchise program that allows course owners to use the Palmer name and operating systems, but permits course owners to continue operating their courses themselves. Redling will discuss how this new franchising concept fits into the public-access market.

- *How to Get Widespread Publicity for Your Course* presented by Elaine Fitzgerald, president, Fitzgerald Productions. If done well, a publicity effort that's fun or unusual can bring more positive attention than paid advertising, often for less money. Fitzgerald, a sports marketing expert, outlines practical strategies for developing far-reaching publicity efforts that benefit the community and foster good will.

- *Operational Audits: Identifying the Opportunities* presented by Michael Zmetrovich, vice president of the Club Services Division at Executive Sports. Operational audits are designed to analyze and critique the physical, financial and operational conditions of a golf facility, which helps uncover critical opportunities and inefficiencies. Typically conducted by a third party, Zmetrovich will demonstrate how course owners can conduct their own operational audits, focus-

ing on the major businesses within a golf facility: operations, course maintenance/agronomy, retail sales, food and beverage, and overall management and marketing.

- *Increasing Your Outing Revenues* presented by Lisa Wohleib, vice president, Corcoran Jennison Hospitality. Often under-utilized, corporate golf outings can build clientele and increase course revenue, especially when positioned during soft times on the tee sheet. Wohleib, who has substantially increased profits at Corcoran Jennison, will discuss how to market to corporate groups, including creative direct mail and attractive collateral materials.

The Management/Marketing and Development tracks will join forces during a special 2 1/2-hour session entitled *Expanding Your Base: How to Get New Players into the Game*. Rob Tallman, marketing director of Nike Golf, will use demographic studies and marketing indicators to demonstrate how to attract two largely, untapped markets — junior and women players. Tom Kendrick, golf manager with the Hamilton County (Ohio) Park District, which operates seven county courses in Cincinnati, will then discuss the county's most successful programs for drawing new golfers into the game.

"So how do you get the money?" I queried.

"We go by in the evening and empty the box," he followed.

"How much do you get," I asked.

"Oh, on bad days about \$100, and on good days maybe \$200," he answered.

"Where do you get your golf balls?" I tried.

"I buy the cut ones from other ranges or just get the ones they throw away," he replied.

"So, let me see if I understand." I summarized. "You have a range, no employees, a trough, some buckets and balls, and you pick up \$100 to \$200 a day from your box."

The man said, "that's about it."

"Well, why in the world do you want a range servant?" I queried.

"I think some people are hittin' balls without paying," he answered. (Trust me on this one. I wanted to say, 'So what!', so bad, I had to bite my tongue.)

"Sir," I said, "let me give you some advice. Just hide out by your tee for a few days and count how many times people scoop from the trough each day. If the number of scoops times the price you charge per scoop is close to the amount you take out of the box each day, forget the range servant!"

"Oh yea, if you feel like the range is too much for you and your wife to manage, I'd be glad to talk to you about taking it off your hands. That is, as long as Jim will keep doing his thing."

I don't know if the guy ever bought a range servant. However, I do know I sold him all my old range balls for 10 cents apiece. But, most importantly I learned a lesson which has stuck with me to this day.

Sometimes, 'Bigger ain't Always Better!'

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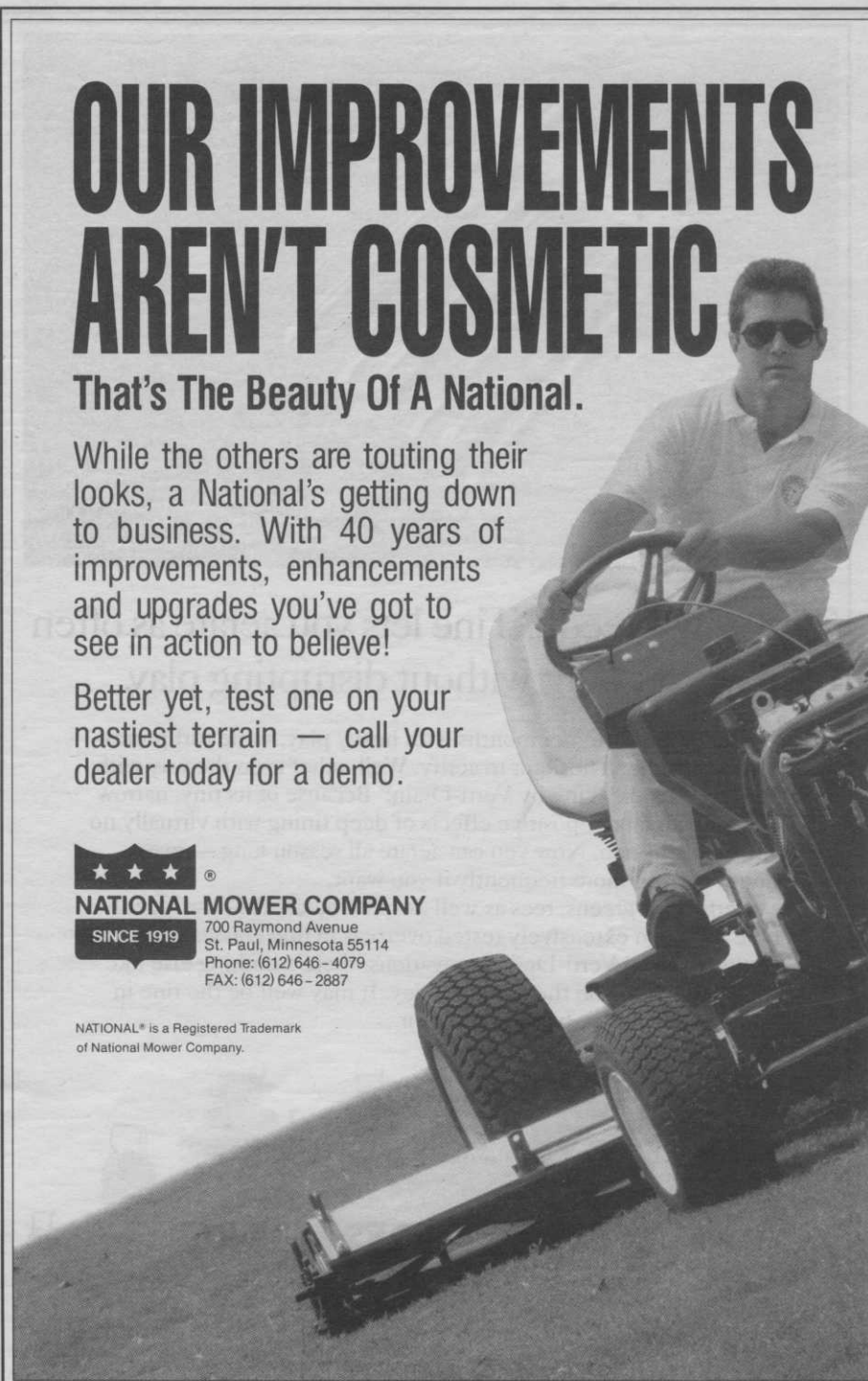
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