

## Let's keep new technology accessible



Michael Levans,  
editor

**N**ews of Toro's alliance with ProShot golf, a provider of GPS technology — the second of the "Big 3" officially on board with this piece of the technological puzzle — is a sure sign that turfgrass maintenance has entered an adventurous age.

The possibilities are limitless, once engineers can make sense of all the elements and somehow put together a cohesive, plug-and-play "solution," or "modular package" — something that's not a whole lot different than the PC you have on your desk. You want to write a letter, you buy Word. You want to do a slide presentation you buy PowerPoint. You want to monitor turf temperature and water saturation...

Pin-point precision spraying, two-way communication between an active piece of equipment and a superintendent's central computer system, maybe even a robotic mowing crew. Some of it's here already, the rest is certainly in the cards.

While suppliers remain sensitive to the idea of supplanting personnel, they are well aware that a robotic mower, even a fleet of mowers, running from a central control is not far fetched — some would even say its within reach.

According to Toro's Dana Lonn, all someone needs to figure out is "collision avoidance."

"That's one of the problems we would like to solve," Lonn told me during a recent interview. "GPS isn't quite accurate enough to get you what you need. We're working on it. It's pretty easy to know where you are, it's pretty easy to know where you want to go. The most difficult part is not running over something. Big objects are easy to find, you don't have to worry about a tree because they don't move, but the small objects, say someone left a golf club on the course, you have to have something that's capable of seeing that."

The solution to collision avoidance will soon be found. But with any technological advance one's left to wonder just how long it will take for it to trickle down to the superintendent's desktop.

Meanwhile, Toro and John Deere are exploring new technologies and new ways of applying them as they get closer to a semi-autonomous vehicle. Both companies will have their new technology ideas in the spotlight at the show. Just how practical is the semi-autonomous vehicle? I'd ask them at the show.

• The NGF numbers are just about official. Another 448 courses have come on line in 1998, with a downright shocking 1,069 new facilities and expansions currently under construction.

I'm going to make a quick prediction: Talk of the alternative facility, The First Tee and other efforts assisting affordable accessible golf are not about to end anytime soon. This is the future of the business.

## Golf is pushing toward a greater good

**G**olf and our society over the last decade have evolved in opposite directions, it seems. The golf industry is an engine driving toward more equality, morality and unity, while society has been steered by politicians and activists toward dissension and immorality.

Ten years ago, Ronald Reagan was president of the United States. The general public felt good about America, its future and its president. The Berlin Wall had fallen and Russia was about to collapse. The U.S. was held in high esteem in most other countries of the world.

In the little world of golf, the industry was peddling along at 200-odd new golf courses each year. Player figures were relatively stagnant. The fiasco over Butler National's white-only policy had not yet surfaced. Generally, golf was treading water.

Ten years ago this month, *Golf Course News* published its first issue and I attended my first International Golf Course Conference and Show. I recall my first two interviews:

- with Alice Dye concerning her efforts to get golf course developers and architects to build "forward" tee boxes to make the game more playable for women, youths and older players; and
- with golf architect Jeffrey Brauer regarding the pros and cons of sodding an entire course, since Tom Fazio was doing just that for the first time at Shadow Creek Golf Club outside Las Vegas.

They seemed innocent-enough interviews, but look at them more closely. It appears now that Alice's push (or was she using a horsewhip?) was a precursor of a mammoth, game-changing trend that has turned into an adventure of innovative, energetic programs and learning facilities to pull youths, women and other beginners into the game of golf.

Though sodding golf courses was unheard-of at the time, Brauer's insights proved true — perhaps even prophetic. The long-term savings related to sodding a course often more than negate the short-term savings related to seeding. But with sodding, a golf course can open quickly and speed up return on investment. Having greatly picked up steam, this method appears to have coincided with the acceptance that, yes, golf can be as much a profitable business as it is a game — a business that can stand without housing, and therefore one that can open to the general public rather than just the wealthy.

Golf as a game, meanwhile, has even gained in stature, perhaps because it stands in stark contrast to the world in which it must exist.

Players abide by the rules, everyone being equal. There are no shades of gray. Here's a novel idea for some of the folks in the White House.

Gamesmanship has to do with a contest of skills, not who can best "spin" the facts to make themselves look good and their enemy evil.

Golf's history is so strongly laced with tales of ethics that they rule — that is, RULE — the game and influence modern players. Compare them to the "ethics" of the world in 1999.

