

# GOLF COURSE NEWS

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## 1999 Management Co. List

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## New Chemistry Abounds

An in-depth look at several of the new chemical products from this year's big show ..... 61



**GARL ADDS MCFARLANE TO DESIGN FIRM**  
Architect Ron Garl (right) has added Scotsman Steven McFarlane to his design team. McFarlane is expected to bring additional expertise to Garl's growing portfolio of international and domestic projects. See story on page 44.

### COURSE MAINTENANCE

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## Pre-opening sparks fly at Roaring Fork

By MARK LESLIE

ASPEN, Colo. — The Roaring Fork Club is opening July 1, but the spotlight may already have been stolen by a criminal court case in which the project manager for the development will stand trial on three counts of felony theft and one of failure to appear.

Michael Bolton is charged with allegedly stealing \$230,000 in cash from the Roaring Fork Club during three separate six-month periods.

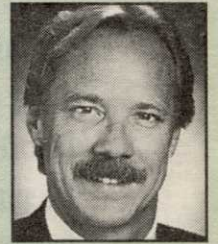
Each is a Class 3 felony punishable by up to 24 years in jail, according to Pitkin County Assistant

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## CMAA faces 'image' issue

By PETER BLAIS

SAN FRANCISCO — Enhancing the club manager's image and the election of a new slate of officers, including the organization's first female officer, were the foci of the Club Manager's Association of America's (CMAA) recent annual meeting here.



New CMAA President Paul Skelton

Like the Golf Course Superintendents Association of America, which has made enhancement of the superintendent's image a major organizational mission, the private club managers association is also seeking to improve the perception of club managers and general managers in the communities in which they work.

"Everybody wants to be identified as a professional," said CMAA Executive Vice President James Singerling. "Identifying themselves not just to the choir [themselves] but to the rest of the congregation [club members and community] as well is probably something they [club managers]

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### NORMAN TO OPEN FIRST COURSE IN SOUTH CAROLINA

MYRTLE BEACH, S.C. — Above is a view of The Reserve Golf Club's No. 5, a mid-length par-4. Waste bunkers at the Greg Norman-designed Reserve are filled with native red sand and provide a strong contrast to the Feldspar sand traps. It marks Norman's first course in the Carolinas and is expected to open officially in late April.

## Eco-Soil inks innovative deal with Chubb

By M. LEVANS

SAN DIEGO — On the heels of its EPA approval for the use and distribution of its biopesticide,

Spot-Less, though the BioJect biological distribution system (GCN, March '99), Eco-Soil has inked a deal with Chubb Insurance that offers comprehensive coverage at a reduced rate for users of the company's system.

Under the guidelines of the deal, Eco-Soil customers using Chubb insurance will be provided expanded liability, environmental liability and expanded prop-

erty coverage. In short, Chubb has identified courses using biologicals as a lower financial risk and will, in turn, protect the club, its owners, officers and directors from environmental claims.

"As we bring this technology to superintendents we want to demonstrate to them that biologicals are the way to go," said John Doyle, vice president,

### DEVELOPMENT

## Flat pipe revisited

Out with the thin, in with the new

By MARK LESLIE

COLUMBUS, Ohio — Out with the thin-slitted flat pipe; in with the regular-slitted style. That is the determination of the manufacturer as well as superintendents at golf courses that have used the flat AdvanEDGE Pipe made here by Advanced Drainage Systems, Inc. (ADS).

"We decided not to use the sand-slot [as if slit by a razor] pipe in the golf market because of the soil mixtures people are using," said Kevin Rapp, ADS' marketing manager for golf courses. "We are recommending the regular-slotted pipe, whose perforations are much bigger, with the sock on it."



By "sock," Rapp was describing a geotextile fabric that fits over the pipe like the outer skin of a snake and prevents sand or soil from plugging the slits. A Maine golf course that had used the flat pipe in its practice green reported problems with it, which Rapp attributed to a sludge-type subsoil. A couple of other courses

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## CMAA elections

Continued from page 1

have never given a lot of thought to."

Singerling's words are almost identical to those heard repeatedly at the recent Golf Course Superintendents Association of America annual meeting, where numerous speakers and officials discussed the need to make the superintendent's value known to both the mem-

ber/influential golfer as well as the community at large.

The GCSAA has hired a Boston public relations firm to work on its perceived image shortcomings. For its part, the CMAA recently received the results an image audit conducted by Jim Barnes of JLR Associates.

