

# GOLF COURSE NEWS

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## Organic Golf

Judge rules Suffolk County, N.Y., must take 'hard look' at building chem-free course ..... 3

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**THE DYNAMIC DUO OF PINEHURST NO. 2**  
PINEHURST, N.C. — Paul Jett, No. 2 Course superintendent (left), and Bradley Kocher, director of golf course maintenance, have kept cool heads in their preparation for this year's U.S. Open. See *Super Focus*, page 13.

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## Ojai reclaims one of world's best par-3s



OJAI, Calif. — An ambitious project to renovate Ojai Valley Inn & Spa's George C. Thomas-designed course will return two signature holes that have been "lost" for over a half-century, including one which was hailed as one of the world's best par-3s.

"We have an extraordinary opportunity to preserve a piece of history," said the inn's director of golf, Mark Greenslit. "Our classic course is reclaiming two of its most unique and beautiful holes."

The terrain of these two holes is so spectacular that PGA Tour great, historian and course designer Ben Crenshaw said, "This shot is going to be once again one of the best shots in golf."

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### NEW TECHNOLOGIES

## Fully autonomous, 'intelligent' mower tackles turf in Fla.

By ANDREW OVERBECK

JACKSONVILLE, Fla. — Engineers at the University of Florida's Mechanical Engineering School have developed a fully automated robotic fairway mower that may very well revolutionize golf course maintenance. The unit, which utilizes a Global Positioning System (GPS), sonar sensors and five on-board pentium computers is truly a "smart mower," according to engineer David Armstrong.

"This has a large platform with a lot of intelligence," said Armstrong. "I've taken it out and let it run for three or four hours and it stays within an inch or two of where we want it to be."

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# GOLF COURSE NEWS

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PREMIERE ISSUE

## INSIDE

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## Nation's eyes on board ruling

BY COVER PHOTO

The National Environmental Board is sitting on a decision that could affect golf course development nationwide. "These National Board members are doing a great job," says Dr. Richard Cooper of the University of Massachusetts Department of Plant and Soil Sciences. His committee is expected to be the last word.

That would mean a heavy commitment to local, statewide, national, regional, and international golf courses. The board, which has a wide representation of golf course professionals, is expected to be the last word. That ruling will be expected to be the last word.

## Insurance spreading nationwide

BY MARK LESLIE

A recent study by the National Golf Course Owners Association (NGCOA) shows that a growing number of golf courses are now carrying liability insurance.

An independent study of golf courses in the United States found that 10 percent of the courses are now carrying liability insurance.

A specialist at a golf course in the United States is looking for a liability insurer. The insurer is looking for a golf course in the United States.

## Builders cite USGA section

BY MARK LESLIE

The Golf Course Builders of America (GCBA) has filed a lawsuit with the U.S. District Court in the District of Columbia.

The GCBA is suing the U.S. District Court in the District of Columbia. The GCBA is suing the U.S. District Court in the District of Columbia.

## 10 YEARS LATER GCN CONTINUES TO SET THE PACE

YARMOUTH, Maine — From a small town in coastal Maine, *Golf Course News* has helped set the pace of the golf course industry for the past 10 years. In a special 14-page section, some of the industry's best and brightest weigh in to put the past decade into perspective and share their visions from golf's crystal ball. Above, a copy of GCN's premier issue, February 1989.

## SunCor on fire in the Southwest

By PETER BLAIS

PHOENIX — Things are heating up here in the Valley of the Sun for SunCor Resort & Golf Management Inc.

The Phoenix-based subsidiary of SunCor Development Co. is building 45 holes of golf in the Phoenix area, 18 in St. George, Utah, and operating another 108 holes scattered between four greater Phoenix-area properties.

Among the properties under construction are:

- A Hale Irwin-designed 18-hole executive course called The Lakes Course and a nine-hole pitch 'n putt layout across Litchfield Road from the Art Hills-designed Palm Valley Golf Club, which SunCor

Continued on page 46



## MILLER/GRAVES & PASCUZZO COMBINE EFFORTS AT THE BRIDGES

SAN RAMON, Calif. — The Bridges at Gale Ranch, a daily-fee golf course designed by Johnny Miller Design and Graves & Pascuzzo Limited, has taken a step closer to opening with the recent hiring of superintendent Mike Orren. Inspired by Royal Dornoch in Scotland, the course features a 16,000-square-foot, three-tiered green. Pictured above is the 13th green. The course is due to open late fall.

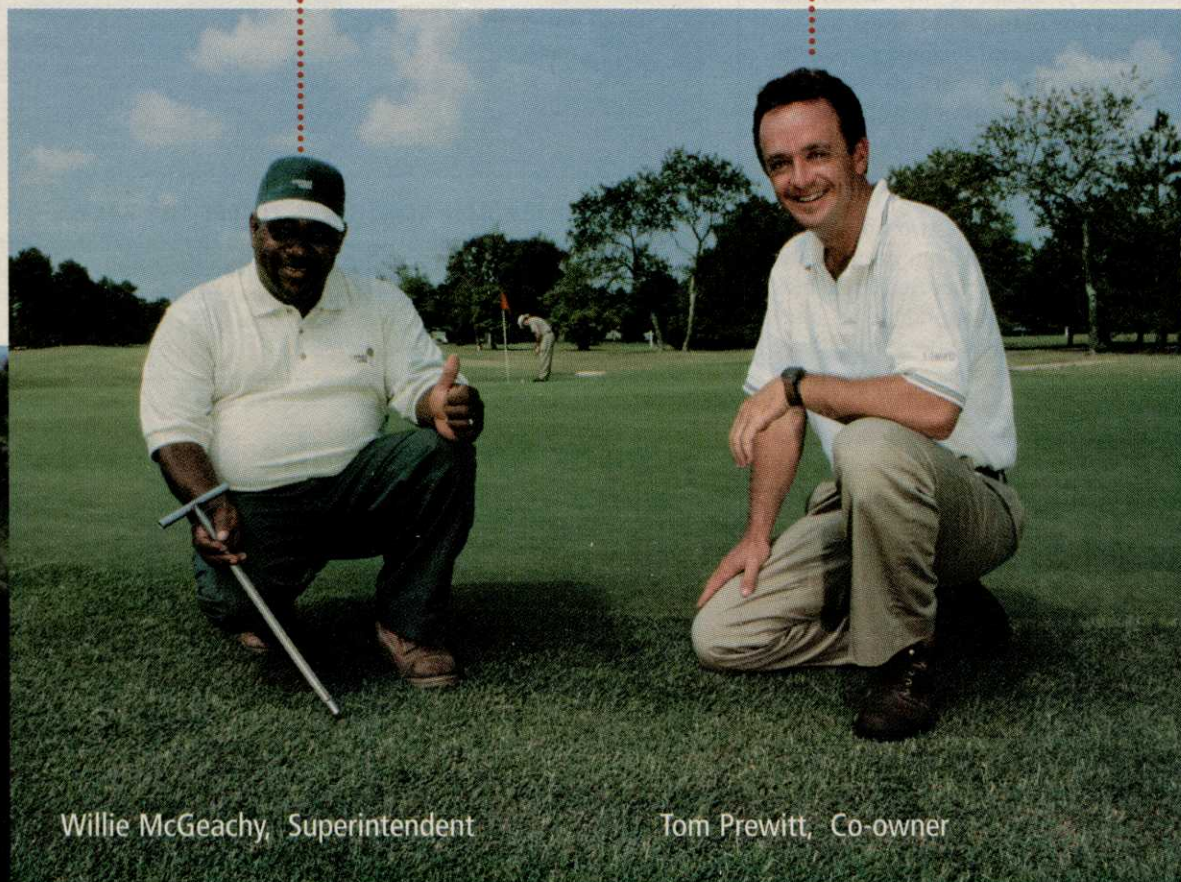


## Penn A-4 creeping bentgrass succeeds at Cypress Lakes

"We just couldn't keep grass on this green before. I'd worry about keeping the players happy, but now I sleep better at night with Penn A-4 bentgrass."

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tional effort on our part. It's a relief to know we have superior heat tolerance working for us in the south, and on this green in particular where nothing seemed to grow next to our namesake cypress lake. We maintain a 0.125" cut throughout the summer, which makes for a truly consistent year-round putting surface with no adverse affect on plant health. We believe that Penn A-4 will continue to perform for our 18 greens here at Cypress Lakes, and we thank the team at Tee-2-Green for introducing it to us."



Willie McGeachy, Superintendent

Tom Prewitt, Co-owner

Number 4 green, Cypress Lakes Golf Course, Hope Mills, North Carolina

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## BRIEFS

**METAMORA, Ill.** — The Metamora Park Board approved a development plan for Black Partridge Park that calls for the construction of an 18-hole golf course, lake, hotel and convention center, cottages and camp sites. The course will sit on 260 acres of park land and include a junior golf and practice area. Construction of the park will take place over the next 10 years. The park board is looking to team up with private developers to plan the development components of the project.

...

**NOBLESVILLE, Ind.** - The city plans to buy 77 acres to expand the city's 18-hole course to 27 holes. The land will cost \$980,000, with an additional \$1.5 million to \$2million earmarked for design and construction at Fox Prairie Golf Course. The existing course will be reconfigured.

...

**KING CITY, Ontario** — ClubLink Corp. has purchased its first Montreal-area golf club—Cedarbrook Golf Club. Superintendent Doug Meyer, immediate past-president of the Canadian Golf Course Superintendents Association, and head professional, Eric Lemarre, will remain with the club. The club was acquired for \$2.4 million.

## Judge rules in favor of environmental group, forces organic golf option

By ANDREW OVERBECK

**SUFFOLK COUNTY, N.Y.** — The fight for organic golf courses has scored a major victory here as a judge threw out Suffolk County's environmental impact study (EIS) for two proposed golf courses in Yaphank.

State Supreme Court Judge Mary Werner ruled in favor of the Long Island Neighborhood Network (LINN), which had fought to halt construction on the projects because the county had failed to take a "hard look" at the option of building a chemical-free organic course. The ruling came as a complete surprise to the LINN and the county because it was made on March 31, 1998 but not made public until this April due to a paperwork error.

The ruling is a rare interpretation of the obscure "hard look" clause in the state's environmental quality review act (SEQRA). "Under SEQRA the county has to consider alternatives that will mitigate or have an alternative effect on the environment," said LINN's executive director Neal Lewis. "The county dismissed the organic option in its draft proposal because it was not 'feasible.'"

With the ruling in hand, Lewis is cur-

rently negotiating with Suffolk County officials to reach a settlement. If a settlement is not reached, the county will have to repeat the two-year process of preparing another EIS.

Suffolk County Deputy Bureau Chief Robert Garfinkle hopes the two sides can reach an agreement and emphasizes that the county is in favor of the organic option. "We are on the same page. The county is very concerned about chemical use and we want to build an organic, virtually chemical-free golf course and maintain it in the same manner," Garfinkle said.

However, Garfinkle also wants to keep this case from becoming a precedent. "My concern is to maintain the ability of the county executive and the legislature to control and direct policy and administration," Garfinkle said. "We can't allow a lawsuit to give an organization veto power over the administration of a project."

Lewis aims to create specifications for the construction and maintenance of an organic golf course and wants to set up an independent oversight committee that would approve any temporary use of chemicals and changes in the maintenance plan. The county has given Lewis



*If a settlement is not reached, the county will have to repeat the two-year process of preparing another EIS.*

access to the vendor proposals so he can evaluate their organic guidelines.

Three vendors are being considered for the two courses. West Hills, N.Y.-based Meligolf received the top score in the county's environmental review process but has not been officially selected by the county because financial terms of the contract have yet to be evaluated.

However, while the county appears close to making a decision about a vendor, and Garfinkle and Lewis appear close to an agreement, the process will likely drag out until the end of the summer. "There is a lot of paperwork and details to review. This is not going to be easy," Lewis said.

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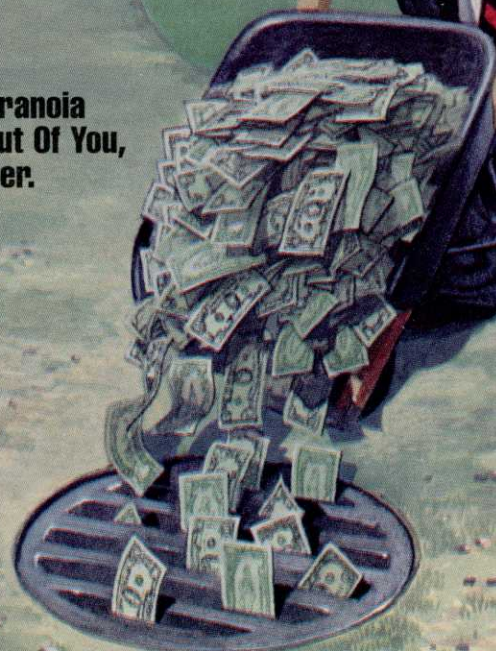
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## Golfers open wallets for travel

JUPITER, Fla. — The National Golf Foundation's latest research study on golfers who travel — titled "The U.S. Golf Travel Market" — confirms the importance that golfers place on playing whatever and whenever they can. Spending on golf travel-related services continues to outpace expenditures on equipment, apparel and golf course fees combined.

The report provides such information as the number of rounds played by U.S. golfers while away from home — either on a family vacation, business trip or a junket that's 100-percent golf.

More specifically, it puts the number of annual "travel rounds" at about 78 million, which is about 15 percent of all rounds played in the United States. This is an average of roughly six "travel" rounds per year for the 11.8 million golfers who now take at least one overnight trip per year during which they play golf.

The new NGF report also shows that Florida continues to be the country's most popular golf destination, being ranked number one by 30 percent of the survey's 1,000 respondents. The Sunshine State also topped the list five years ago when the NGF last updated the study.

Rounding out today's top five destinations are California, Texas, North Carolina and South Carolina. Arizona, Nevada, Michigan and Pennsylvania are next on the list with Ohio, Illinois and Wisconsin, all tied for 10th.

The report shows golf travel spending (up from \$18 billion 10 years ago) totals about \$24 billion a year, with roughly 75 percent of these dollars going into the hotel, transportation and food & beverage industries.

Among other findings:

- Since 1989, there has been a 50-percent increase in the number of golf travelers. One out of every two adult golfers today plays at least one round of golf while traveling for business or pleasure.
- "Occasional" golfers (1-7 rounds per year) who play while traveling record nearly 65 percent of their rounds while doing so. For their "moderate" counterparts (8-24 rounds per year), this percentage drops to 46 percent. And for "Avids" (25-plus rounds per year), it's only 19 percent.

- Nearly 65 percent of all golf travelers have household incomes of more than \$50,000.

- Sixty percent of respondents said "friends" when asked to identify who they go to most often when seeking information on golf destinations. Golf-related magazines were listed by 15 percent of the respondents, with travel guides by 12 percent.

All of this increased traveling has had a corresponding impact

on companies that supply this golfer segment of the industry. For example, resort-related golf course construction over the past five years has climbed from 1,142 to 1,354 — a compound annual growth rate of 4.3 percent. This is more than twice the 2.1-percent growth rate for all other courses over the same period.

## First National enters private club loan market

MARTINSVILLE, N.J. — First National of America is now granting loans to member-owned country clubs.

First National president Jerry Sager, a leader in structuring loans to golf courses for 20 years, said: "We understand this asset class, and we are very comfortable with it. We are willing to take the risk where most banks can't and no other national lender has."

"The problem with these loans," he continued, "is that they can't be securitized. There is no institutional market for loans to private equity clubs, so lenders must hold them."

"This ties up funds available for other loans that could be securitized, and the golf loans become unprofitable. We have no problem holding these loans as a stable portion of our large golf course loan portfolio."



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## Mass.' Hillside set to open long-anticipated nine-hole expansion

REHOBOTH, Mass.—Hillside Country Club will open its fully expanded, 18-hole course this spring.

A nine-hole enterprise since 1975, Hillside has been owned and managed since 1989 by George Cardono, who immediately launched a program to revamp and redesign the course to become the 18-hole venue it is to-

day. Cardono has a lengthy background in design and golf and is a member of the National Golf Course Owner's Association (NGCOA), the Golf Course Superintendents Association of America (GCSAA) and the Rehoboth Business Association (RBA).

Said Cardono: "Thanks to our grounds superintendent,

Serafim Costa, our 18-hole course will be a treat for knowledgeable golfers who appreciate the hard work that goes into maintaining a golf course on a daily basis." Costa, who has been superintendent at Hillside since 1985, has 25-years experience in golf course maintenance. Costa is also a European Golf Cham-

pion, winning the TAP Portuguese Open in 1979.

"My dream is about to come true," says Cardono of his 10 years at the drawing board, at the controls of heavy equipment, or at the end of a shovel or a rake. "It's a great feeling to see your vision become a tangible entity, to know that people will enjoy, probably curse from time to time, but in the end, admire what we're doing."

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## Notre Dame track nearing completion

SOUTH BEND, Ind. — Bill Coore and Ben Crenshaw are putting the finishing touches on Notre Dame's \$11-million Warren Golf Club.

The 6,987-yard, par-71 course, which winds through 250 acres of gently rolling, wooded terrain, has a distinctly old feel to it. Landing areas are large and the greens are of the rectangular, pushed-up variety, encouraging bump-and-run shots as opposed to target golf.

Shot making on par-3's and short approaches, however, will be tested by smaller greens and protective bunkering.

The fairways will be planted with fine-leaf fescue, which requires less maintenance and watering, and the greens and tees will feature bentgrass.

The golf course will be growing in all summer with an opening date set for this fall.

## Golf course on list of Jersey landfill proposals

LYNDHURST, N.J. — Plans to turn three former landfills near Valley Brook Avenue here into an 18-hole golf course facility are being considered by the Hackensack Meadowlands Development Commission.

The project needs a developer willing to spend about \$50 million to close and cap the 240-acre landfill site.

Mayor James Guida reportedly favors the course proposal. The landfills were closed three decades ago.

The HMDC, which oversees development and environmental preservation in 14 towns in Bergen and Hudson counties, was scheduled to vote on the redevelopment proposal on March 24.

### CORRECTION

An article appearing in the May issue of *Golf Course News* entitled "Customer service name of TSC's game" incorrectly identified the operator of Wachesaw Plantation in Myrtle Beach, S.C. Wachesaw Plantation is a private equity club owned by its members. TSC operates nearby Wachesaw East.



## Seven projects on line in Dallas

FORT WORTH, Texas — The number of daily-fee courses in Tarrant and Denton counties in suburban Fort Worth is set to explode in the coming years with four projects and seven courses on the drawing board.

Hillwood Investments is planning a \$6-million project at Circle T Ranch that could eventually

feature three courses. One of the courses could begin construction this year.

Greg Norman will be designing The Creeks at Beechwood in a business park across from the Texas Motor Speedway. The \$10-million, 18-hole course is slated to be finished in fall 2000 and will be accompanied by a hotel

and conference center.

Two upscale, daily-fee courses are scheduled to be constructed at the Opryland Hotel-Texas near Lake Grapevine. There will be an 18-hole resort-style course in addition to a nine-hole layout.