Ten years ago, there existed no Audubon Cooperative Sanctuary System for Golf Courses. Today, thousands of golf courses belong to the system, more are being added every month, and builders and architects have labored with environmentalists to forge a set of rules by which they will work with and for ecology. This is a great



Mark Leslie,  
managing editor

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### LETTER TO THE EDITOR

**O**n behalf of the entire Renaissance Village team, thank you for the wonderful two articles in your October issue. I must tell you, that of all the coverage we have been fortunate to have had in the past 18 months, you better than anyone captured the essence of Renaissance Village and what we are trying to do.

To have our labor of love be featured in your industry-leading publication is a real boost to our efforts and our credibility. I wanted you to know your reportage has already generated positive feedback and offers of help from several of your subscribers.

We look forward to being in touch with you and *Golf Course News* on the leads you generated as well as subsequent developments surrounding Renaissance Village. We have long recognized that we will not build this project by ourselves, that it will take the combined efforts of literally hundreds of others.

Thank you and your publication for being one of the early believers in us and for your part in getting us to where we are presently — further and faster than I ever dreamed. We look forward to sharing with you and your readers the many successes yet to come.

Father Leo  
Rev. Leo F. Armbrust  
Renaissance Village Inc.

### NOTES FROM THE UK

## Time to consider a better women's course

By BRIAN GRIFFITHS

**T**he Marylebone Cricket Club's (MCC) change of heart in admitting women members recently might well lead to an intensification of media interest in the status of women golfers.

In the United Kingdom the Equal Opportunities Commission (EOC) busybodies have already been poking their noses into the Royal & An-

cient game regarding the status of women at golf clubs.

More women are now taking up golf. Television exposure of major women's events such as the Solheim Cup and the Weetabix Open probably helps to sustain interest — not to mention the Women's Tour team versus the European Seniors Tour match at Praia d'el Ray, Portugal in November 1998.

These, along with other social factors, help to maintain

Brian Griffiths is Chairman of Golf Consult International.

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## GOLF COURSE NEWS

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## Norman's Tiburon opens in Naples

NAPLES, Fla. — The Greg Norman-designed golf course at Tiburon, a resort destination community developed by WCI Communities, has opened.

"The course at Tiburon will be unique to the Naples area because Greg Norman's design provides for a variety of contrasting elements," said David Fry,

senior vice president of amenities at WCI, "such as stacked sod wall bunkers and the use of a tangerine-colored coquina sand in the waste bunkers. The course will contain no roughs, with the highest turf being maintained at a fairway height of one-half inch. The golf course landscape plan has incorporated the use of in-

digenous plants in an effort to create expansive areas of native habitat bordering the fairways."

Construction on an additional nine holes is scheduled this year.

Tiburon, Spanish for "shark," is a master-planned resort community. In addition to the golf course and club, there will also be the Tiburon Golf Academy.



Naples, Fla., gets Greg Norman's newest design, Tiburon.

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**Bob Miller —**  
The Golf Club of Purchase • Purchase, NY



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**Pat Shaw —**  
The Bog • Saukville, WI



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**Gregg Radak —**  
The Reserve Vineyards and Golf Club • Aloha, OR

## Golf pushing toward greater good

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contrast to our ill-educated vice president and his weird concept of nature.

Ten years ago, technologies like Global Positioning Systems and laser earthmoving were far from the game of golf. Today they are here — and even instrumental in the operations of some facilities and some course builders. Out in the world, top-secret technology is being "sold" to foreign governments for campaign contributions.

The golf course is the great equalizer. There is no rich and poor on the golf course — just the best striking of the ball. Compare this to the political harangues and government policies that only tear apart Americans based on their income and social status.

Not to be lost in this reflection is the immense and amazing effect that Tiger Woods has had. Many have rightly compared his impact with that of a young Arnold Palmer had on many of us as we watched that new contraption called a television set. Kids of all kinds — black, white and yellow — have flocked to courses from Arkansas to Australia after being stirred by the play and charisma of this young man.

The good part of the decade that we have published is that golf has embarked on an upward spiral in which the game has thrived; more than one golf course per day has opened for four straight years; it has become the popular game of choice; daily-fee courses make up around 85 percent of new facilities; more and more kids are being taken off the street by new First Tee-type programs; and, yes, all seems well with the world.

The bad part of all this is that, as we approach the Year 2000, we in the golf industry must approach it while living in a world that operates under a far different value system. My hope is that we all attempt to walk daily above the muck and not get dragged into it.

Remember that old kids' song, "This little light of mine..."? Yah, that's me singing, man.

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