

GOLF COURSE NEWS

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INSIDE

The Design/Maintenance Bond

Turfgrass: The most important choice an architect can make. Hurdzan Part II 25

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

Continued on page 34

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

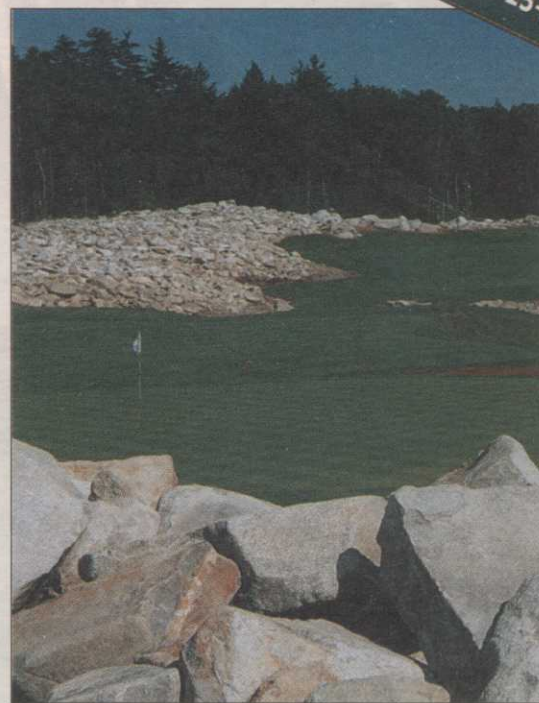
By M. LEVANS

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

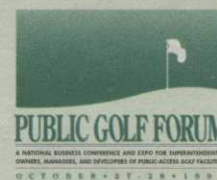
By PETER BLAIS

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

Continued on page 37



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.

NEW PRODUCTS

John Deere offers 4000 Series

John Deere's 4000 series of compact tractors offers big tractor features at a compact price. The 4100, first in the 4000 Series line, provides property owners and grounds care professionals with a heavy-duty tractor without the heavy-duty price tag.

Two models in the series are currently available, the 4100 Gear and the 4100 Hydro. The 4100 Gear offers an 8x4 gear transmission and a 17-PTO horsepower while the 4100 Hydro features a clutchless, high-performance hydrostatic transmission with 16-PTO horsepower. Turf and landscape professionals can spend more time servicing clients, not servicing equipment, with features like oil-cooled disk brakes that may never wear out. For more information, contact John Deere at 309-765-8000.

CIRCLE #211



John Deere's 4100



Smithco's Spray Star 3000

Smithco sprayer adds advanced controls

The Spray Star 3000, Smithco's 300-gallon turf sprayer, is now available with a choice of two different TeeJet control systems—the 844 and 855. These systems, made by the Spraying Systems Company, provide the Spray Star 3000 with application management which is among the most advanced in the industry.

The Spray Star's tank, constructed of impervious crosslinked polyethylene, with ultra-low profile and center-of-gravity, carries a 5-year warranty. Power is supplied by a 42hp, industrial-type gas engine. For more information, contact Smithco at 610-688-4009

CIRCLE #210

Excel expands decks

Excel Industries has introduced two new competitively-priced side-discharge decks to the Hustler family. With a choice of 60- and 72-inch models, the new decks are available for the 3000 and 4000 Series Front Mount tractors as well as the 2500 Mid-Mounts.

These new side-discharge decks offer a superb quality of cut, can be easily converted to mulching decks and can also be adapted to the Hustler BAC-VAC. For more information, contact Excel at 800-395-4757.

CIRCLE #213

Soil Tech announces Dynaweed

Soil Technologies Corp., a developer of environmentally friendly products for turfgrass maintenance, has released Dynaweed, an all-natural pre-emergence weed control product. The active ingredient in Dynaweed is a corn derivative which effectively inhibits the development of numerous grassy and broadleaf weeds in turf.

Dynaweed granules are used to stop germinating weed seeds during the early spring and early fall periods. In university research trials during 1991-1994, Dynaweed provided 91 percent control of crabgrass, 81 percent control of clover and 71 percent control of dandelion.

For more information, contact Soil Technologies at 800-221-7645.

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DEVELOPMENT: FROM THE COVER

Diablo Grande

Continued from page 1

At 33,000 acres — that's 42 square miles, or twice the size of the island of Bermuda — Diablo Grande calls itself the largest master-planned community west of the Mississippi. Once completed, Diablo will feature five residential neighborhoods, a polo and

equestrian center, 45 acres of vineyards (in the foothills of Oak Flat Ranch), and a luxury hotel and European spa.

"The facility could have up to seven golf courses," said Don Panoz, president of the Diablo development and owner of Chateau Elan in Georgia. Panoz is in the finishing stages of Diablo's first phase, 5,000 acres that will act as the hub, or village, for his final vision.

Diablo's first two courses are already in place.

In June, The Ranch Course designed by Denis Griffiths opened for play. Playing at 7,243 yards, The Ranch winds through the site's rolling hills and pristine ranch land. Phase one's second course, Nicklaus and Sarazen's Legends West Course, should open for play by the end of November — the last hole was seeded August 5.

"It's one of the bigger developments I've seen, and it's also one of the most remote that I've seen," said Phil Smith, the Nicklaus design associate who has seen the project through from start to finish.

"It's really not that far from the cities, but the roads you take to get to the site make you feel as if it's quite remote. And that's one of the selling points for the site. You really feel as if you're getting away from it all," said Smith.

"It's probably the most incredible piece of inland property I've ever seen," said Denis Griffiths. "It's a perfect piece of property for golf."

Smith agrees. "The native grasses are contrasted by the green oaks in the summer, then in the winter all the grasses turn green and the trees begin to lose their leaves. It's quite striking," said Smith.

A good piece of land, of course, makes the job easier for the designer, especially

Continued on page 46

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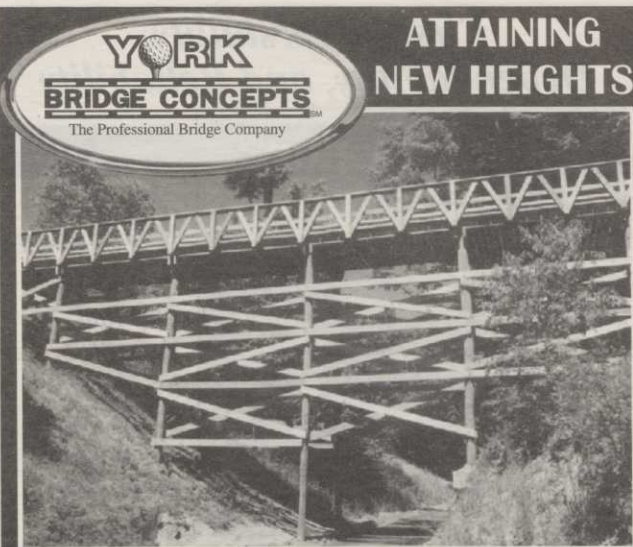
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CIRCLE #139

Diablo Grande

Continued from page 42

when there's an outstanding characteristic on which to base a design.

"The property was loaded with old California Oak trees when we first saw it," said Panoz, "and we didn't cut one tree when building either course."

"We worked very carefully to incorporate the trees into the strategy of the course," said Griffiths. "On the third hole the trees really mess with you. The whole strategy of the hole is dependent on the trees."

According to Panoz, there will be a total planting of 700-1000 trees on the two tracks over the next few years. "We've allotted 3,500 acres for a nature preserve with approximately 63 percent of the land devoted to wildlife habitats."

"We had zero wetland impact, all of streams had stream buffers on them, we used fescues and other native grasses and irrigated only 85 acres. We were very careful," said Griffiths.

If anything, said Webb Shaffer, superintendent of The Ranch Course, the development is seeing

wildlife come back to the area. "Wildlife disturbance has been kept to the minimum," said Shaffer. "We're actually seeing quite a bit of wildlife on the course, deer, coyote, bobcat, badgers, nesting eagles."

According to Panoz, work on the next four neighborhoods, which will stem off of phase one, are underway.

Women's market

Continued from page 9

they will spend, according to the Golf for Women magazine survey.

Sunriver Resort, which operates three 18-hole golf courses and the Sunriver Golf Learning Center, will serve as the model for implementing the criteria identified by the Forum. Since July, the Resort has conducted customer relations training, added women to its golf staff and reported 40 percent of its merchandise mix is women's clothing and equipment.

According to research conducted by the New York Times Magazine Group for Research Resource Center, women golfers "look at equipment differently and are more likely to be reached through non-traditional advertising and distribution channels than their male counterparts." Women are less concerned with equipment technology and seek more personalized service when making golf-related purchases." Therein lies the key to success with women and men.

The Sunriver Resort Women's Golf Forum is looking for other facilities that can be spotlighted in the industry and recognized as examples of women-friendly golf courses. A media relations campaign to raise awareness and offer solutions is underway. Members of the Forum are hoping to present their ideas to golf's major organizations and are particularly interested in working with developers, owners and operators of golf courses who are committed to attracting and keeping women customers. The Forum will convene again next year to measure progress and to develop future action plans.

The Golf for Women magazine study also offers excellent suggestions and definitive action steps that may be taken by golf course operators, golf professionals and manufacturers.

The criteria established by the Sunriver Resort Forum and the action steps outlined in the Golf for Women magazine study may be readily accomplished by a golf course owner or operator interested in attracting women. To quote Golf For Women, "Make the commitment. You will reap the rewards."

GCN LEGAL CORNER

Avoiding the traps

Continued from page 9

-action will depend upon a variety of factors, including: (i) the tax situation of the parties, (ii) the ability and interest of the community developer to transfer the property, (iii) closing costs, (iv) the needs of the project, and (v) the marketplace. Although there are other options, the two most common options are (i) sale of the property to the golf course developers and (ii) a long-term lease.

Either structure must address many of the same issues. The long-term lease provides the community developer with a fairly easy way to control three critical elements through provisions in the lease: (i) assuring quality maintenance of the course, (ii) restricting who will

operate the course through a limitation on assignability, and (iii) determining what happens if the golf course developer defaults. In the event of a sale transaction, these issues may be addressed in a development agreement which would identify the parties ongoing responsibilities to each other. In addition, transfer of title to the golf course could be delayed until the golf course is completed.



If the deal is structured as a long-term lease, the rent often will include a minimum base rent plus some form of percentage rent from income from the course. The community developer probably will prefer to earn a percentage of the gross income rather than net income from the course. Net income is more difficult to define and monitor and is subject to potential manipulation on the part of the golf course operator, since the operator controls the timing of the costs and expenses.

If the golf course developer has a good year, he might decide to spend extra money on course improvements in the same year in order to offset profits and pay less rent. If the rent is to be based on net income, the lease should include some covenants related to expenses in order to minimize manipulation. The golf course developer, on the other hand, only wants to pay percentage rent if the course is profitable. Otherwise, he may find himself in a situation in which he must pay percentage rent even though the course has lost money.

In either event, the parties should be careful to define what is included and excluded from the definitions of income and expenses. The lease should reference a standard such as GAAP (generally accepted accounting principles) and should provide a means of auditing percentage rent.

The community developer and golf course developer must agree on the structure of the transaction early in their negotiations, but there are several options that will work with careful planning.

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