In Mansfield, city officials are working on plans for the town's first municipal track, Mansfield National Golf Course, which is expected to open in fall 2000.

### TWO NEW NICKLAUS TRACKS PLANNED IN ARIZ.

CHANDLER, Ariz. — The City Council here is close to announcing an agreement with Las Corrientes, LLC to build and operate a municipal course. Under the agreement, Las Corrientes, owned by Dan Strand and Lew Keller, would lease the land from the city for 30 years. Course construction would cost taxpayers nothing. The company is proposing two Jack Nicklaus-designed courses — a par-72 course and an 18-hole executive layout. The 225-acre development will also include a clubhouse, teaching facility and driving range. Construction could begin in July and the course may open by the fall of 2000.

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## Matty takes on 1st Ark. project

BATON ROUGE, La. - Martty Golf Management (MGM), Inc. has entered a contract arrangement with developers, Mountain Land Group, LLC, to consult in the construction of a new golf and country club in Mountain Home, Ark. MGM will eventually manage the facility for the owners.

Construction began in early March and the course should be ready for play by spring 2000.

MGM President Tom Martty, said this is the firm's first assignment in Arkansas.

The course, designed by architect Tom Clark, will be a par-72 layout measuring 7,200 yards from the back tees. The course will feature bentgrass greens.

MGM has started a membership and marketing campaign.

## Vandals damage South Fla. track

JUPITER, Fla. — The Abacoa Golf Course was damaged this spring when two vandals drove a pickup truck across the course.

The 18-hole layout, which is under construction, suffered \$4,000 in turf and landscaping damage when the truck drove over areas that had been freshly seeded. Despite the damage, the bunkers and greens are expected to be repaired in time for Abacoa's Oct. 1 opening date.

Jupiter police apprehended the two joyriders on the course after their truck got stuck in the mud as they tried to escape.

### RECONSTRUCTION OF FLA.'S DIPLOMAT NEARS COMPLETION

HALLANDALE, Fla. — The reconstruction of the Diplomat Golf Course is nearly complete at the restored Diplomat Resort and Country Club. The resort, which will include a new hotel, convention center, retail complex, and condominiums, will open in September 2000. The golf course, tennis club and spa, however, are slated to open this November. However, the golf course will only be open to resort guests. The 180-acre course has been expanded by 5.2 acres and all that is left to complete is the sodding of the greens.

GOLF COURSE NEWS



## Boom times continue in Wash.

CAMAS, Wash. — Two new public courses are on track to boost Clark County golf offerings to 72 holes over the next year.

Green Mountain Resort Golf Course is slated to open nine holes of The Cedars, an 18-hole Bunny Mason-designed layout, in July. The full 18 is due to open in the spring of 2000. The 6,400-

yard, par-72 course is routed around mature trees and volcanic rock ledges.

While Green Mountain has been under construction since 1996, work at the Camas Meadows Golf Club has taken far longer. For much of the early 1990s, developer Tom Shieler found himself battling environ-

mental problems with wetlands. Part of the layout had to be routed around 20 acres of the endangered Bradshaw's Lomatium.

Construction is now proceeding and the 6,487-yard, par-72, 18-hole layout designed by Andy Raugust is due to open in the spring of 2000. The course will initially be open to the public, but Shieler plans on selling the course upon completion.

## Floyd designing San Antonio track

SAN ANTONIO, Texas — Raymond Floyd and Tom Walker are teaming up to design an 18-hole public course in Retama Park, north of San Antonio. Construction on the links-style, par-72, 6,800-yard course is expected to commence in October or November. The developer, LeinGuer Ventures, expects the course to be completed 150 days after start-up. Plans call for a clubhouse and driving range. LeinGuer feels the Retama Park area is ripe for golf development and they plan to eventually add townhouses, offices and a hotel on the property.

## New holes being considered for Detroit muni...

FARMINGTON HILLS, Mich. — City officials are considering proposals that would add nine holes to the city's municipal San Marino Golf Course.

Another nine holes would be added at Eleven Pines, a 90-acre tract of city-owned land that is adjacent to San Marino. The two courses would be connected by a bridge.

In addition to 18 more holes, a new clubhouse and driving will be built on one of the new properties. The city plans on selecting a developer this summer and should begin construction in early 2000.

## ...and a new course planned

ROMULUS, Mich. — Wayne County officials are planning an 1,800-acre, mixed-use development south of the Detroit Metropolitan Airport that will include a business park, commercial space, hotels, conference center and an 18-hole course.

The project, to be called the Pinnacle Aeropark of Wayne County, is projected to attract around \$1.6 billion of investment and is slated to be constructed in several phases over the next 15 years. Land for the project is being acquired.

## Hills' course set for Ohio opening

NEWARK, Ohio — Arthur Hills-designed Longaberger Golf Club opened in late May.

The all-bentgrass, 18-hole, par-72, public course is set on wooded terrain offering views of the central Ohio countryside. The course features five sets of tees and measures 7,300 yards.

In addition, the club will also have a 25-acre practice facility, short-game area, and two putting greens. The course is owned and operated by the Longaberger Company, a direct sales company that has built a series of developments in the Newark and Dresden areas.

GOLF COURSE NEWS



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## Nothing's changed, everything's changed

This issue was truly a treat to put together. Along with the breaking industry news that you've grown accustomed to gleaming from these pages over the past 10 years, this issue contains a special 14-page section celebrating our 10th anniversary.



Michael Levans,  
editor

When we sat down to brainstorm how to present such a section, we couldn't think of a better way than letting the industry speak for itself. In turn, we asked two or three illuminaries representing each of our departments (Maintenance, Design & Development, Management and Supplier Business) to weigh in and offer us their perspective on the 10 years just past.

But more importantly, we asked them consider where we're headed now that we have 10 more years tucked neatly under the collective belt. Not to my surprise, the columns and writing styles were as diverse as the participants, complete with witty repartee and solemn calls for increased industry awareness.

These writers include superintendents, course architects, course management professionals as well as the supplier's who have provided the tools for the job. It's a fun trip down memory lane and a good gaze into the crystal ball. The section kicks off on page 21 with an conversation between business partners Arnold Palmer and Ed Seay on the state of industry and travels along for 13 pages which include an extensive timeline summarizing the decade.

What do we learn from all of this?

GPS. Autonomous vehicles. Slow-release fertilizers. The HydroJect. Growth regulators. The World Wide Web. The tools of the golf course superintendent have changed — are changing — but the goal of the superintendent remains the same.

Over the past 10 years the game of golf has embedded itself into the North American psyche — I'd even go as far as saying that it's the default outdoor activity. The golf shirt has become "business casual." Golf has certainly arrived, but the game has remained the same.

In 10 years the golf course business became an industry then morphed into a booming industry with the hopes of sustaining its unprecedented growth. How does it do this?

The answer may never change. Twenty years ago my grandfather, a retired millworker turned house painter, was charged with keeping an eye on me during the summer months while Dad worked and Mom finished school. On the days there was

Continued on page 28

## Drought, flood, fire ants and mussel invasions, yet GCN prevails

Have you ever thought about time being compressed? I'd like to talk to Mr. Einstein about this because it certainly seems like the past 10 years have swiftly passed. Wars and rumors of wars. Hurricanes and earthquakes. Droughts and floods. (Sometimes, as Texas discovered last year, droughts followed immediately by floods.) Fire ant invasions from the south and mussel invasions from the north. Attacks from raving madmen from the far left (read *Earth Firsters*) and the simply misled from the not-so-far left (read *Sierra Clubites*).

They have all come and gone, and yet we remain. I could get deeply philosophical here, but those who know me realize I usually poke fun at deep philosophers. Natural and manmade disasters aside, I'd rather remember the fun, and funny, things about this past decade. After all, golf is a fun game filled with fun people.

It is an industry that remains probably more insulated from changes in society than any other industry. Character may not matter in the White House, but it does in golf. Honesty and integrity may have vanished to a great degree around the country, but they are Standard Operating Procedure in golf. At least, that's my take.

What other industry could compare icons to our Arnold Palmer, Jack Nicklaus and Tom Fazio? (Or name your top three.)

What other industry has the character, and characters, as our Pete and Alice Dye, Brent Wadsworth and Ted Horton?

What other holds its traditions, and tradition-makers, in such high esteem as does golf in the names of Old Tom Morris, Bobby Jones, Ben Hogan and Donald Ross and in such places as St. Andrews and Cypress Point?

Every day, racial hatred is evident in the news somewhere. But there was only one Shoal Creek incident that made golf news in 10 years. What other industry has so wholly — and wholeheartedly — supported anything approaching The First Tee program, reaching out, in great part, to inner-city youths?

Every day, vitriolic diatribes are in the news somewhere, about something or someone. People don't get attacked in golf, yet golf is always being attacked. Does that seem odd to you?

Ten years and myriad topics have passed. I've written of:

- Societal Deviation: This broke through golf's barriers when what I called "Potty Parity legislation" in some states demanded that new construction build as much as twice as much women's room space as men's room.

- Political Correctness: "Are you Politically Correct? Are you socially 'with it'? Are you caffeine-free, yogurt-loving and driving a recyclable utility vehicle? ... Remember, you must say 'tree butcher' but not 'lumberjack.' Or 'counterfactual proposition' but not 'lie.' (Hey, this was Clinton-speak before we ever heard of the man.)"



Mark Leslie,  
managing editor

Continued on page 54

## Tennis anyone? Is there a weak backhand on golf's horizon?

By PETER BLAIS • Associate Editor

I drive by the municipal tennis courts in our area and what do I see? Cracked asphalt, ratty netting, tilted posts, patched fences, broken light bulbs. Heck, even golf cars from a neighboring course using one of the courts as a temporary storage area.

What's even more depressing is what I don't see. Players. At least none under 35. Just an occasional pair of older knee- and elbow-braced hackers who speak warmly of Rod Laver and Roy Emerson, but don't know, or much less care, who are the world's top-10 ATP-ranked players in 1999.

And I — a once-fanatical tennis player — begin to wonder. Am I looking at golf's future?

Backed by a seemingly inexhaustible financial spigot of federal funding, municipalities from Maine to California poured out thousands of public tennis courts in the 1960s and 1970s. I spent countless hours on some of those courts. I'd occasionally check out the local upscale public courts and the private facilities at local golf and tennis clubs. But as a youth with limited funds, I never felt quite welcome there.

As I grew older and my wallet somewhat larger, my interest in tennis waned. The upscale public and private courts that had little interest in me as a teenager, now held little interest for me as a

young adult beginning to understand the concept and choices involved in discretionary income.

As the federal funding that built them dried up and the municipalities that maintained them tightened their financial belts, the municipal courts fell into disrepair. The upscale public courts closed their doors and became warehouses. The private tennis clubs lost members and tennis became a secondary amenity at golf and tennis clubs.

In 1987 there were 17 million tennis players, according to the National Sporting Goods Association. By 1997, the number had dropped to 11 million, a 4.1-percent annual decrease.

I've been driving by the local municipal golf course lately. I see young kids — a lot of them — with bags slung over their shoulders, making their way to a clubhouse, where they pay \$6 to play all day on a well-kept course. Then I drive a few miles past the private course. Few kids there. A few miles farther on is an upscale public course. Even fewer youngsters there.

I wonder how welcome the \$6 youngsters at the local muni would feel if they showed up at the local private and upscale public layouts? I wonder what those kids will be doing for recreation 10 years from now, when their wallets start to grow?

I've been with *Golf Course News* almost since its inception a decade

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*I drive by the municipal tennis courts in our area and what do I see? Cracked asphalt, ratty netting, tilted posts, patched fences, broken light bulbs.*

## GOLF COURSE NEWS

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# A changing of the guard

By JOHN LAFOY, ASGCA

With all the talk out there about the coming Millennium, it's great that *Golf Course News* isn't overlooking its 10-year anniversary.

So when Mike Levans asked me pen this column and reflect on the past decade, I gladly accepted. And I figured an appropriate place to start would be in digging out the minutes from 10 years ago when the American Society of Golf Course Architects held its 43rd annual meeting in Pinehurst.

Surprise, surprise: The main topic of discussion in 1989 was — by a long shot — the environment. Then-President Pete Dye detailed his work at Old Marsh Country Club, which employed an innovative series of drainage, pumps, and irrigation to prevent

the course's water supply from getting back into the marshlands that surround the layout.

Incoming president Bobby Jones presented a case history on his firm's work at Spanish Bay, which required a cooperative approach with state agencies to restore its California site to its natural sand dunes. Interestingly enough, Old Marsh and Spanish Bay remain as beacons of environmental stewardship.

Past President Mike Hurdzan spoke of the importance of having solid environmental research on hand when obtaining the permits for projects, since regulatory commissions would be "taking a more active look at golf courses in the future."

And other industry experts jumped in on the act as well. The USGA Green Section detailed the environmental research that his organization was conducting while an environmental re-

searcher provided the latest on groundwater quality at golf courses.

Flash forward 10 years. We're not out of the woods yet. But we've made a lot of progress in communicating golf's environmental record.

The EPA has labeled golf a "model industry" and even published a poster promoting the environmental benefits of golf courses. The general public increasingly recognizes that golf courses that are properly designed, constructed and maintained are an asset to Mother Nature.

At the Society's 1999 Annual Meeting where I took the reigns as President, we discussed the need to remain vigilant on the environment through measures such as the recent publishing of our second edition of "An Environmental Approach to Golf Course Development." But even as we do this, it was obvious that another issue continues to take center stage: Providing affordable and accessible golf facilities.

Can we grow enough new

players to sustain the prosperity of the game?

We hope so. Many society members have for some time been working to do their part in the communities in which they work and live. In my hometown of Greenville, S.C., I designed a little par-3 facility a few years ago that continues to be popular with beginners today. I know many ASGCA architects who have done the same.

And I am proud of the dozens ASGCA members who have stepped forward to assist with the projects of The First Tee, as this initiative works to welcome new players all over the country.

My predecessors in the ASGCA presidency have discussed this subject for some time now. In 1996, Denis Griffiths made the need for "affordable and accessible" golf courses the drumbeat of his

*The main topic of discussion in 1989 was, by a long shot, the environment...Flash forward 10 years. We're not out of the woods yet. But we've made a lot of progress in communicating golf's environmental record.'*

presidency. In 1997, Alice Dye sat in Central Park as The First Tee was introduced to the world. In 1998, Bob Lohmann urged ASGCA members to persuade their clients to create learning facilities in conjunction with their designs.

Now in 1999, I hope that through our continued support of The First Tee and the individual efforts of the Society's 140 member architects, I can help the golf industry meet its next great challenge: That of broadening our reach to the next generation of players.

Lets hope that in the year 2009, as *Golf Course News* celebrates its 20th anniversary, our industry can boast of its success in this area.

In the meantime, take a bow, *Golf Course News*, for a decade of service to the industry.



John LaFoy, ASGCA president

John LaFoy is President of the American Society of Golf Course Architects.

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# The high-tech addition of the decade? Border collies

Reviewing 10 years of *Golf Course News* articles on cutting-edge technology and pioneering turf-care practices, it is fascinating that perhaps the greatest response followed a story, below left, in March 1994 on how one Connecticut superintendent, Richard Marcks, had ridded his golf course of geese with the most intelligent piece of maintenance equipment ever ... a border collie. Below right is a follow-up story.

## Tac rids course of irksome geese

By MARK LESLIE

There have been dog super-heroes in the past. Timmy's Lassie. Rusty's Rin Tin Tin. Sergeant Preston's King. But today, in Greenwich, Conn., the Dog of the Hour is Richard Marcks' Tac. Tac accomplished what no human in town could do: He drove several hundred geese to a new address — out of town.

A 7-year-old border collie, Tac (short for Sharp as a Tac) has ridded Fairview Country Club of 600 troublesome geese — and enjoyed every minute of it.

"This is the hottest thing since peanut butter," said Marcks, property manager at Fairview. Twelve other area golf courses have bought border collies to rid their properties of geese since seeing Tac at work.

Buying the trained dog was Marcks' brainchild. "Within a month we had the course clean," Marcks said. Tac, fully trained to herd sheep, took quickly to the geese. Since she loves water, it was no chore for her to swim into the waterways and fetch the flock toward Marcks. Once the geese were brought in tight to him, they flew off.

"After you harass them a few times they leave," he said.

The \$2,000 price tag, Marcks said, "sounds like a lot, but you spend more

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Richard and Sandy Marcks at Crumpin-Fox with their border collies, from left, Casey, Spy, Toby and Spy's mother Boo (standing). Crumpin-Fox was home to 100 to 150 geese when the Marckses arrived. But with Casey, Toby and Spy on the job, they were soon gone.

## Kick 'em out now, or watch out in the future

By MARK LESLIE

HOWELL, N.J. — David Marcks of Geese Police Inc. said golf courses and others who delay dealing with their geese problems will see those problems exacerbated.

"Is there a population problem? Absolutely," he said. "Will it double in the next five years? Absolutely. If the trend contin-

ues and you think there are a lot of geese now, just wait."

David explained that the major concern is not with migratory geese, who simply pass through on their way south or their return north. Rather, it is the resident geese.

A true migratory bird does not breed

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## An entire industry has been born

By MARK LESLIE

What began humbly, with one border collie at one golf course, has mushroomed into an industry, with franchises from New Jersey and Connecticut to Long Island, North Carolina, Chicago and Seattle.

"It's turned into an unbelievable business. I never expected it to grow so fast, or get so big," said Richard Marcks, who first dreamed up the idea of sicing a border collie on the geese which had so troubled and spoiled Fairview Country Club in Greenwich, Conn., where he worked as property manager.

Marcks, who in March moved to Crumpin-Fox Club in Bernardston, Mass., saw the success of his simple idea turn into Geese Police Inc., a multimillion-dollar business servicing hundreds of corporate and municipal clients — and golf courses — whose parks, grounds, playgrounds and racetracks are beset by the messy geese.

"Actually, we only have three or four golf courses," said David Marcks, Richard's brother whose Geese Police offices in Howell, N.J., serve as the nationwide headquarters. "Most usually end up buying their own dog."

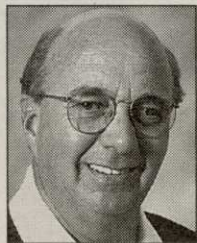
When Richard Marcks' story ran in the March 1994 edition of *Golf Course News*,  
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## BRIEFS



### STOTTERN MOVES TO JONESES' TRACK

LAS VEGAS — Southern Highlands Golf Club, the new private club co-designed by Robert Trent Jones Sr. and Robert Trent Jones Jr., has named former Shadow Creek Golf Club superintendent Riley Stottern its new course superintendent. President of the Golf Course Superintendents Association of America in 1986-87, Stottern has more than 35 years experience overseeing course construction, maintenance and management. A certified golf course superintendent, he attended the University of Utah in Salt Lake City and studied turfgrass management through Guelph University in Ontario.



Riley Stottern

## Kocher, Jett, people power the difference at Pinehurst #2

By TERRY BUCHEN

PINEHURST, N.C. — Tournament and championship veterans Brad Kocher, director of golf course maintenance, and Paul T. Jett, Course No. 2 superintendent at ClubCorp's Pinehurst are excited about this year's U.S. Open and have an able and efficient staff prepared to show off their talents.

Also a big help is Bob Farren, assistant director of golf course maintenance, who assists Kocher in his daily rounds of overseeing the maintenance of eight courses, including other many-faceted grounds operations.

"We have 24 of the best maintenance employees a golf course could ever want on our payroll, plus 14 student interns," said Jett.

So many people volunteered to work on the Open that "we had to stop all requests last October," said Jett, who kept the volunteer staff to 48. "We could have had 100 volunteers, without question, which shows the industry-wide dedication to Pinehurst and the



Photos by Michael Romney

In righthand photo, Brad Kocher, right, Pinehurst Resort's director of golf course maintenance, and Course No. 2 superintendent Paul Jett have been busy the past couple of years preparing the famous Donald Ross-designed course for this month's U.S. Open. Above is the 17th hole at Pinehurst No. 2.

U.S. Open."

A hospitality tent — complete with air-conditioning and television monitors — is set up across from the maintenance offices for staff and volunteers. Lesco will sponsor a breakfast every morning and Zeneca will go split the

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## An industry is born

Continued from page 13

it spread like wildfire. Suddenly, the telephone calls turned from the question, "How can we do what you did?" to "Will you do it for us?"

The next step was obvious: incorporate Geese Police. Enter Marcks' wife, Sandy, and brother David, who once was his assistant superintendent at Fairview CC and worked in the Monmouth County (N.J.) Parks System for seven years.

That was four years ago. Today, David has 15 full-time employees working with 22 border collies to keep some 150 clients' properties geese-free. Clients include New York Botanical Gardens, Columbia University, GE Capital, and a lot of elementary and high schools. It is a seven-day-a-week, year-round proposition, said David, who in part laments the fact that the work has turned from "hobby" to "job."

Richard and Sandy sold their Connecticut franchise when they moved to a home off the 5th hole at Crumpin-Fox, and are taking solace in being able to keep at least one course clear of geese with their four dogs.

Because it is such a full-time business Richard and Sandy will not add a franchise in Bernardston, Sandy said. They intend to spend more time together, especially traveling to Florida, where Richard is overseeing construction of a new golf course for his company.

Meanwhile, in addition to the existing franchises, David is negotiating with people wanting to open offices in Pennsylvania and Massachusetts. But, he is not accepting new clients at his office because, he said, "We're overwhelmed and it's like shutting the barn door after they're out."

"A gazzilion copycat companies" have emerged around the country, David Marcks said.

"But we have the best record," added Richard. "And most people end up coming to us even if they start with somebody else. We've never had a goose injured. We get the best dogs out there. Others have been fined by killing geese, or not having dogs under control."

"We've learned a lot of things about geese and have some good secrets and that's what sells our franchises," Richard added.

Sandy Marcks attributed their success to the quality of dogs they have been able to get, first, from Barbara Ligon of Seclusival Farm and Kennel in Shipman, Va., and now from Kent and Gwen Kuykendall, breeders in Franklinville, N.C., who have become the Geese Police Academy. The Kuykendalls train all the

Marcks' dogs and also sell dogs to golf courses, but not to Geese Police competitors.

"We deal a lot with Fish and Wildlife departments," Sandy said. "They recommend what we do because our dogs don't touch the geese."

The Marckses also encourage property owners to get addling

permits from Fish and Wildlife departments which allow them to touch goose eggs during nesting periods. Shake the eggs and leave them in the nest, and they will not hatch.

And if golf course superintendents and others feel they want to buy a border collie for themselves, the ante at Geese Police Academy is from \$2,500 to \$3,500, depending on the experience of the dog.

## Tac gone and irreplaceable

Whatever happened to Tac? Tac is the substance of legends now. An entire industry was promulgated from Richard Marcks' idea. But it was Tac's execution that drove it. After two operations for cancer, Tac died late last summer in semi-retirement.

"No one took Tac's place," said Sandy Marcks. "She was so consistent and loved working. It could be a cold, windy February day and she would go in the water and not finish until the geese were gone. I have two dogs who will go into the water any time of the year but to play, not to work."

Silence isn't golden.





## Move geese now rather than later

Continued from page 13

until its third or fourth year of life, and not successfully until its fifth or sixth year. When it does, it lays four to six eggs. But robust residential geese, instead of expending their energy migrating, lay more and bigger eggs. And the survival rate is over 80 percent.

So, he said, if the residential

population is not sent packing, the golf courses and other properties on which they live become home to a skyrocketing number of geese.

"It's called 'imprinting,'" David said. "Once they have bred on your property, they will return to breed on your property and so will their young."

While migratory geese fly

through New Jersey in early October and return in late January to early February, the resident geese "get stubborn," David said, around February. Instead of flying far from the property when chased by a dog, they will fly just a few yards away because they are pairing off to breed. In March they start laying eggs. In April the goslings are born and aren't able to fly until the second week of August. The adults,

meanwhile, molt the second week of June and are grounded until the second week of August.

They can't fly, "so anything you have on your property in April or May you're stuck with for the summer," David said.

During that time, all the border collies can do is chase the birds out of harm's way and sensitive areas.

Once mid-August arrives, "they get moving and it's back

to the easy part," he said.

The birds' timing varies from place to place, but being Geese Police remains a year-round job, David Marcks said.

Golf courses have long struggled with controlling geese, trying solutions from lighting firecrackers and firing guns to scare them away, stringing rope around waterways, floating frightening-looking balloons above ponds and spreading products on the turf surrounding the water. None seem to have lasting effects.

Now a health study may turn this battle into one of emergency. Working with Monmouth (N.J.) County health officials, scientists at Monmouth University and Johns Hopkins University have reported that goose droppings will translate sickness to people in the forms of diarrhea and crypto sporidium which entails a 15-pound weight loss.

"Each goose produces 1-1/2 pounds of droppings per day, and that's where the problem lies," said David Marcks.

## Tac the original

Continued from page 13

than that in maintenance and cleanup [of geese]."

Tac and Marcks have gone out on the speakers circuit, demonstrating how they gave the ex-resident geese a new address.

Among the new converts to the Border Collie Remedy are Tamarack, Redding and Sterling Farms country clubs, and Scarsdale and Richter Park golf clubs. Westchester County's Parks and Recreation Department is buying two dogs for its five courses and The Hampshire Club has just ordered one, Marcks said.

"Many superintendents have tried other kinds of dogs but they don't listen well," said Marcks. "The border collies are trained to respond to voice and hand commands and to a whistle."

"Geese will drown a dog. But when a border collie gets in trouble, you can just call them back out of the water."

The Connecticut and New York clubs have been buying the dogs fully trained from a woman in Shipman, Va., who has 25 dogs in her kennel. With so many sales to golf courses, she now trains them on geese as well as sheep.

Marcks said it costs him \$1,000 a year to keep Tac. As well as good workers, border collies make "great companions," he said. "She rides with me on the golf car. And the public relations with the membership is great. They all want to stop and talk to the dog. There's no greater ice-breaker."

Marcks has already prepared for the future, Tac giving birth to pups seven months ago.

"Training him can be a little bit of a pain," Marcks conceded. But cleaning up for geese can virtually be torment.

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## Kocher, Jett readying No. 2

Continued from page 13

cost of dinner each night with Eastern Turf, Helena, Southern States and Wilbro.

"It is a small 'thank you' to our maintenance staff and volunteers for their tremendous work ethic, achievements and loyalty," Jett said.

Pinehurst No. 2 will be the first course using U.S. Golf Association (USGA) Championship Guidelines for a U.S. Open, where the sloped areas around all the greens will be mowed at 1/3 inch, or lower, to maintain the integrity of Donald Ross' original design.

"Any errant golf shots bouncing from our contoured greens will find the short-cut areas around them, rolling significantly away from the putting surface," said Kocher. "The players will have the option to putt, bump-and-run, or use a sand wedge or 'L' wedge to get back onto the putting surface, which should make for some exciting and dramatic short-game wizardry."

Course No. 2 is the first major championship or tournament course to use Penn G-2 bentgrass on its greens. Kocher and Jett said they keep the greens speed, as measured on the USGA Stimpmeter, for at 9 to 9-1/2 feet for members and guests. They will be rolling 10-1/2 feet on Monday of Championship Week, and tweaked to 11 feet by the weekend.

"If we got the greens any faster, with our crowned green surface design, we would the outer hole positions," Kocher said, "So we will keep the speeds in the 10-1/2 to 11-foot range and have a very fair test of golf in the process."

Pinehurst closed No. 2 to all play except from exempt players on May 27, almost three full weeks before the championship.

"This will allow the course to be in even better condition than it already is in," Kocher added.

The course will play 7,125 yards, 4th longest in U.S. Open history, playing to a par 70. Two par-5s, the 8th and 16th holes, will be played as long par-4s. No. 2 normally plays to par 72 for members and resort guests, par 71 for its other past significant championships and tournaments.

All of No. 2's tees are Tifway 419 Bermudagrass, except for three championship tees that are zoysiagrass. Its fairways are 419 Bermudagrass, which average between 28 and 30 yards in width. Those fairways will be mowed at 3/8 inch. The roughs are far enough away from the greens that when a ball rolls off a green, it will have to travel approxi-

mately 30 feet to the intermediate rough which is cut at 1-1/2 inches, and the primary rough, cut at 4 inches.

The closest any rough comes to a putting surface is 10 to 12 feet on the left side of the 9th green.

"We did not overseed any Bermudagrass areas used for the

championship," Jett said, "so we will experience a very smooth transition going into the month of June."

In six or seven places on the course the greens and tees are only 40 to 50 feet apart. Since they are outstanding visibility areas, many of the 16,500 bleacher seats will be located there.

Meanwhile, 50 "corporate village" hospitality tents (the most

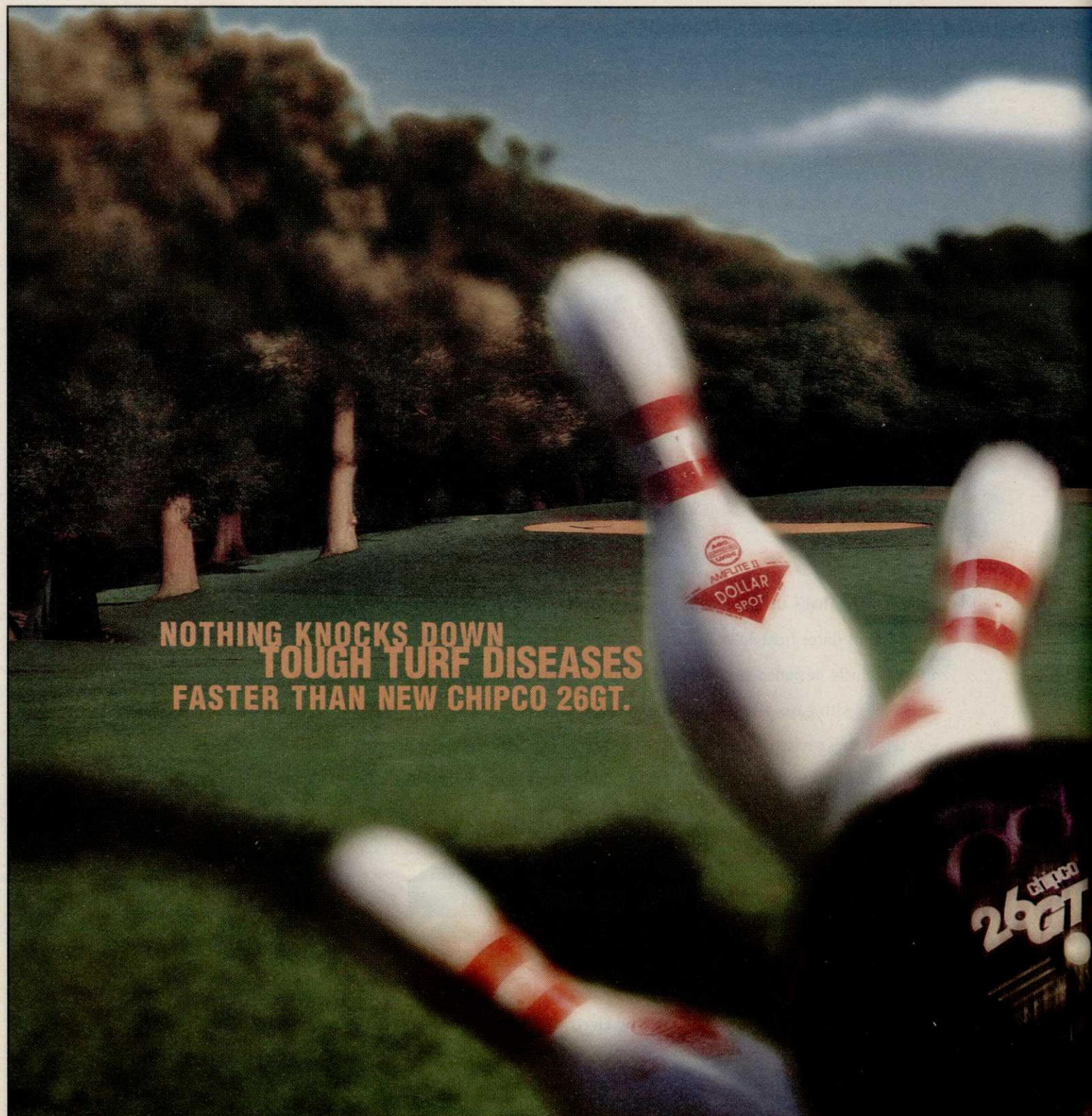
sold in U.S. Open history) will be placed on course No. 4, which is being totally redone by Fazio Golf Course Designers, Inc., using all of the 1st and 18th fairways. Courses No. 3, 5, 6, 7 and 8 will remain in open during the U.S. Open for corporate outings and membership play only.

Pinehurst and the U.S. Open will be the first to hold the Toro Championship Tournament Training Program, operated by

Toro and the Golf Course Superintendents Association of America. It is a very competitive contest for assistant superintendents and student interns who must answer the essay question: "What would working at the U.S. Open do to further enhance your career?"

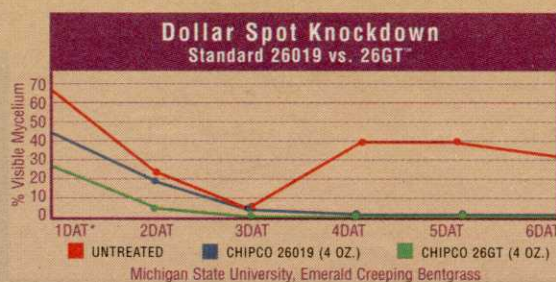
Two assistants and one student intern won the contest, and will be working at this year's

Continued on next page



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## National overseeding test planned

**B**ELTSVILLE, Md. — The National Turfgrass Evaluation Program (NTEP), U.S. Golf Association (USGA) and Golf Course Superintendents Association of America (GCSAA) have agreed to cooperate on a trial to evaluate grasses for overseeding Bermudagrass fairways.

The trial will be established and evaluated on courses under actual fairway conditions. Similar to the on-site bentgrass and

Bermudagrass putting green trials now being performed at 16 sites across the United States, this trial will be limited to commercially available varieties, blends or mixtures and those very close to commercialization.

An advisory committee consisting of representatives from universities, the turfgrass seed in-

dustry, USGA, GCSAA and NTEP is discussing and refining the details of the project. Ten courses across the South will be chosen, based on their geographical location, proximity to a land-grant university turfgrass research program and willingness of the club and the superintendent to participate. Geographical areas under

consideration include Palm Springs, Calif.; Arizona; south Texas; Dallas; Mississippi or Alabama; central Florida; Myrtle Beach, S.C.; Virginia; Atlanta; and St. Louis, Mo.

Trials will be planted this fall and repeated in fall 2000. Each trial will be established and evaluated by a cooperating uni-

versity turfgrass scientist. The host club will maintain the test area in the same manner as the rest of its fairways.

Data will be collected on establishment rate, turfgrass quality, color, rate or speed of transition from Bermuda to overseeding grass in fall and from overseeding grass to Bermuda in spring.

Data will also be collected on damage from traffic, disease, insects, divoting, frost, etc.

## Pinehurst #2 ready

*Continued from previous page*

U.S. Open. Toro is also a corporate partner and has provided back-up equipment for the staff to use as needed.

Kocher is among the top five superintendents/directors in the country in overseeing championships and tournaments. While working for ClubCorp the past 24 years, he has hosted seven Jackie Gleason Invitational Classics, one Honda Classic, one Tournament Players Championship, three PGA Club Pro's, one U.S. Women's Amateur, 14 each of Men's, Women's and Senior's North/South Amateur's, two Tour Championships in 1991-92, and the 1994 U.S. Senior Open Championship.

There will be a double festive celebration next year, at the turn of the century, when Kocher also celebrates his 25th anniversary with ClubCorp.

## No. 2 staff, volunteers

Pinehurst Resort & Country Club Course No. 2 maintenance staff:

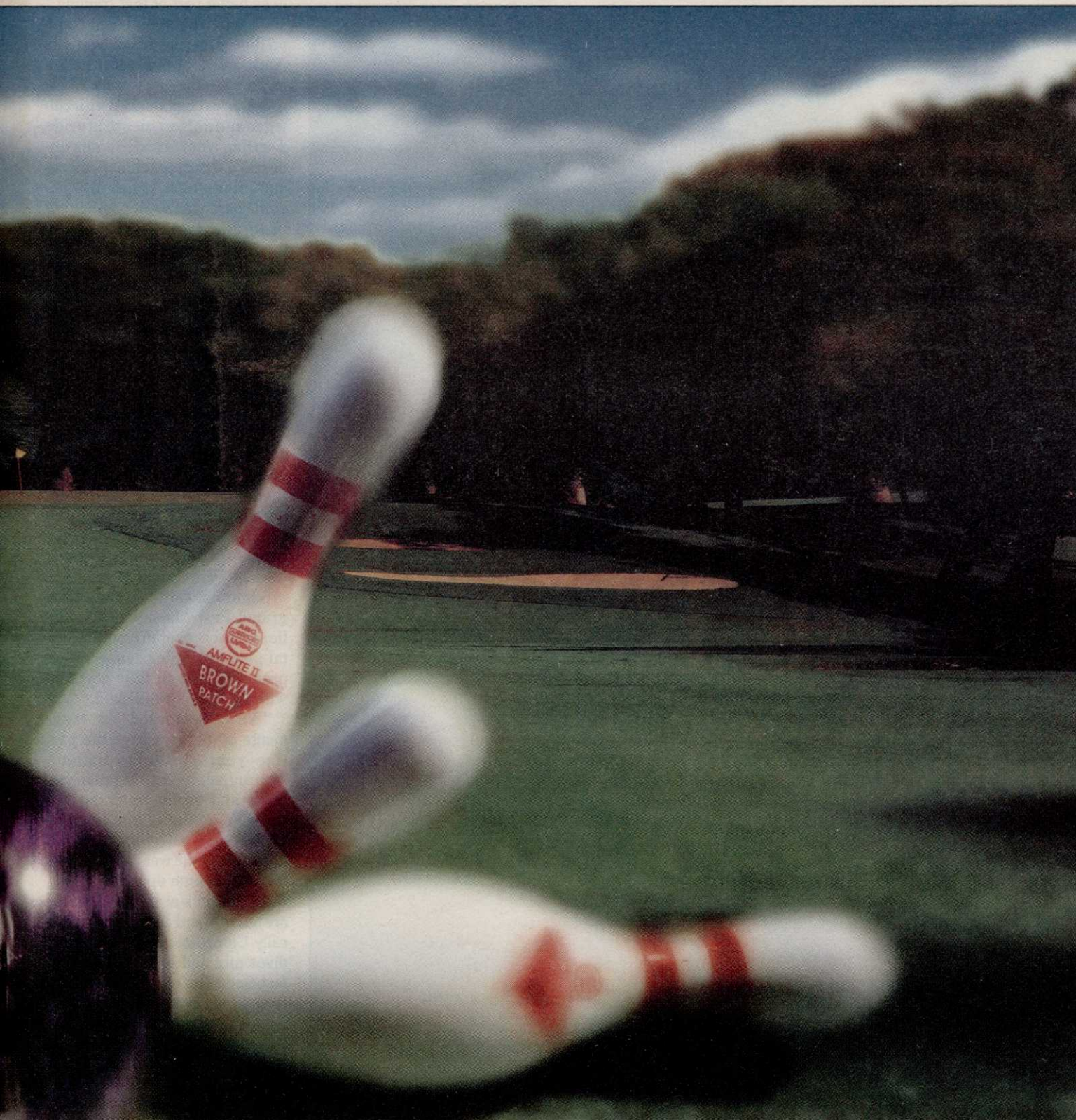
Mike Briggs, David Ashley, Bill VanDeren, Toby Lee, spray tech Steve Nagy, Steve Keenan, Matt Boyce, Joe Wilson, Scott Pollard, Gerald Lee, Carl McLeod, Leo Jones, Tim Cole, Ken Hopkins, Chuck Britt, Richard Allred, James Stephens, Floyd Marion, Anne Fountain, Jason Twigg, Steve Lassiter, Glenn Lassiter, foreman Rufus Cole, assistant/club grounds David Clem.

### STUDENT INTERNS

Russ Hudson, VPI; Walter Thomas, North Carolina State; Geoff Sanders, West Texas State; Campbell Cox, Clemson; John Lowery, North Carolina State; Jason Bedenbough, Clemson; Steve Kolos, Texas A&M; Josh Quinn, Mississippi State; Bart Gregory, Mississippi; Justin Toal, Texas A&M; and international students Patrick Benneryd, Adam Lenfield, Cory Budden and John Scott.

### VOLUNTEER PROFILE

Superintendents - 24  
Certified superintendents - 6  
Assistant superintendents - 11  
General managers - 1  
Industry representatives - 4  
Agronomy professors - 2



patch than the standard CHIPCO® 26019 • In fact, CHIPCO® 26GT™ was as much as 48 hours faster. That means you'll see activity against disease mycelium within just 24 hours after application. And that means faster turf recovery. You can also count on CHIPCO® 26GT™ to give you both preventative and curative activity against dollar spot and

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UNTREATED	PRESENT	PRESENT	PRESENT
CHIPCO® 26GT™	PRESENT	NONE	NONE

\*0DAY = Spray applied; DAT = Day(s) After Treatment  
Ohio State University, Penncross Bentgrass

brown patch. • Best of all, new CHIPCO® 26GT™ gives you the same powerful, broad-spectrum, long-lasting disease control you've come to expect from CHIPCO® 26019. Now you don't have to sacrifice quality and duration for quickness.

You get them all with new CHIPCO® 26GT™.

**26** chipco  
**GT**



## Audubon Int'l publishes case studies

By JEAN MACKAY

To provide positive, tangible examples of what can be achieved through participation in the Audubon Cooperative Sanctuary Program for Golf Courses, Audubon International (AI) has published case studies from nine properties the program has certified. The case studies of public, private and tournament-style courses highlight major environmental achievements, including wildlife habitat management, resource conservation, and outreach and education initiatives.

AI has also produced a Case Study Master List of more than 60 environmental projects, including wetland and prairie restoration, naturalization, work with endangered species, pond revegetation,

pesticide reduction, composting, water conservation, water-quality management, and public outreach on golf courses.

The Master List provides contact names and phone numbers so that anyone interested in replicating or learning more about golf course environmental achievements has ready access to people who have already implemented outstanding projects.

More detailed case studies will be released later this year describing how environmental improvement projects were implemented on golf courses and provide cost and benefit analysis.

The case studies may be accessed on the AI web-site at [www.audubonintl.org](http://www.audubonintl.org). Hard copies are available from Samantha Meagher at 518-767-9051, ext. 12.

*Jean Mackay is the education director of AI, headquartered in Selkirk, N.Y.*

## Sugarloaf's steward

Continued from page 19

Some of Truskowski's early successes included doubling Sugarloaf's recycling rate within 18 months and initiating environmental awareness as a component of Sugarloaf's employee training program.

"All new employees are required to attend a full-day training session with environmental awareness being part of that training," she said. "The minute you come on board at Sugarloaf you are made aware of the resort's commitment to the environment."

Sugarloaf has worked with colleges and universities to provide a setting where students can undertake environmental projects and internships. It has also become part of AI's Adopt-a-School program, taking students at nearby Kingfield and Stratton elementary schools under the resort's wing and helping the schools themselves become co-operative sanctuaries.

Truskowski became the naturalist speaker at Camp Lots' a Fun (a Carrabassett Valley-sponsored program) that merged with American Skiing Co.'s (Sugarloaf's parent firm) own summer camp. "On Monday mornings I introduce the theme for the week, say endangered species," she said. "The camp counselors reinforce the theme throughout the week through various activities."

Sugarloaf Golf Course's Integrated Pest Management, public outreach, overall environmental plan and water conservation programs are all fully certified with AI, Truskowski said.

"We've decreased our water usage 50 percent over the past five years," she explained, "through different irrigation patterns and really watching the weather. Many of the employees here are native Mainers and understand the weather patterns they may come up against."

All gardens at the golf course are grown and fertilized organically. Compost is incorporated into divot mix and top dressings. In fact, Sugarloaf recently received a resort-wide grant to begin diverting food waste from garbage bins into a recyclable material that can be used on the golf course.

Sugarloaf has also done a lot of work on erosion-control projects. "When we cut a new ski trail two summers ago," Truskowski recalled, "instead of going in with skidders and chain saws, we took a John Deere excavator and went from the top of the mountain down, chipping trees so the roots stayed in the ground to hold the soil. The chips created a wonderful mulch that basically kept the tree on the mountain, just in a different form. That area requires less snow to cover that trail. If we ever cut more ski trails, we'll use that technology again."

GOLF COURSE NEWS

It began in 1927, when the Smith family delivered Pinehurst's first Toro mower.

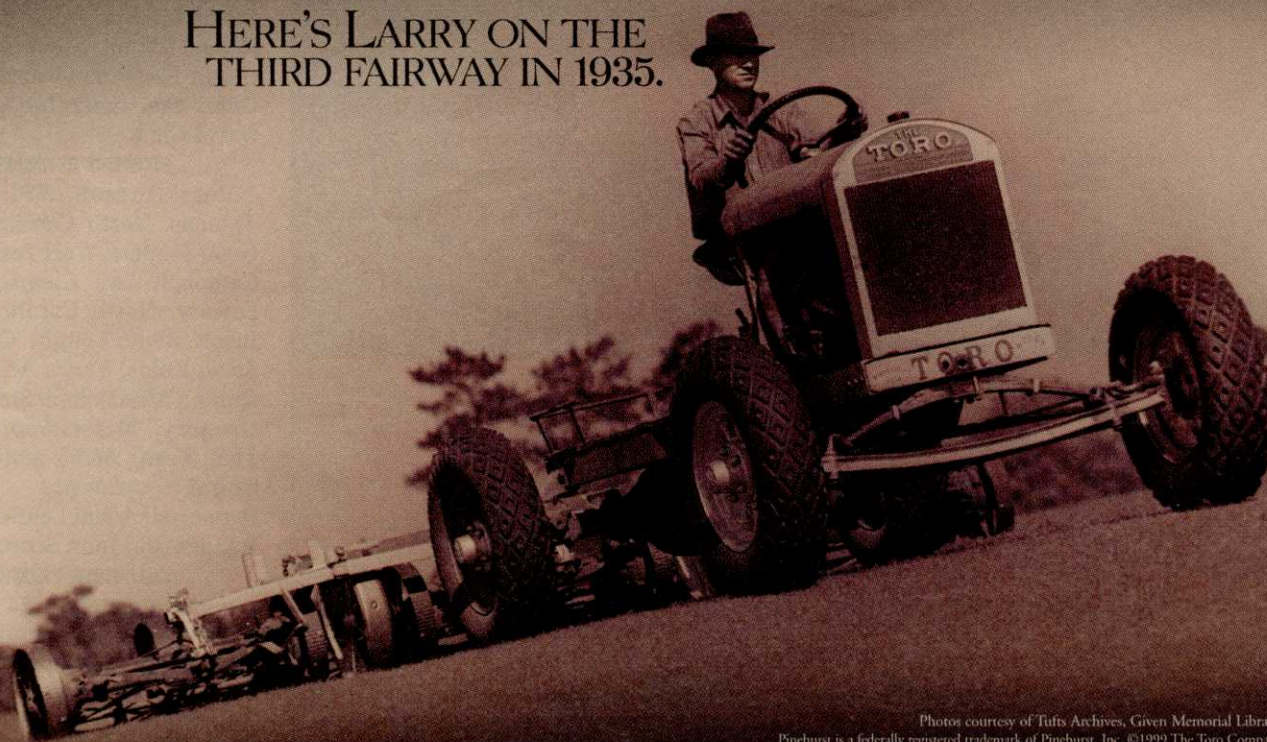
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HERE'S LARRY ON THE  
THIRD FAIRWAY IN 1935.



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## Sugarloaf goes one better, adds environmental steward

By PETER BLAIS

CARRABASSETT VALLEY, Maine — Sugarloaf Golf Course here has taken environmental awareness to the next level by hiring environmental steward Kimberly Truskowski to keep the ski and golf resort in compliance with the Audubon International (AI) Cooperative Sanctuary Program and other environmental guidelines.

Having a full-time environmental steward at a golf/ski resort is rare. "I've run into a couple people who do some environmental education work at different resorts," Truskowski said. "But I think the numbers will grow. It just makes sense. A lot of these resorts are situated in areas of great natural beauty. It makes sense to combine that with an economic endeavor. We're trying to run a successful business here, but that doesn't mean we can't be sensitive to the natural environment and find better ways to do things."

"We have a Class A river here [the Carrabassett] and we want to make sure it stays that way. There is a sign you see as you drive up the access road to the resort that lets people know we have a commitment to the environment here and we would love their participation. We have an environmental code of conduct from top management on down. It is the 10 commandments of what we would like to see our management team do environmentally when they are planning a project."

The outdoor lifestyle first attracted Truskowski to Sugarloaf in the mid-1990s. She worked at the ski area through that initial winter and, with her experience working in greenhouses, applied for a job on the golf course as a landscaper.

Superintendent Ed Michaud was impressed with her background in environmental and recycling issues. Michaud had always wanted Sugarloaf to become involved in the AI program

### GOLF AND THE ENVIRONMENT



Sugarloaf golf course superintendent Ed Michaud and environmental steward Kimberly Truskowski at the club.

and hired Truskowski to be both a landscaper and the point person to get the golf course involved with Audubon.

At the end of that first summer, then Sugarloaf President Warren Cook decided to expand Truskowski's duties on a resort-wide basis and made her position a year-round one.

Continued on page 18

## Renew America cites Signature Program

SELKIRK, N.Y. — Renew America has announced that the Audubon International Signature Program has received a Certificate of Environmental Achievement. It will be included in Renew America's Environmental Success Index, a database filled with successful environmental programs.

Each year, the national environmental non-profit Renew America conducts a nationwide search for programs that provide innovative solutions to tough environmental challenges.

Ann Slafer, Renew America's executive director, said: "The Environmental Success Index provides businesses, local governments and civic and environmental groups with practical proven models they can replicate. By recognizing the excellent work of these innovative programs, we help motivate the individuals involved to continue their efforts to improve the environmental quality of their communities and share their successes with others."

The index, available on the World Wide Web, includes programs under 20 different categories such as transportation efficiency, solid waste management, pollution Prevention and Open Space Protection. The Audubon International Signature Program is being honored in the category of Wildlife and Habitat Protection.

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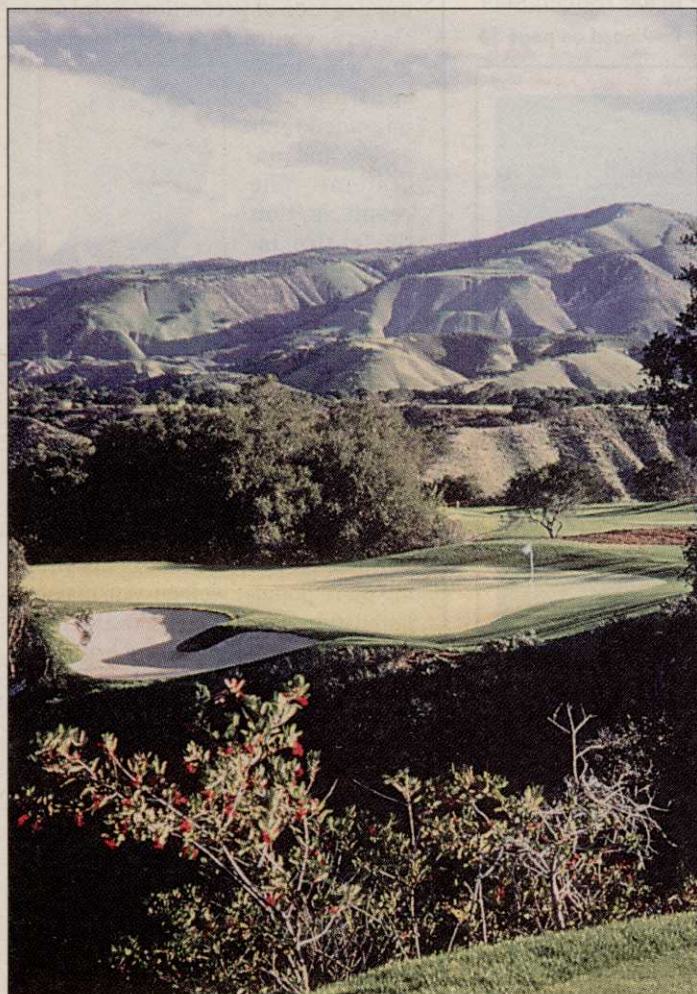
CONGRATULATIONS **GOLF COURSE NEWS** ON 10 YEARS OF SUCCESS.





## 10 years later: Time to put the golf course industry into perspective

**Editor's Note:** The editors of *Golf Course News* have asked several industry illuminaries from each of the departments we cover on a monthly basis (Maintenance, Design & Development, Management, and Supplier Business) to give us a snapshot of our industry's progress over the past decade. We've also asked them to take a look into the future and consider where, based on what we've learned from the past 10 years, the industry may be headed. As expected, these columns are as varied as the personalities we invited to participate. The columns begin below.



### THE PRETTIEST PHOTOGRAPH WE NEVER RAN

We were ready to run this photo of Rancho San Marcos Golf Course in Santa Barbara, Calif., in March, 1998. But due to El Nino part of the course was washed out before the facility opened. Since then, the Robert Trent Jones Jr. design has rebounded and is open for play.

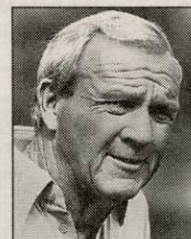
## Palmer/Seay consider industry's growth

When asked about the state of the game of golf, Arnold Palmer and Ed Seay of Palmer Course Design Co. (PCDC) had the following conversation:

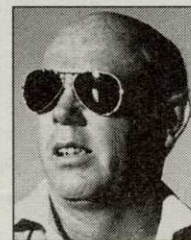
**Palmer:** I think the overall state of the game is in great shape. The regular Tour, the Senior Tour, the LPGA, and the Nike Tour are all in a very positive mode.

Palmer Course Design is going great. In fact, we have more active projects now than we have ever had. I know Ed [Seay], Harry [Harrison Minchew], Erik [Larsen] and all of our guys are not only excited about our current projects, but are equally

Continued on page 31



Arnold Palmer



Ed Seay

## Science and business enhance the game of golf

By JAMES R. WATSON, Ph.D.

• Vice President, The Toro Company (Retired)

As I reflect on how things have changed in the 1990s, it's as much advances in science and technology as changes in the business of golf that has brought us to the current high point in golf's history.

For superintendent's, each day begins and ends with the same glancing question — How does the course look? During the



James Watson

'90s new grasses emerged that possess superior stress tolerance: heat (bentgrass); cold (bermudagrass); drought (buffalograss) and salt (Seashore Paspalum). Toro developed the Universal Green Turf Scale that actually dials in the color

Continued on page 34

## Top 10 changes for the decade

By BRENT WADSWORTH

To commemorate the 10th anniversary of *Golf Course News*, we prepared a list of the Top 10 trends of the last 10 years that are most likely to be perpetuated for the golf course design and development industry in the decade ahead.

• 10. Golf course development is booming in out-of-the-way places. (Who knew golf would be so popular in towns so far away from an easy-to-reach airport?)

• 9. Computers now enhance efficiency in every phase of development from design to irrigation. (Now if we can just program the computers to streamline the permitting process.)

• 8. The style of course most in demand is 6,800 to 7,200 yards long, has 18 holes, and is upscale and semiprivate, with daily fees. (Where have all the par-3s gone?)

• 7. Golf cart paths (and golf cars) are more popular than ever and in almost universal demand. (After all, we all need a place to park our clubs, laptop and cell phone, don't we?)

• 6. Water is scarce in some areas. (And getting scarcer.)

• 5. Litigation and potential insurance liability are omnipresent. (Enough said.)

• 4. Many sows ear sites (gravel pits, stone quarries, garbage dumps, flood-prone zones and even inner-city lots where buildings have been razed) are waiting to be turned into silk purses in the form of beautiful green golf courses. (Magician training would come in handy for some of these sites.)

• 3. Everybody and their brother and sister (and great aunt and cousin) are taking up golf and they need a place to play. (Who knew Aunt Bertha could hit so well with the help of a Big Bertha?)

• 2. Continuing upgrades in design, building techniques and technology have contributed to an overall elevation of the industry. (Quantity is up, too. In the last year approximately 450 courses have been built, from 211 just 10 years ago.)

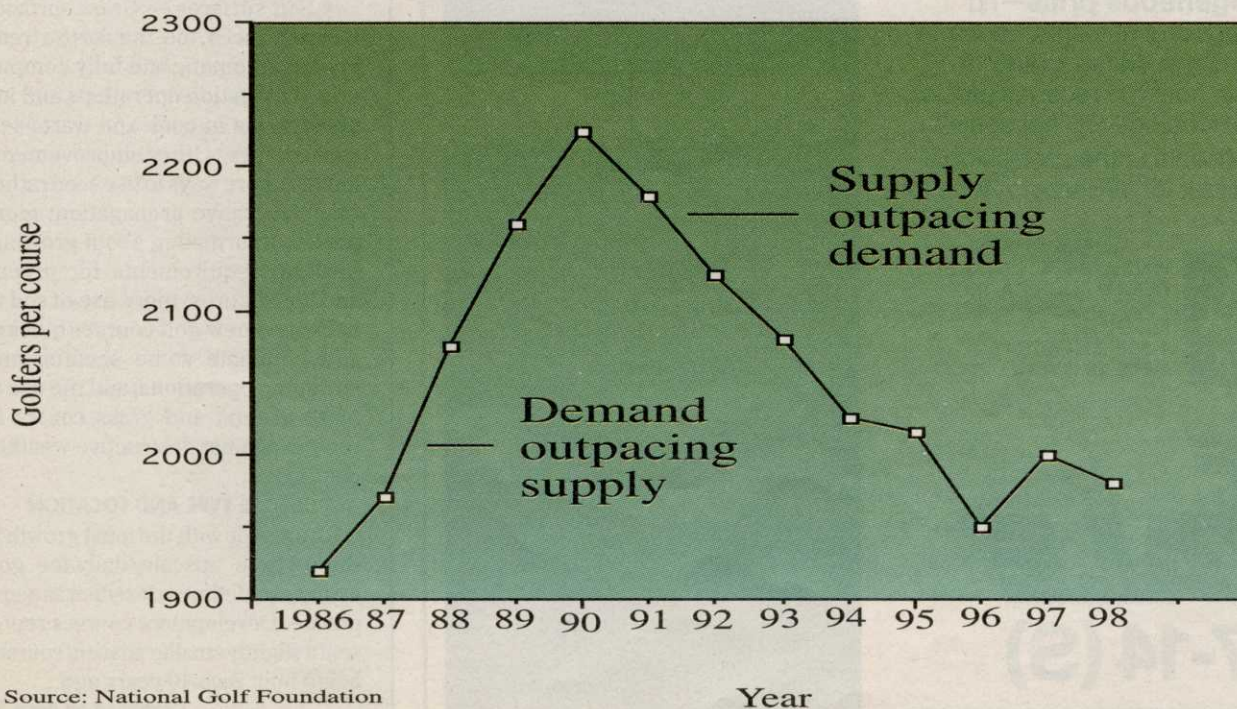
And the No. 1 trend from this decade that is most likely to be perpetuated in the next decade is ...

• 1. The pipeline of projects is full, with no real end in sight. (Thanks to all those people who think it is fun to keep hitting a little white ball with a stick and follow it around a course until it falls into a hole.)



### GOLF INDUSTRY STATISTIC

## Golfers Per Course • 1986-1998





## We are only on the tip of the iceberg of advancements

By TERRY BUCHEN

• President, Terry Buchen Golf Agronomy



Terry Buchen

Many significant advancements have been achieved in golf course management during the past 10 years — most notably, living on the edge has gotten easier and better.

The new bentgrass

cultivars and ultra-dwarf Bermudagrass greens varieties have evolved with much better root systems, disease and weedgrass prevention capabilities, for much faster, firmer and smoother putting surfaces, to the delight of golfers and golf course managers in North America.

Management companies have proliferated during this decade by proving, over and over again, that money can be made in the golf business while still providing an acceptable conditioned product. This

proves how valuable the golf course manager is in providing good agronomic and playing conditions while watching the bottom line.

Management companies are now operating on all levels of golf course operations, including private clubs and resorts and even some military base courses. Many new courses are being operated soon after they are opened or are sold to management companies during or shortly after construction.

Headhunters have made tremendous

Continued on page 33

## Ten Years of Gaining Ground

By BRENT WADSWORTH

• Honorary Chairman of the Board, Wadsworth Golf Construction Co.

Golfers who walk (and more and more often ride) the fairways today are experiencing courses built — with ever-increasing degrees of perfection — by designers, contractors and developers who have continuously upgraded their styles and operations. The result is that the entire industry has been elevated.



Brent Wadsworth

While some things haven't changed — 18 hole courses of 6,800 to 7,200 yards still dominate — the industry has grown and evolved in many ways. For example, the total number of courses built year to year increased from 211 in 1988 to almost 448 in 1998. And golf course development is becoming more popular well outside major population areas, thanks to the expanding popularity of the sport.

Trends during the last decade include continuing upgrades in design, building techniques and technology as well as development of more daily-fee and semiprivate courses.

Here's more on where ground has been gained in the last 10 years:

### Techniques and Technology

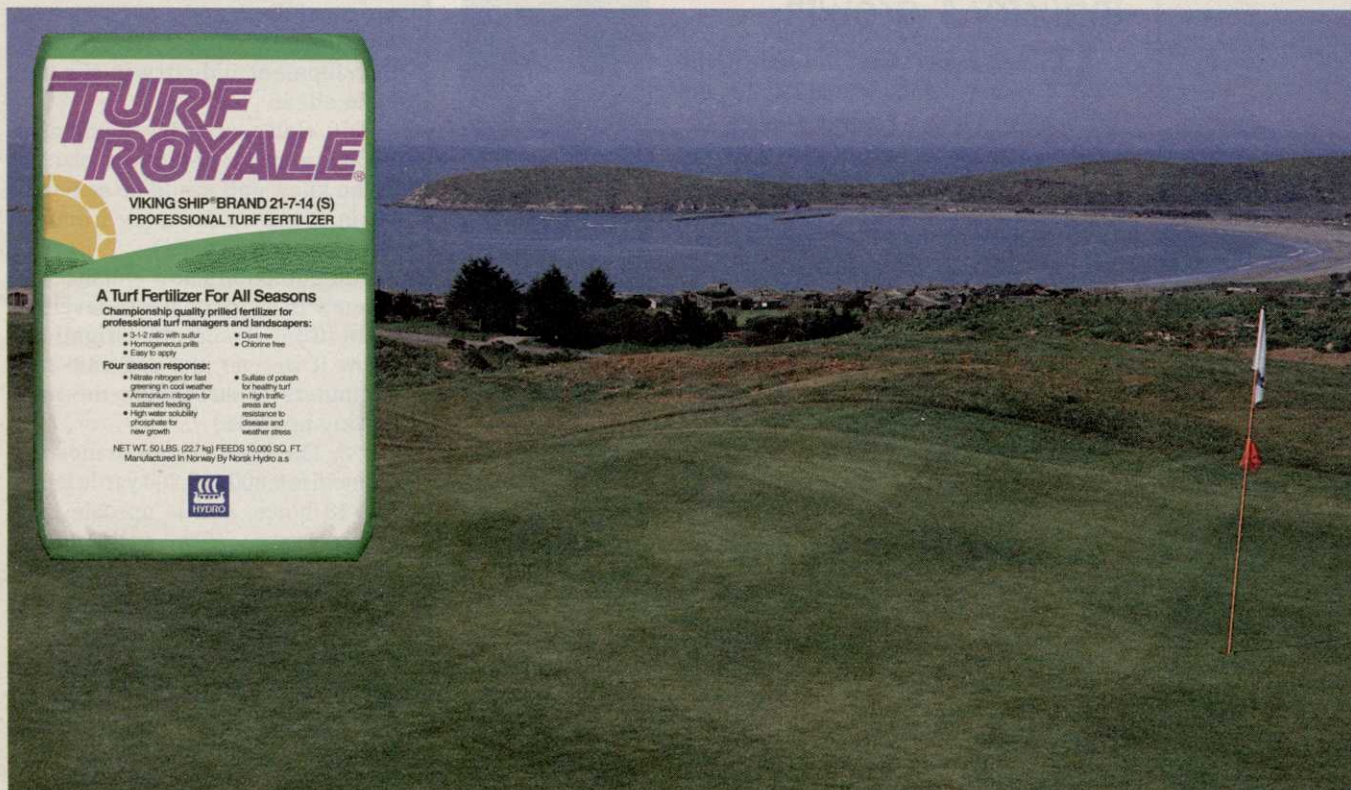
- **Hard surfaces** — We have benefited significantly from improvements in the specialized equipment that moves earth, trenches and performs such applications as stone- and debris-picking. Techniques in surface drainage, handling structures, cart paths and earthmoving have all improved, and a growing variety of surface materials, especially concrete, have been introduced. Computerization has advanced all aspects of design and construction.

- **Soft surfaces** — Grass surfaces have advanced, too, thanks to a trend toward automatic and fully computerized irrigation operations and improvements in cool- and warm-season grasses. Other improvements include more ways to use seed rather than vegetative propagation; more precise information about growing-medium requirements for greens and tee features; more use of sod to help open new golf courses quicker and eliminate some seeding and sprigging operations; and the use of more ground and grass covers to protect against destructive weather conditions.

### COURSE TYPE AND LOCATION

The sector with the most growth is the 18-hole upscale/daily-fee golf course, sometimes classified as semiprivate. Development courses represent a slightly smaller share of courses being built than 10 years ago.

Continued on page 34



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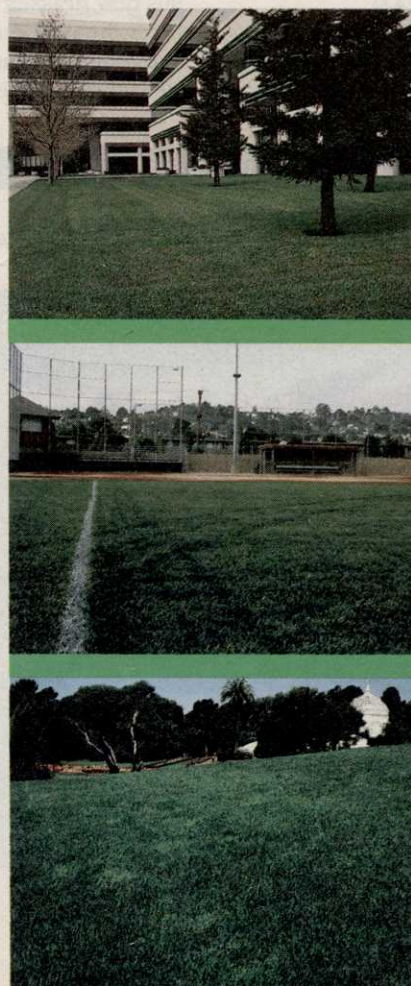
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NOTABLE QUOTES

## Some of the voices heard in the pages of GCN over the past 10 years.

On the boom in 1989: "It's just sensational, what's happening in golf, and the kinds of golf courses and products being done. The competition level in golf is so high. The desire for quality, dramatics, sensational, tremendous golf is out there and it's an exciting time." — **Tom Fazio**

On the rise of the upscale golf course in 1991: "I don't believe in the type of golf courses many are building today. After playing some of the courses out there today, they have to go back to the office for a vacation." — **Gary Player**

On wetlands in 1991: "It's been ridiculous. We've had a 10-by 30-foot piece of land in the middle of a fairway on top of a hill declared a wetland." — **Bill Kubly**

On environmental regulations in 1991: "Getting a permit [in Calif.] is like climbing Mt. Everest with tennis shoes." — **Robert Trent Jones, Jr.**

On design in 1992: "Ten years from now we'll look back on a lot of courses built in the 1970s and 1980s and we'll view them like we do Nehru jackets, big-fin Cadillacs and art deco. I like to build the golf course that's more like the traditional home in the old neighborhood with the steep roof and classic crown molding." — **Mark McCumber**

Speed kills: "The crash dummies in the automobile safety ads on television ought to hire out on golf greens. When Tour pros preparing for the Masters at Augusta National practice putting on their cement garage floors, perhaps we've gone too far." — **Jack Nicklaus**

## Profit, Products and Pie: A Decade of Change

By **ROGER MAXWELL**  
• President, In Celebration of Golf

Three years ago, I had the privilege to help establish the Golf Industry Association (GIA) in Arizona. This is a group of golf course owners, managers and associate businesses who make their living in the golf business. The mere existence of this group is a demonstration of the changes we've seen in golf in the past decade.

While the game of golf has been popular for quite some time, golf as an industry is a relatively new concept. The proliferation of management and development groups has increased the competition, spurred the need for more efficient operational practices and placed the focus on profitability of golf facilities. Additionally, Wall Street has entered the fray with real estate investment trusts (REITs), manufacturers and management companies finding the public eager to invest in everything from golf gadgets to golf resorts.

As healthy competition always does, this activity has generally increased the

service levels and product quality for the consumer. At In Celebration of Golf Management, we follow a clustering model where we manage facilities that are close in geographic and economic proximity. By doing so, we can take advantage of certain economies of scale, decrease redundant layers of management, and provide a better product and a better value for the golfer.

We have also seen a dramatic change in the area of golf retail. The casual atmosphere in today's society has essentially erased the line between golf clothes and business dress. Consequently, golf apparel manufacturers have spread into department stores and traditional retail apparel companies — such as Polo, Tommy Hilfiger and Eddie Bauer — have invested heavily in the golf business. Golf shops have become retail shops and vice versa. Specialty golf shops like In Celebration of Golf and PGA Tour shops thrive in non-traditional golf locations. Again, the increased competition offers the consumer more choices and better



Roger Maxwell

Continued on page 32

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## The more things change...

*Editor's note: Steve Renzetti started as a superintendent two months before Golf Course News came into existence.*

By STEVEN RENZETTI

• Director of golf operations at Wykagyl Country Club in New Rochelle, N.Y.

It is always interesting to reflect back. Sometimes the more things change, the more they seem to stay the same.

Ten years ago, I was a first-

year superintendent preparing for my first full season of having the responsibilities and pressures of prepping a golf course for spring. As I was then, I still am today: reviewing bids from suppliers; wrapping up winter projects; training staff; educat-

ing members; and mapping out control strategies for the season.

I'm still fighting moss on greens; trying to reduce the effects of poa annua seeding in May; timing my Hyperodry control (oops, I mean annual bluegrass weevil); and trying to get rid of my slice.

Much of the core equipment



Steve Renzetti

is the same, perhaps a safety switch here or a tweak there. But all in all, much is the same.

As for revolutionary equipment, two things stand out.

The first is the Hydroject aerifier, which has enabled turf managers to get oxygen down into the soil with minimal dis-

Continued on page 32

## Audubon rough, the Web and GCN

By GORDON WITTEVEEN

• Golf course superintendent, The Board of Trade of Metropolitan Toronto Country Club

In the business of golf course maintenance, the last decade of the 20th century belongs to Audubon rough, the Internet and *Golf Course News*. All three have changed the face of golf.

There isn't a new golf course being built without fescue, birdhouses and a Web Site. Similarly, the minute an entrepreneur starts up a new golfing venture he grabs for the latest copy of *Golf Course News*, an ungainly tabloid published in a no-name place on the East Coast. For Pete's sake, don't they know that for any new magazine to be successful it must come from places like New York, Cleveland or perhaps even Kansas City?

That little newspaper with modest beginnings grew and



Gordon Witteveen

*I remember certain things in life very well.....the day we beat the Russians in hockey right in their own backyard in Moscow....[and] the first time I picked up a copy of Golf Course News.'*

grew with each succeeding issue, and against all odds survived to celebrate its 10th birthday. Perhaps it'll even make it into the 21st century, in spite of its awkward size. Who wants to read a magazine, anyway, that is difficult to handle, that almost always falls out of your hands, and knocks the glasses off your nose?

I remember certain things in life very well: The day Canadian soldiers chased the Germans out of my hometown in Holland at the end of the Second World War, and the day we beat the Russians in hockey right in their own backyard in Moscow. Just as clearly, do I remember the first time I picked up a copy of *Golf Course News*. It was at the Devil's Pulpit from the desk of superintendent Ken Wright. One expects a place like the Pulpit to have the latest and the newest. "Here, take it! I am finished with it," said Ken Wright, and I did

Continued on page 31

GOLF COURSE NEWS



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## The changing environment for golf course management

By ROBERT H. DEDMAN JR.  
• President and Chief Executive Officer  
ClubCorp

The golf industry has changed greatly in the past decade, particularly in terms of member service.

The trend toward consolidation has especially impacted talent resources, an issue we have met by formalizing our company's service-oriented operations into a culture called "Star Service."

The recruitment of skilled human resources is of such concern that I have charged all our employee partners with the responsibility. We

have a goal to be 100 percent staffed by employees recommended by other employees. Emphasis on the employment process has been critical to our success in selecting the best available talent and our attempts to become the employer of choice in the markets we serve.



Robert Dedman Jr.

To keep good hourly wage personnel, we have cross-training programs so many employees learn to do more than one job. At the same time, we strive to instill employees with a passion for delivering personalized service and exceeding expectations.

Continued on page 29

## 10 satisfying years for golf

By L.T. WALDEN

• President, E-Z-GO Textron

The last ten years have been exciting for both E-Z-GO and the golf industry. Thousands of new courses opened, new companies came into the industry, some left the industry, and countless rounds were played.

One of the biggest changes in the golf industry is the emergence of multi-course owner/operators. They are now significant players in the golf industry, which is now a multi-billion dollar business. The emergence of these companies is a reflection of the growth and success of the golf business.

While individually owned courses are still the majority, there is no denying that the influence of multi-course operators will continue to grow in the next ten years.

A lot is written about new golf course construction and the number of new courses that open each year. Ten years ago, many new courses were private

clubs built as part of a large residential subdivision. Today, most new courses are high-quality daily-fee facilities. I believe that the total number of golf courses will continue to grow slowly and steadily.

The number of people playing golf is flat and it has not grown in the last five years. The challenge for the future is

how to entice more people to come out and play. We also have to strengthen the player base for the future. That's why there is such a focus on junior players and bringing young people into the game.

The golf industry has seen tremendous ups and downs in the last 10 years. While the golf

car business is not recession proof, the revenue generating potential of golf cars has helped us overcome most of the downs. Golf cars are a tremendous source of revenue at most courses. That fact has helped us smooth out the business cycles in golf.

For E-Z-GO, the last ten years were very satisfying. We introduced the TXT

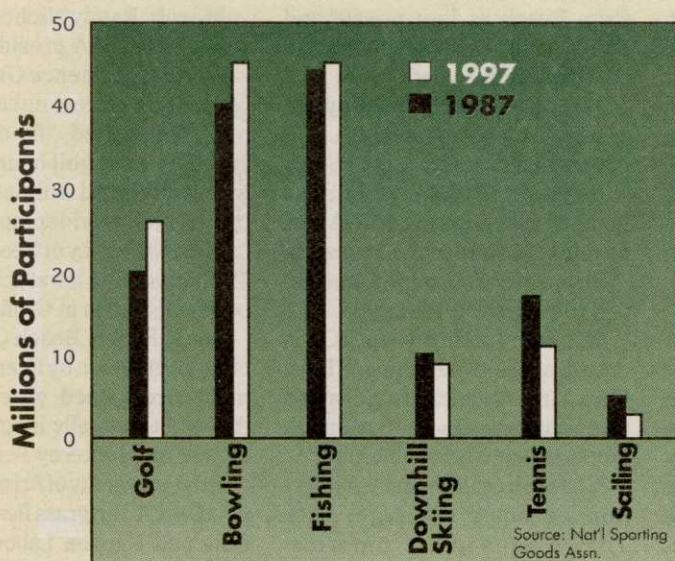
Continued on page 31



L.T. Walden

### GOLF INDUSTRY STATISTIC

#### Growth in Leisure Time Activities



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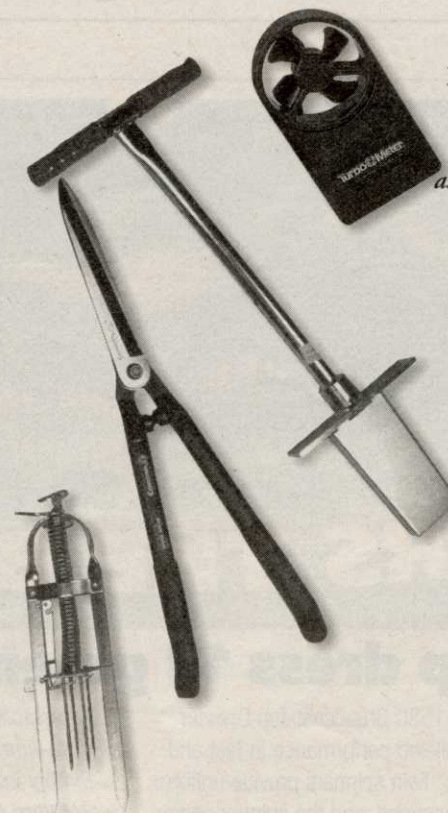
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# Ten years of GCN highlights remembered

1989

**April:** Golf world mourns the loss of Herb Graffis, founder of National Golf Foundation and Golf Writers Association of America.

**May:** Robert Trent Jones Jr. takes gavel as president of American Society of Golf Course Architects.

**June:** A *Golf Course News* story reports most courses are breaking the law. Only 45 percent of the Club Managers Association of America members questioned in a poll say their clubs have a hazard communication program.

**August:** Oregon seed industry wins reprieve from legislation to ban field burning, and researchers recharge efforts to find long-term answers.

**September:** Ransomes buys Cushman.

**November:** Hurricane Hugo hits Eastern Seaboard.

**December:** Flymo makes triumphant return to U.S.

1990

**January:** Wadsworth Golf Construction and Tom Fazio win GCN's first of three consecutive Best Builder and Best Architect awards, respectively.

**February:** Many courses with underground storage tanks could face "major dollar costs" to clean spills of hazardous wastes, expert says.

**March:** Don Rossi, former executive director of the NGF and current executive vice president of the GCBAA and National Golf Car Manufacturers Association, dies on March 11.

**April:** Toro unveils a revolutionary machine — the HydroJect

3000 — that aerates greens without disturbing the surface and interrupting play.

**June:** Spring floods inundate courses in Arkansas and Texas.

**August:** Savings & Loan crisis hits golf. Courses nationwide suddenly are available at bargain-basement prices and several courses are left in the hands of the Resolution Trust Corp.

**October:** Reaction to Persian Gulf War crisis is mixed as it turns 1 month old. Superintendents agree domino effect of oil shortage would be felt in construction and course operations.

**November:** Augusta National Golf Club loses entire 11th green complex and retaining walls, a washed-out 13th members' tee, a flooded 12th green and damaged 13th green, while Augusta CC faces washed-out riprap and 1/4 inch of silt on 8th green.

**December:** California voters turn a major "thumbs down" on two ballot questions that would have banned many of the pesticides used on golf courses.

1991

**February:** USGA decides to fund 15 university turfgrass research projects worth \$2.8 million.

**March:** Phil Arnold replaces the late Don Rossi as executive director of the Golf Course Builders Association of America.

**April:** Idaho state Legislature rejects bill that would limit turfgrass field burning in that state, setting stage for a battle that continued throughout the decade in the Northwest.

**June:** Pannell Kerr Forster

report indicates private course maintenance costs rose 7.8 percent the previous year, continuing trend that had seen those expenses rise 500 percent over the previous two decades.

**September:** Oregon Gov. Barbara Roberts signs measure that gradually reduces the number of acres of grass fields that can be burned to remove straw and thatch. Burning is no longer allowed in Oregon.

**October:** Superintendents report devastating effects of Hurricane Bob, which blasts Cape Cod with winds of 100 miles per hour. Storm deposits thousands of tons of sand and seaweed and leaves tees, fairways and greens under 6 feet of sea water.

**November:** David York, director of re-use for Florida Department of Environmental Regulation, rocks state's golf industry by suggesting golf courses not only be required to use effluent, but also pay for its treatment and transmission to the course.

**December:** Reports pour in of extensive golf course damage throughout the country as Halloween snowstorms blanket Midwest, Hurricane Grace slashes the East Coast, and fires terrorize the Oakland Calif., area.

1992

**January:** PGA finally prevails in a \$1.6 billion mega-plan for Hall of Fame, golf academy, housing, hotel, convention center and two 18-hole courses.

**February:** Floods devastate Texas courses.

**March:** USGA President Stuart



A boat rests on 12th green at Wild Dunes' Harbor Course on Isle of Palms, S.C. following Hurricane Hugo in 1989.

Bloch vows continued support for turf/environmental research.

**April:** USGA releases book summarizing scientific literature on the positive and potentially negative effects of golf courses.

**May:** A report by Pannell Kerr Forster states that higher payroll expenses caused country club maintenance costs to jump almost 10 percent in 1991, despite efforts to cut back on repairs and other costs.

**June:** Architects choose Tom Fazio's Black Diamond in Lecanto, Fla., and Emerald Dunes in West Palm Beach as best private and public courses, respectively, to open in last five years.

**July:** Clemson University announces plans to create a golf course/laboratory.

**August:** GCSAA withdraws funding slated for the USGA and decides to conduct own research.

**September:** Drought continues to plague Northwest.

**October:** Landmark Land Co. is out of appeals. Resolution Trust Corp. hires American Golf Corp. to take over management of Landmark properties on contract basis.

**November:** Subsurface injection becomes the rage, with Toro, Ransomes America, Rogers Innovative Inc. and

Pattison Brothers Agro racing to market with own versions of equipment injecting chemicals just below turf's surface.

1993

**January:** Landscapes Unlimited wins Golf Course Builder of the Year honor, supplanting Wadsworth Golf Construction for first time in the four-year award. Tom Fazio wins Best Architect of the Year for fourth straight time.

**February:** NGF reports 354 courses opened in 1992, three more than in 1991, a 20-year high.

**March:** Randy Nichols begins reign as GCSAA president.

**April:** Geoscience Golf Development Services unveils computer-generated "fly-overs" of yet-to-be-built golf courses — in which digitized animations are transferred to videotape.

**May:** University of Georgia plans 21-hole working lab at school's Experiment Station in Griffin.

**June:** Pebble Beach Co. seizes effluent initiative by financing \$34 million reclaimed water project that will eventually irrigate every course on Monterey Peninsula.

**July:** University of Arizona opens new Desert Turfgrass Research Facility and Karsten Laboratory for Turf Science in Tucson.

**August:** Newcomer KSL Recreation is big winner at the Landmark Land Co. auction, buying PGA West for \$140 million and LaQuinta for \$136.4 million.

**September:** Board of directors votes to adopt several major organizational changes, a GCSAA shake-up ensues, with Executive Director John Schilling and Immediate Past President Bill Roberts resigning.

**October:** Flowtronex and PSI merge.

**November:** Former Wild Dunes' golf course owner David Lucas, forms a landowners' organization, the Council on Property Rights, saying ours is a government of "tyranny by legislative fiat and special-interest groups."

1994

**January:** Tom Fazio and one of his lead architects, Andy Banfield, are voted Best Architect and Best Architect's Associate in annual GCN poll. Landscapes Unlimited wins its second straight Best Builder of the Year award.

**February:** Thousands of water samples from courses have been

Continued on page 28

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## My green crystal ball: Get kids hooked

By DAVID PURSELL

• President & Chief Executive Officer of Pursell Technologies Inc.

There is no doubt that the game of golf is very important to the Pursell family. First of all, it creates a livelihood for my family and me. Secondly, it is an activity that everyone in my family enjoys, including my wife and six — yes, six — children. How many sports can you play with your father, your son or daughter, your wife, or your buddies, and play for your whole life?

But the thing I enjoy most about this game is working within an industry that services golf courses and other entities that sell to golf courses. I have some great relationships with superintendents, GCSAA, media, suppliers, architects, builders, equipment manufacturers, and even competitors.

Pursell Technologies, Inc. was founded in 1904 by my great-grandfather. I have no idea what year we made our first golf-course sale, but I suppose it was a long time ago. I do know that in the 1950s, when slow-release fertilizers were introduced, we were there. We have continued to grow, watching all the trends develop.

And now, as we sit on the brink of a new millennium, people are wondering where the game of golf is heading? I am no sooth-sayer, but I will share what my gut tells me as to what I expect over the next ten years.

Golf will become less and less an elitist sport, mainly due to the vast number of courses and initiatives such as The First Tee,

which I am very high on.

The average age of a beginning golfer is said to be 29. My eight-year-old twin sons are already hooked, I suspect, for life. The difference is exposure, which boils down to opportunity. If we can expose people to this great game at an earlier age, then we are creating a more viable market place for us all.

Think how much better this world would be if kids could learn

and play golf with their moms or dads, instead of playing Nintendo or running around with their buddies.

But until that takes place, golf as a livelihood will get tougher and tougher, due to nominal growth in numbers, too many new course openings, and too many competitors in a given market arena.



David Pursell

There are simply too many folks trying to take a bite out of a pie that is not growing significantly in size.

Alas, there is a solution. It starts by supporting initiatives such as The First Tee. Or, take a son or daughter (or grandson or granddaughter) out to the course or driving

Continued on page 30

## Superintendents getting what's due

By HAL PHILLIPS


• President, Phillips Golf Media and ex-editor of Golf Course News

When GCN debuted back in 1989, the idea that superintendents should be visible, respected components of every golf course operation was still forming — in places like Lawrence, Far Hills and wherever committed forward-thinking supers, course owners and green committee chairmen plied their respective trades.

Three years later, when I joined *Golf Course News* as editor, this push to professionalize the position of superintendent had taken on a more concerted dedication. It had become a movement.

As I viewed it, this effort was what politicians term an "apple pie issue." That is to say, superintendents were clearly underappreciated in golf's great scheme; duly recognizing these men and women as the cornerstones of any successful golf course organization was a no-brainer — a cam-

Continued on page 31



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## Time line

Continued from page 27

subjected to more than 100,000 analyses in 13 projects since the 1988 Cape Cod Study and only five samples contained pesticides above health-based action levels, reports Dr. Stuart Cohen.

**March:** Joseph Baidy assumes the GCSAA presidency.

**April:** Increasing labor costs, declining membership and less money available for capital improvements are among the disturbing findings in an annual report on the health of private country clubs.

**May:** More than 60 percent of superintendents surveyed indicate they have altered maintenance practices compared to three years ago, citing pressure from government regulation, economic factors and environmental concerns.

**June:** Last mercury-based pesticide, Calo-Clor, taken off market, a result of EPA's cancellation of mercury-based pesticides.

**July:** Believing potential buyers could not live up to environmental deed restrictions imposed on the property, a bankruptcy judge nullifies the Resolution Trust Corp.'s sale of the Ocean Course at Kiawah Island to New York Audubon Society and financial partner Virginia Investment Trust.

**August:** EPA Administrator Carol Browner declares science peer-review procedures (until now non-existent) will be in effect Sept. 30, ending years of hostility with various branches of government and others in the scientific community.

**September:** Worldwide joint venture of Hoechst AG and Schering AG merger results in AgrEvo in North America.

**October:** Audubon Society of New York State presents first John James Audubon Environmental Steward Award to Tim Hiers of Collier's Reserve in Naples, Fla.

**November:** EPA establishes Biopesticides and Pollution Prevention Division to speed up registration of biological pesticides.

### 1995

**January:** The USGA begins a push for soil lab certification.

**February:** Paul Clute & Associates named GCN Golf Course Builder of the Year.

**March:** Cuba welcomes first golf course

## Levans

Continued from page 10

there was some low scrapping to be done or rod-iron railings to be painted, I'd jump in his paint wagon at 6:00 a.m. and spend the day earning a few extra dollars.

But the next day, whether if I had completed the job or not, I'd jump into the wagon in a pair of clean shorts and a shirt and he'd drop me at Butler's Golf Course with the money I'd earned the previous day. It was our routine. One day on the job, the next day on the course. I'd spend the day at the course for \$9, including lunch.

The common denominator through out our special guest commentaries is the call to grow participation. You've heard it, read it, dozens of time this year. Yet the need is so great at this point in the game that you're going to continue to hear it. By they way, The First Tee is mentioned in just about every commentary.

The ultimate question should be, how do we make the trip to the course routine? Not just for the kids, but the trip should be routine for me, you as well as your entire family.

project in more than 30 years, in Vara Dero, 2-1/2 hours northeast of Havana.

**April:** Jeff Brauer assumes ASGCA presidency.

**May:** Audubon Society of New York State forms Audubon International for programs that go beyond state borders.

**June:** VIT secures the Ocean Course at Kiawah Island from the RTC.

**July:** In Loudonville, N.Y., Siena College, neighboring Schuyler Meadows Golf Course and the Audubon Society of New York agree to long-term environmental studies.

**August:** EPA settles on national emissions standards for small engines.

**September:** One year after the federal government eliminated the income-tax deductibility for club dues and reduced deductions for business entertainment, more than a quarter of the nation's private golf clubs experience a drop in membership sales. One-third report decline in gross food and beverage revenues.

**October:** The end comes to a "100-year summer," with record-crunching heat and humidity, scorching heat and drenching rains.

### 1996

**January:** Bruce Williams assumes GCSAA presidency.

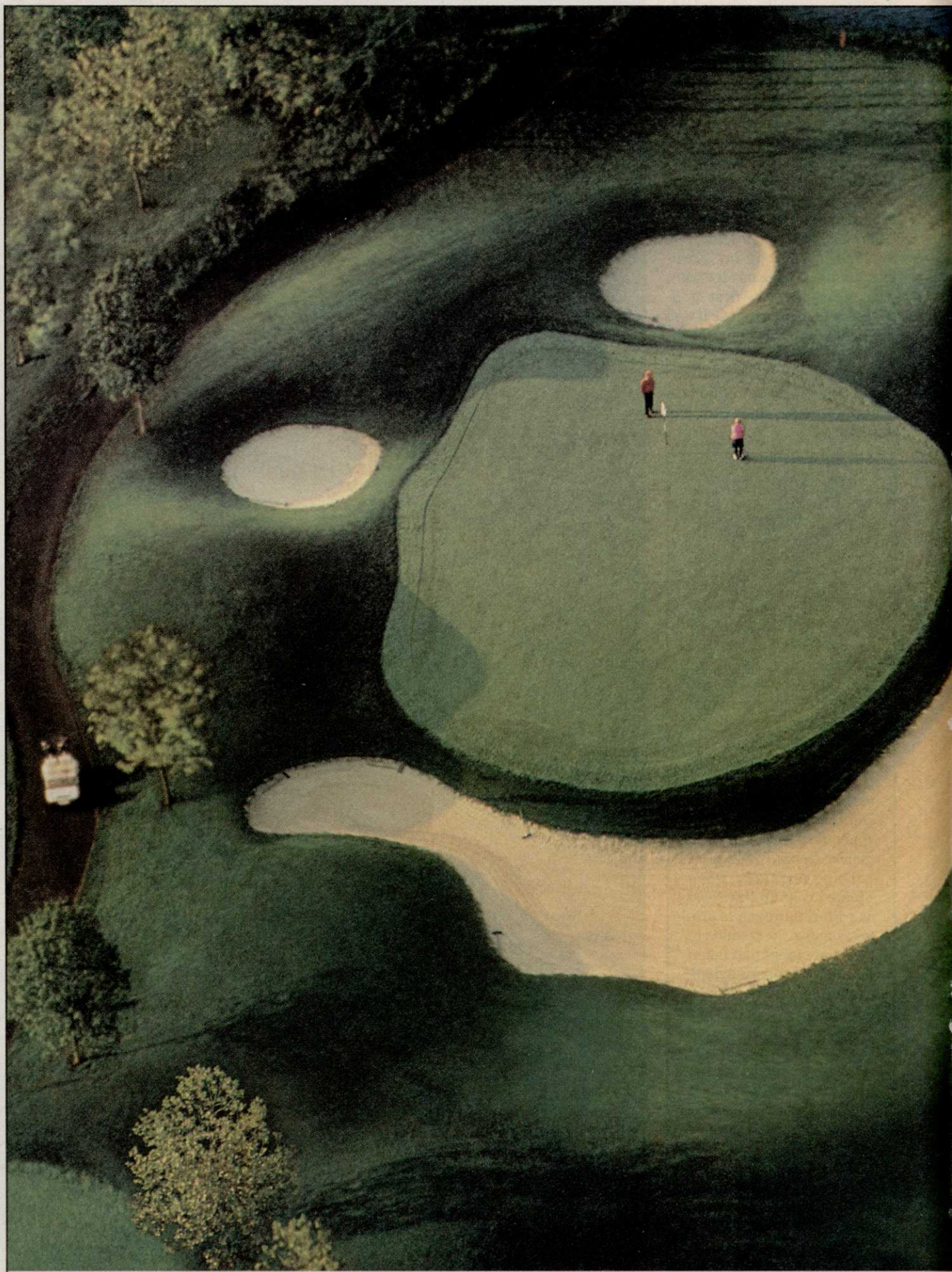
**February:** Landscapes Unlimited is named GCN's Builder of the Year for 1995.

**March:** National Golf Properties purchases Golf Enterprises Inc.

**April:** Ciba of Des Plaines, Ill., and SandozAgro of Greensboro, N.C., agree to merge into a new firm, Novartis, which becomes a \$6 billion agrichemical giant.

**May:** Scientists plan first international conference ever on topics ranging from

Continued on next page





## Time line

Continued from previous page

molecular biology to gene cloning and *in vitro* culture and somaclonal variation.

**June:** Tessenderlo Group of Brussels buys Hickson Kerley, a manufacturer and marketer of specialty liquid fertilizer.

**August:** The BioJect system, a sort of on-site brewery for disease-suppressive bacteria, gets sparkling results making biological-control agents effective.

**September:** USGA Green Section launches Construction Education Program, with Jim Moore as director.

**November:** Jacobsen Division of Textron, Inc. acquires the Bunton Co.

### 1997

**February:** 1996 course openings reach 442, the second-highest total ever.

**March:** Zeneca Professional Products releases Heritage, the first fungicide ever approved in the EPA's "reduced-risk pesticide" category.

**April:** PGA Tour and John Deere ink three-tiered, nine-year deal in which Deere provides turf equipment to TPC courses network, assumes title sponsorship of Quad

City Classic and provides 385 acres for new TPC course in Moline, Ill.

**May:** Alice Dye, first woman voted into the ASGCA, becomes its first female president.

**August:** Widow's Walk, the first "environmental demonstration" golf course, opens on what was once a gravel pit and dump site in Scituate, Mass.

**September:** Audubon International creates trust to accept land which environmental group will develop into courses bearing Audubon name.

**November:** Group of 27 Sarasota, Fla., courses battles county government over

storm-water runoff assessment that costs some courses as much as \$46,000 annually and seriously threatens survival.

### 1998

**April:** El Nino-driven storms hammer California courses while heavy rains wreak havoc on Florida links.

**May:** Audubon International revokes Signature status from golf courses failing to follow guidelines.

**June:** Purdue University in Indiana opens new Pete Dye-designed golf course that will conduct extensive studies on effects of course maintenance on ground water.

**July:** Kentucky's Bob O'Link Golf Course unveils Kids Course within existing championship layout.

**August:** Meditrust completes Cobblestone Golf Group acquisition.

### 1999

**January:** Y2K could mean major headaches for nation's golf courses.

**February:** Meditrust decides to sell off Cobblestone Golf Group.

**March:** Virginia Circuit Court judge clears way for Richmond First Tee facility.

**April:** Project manager at Aspen, Colo.'s Roaring Fork Club charged with stealing \$230,000 from developers.

## Dedman

Continued from page 25

pectations, whatever their role.

We have instituted the "Three Es" of performance management: Expectations, Equipping, and Evaluation. We set clear expectations for employee partners, make sure they are equipped with the necessary tools and resources, and consistently evaluate the results.

Also changing is the role of the golf professional, who can no longer simply serve as a retailer of goods and services. At ClubCorp, we make pros responsible for member retention. That means programs and services to make a member's whole golf experience the best.

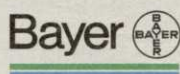
Linked with this issue of enhancing the golf experience is the growing challenge of pro-active player development. What are we going to do to encourage more women, juniors, and seniors to take up the game of golf and remain in the sport? Some of our clubs have installed 4,800-yard tees for beginners and high-handicappers. Others are devising innovative programs to better serve juniors, such as additional forward tees. Scoring systems for these tees can be customized to age groups, with a higher par for younger players. Providing juniors a handicap makes them feel like "real" golfers.

Of course, no discussion of the past decade or the new millennium is complete without acknowledging the impact of technology. More and more golfers in the future will be making tee times via the Internet. But in addition to logistical efficiencies, technology has the potential to provide innumerable opportunities to personalize the consumer's golf experience.

If the past decade is an indicator, the future will pose operational challenges we cannot even imagine now. Yet creating a future based service values will define our success and allow us to continually reinvent our services, products, and amenities in a changing environment.

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## Phillips

Continued from page 27

-paign anyone with said brain could get behind.

Today —10 years on, and 24 months after I left Golf Course News — this professional initiative has borne considerable fruit. We can all agree that superintendents are paid better and wield more leverage during the hiring process; they are recognized as

the linchpin of golf's environmental stewardship; on new projects, they are routinely hired earlier in the construction process.

Further, their ultimate patrons — be they club members or daily-fee golfers — possess far more perspective when it comes to agronomic issues and how they might affect play. Superintendents and turf science have even begun to take their rightful place in the mainstream media spot-

light, as this year's Open at Pinehurst No. 2 — whose newly refurbished greens sport the latest in heat-tolerant bentgrass — will illustrate. Indeed, the Open would never have ventured so far into the transition zone without this sort of agronomic advance.

Bringing the Open down to Dixie is just another example of how dramatically the business has changed during the 10 years GCN has doggedly and objec-

tively published golf's news and views. Courses are now developed at a sustained rate of 400 per calendar year (a figure unimaginable circa 1989) and new public-access facilities outnumber new private clubs 4 to 1, nearly reversing the ratio we observed during the '80s.

This proliferation of daily-fee courses, combined with other factors, has fundamentally altered the balance of power at individual

course facilities; it has placed more power in the hands of owners who observe, for example, the success of off-site club retailers and wish it for themselves.

Management companies, in turn, see profitable daily-fee operations and snap them up. Business decisions like these have diminished the economic power of head golf professionals — the very people against whom superintendents have traditionally measured themselves in terms of prestige and professionalism.

It's ironic that as head pros struggle to find their place in golf's new world order, supers continue their upward mobility. Why? Because the course itself is and always will be the star of any golf facility. While owners might think they can sell clubs, owners recognize they'll never understand 15-15-15 fertilizer applications. And because they concentrate on the golf course itself, superintendents will always play a role of singular importance — a role unlikely to diminish as standards of conditioning keep rising.

Whether the golf course industry continues to boom or suffers the dreaded market correction, superintendents will always be primary to successful course operations. Why? Because superintendents manage golf's most important element, its ultimate asset. After 10 years of awareness training, today's owners have a pretty good handle on this.

There is still work to be done, of course; professionalism is not a static goal. Agronomic advances will keep coming; they will demand more of superintendents, not less.

If I learned nothing else during my tenure at GCN, I learned that superintendents are a determined bunch. So I'm confident that 10 years down the road, superintendents will have met these challenges and the others progress will surely bring. I'm just as certain we'll be reading about them in Golf Course News.

## Pursell

Continued from page 27

range, and tell them to invite a friend or two.

Spend quality time, point out some wildlife, teach them about rules and honesty. And if you really want to impress them, hit a few flop wedges that back up six feet.

Fret not, for the game of golf will never die. I personally believe there may be golf courses in heaven — or possibly hell depending upon how one is playing when their time is up. But until that final calling, I will personally enjoy every single day I am able to work and participate within the confines of this great game, and this great industry.

# To some lenders this is a very risky situation.

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## Palmer/Seay

Continued from page 21

excited and encouraged about the potential for the next six to 10 years.

**Seay:** This isn't by happen-stance. Most of the design work in the 1990s by a lot of golf course architects has been a return to the more traditional-styled design. Which, in most cases, resulted in really fun courses to play, rather than difficult and severe. Arnold and I have always stayed pretty close to the traditional philosophies of design. That is, the playing of the game and, when possible, designing and building to and with the land. In most situations for the past 20 years or so, we did not get a naturally rolling, sandy, seaside, and beautifully timbered 400 acres without development to work with. I should add that the PCDC design team will continue to stay with the same traditional design philosophies.

**Palmer:** Along that same line, our course designs have always considered what effect the new equipment has had on the game. The U.S. Golf Association is constantly looking at this and now is concentrating on the area of primary importance: the stabilization of the ball.

Another major aspect of golf course design, construction and development that began slowly in the 1960s and has moved to the forefront in the '90s is the preservation, enhancement, and reclamation of our

existing environmentally sensitive lands. This will continue to be the strongest area of consideration. As it should be.

**Seay:** The industry as a whole is also promoting and exposing golf to more and more segments of the population, not only domestically, but internationally as well. The PGA Tour's First Tee program, The Executive Women's Golf League, golf academies, and family golf learning centers are gaining momentum and getting stronger and better every year.

PCDC is now promoting golf on a relatively new front in that, whenever we can,

we are recommending to all levels of development to provide golf in any structure. It may be six holes, three holes, 12 holes, 14 holes, practice facilities, etc. Not every golfing experience needs to be 18 or nine holes, or an Augusta National or a Pine Valley.

I really feel the next 10 years are going to be exciting for the whole industry, especially in the design, construction and development arena. We made great strides in the transition from the '80s into the '90s, and we all feel golf course development will continue to grow with particular emphasis in daily-fee and resort facilities.

**Palmer:** I agree with Ed and support and encourage everyone in golf to expose, provide and improve all of the elements of the game. And with more interest and more people coming into golf every day, all of us in the game need to promote, by example, the basic strengths of the game.

We must guard and protect these very elements that keep the game so great and be standard-bearers, if you will. This is one of the hallmark messages for the future from all of the Palmer companies. The game is in very good shape.

## Witteveen

Continued from page 24

just that. I haven't missed an issue since.

Funny thing about *Golf Course News*. Just like Ken Wright, I easily part with past issues. It's not the sort of magazine that one hangs onto. Not like *The Greenmaster* and *Golf Course Management* of which I have stacks and stacks collecting dust on a bottom shelf. *Golf Course News* I read, usually within minutes after its arrival, even in the summer season, then take it to the staff room from where it disappears to God knows where, but never to a shelf.

The best thing about *Golf Course News* is the new friends that I have made. Most people in the industry one meets annually at convention time. But Mark Leslie, Terry Buchen, Kevin Ross, Michael Hurdzan and many others come regularly to my mailbox.

They speak from the heart in a language that I understand, and when I now meet them at convention time, my greenkeeping life is complete. Thank you, *Golf Course News*, for presenting golf course life as I live it. Have a Happy Birthday, with many more to come.

## Walden

Continued from page 25

Golf Car, the DriveControl System with regenerative braking and the only twin-cylinder, overhead cam gasoline engine.

Our goal for the next ten years is to continue to be the innovation leader and to strengthen our position in all the markets that we serve both domestically and internationally. I see tremendous potential for golf and golf cars in the next ten years and I can't think of a better place to be than right here at E-Z-GO.

GOLF COURSE NEWS



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## Renzetti

Continued from page 24

ruption to play.

The second is alternative spikes. I recall bringing the literature home from a trade show and offering anyone a free change-over just to try them. Now you can hardly buy a pair of shoes without them.

Irrigation systems are much better. More efficient pump sta-

tions and control systems have dramatically improved water usage and playability.

This overlaps with what is the most significant change in the industry—computerization. Ten years ago, I was explaining to my chairman the need to computerize the department. Today, ironically, my chairman is an executive with Sun Microsoft. My office has two desktop computers, one DTN weather moni-

tor with satellite dish, a laptop computer, facsimile machine, copier, Hewlett Packard scanner, cellular telephone, television/VCR and a Bose radio.

I know a superintendent who, just a few years ago, scoffed at the idea of using a computer. Now he is a regular on the Internet, and is spearheading an association Web page. This new equipment gives us the ability to document and professionally

prepare reports and proposals.

I find a greater need to promote what superintendents have done for decades. The Audubon International program has given credibility to what is second nature to us—conservation and preservation.

*I know a superintendent who, just a few years ago, scoffed at the idea of using a computer. Now he is a regular on the Internet.'*

—Steve Renzetti

## All in a Day's Work.

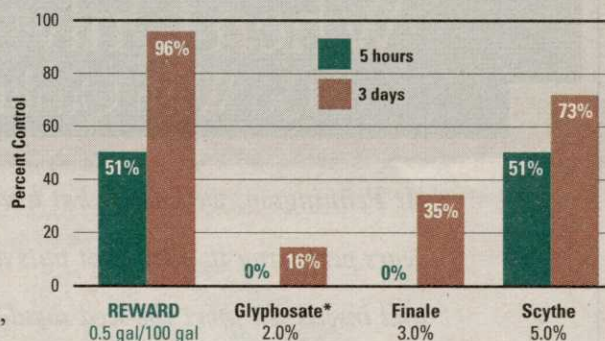


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Fred Yelverton, North Carolina State University, 1998 US12-98-W009B

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CIRCLE #130

I interpret the new generation of regulations to be good and bad. Some force us to tighten our belts up a little, while others just don't make sense at all.

I hear a lot of talk about how television golf has put undo pressure on the day-to-day conditioning of golf courses. But what I see is superintendents answering the call, stepping up to the plate and performing.

I play courses all over the country and time after time find myself saying at the end of my round, 'Boy, is this place in great shape.' I think television has put superintendents in the spotlight, both in recognition and compensation.

The golfing public has fully recognized superintendents are the most influential people at their facilities in terms of the total golfing experience. This is where the Golf Course Superintendents Association of America's board and staff has come into play. GCSAA has come full circle. It is an organization that works diligently and tirelessly in supporting and promoting endeavors we feel are important. I trust the management and direction our national association is heading.

Just a few years ago, I wrote in my club's newsletter that it is an exciting time to be a member at Wykagyl. It was then, and still is today, a very progressive club, making positive changes that benefit everyone.

It is also an exciting time to be superintendents, as we lead the golf community into the next millennium.

## Maxwell

Continued from page 36  
product selection.

However, all of this increased competition will be of no value if we don't create new golfers. The change that we need to see that hasn't happened in the past 10 years is a significant growth in the number of golfers. The increased supply of courses, apparel and equipment has far exceeded the demand for these goods and services. In simple terms, we're all fighting for bigger pieces of the same pie. As an industry we need to focus on increasing the pie.

When golf was merely a game we didn't worry about market share, return on investment and such. If we're going to be an industry, we have to act like one.

ZPP-REW-005

GOLF COURSE NEWS



## Buchen

Continued from page 36

strides in golf course management in the 1990s. The firms that placed general and club managers and golf professionals regularly take in course superintendents/managers. Even some superintendent/golf course managers have entered the job placement service business themselves.

Our side of the business is getting so competitive that some course managers are now submitting resumes to headhunting firms well ahead of their next anticipated job change — even when they are not actively pursuing a new position, just to be ready and able.

Our popular position in the golf community has caused an influx and over-abundance of students who many times must wait one to two years until well after they graduate from agronomy school before they can become an assistant superintendent.

Some student interns only want to work on high-profile courses and many of these courses cannot fill all of the applications they receive. Student interns must be more aware that they can learn just as much from other very qualified course managers at lesser-known facilities.

The agronomy schools keep graduating many fine superintendent prospects, but not enough jobs are available as approximately 450 to 500 new courses have been opening during the 1990s golf boom. Even with retirement attrition, there still are too many individuals in the maintenance and conditioning field. Many established turf managers feel there are too many turf scholarships in the marketplace and that the money would be better spent on turf research.

Much-needed publicity about course managers to the golfing public has made tremendous strides. Turf managers are finally getting the recognition and attention that they deserve, even though it seems it could always be better.

The Golf Course Superintendents Association of America (GCSAA) has made tremendous strides in providing the Par for the Course show on cable television's The Golf Channel; The Leaderboard Newsletter; the GCSAA Website [www.gcsaa.org](http://www.gcsaa.org); The Old Tom Morris Award; The GCSAA Foundation; Historical Preservation Projects and Acquisitions; Environmental Management Program and the Environmental Research Library, to name a few.

Where do we go from here in the new millennium is anyone's guess. Golf course managers will receive even more good publicity, as our position in the golf community becomes even more

important. Golfers will want to get to know us better and will seek us out on more of a regular basis to discuss what we are doing on the course.

The cliché that growing grass is the easiest part of the job will continue to be evident as personnel management, communication skills with employers and golfers, environmental stewardship, providing even better playing conditions with tight budget constraints,

working for and with management companies, and other issues will be of great significance.

The usual major advancements in golf course equipment will continue to make our jobs easier. And new environmental ways to control pests and grow grasses that are more friendly to the planet will always move forward with excellent results.

Finding and keeping qualified and acceptable hourly maintenance

employees will continue to get more difficult since the industry is relying more and more on minorities and immigrants to fill these vital positions.

Clubs that are now receiving between 100 and 300 resumes for course management jobs will receive even more, upwards of between 200 to 500. Networking will become even more prevalent.

Golf course managers will stay at their positions longer as

the trend to move every five to seven years will take a turn in the opposite direction; and more people over 50 years old will remain in their present jobs instead of moving to related green industries or getting out of the golf business completely.

Best wishes and continued success to all of you golf course maintenance professionals during the millennium, as the future looks bright.

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## Wadsworth

Continued from page 22

Outside metropolitan areas, golf course demand is being fueled by increased interest in golf, economical land costs and available desirable golf sites. While the market for remodeling older courses remains strong, demand for company or corporate industrial courses is almost nonexistent.

## MONEY, COURTS AND GETTING IT DONE

Lower interest rates, a strong money supply and golf's popularity have created potential new owners of all sorts as well as many new designers and developers. Public and private charitable concerns and system owners who have a stake in multiple courses are now in the marketplace.

In the last decade, several environmental and legal trends also

have evolved. The permitting process for construction has become more difficult, with extended time lengths. Golf course owners continue to run into difficulty meeting permit requirements due to more stringent wetland and water-use restrictions.

As for the legal environment, litigation has increased and now covers claims against every aspect of facility development and the game of golf. As a result,

insurance needs must be increased for work areas that did not exist 10 years ago.

Given such progress and these trends, many opportunities exist to continue the run on new facility development, even if the number of golfers nationwide does not increase. The marketplace, while seemingly fully mature, can still absorb more facilities, with no real end in sight for demand.

## Watson

Continued from page 21

of green most appealing to the television camera's eye.

New practices were adopted in response to environmental concerns including Integrated Pest Management (IPM) and Best Management Practices (BMP). Courses changed their practices to be more environmentally responsible and responsive to their clubs and communities.

If the first question is how does the course look, the second is always — How does it play? As golfer demand for lower heights of cut on greens and fairways grew, it became apparent that new equipment and materials would be needed if course superintendents were to maintain the same high quality playing conditions. Manufacturers and suppliers of seed, sod, pesticides, fertilizer, maintenance equipment and irrigation systems responded.

New innovative equipment like water injection aerators produced ready to play greens seconds after the aerator finished its final pass. Mowers that shift and flex emerged to create optimum turf. High-tech, computerized irrigation controllers were developed to apply water more precisely to reduce costs and better meet the needs of the grasses.

The business of golf changed too. Greater emphasis was placed on research and education throughout the 1990s. New and enhanced foundations emerged to support turfgrass research and such notable efforts as The First Tee initiative began to make golf more affordable and accessible and encourage new players for the future of the game. The industry has become a close knit group of researchers, associations and industry partners all working together to enhance the game of golf.

A check of my crystal ball and I see a promising future for golf supported by turfgrass science and enhancements in bioengineering. In the future, precision turfgrass management will become the norm with increased use of GPS, GIS, and T-map technology. In the agronomic area, genetically engineered grasses will emerge with increased stress tolerance. Biological control of diseases, insects and weeds will reduce the chemicals used on golf courses. And we can expect molecular research to reveal basic cellular compounds that will provide answers to plant growth and response to environmental agents.

We'll look back in another 10 years upon a decade of phenomenal growth and opportunity for a game that enriches lives through the emphasis of personal integrity and achievement.

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## BRIEFS



### BOOK ADDRESSES ENV'L ISSUES

CHICAGO — The Environmental Committee of the American Society of Golf Course Architects (ASGCA) has produced a new edition of "An Environmental Approach to Golf Course Development." The 48-page booklet was first introduced in 1992 as a reference tool for those involved in planning or remodeling golf courses. The fully illustrated book addresses ways golf course architects, superintendents, builders, developers, owners and others are working to create and maintain courses in concert with environment. The book also contains specific checklists for reference during the permitting and overall development process. To obtain a copy people may send a check for \$12 to: ASGCA, 221 N. LaSalle St., Chicago, Ill. 60601.

### CAVERLY FIRM A CHARTER MEMBER

CHAPEL HILL, N.C. — Golf Course Construction, Inc. of Howell, Mich., has become the 27th Charter Member of the Golf Course Builders Association of America (GCBA). Glenn Caverly founded Golf Course Construction in 1989. It joined the GCBA as a builder member in 1991 and has been a certified golf course builder since 1994. It is one of the host companies for the GCBA's Stick for Kids junior golf program, and most recently was a sponsor for the 1998 GCBA summer golf tournament. Caverly has been on the GCBA board of directors since 1996 and serves on the Builder Certification Committee.

### ASGCA ELEVATES SIX ASSOCIATES

CHICAGO — Six associates were elected regular members of the American Society of Golf Course Architects (ASGCA) at its recent annual meeting in Charleston. They are Chris Cochran of North Palm Beach, Fla.; Chris Commins of Jacksonville, Fla.; Perry Dye of Denver, Colo.; Les Furber of Alberta, Canada; Neil Haworth of Honolulu; and Ray Hearn of Plymouth, Mich. The new regular members have been associate members in good standing for three or more years, have completed the final requirements for full membership and have been approved by the ASGCA board of governors.



# O'Meara, title notches on his belt, eyes design

Mark O'Meara, winner of 23 professional tournaments worldwide—including the 1998 Masters and British Open—has teamed up with IMG Design's Brit Stenson and the ClubLink Corp. to design his first golf course at the Grandview Inn in Huntsville, Ontario. While O'Meara has consulted on several golf course designs, this will be his first signature layout. Golf Course News recently caught up with Mark between the Masters and his departure to play in the Chunichi Crowns in Togo, Japan to talk about his first venture into golf course design.

GCN: Has design work been something that you've always wanted to do?

O'Meara: Actually it has. I remember in high school when I was playing on the golf team, I would sketch out different golf holes with bunkers and greens. I've always had a fascination with golf course design. And having played for 19 years as a professional, while I do not classify myself as an expert, I've learned a lot from playing all over the world and playing with all different types of players.

GCN: What made you decide to jump into the design business now?

O'Meara: I felt like at 42 years of age, my playing career, while still busy now, will be slowing down in the next couple years. There wasn't any reason why I shouldn't take a look at golf design to see if this is something that I wanted to do.

GCN: You won two majors last year, what impact did that have on your decision to design golf courses?

O'Meara: For the last ten years, people have been trying to get me to design courses. I have consulted on some, like the TPC in Los Angeles. But since I won the Masters and the British Open, people have been asking me a lot more, the exposure helps.



Mark O'Meara, left, and Bruce Simmonds, president and CEO of ClubLink, celebrate the announcement of O'Meara's first design at the Grandview Inn in Huntsville, Ontario.

GCN: Given your extensive international experience, do you plan on designing courses worldwide?

O'Meara: Winning the Open has been a stepping stone to international work and golf course design. I've also played a lot of golf around the world, more so than other American players. From that standpoint, having a name like O'Meara and having Irish background, there is the possibility of doing a course in Ireland and perhaps other places in Europe and Asia as well.

GCN: How have your experiences on the Tour influenced your design philosophy? How will you design a course for high handicappers?

O'Meara: Playing on the PGA Tour and internationally has given me the opportunity to play a lot of the world's great golf

Continued on page 37



Forty miles west of Washington, D.C., Bull Run Country Club opens in late June.

## Jacobson's Bull Run opens in June

HAYMARKET, Va. — The creator of the acclaimed Augustine Golf Club in suburban Washington, D.C., has designed another daily-fee course here at the foot of Bull Run Mountain 40 miles west of the nation's capital.

Rick Jacobson of Jacobson Golf Course Design used the heavily wooded and naturally rolling terrain of northern Virginia to give Bull Run Country Club the traditional look and feel of a course born decades ago. At the same time, he employed contemporary design principles to create a memorable course.

"The course can be set up to be challenging enough for tournament play, but it's user-friendly from the front and middle tees," Jacobson said. "The fairways have nice landing areas and there are bail-out areas around the greens."

The course had a "soft" opening on April 1. Nine holes opened last fall. A grand opening is planned for late June.

"Rick did a great job," said Director of Golf Larry Spielberg. "We've had people tell us it's the best golf course in the area. There's not a weak hole out there. From the time you tee off, the course just keeps getting better and better."

The par-72 course measures 6,961 yards from the back tees, with Bull Run Mountain providing a dramatic background. Water comes into play on nine holes, thanks to three lakes. There are 73 bunkers in addition to streams, environmentally sensitive wetlands and ravines.

The practice area includes driving range, putting green, chipping area and sand bunker.

Continued on page 36

## Camelback GC undergoes \$12M renovation

SCOTTSDALE, Ariz. — Camelback Golf Club at Marriott's Camelback Inn has broken ground on a \$12.1 million enhancement project that will include a complete re-design of the Padre Course and practice range, along with an expanded clubhouse, pro shop and restaurant.

During the renovation period, through Dec. 31, the Indian Bend course will remain open and a temporary clubhouse will serve food and beverages on a limited basis.

The renovation of the Padre course will be designed and managed by course architect Arthur Hills.

According to Hills project manager Chris Wilczynski, "The golfing experience at the new Padre golf course will be very unique to the Southwest. The course is not within a desert setting like most golf courses in this area. It is a parkland setting with large mature trees and lush green turf."

The finished product will be a classic design with strategic bunkering, traditional square tees and very subtle land forms. Every hole will feature a new green, tees and bunkers. While some holes will maintain their current routing, others will be re-routed to increase the overall playability, competitiveness and appeal. In addition to lengthening the course from 6,500 yards to 6,800 yards, three new lakes will be added to create extra beauty and challenge.



**N**ORTH FORT WORTH, Texas — The Beechwood Co. has announced the construction of an 18-hole Greg Norman resort course at its new 900-acre master-planned development next to Texas Motor Speedway here.

Groundbreaking was April 27 for The Creeks at Beechwood course, which will be Norman's first in the Dallas/Fort Worth area

## Norman track across street from Speedway

and his ninth in the United States. The \$10 million track, directly across State Highway 114 from Texas Motor Speedway, will be completed in the fall of 2000.

"I really look forward to working with Beechwood Co. on such a fine piece of land with the creeks and such great topography for the North Texas area," said Norman.

Set among a lushly wooded

landscape and three spring-fed creeks, he Creeks at Beechwood will be accompanied by a four-star hotel and conference center at the newly announced Beechwood Business Park, a 900-acre development for corporate campus office buildings, retail shops, restaurants and other commercial projects.

Eddie Gossage, general man-

ager of Texas Motor Speedway, said Beechwood Business Park, The Creeks at Beechwood golf course and a soon-to-be-announced resort hotel will be a "perfect next-door neighbor" to the Speedway.

"The Beechwood development and Texas Motor Speedway perfectly complement each other," Gossage said. "The

Speedway is a 365-day-a-year destination for tourists, banquets and business meetings in our recently completed, nine-story Speedway Club. The Creeks at Beechwood golf course will certainly be beneficial to the members of the Speedway Club, as will the future hotel development and commercial growth."

Jason McCoy, vice president of Greg Norman Golf Course Design Co. and lead designer of The Creeks at Beechwood course, said the course will be well-suited for major corporate events and tournaments that ties into Texas Motor Speedway.

"We think the idea of The Creeks at Beechwood being right next to Texas Motor Speedway is pretty unique," McCoy said.

## Bull Run to open

Continued from page 35

Jacobson said the need to create two man-made lakes and expand an existing lake to accommodate irrigation supply was one of the principle challenges of the project. While attempting to construct the originally proposed lakes, the bulldozers struck rock. Budget restrictions prevented dynamiting, so Jacobson adapted on the fly.

"We had to adjust the elevation of the original design and layout of several holes adjacent to the lakes," Jacobson said. "For example, the 8th hole originally was a par-3 based on the original plan to expand the lake. But because we ran into the rock, the lake design had to be modified, so we changed it to a reachable par-4."

Far from being a throwaway hole, the 8th is an example of the risk-reward theme Jacobson carried throughout the course. It's a 350-yarder that plays downwind from a tee box elevated 60 feet above the fairway. Players who risk cutting their tee shots over the bunkers on the right could run the ball up on the green and set up a possible eagle putt.

The risk-reward equation for the double-fairway 9th hole invites players to cut 30 yards off their approach shots by driving down from the elevated tee to the lower fairway that's adjacent to a lake.

The 13th hole rewards players with an open shot to the green if they choose to cut off much of the lake from their elevated tee shot.

The par-5 18th plays downhill with the prevailing wind. Players who risk hitting their second shots over a lake can reach the green in two, while those who choose the bail out area are usually destined to make at least 4 on the hole. The shot to the green is "between the uprights" of two sycamore trees that frame the putting surface.



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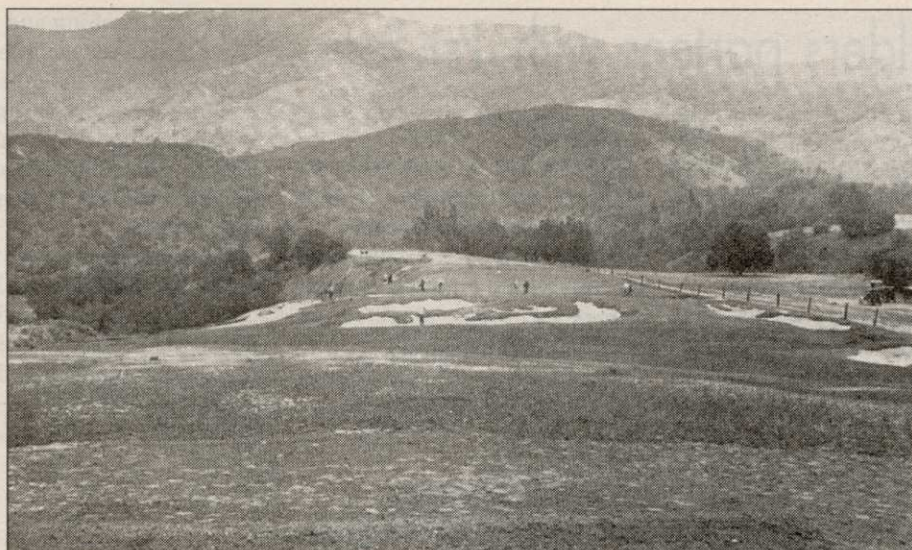
# Ojai Valley reclaiming great Thomas par-3

Continued from page 1

Built in 1923 by the legendary Thomas, the Ojai course was immediately hailed as "the cream of Southern California golf courses." During World War II, the U.S. Army took over the resort as a training camp, stationing 1,000 troops here from 1942-44. The U.S. Navy occupied the resort as an "R&R" facility for officers from 1944-45.

Before returning the property to private ownership at the end of the war, the government sold off the last of the Quonset huts and platform tents that had occupied the front nine of the course, and attempted to restore the links.

Unfortunately, it did not rebuild it according to Thomas' original design. Today's holes No. 2 and 5 replaced two holes originally positioned along the edges of the property. One of these holes, the original 3rd, was known to be one of Thomas' favorite par-3s and was built to resemble the famous 3rd hole at Pine



Ojai Valley Golf Club's famous 190-yard 3rd hole is being reclaimed. The semi-punch-bowl green has a deep ravine at the left and out of bounds at the immediate right.

Valley Golf Club.

The Ojai hole was featured in three golf course architecture books: *Golf Architecture in America* by Thomas, *The Captain* by Geoff Shakelford, and *The Links* by Thomas Hunter.

Today, more than 50 years since these holes were lost and forgotten, careful research by Greenslit has brought them once again to light. Using old photographs in Thomas' book, he found the

precise location of the original 3rd and 4th holes.

Ben Crenshaw and Greenslit agree on the merits of re-introducing the "lost holes."

Reconstruction on the two lost holes (which will become Nos. 7 and 8) has begun, and an opening date is planned for late fall. Ultimately, the front and back nines will be switched, improving the overall balance of the course.

## O'Meara excited, searching for personal style

Continued from page 35

courses. Also, in golf tournaments and pro-ams I get to play with amateurs quite often, so I get to see what would work on a golf course for different players. That experience is invaluable to being able to design courses that everyone enjoys playing. If anything I will probably lean that way because the majority of the tourna-

*In the modern era, Tom Fazio, Pete Dye, Jack Nicklaus and Arnold Palmer have all done wonderful courses and are the people that I have learned the most from.*

ments that I've won have been pro-ams, like the Disney and AT&T. I enjoy the company of my amateur partners I would definitely want the golf course to be playable for all handicaps.

GCN: Which architects have provided you with inspiration?

O'Meara: When you look at the greats in the game when it comes to architectural work—Tillinghast, Mackenzie—the things that were great is that they got to work with really tremendous pieces of property. As we go along, land is more expensive and some of the sites today are not as dramatic and nice as they used to be.

Into the modern era, Tom Fazio, Pete Dye, Jack Nicklaus and Arnold Palmer have all done wonderful courses and are the people that I have learned the most from. At Augusta this year, I saw Tom Fazio and he told me that if I needed any help that I could feel free to call him. He is a class individual. If it wasn't me and I was doing a development, Tom Fazio would be the first on my list.

GCN: How do you respond to the animosity of other designers towards signature designs?

O'Meara: There is a lot of competition out there. For me, it is not my only form of making a living, it is more of a childhood dream. I'm a golf course architect, more so from the knowledge that I've got from playing courses. Let's face it, I don't have an architectural degree. But people that know me know that I'm an organized person. I know that it is a big business and that it isn't easy. That's why I'm taking it slowly and making sure that the Grandview course will be very special.

GCN: Will there be an "O'Meara" style?

O'Meara: That is something that will develop over time. As a new designer, I have to first look at the site and look at the character of the site. Then I have to make it fit by asking myself, what kind of course could this be? But I haven't gotten to the point where I have one fixed idea of a direction that I want to go in. I'd rather go and work with the land and see how to get the best 18 holes in. When I play golf, I like to play a course that has unique and distinct holes, and is yet still playable. So when I get done playing the holes, they stick in your mind. Golfers are going to spend 4-5 hours out there, so they should be able to take in the aesthetic beauty.

GCN: What are you working with at the Grandview site?

O'Meara: They gave us the option of building on some of the best places on the 850-acre site. You have a lot of foliage, a tremendous amount of rock, some water and dramatic elevation changes. There will be some great waterfalls and other water features.

GCN: What kind of challenges will the site present?

O'Meara: We will be doing some blast-

ing, but we are going to try and work around it. We will also have to work around marshland to keep all that environmentally intact. The site is good, there is no reason to disturb it.

GCN: What kind of design team have you put together?

O'Meara: I'll be working with Brit Stenson, who has been in the business for about 25 years. With his knowledge

*'There is a lot of [course design] competition out there. For me, it is not my only form of making a living, it is more of a childhood dream.'*

and my eye we are going to do something good together.

GCN: How will you fit design work in with your playing schedule?

O'Meara: Brit and I are going to talk as much as possible and I am going to try and visit the site as often as possible in each part of construction to make sure that we are going in the right direction. I go through Toronto a lot this year playing in different events. I will be up there five to eight times at least. If I am anywhere near the place I am going to stop in and see what's going on.

GCN: In ten years, how many O'Meara design courses will be out there?

O'Meara: In the next two years I will compete at a good clip and then I'll be 44 years old and my playing commitments will start to taper off. Then, I will get more into design, but right now I will take on two to three per year. I will balance it right now to make sure that this is something that I really want to do. Internationally, I'm looking at doing some courses in Ireland, and new designs may be materializing in California, Florida and Utah.

### RYANGOLF BUSY ON PROJECTS

BONITA SPRINGS, Fla. — RyanGolf is renovating the greens for Bonita Bay Properties on its Marsh Course here. The renovation and original layout was designed by Arthur Hills. Plans call for construction to be completed in late summer. Meanwhile, RyanGolf has been awarded the construction and site development for US Home Golf Course Community's Cedar Hammock in Naples. Designed by Paul Azinger and Gordon Lewis, the 18-hole course will be the centerpiece of a new community. Construction started in April, with completion scheduled for November.

Photo courtesy of Sleeping Bear Press

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CHAPEL HILL, N.C. — The Golf Course Builders Association of America (GCBA) has become a major partner in The First Tee program, an initiative of the World Golf Foundation to provide affordable and accessible playing opportunities for beginning golfers, especially youths.

"This is a perfect fit for the GCBA," said Phil Arnold, executive vice president. "Our members build the best golf

## Builders partner with 1st Tee

courses in the world and The First Tee program meshes with our own Sticks for Kids initiative." Sticks for Kids is a nationwide program to provide good quality golf clubs for children who otherwise could not afford them.

The two-year partnership agreement calls for GCBA members to construct facilities

at or near cost whenever a participating builder can be matched with a local First Tee chapter. Participation by individual builders is voluntary.

Common types of facilities will be three-hole courses, a pitch-and-putt courses, nine-hole executive courses and full-scale 18-hole courses. All will feature

extensive teaching and practice areas and other facilities.

"The saving in construction costs could really be significant — amounting to several million dollars, depending on how many facilities we can participate in," said Arnold.

The First Tee's goal is to develop 100 facilities by Dec. 31, 2000. "Four of the six official suppliers to the First Tee are GCBA members," Arnold noted.

## Reaching Out



This package of stories is one of an ongoing series covering initiatives and projects developed to bring new golfers into the game, particularly youths and minorities. People wishing to submit projects for articles should contact the editorial department at *Golf Course News*, P.O. Box 997, Yarmouth, ME 04096; e-mail:

## ASGCA members designing First Tee facilities

CHICAGO — The American Society of Golf Course Architects (ASGCA) members are handling the design work on many of the community-based projects being created under the umbrella of The First Tee program.

According to ASGCA President John LaFoy, the involvement of the organization and its members is consistent with its efforts to promote the creation of affordable and accessible golf facilities. He estimates that ASGCA members will contribute several million dollars to The First Tee program in the short term in the form of pro bono work and special pricing.

"We have long believed in providing venues that welcome new golfers," LaFoy said. "We are delighted to participate with The First Tee, since it will introduce so many new players to the game."

The ASGCA has 141 members in the United States and Canada. Twelve members are active in projects already underway, while others are lending their expertise to projects still in the initial stages of development.

"We are delighted to receive the society's support," said Tod Leiweke, executive director of The First Tee. "Our mission is to create affordable and accessible golf facilities, with an emphasis on serving kids who have not had access or exposure to the game."

Leiweke said The First Tee is ahead of schedule in meeting its objectives. "We are on target to have 100 sites — from small learning facilities to full length golf courses — in place by the end of the year 2000," he said.

Leiweke said he hopes The First Tee designs will demonstrate "best practices" because of the many challenges involved in working in smaller areas, especially inner-city sites.

According to LaFoy, myriad factors are associated with the planning and ultimate creation of any golf facility, and these are compounded on some of the sites of The First Tee.

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ASIAN UPDATE

# Business as usual in China, Daewoo's Vietnam track underway

BY ANDREW OVERBECK

## CHINA

• **DALIAN** — Construction has begun here in this northeastern coastal city on the "Knight-Fairyland" entertainment complex, a joint venture between a local company and a Korean corporation. The \$70 million project will cover 1.2 million square meters and include a golf course, recreational grounds, villas and a shopping center. The project is expected to take two years to complete.

• **HAINAN ISLAND** — Colin Montgomerie's first Chinese design is beginning to take shape here along the azure waters of Hainan Strait at the Haikou Meishi International Golf Club. