

GOLF COURSE NEWS

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INSIDE

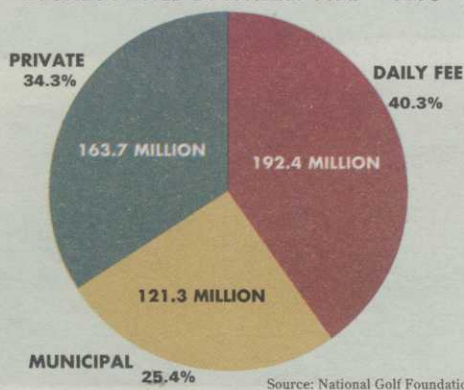
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It's a Small (Turfgrass) World

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ROUNDS PLAYED BY FACILITY TYPE — 1996



PUBLIC ROUNDS ON THE INCREASE

From 1986 to 1996, approximately two out of every three rounds were played at public-access golf facilities. The most growth occurred at daily-fee facilities, where the number of rounds increased by more than 23 percent.

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Audubon jumps into course development

By MARK LESLIE

SELKIRK, N.Y.—When Audubon International (AI) entered the world of golf, no one would have dreamed of the heights it is about to reach — no one except, perhaps, President Ron Dodson.



Ron Dodson

AI has created the Audubon International Golf and the Environment Land Trust to accept "real property interest" that will be used to facilitate development of Audubon golf

courses as environmental research and demonstration centers.

"We asked, 'Who better to implement our beliefs than us?'" said Dodson. "One of the criticisms we've had about our Cooperative Sanctuary System is that we

have no assurance that our

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One-stop equipment deals on rise

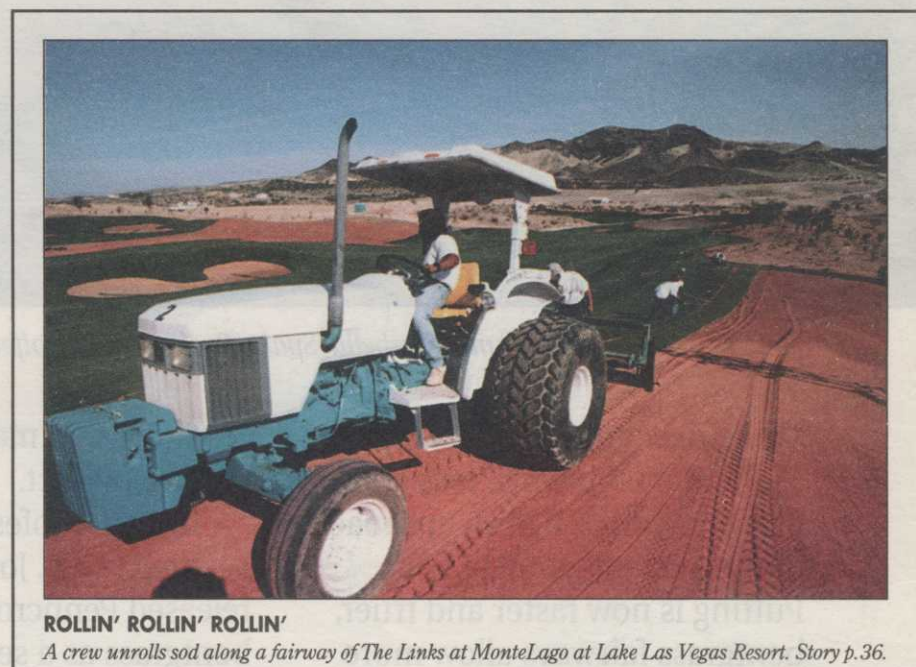
By M. LEVANS

BLOOMINGTON, Minn./LINCOLN, Neb. — As the industry sees more courses gathering under management umbrellas, the number of exclusive provider deals between management companies and manufacturers — including equipment, equipment maintenance and ancillary services — appears to be following suit.

In the past month, both the Toro Co. and Ransomes America Corp. have added substantial new agreements to their growing list of exclusive arrangements.

Toro cut a five-year deal with Whitbread/Marriott

Continued on page 48



ROLLIN' ROLLIN' ROLLIN'

A crew unrolls sod along a fairway of The Links at MonteLago at Lake Las Vegas Resort. Story p. 36.



TAKING GOLF TO THE STREETS

MetroGolf Inc., a Denver-based developer of golf learning centers in major metropolitan areas, has unveiled renderings of MetroGolf New York, a golf center to be built atop the Port Authority Bus Terminal located in the heart of midtown Manhattan at 42nd Street and 8th Ave. See story page 40.

Public Golf Forum sessions take shape

Maintenance Track: Technology steps into the spotlight

By MARK LESLIE

OAK BROOK HILLS, Ill. — Pioneering technology for quickly "mapping" a golf course to optimize irrigation and chemical and fertilizer applications is one of several topics in a full package of maintenance sessions planned for the 1997 Public Golf Forum here, Oct. 27-28.

Golf course superintendents around the country, taking advantage of special registration offers, are ex-



A NATIONAL BUSINESS CONFERENCE AND EXPO FOR SUPERINTENDENTS, OWNERS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES

pected to attend the forum at Oak Brook Hills Resort for public-access golf course superintendents, owners, operators and developers.

Along with a half-day session on "Biological Controls: Current Status and Future Prospects," led by Dr. Eric Nelson of Cornell University, they

Continued on page 19

Development Track: Player development can't be overlooked

By M. LEVANS

OAK BROOK HILLS, Ill. — Public-access golf courses are being developed in record numbers while player participation numbers remain stagnant.

Now, how are you going to develop a public course that will allow you to establish a solid customer base — and keep those customers coming back for more, giving you a faster return on your investment?

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Event covers GPS, biologicals, other new ground

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will hear:

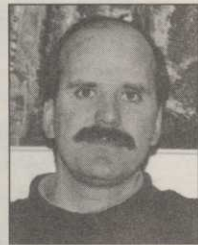
- Cal Roth, director of golf course maintenance for the PGA Tour's 16 Tournament Players Clubs, speaking on "the perfect maintenance complex." Roth and his superintendents have designed a sort of template that fits all needs and can be configured to fit any site.

- Ray Davies, regional agronomist for CourseCo Inc. in California and former president of the California Golf Course Superintendents Association, who will tell how to turn "a pain" into "a gain" by working in a positive way with OSHA regulations. He will share numerous opportunities to improve a maintenance operation while at the same time keeping government regulators happy.



Ray Davies

- Kevin Ross, director of golf course management at Country Club of the Rockies in Edwards, Colo., speaking on gizmos, gadgets and inventions that can make life a whole lot easier.



Kevin Ross

- Bob Brame, regional director of the U.S. Golf Association North-Central Region, who will draw on his latest experiences after the unique challenges of the summer to tell superintendents how to best battle the problems at their courses.



Bob Brame

- Terry Buchen, a Master Greenkeeper and president of Terry Buchen Golf Agronomy International, addressing the latest and best methods of maintaining bunkers and improving their drainage.



Terry Buchen

Meanwhile, the latest in the technology of "mapping" a golf course will be presented by Larry Rodgers, president of Larry Rodgers Design Group in Lake-wood, Colo.

Always at the forefront of technological advances that can be

applied to golf course irrigation and maintenance, Rodgers will discuss mapping a course quickly through the new marriage of Global Positioning Surveys and Geographical Information Systems technologies. He will demonstrate how the technology can be manipulated into

a Spatial Data Information system for use in irrigation central control, chemical and fertilization applications and robotics maintenance equipment.

The half-day seminar on biological controls will be led by Cornell's Nelson, considered a foremost researcher in this field

in the world.

He will be joined by Dr. Janet Anderson, director of the Biopesticides and Pollution Prevention Division of the federal Environmental Protection Agency, and Dan Dinelli, superintendent at North Shore Country Club in Glenview, Ill., who has been a part of several studies and field-research projects pertaining to various biological controls, including the BioJect system.

Atlanta AC

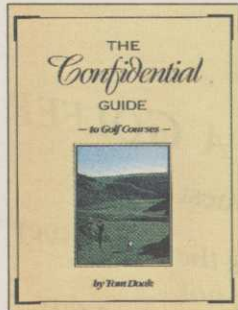
Continued from previous page even in that situation, Waller said he would sterilize to remove the risk of disease, weeds or other pests in new greens. "We paid more than \$2.5 million for the total renovation," he said. Pre-construction blending and sterilization "was a nice, inexpensive insurance policy."

GOLF COURSE NEWS BOOKSHELF

The Confidential Guide to Golf Courses

By Tom Dook

Written in the inimitable style of *Golf Magazine's* golf course design editor, this book describes, uncovers and rates more than 1,000 courses worldwide that the author has visited and photographed.



With more than 180 four-color photographs, it might be the best collection of worldwide photos ever published. It starts with a "Gourmet's Choice" selection of 31 of Dook's personal favorites, each by a different designer, followed by brief reviews of

courses from Pebble Beach, Calif., to Kebo Valley, Maine, and from St. Andrews, Scotland, to Joondalup in Western Australia.

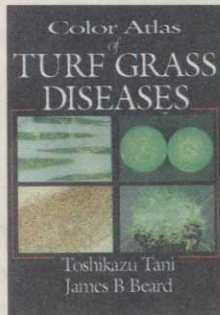
\$45.00, 400 pages, hardcover.

Color Atlas of Turfgrass Diseases on Golf Courses

By Dr. Toshikazu Tani

Contributing Author, Dr. James B. Beard

The *Color Atlas of Turfgrass Diseases on Golf Courses* presents more than 540 high-quality color photographs of all the major turfgrass diseases that occur on both warm- and cool-season grasses. It is international in



Toshikazu Tani
James B. Beard

scope. This book will likely become the standard color-guide to disease diagnosis and pathogen identification for golf course superintendents and turfgrass practitioners. No other book contains as many color photographs of this detail and quality. Helpful maps are included to assist in disease identification by providing geographical locations where each disease/pathogen is likely to occur. A unique feature of this easy-to-use field guide is that it also provides color photos of step-by-step guidance on diagnostic techniques for laboratory analysis which can be used by practitioners.

\$79.95, Approx. 250 pages, hardcover.

Guide to Golf Course Irrigation System Design and Drainage

By Edward Pira

As a working reference or as a textbook, the *Guide to Golf Course Irrigation System Design and Drainage* covers every important aspect of the subject in an easy-to-understand format. It is perfect for the practicing turfgrass manager, superintendent, consultant, sales representative, and student. Used in numerous academic courses for years, this is the first commercially-available version of a perennial best-seller, and is completely revised with new exercises, practical examples, numerous new figures, and expanded sections covering a wide variety of irrigation system components. A hands-on manual, it guides



Edward Pira

the reader through every phase of an irrigation program. Turfgrass managers and golf course superintendents will refer to this handy book often to plan effective irrigation systems, ensure appropriate capacity, easy installation, and practical operation and maintenance.

\$59.95, 400 pages, hardcover.

The Course Beautiful

By A.W. Tillinghast

This is a fascinating collection of original articles and photographs on golf course design by one of the masters. A prolific writer, Tillinghast delves into his philosophies on golf course design and maintenance, and his thoughts on what makes a championship course. It is loaded with vintage photographs and original Tillie sketches of such of his creations as San Francisco, Winged Foot and Baltusrol golf clubs.

\$34.95, 120 pages, hardcover.

The Captain — George C. Thomas Jr. and His Golf Architecture

By Geoff Shackelford

The creator of Riviera and Los Angeles country clubs and author of the classic book, *Golf Course Architecture in America, Its Strategy and Construction*, George Thomas has deeply affected the golf industry even since his death in 1932. Thomas worked on single projects with Donald Ross and A.W. Tillinghast, learned from friends Hugh Wilson and George Crump, and designed more than two dozen courses on his own. At the same time he was recognized worldwide for his books about and breeding of roses, his first love. Call him brilliant, or enigmatic, but in his last years his work was on a book about Pacific game fish. Shackelford reveals the man behind the work.

\$35.00, 207 pages, hardcover, limited edition of 1,200 copies.

Human Resource Management for Golf Course Superintendents

By Robert Milligan and Tom Maloney

This practical guide provides basic management principles and techniques which view people as the most important asset in golf course management. Five basic management functions are detailed throughout the book, using everyday situations to illustrate the key points.

Designed to serve as a quick reference, or as a self-teaching guide, *Human Resource Management for Golf Course Superintendents* features numerous techniques and practical examples.

Every aspect of management is covered. Learn how to improve your planning abilities, build leadership and communication skills, maximize employee performance, select and train new employees, avoid the mistakes that cause low morale and poor performance, and conduct employee performance evaluations.

Use of the methods and principles presented in this book will ensure the effective management and operation of any golf facility.

\$34.95, 150 pages, hardcover.

Turfgrass Management Information Directory

By Dr. Keith Karnok

A 1,700-entry reference for turfgrass and green industry professionals, the *Turfgrass Management Information Directory* compiles the latest information and gives an at-your-fingertips list, complete with names, addresses and useful material you need every day.

The directory covers academic programs and key contacts, instructional resources including slide sets and videos, software and much more.

The section on related books provides a definitive guide to pertinent titles on diseases, weeds, insects, irrigation, pesticides and general information. Industry services such as diagnostic labs and soil-testing facilities are included.

A guide to green industry organizations gives addresses and contact names.

\$19.95, 115 pages, softcover.

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Public Golf Forum: Development

Continued from page 1

A riddle for the ages? Smart, economical development, topped off with a "learning center" to convert occasional players and juniors into core players, may sound like a simple, logical business plan. But if the current National Golf Foundation (NGF) figures tell us anything, it's that new players are

not being converted and are not sticking with the game.

According to the NGF, since 1990, golf participation rates have remained within a consistent range from 11.3 to 11.9 percent. During that time, the number of golfers has hovered around 24.5 million.

To help break out of this rut, Public Golf Forum, Oct. 27-28

here, has aimed this year's Development track at bringing an economical, but fun experience to the existing players and "wanna-be" players.

The goal, of course, is to keep them players.

Denis Griffiths, president of Denis Griffiths & Associates and immediate past president of the American Society of Golf Course Architects, is a firm believer that developers don't have to sink \$10

million into a project to make it a great golf experience, thus making it unaffordable to the average player.

Griffiths will lead the session "Building the Affordable Golf Course," Monday, October 27 at 3 p.m.

"Someone may say that a \$2 million golf course is playing second-hand golf," said Griffiths.



"That's just not the case."

The building of an affordable golf course—one that is, and can remain accessible to a veteran or beginner—starts

with the proper site selection. "Property is absolutely the most important ingredient," said Griffiths. "If I'm looking to build an affordable golf course, I look for the best piece of property instead of the best location. Then you design the golf course to fit the property."

Sounds simple enough, but unfortunately, Griffiths doesn't have many clients looking to build such projects.

"I wish I did," said Griffiths, "because I feel so strongly about the importance of keeping golf affordable. If we want the game to grow, we have to keep it within reach. I'm concerned that if we keep building expensive golf courses we're going to see participation in the sport dwindle."

Tom Kendricks has devoted his work as Golf Manger for the Hamilton County Parks District in Greater Cincinnati to developing participants.

Kendricks will conduct the session "Developing a Learning Center Environment," Tuesday, Oct. 28 at 4p.m.

Prior to 1990, Hamilton County had conventional 18-hole golf courses, but lacked a facility that would accommodate the entry-level golfer. "Traditional 18-hole courses aren't the best places to get golfers started," said Kendrick. "There's a lot of frustration and intimidation there that has to be overcome."

To accommodate the entry-level player, Hamilton County built Meadow Links Golf Course, a mid-length track (all par-4s and par-3s) with short-distance front tees, making it more approachable for beginners.

At Meadow Links, the learning-center hub, Hamilton built three separate areas: a natural-turf practice area, artificial mat T-line, and an area where all instruction is done.

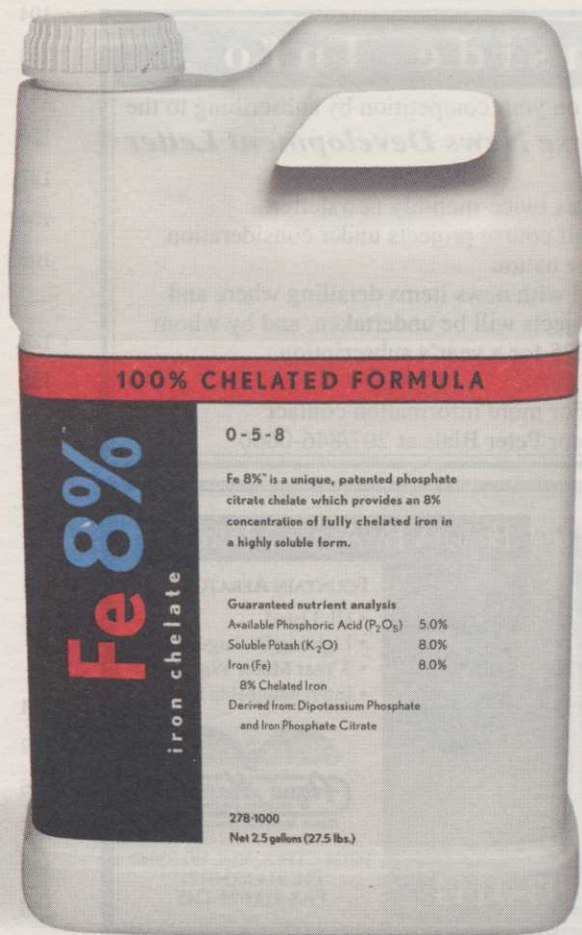
"The program center, where we do the instruction, is completely separate from the practice areas," said Kendrick. "That was done to remove some of the intimidation of taking lessons."

According to the Kendrick, course owners need to eliminate any intimidating factors and make teaching areas accessible.

With that philosophy, Kendrick is seeing results in his bottom line. "Our driving range usage at Meadow Links is up 35 percent over projection over last year," said Kendrick. At Hamilton's two other range sites, usage is up 15 percent and 5 percent, respectively. Rounds played at Meadow Links is up 13.8 percent over projection.

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