According to the audit, "Among club members there appears to be an overall positive

perception of club managers and their profession." Other audit findings seem to reinforce this positive image of club managers:

- Eighty-six percent of club members feel the club manager should be seen as a team leader by the general club membership.
- The club member focus groups saw the club manager as the most senior management

employee at their club and an overwhelming 94 percent see the club manager as the club's chief operating officer.

- Seventy-nine percent of club members saw the club manager as the one most responsible for the members' satisfaction at the club.
- Additionally, members rate the club managers' position as the most critical to the club's

operational success.

Despite the seemingly positive club manager audit results, CMAA members still feel they have an image problem. Why do such highly educated individuals believe their members and the public think poorly of them?

"As is the case with many professionals," Singerling said, "image is probably a question more in their own minds than it is in everyone else's. Overall, there is respect. There may not be knowledge of specific programs, like CMAA's certification program or professional development programs among peripheral members or officers. That is an area we [CMAA] will focus on, providing a greater understanding of what it means to be certified in our association. We've educated our membership to that, but we haven't done a very good job of educating those people you are looking for respect from, namely those in your community.

"It [the perceived image problem] is universal. Nobody understands lawyers or brain surgeons or accountants. If you say you ought to respect me because I'm a lawyer or a brain surgeon, most people are going to relate to a negative experience they might have had with a lawyer, doctor or accountant. Seldom will they remember that great experience when the accountant saved them \$5,000 on their income taxes.

"Ours is similar to other professions. When you have a concentrated professional focus on your specific competency, most people outside don't understand it. They understand it generally. But they won't spend a lot of time learning about the specific competencies it takes to do that job...They [golf industry professionals] question whether they are respected because the people-to-people contact in their positions is often when they are getting beaten up on. Members expect the course to be in good condition, so when it is in good condition, no one complains or congratulates the superintendent. But when it goes bad, that's when you hear it. That would lead superintendents to believe that when a member is coming up to talk to them, it's to rap them alongside the head for something that's wrong.

"Similarly, club managers are responsible for passing along the bad news to members. Usually the good news of, say, *no dues increase*, comes in a letter from the club president. But it is often the manager who has to explain to a member why the board *increased* dues, or prices, or why the facility is falling apart."

As for the election, Paul  
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## Counterpoint/Fry

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On a project in Vancouver, British Columbia, we had enormous amounts of huge rocks. How do you cheaply remove them? If there are horrible soil conditions, it costs a lot to make a final product that looks good — not \$1 million.

The other thing that's required to build golf courses on difficult

sites is lots of drainage and irrigation. We put in miles and miles of irrigation on the Vancouver course, and in many instances we spend more than \$1 million on irrigation alone, and several hundred thousand on drainage.

The Vancouver project had a 175-foot drop on the tee shot. To make the fairway somewhat playable we had to build a 10-meter-high retaining wall. The wall it-

self was unbelievably difficult to build. We had lots of bridges crossing severe slopes to get from one point to the other. On the same project, with 700 feet of elevation change, we couldn't even get trucks to the site. We had to get the sand for traps hauled by helicopter.

The first hole at Devil's Pulpit in Toronto — the first course I ever worked with you on, Mike

*'I don't know if \$1 million courses are possible, but affordable ones are important. And we must continue to build our special places — although they might cost \$10 million or more.'*

—Dana Fry

— the very first issue of *Golf Course News*, I'll never forget it: February 1989, had just come out and Mike Hurdzan was

quoted in the lead article saying, "You can build a golf course for \$1 million." Well, this one hole at Devil's Pulpit cost \$1 million.

On another property, Desert Willow in Palm Desert, Calif., the site literally had no features whatsoever. We spent about \$10.5 million — of which \$1.5 million was in earthwork, \$2 million in irrigation, and \$3.2 million in landscaping.

Mike, I agree with what you're saying. But there are several conditions we must keep. On the pyramid of golf courses, it's much more fun to work on those at the top, and that is where most people struggle to be all of their lives. And, playing one of those courses is a life's goal for some people.

So, I say it is inherently important to continue to construct the low-cost golf courses. I don't know if \$1 million courses are possible, but affordable ones are important. And we must continue to build our special places — although they might cost \$10 million or more. Most of us learn to play golf on affordable courses, but we aspire to play and enjoy all the richness that a golf course can give.

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**Bob Miller —**  
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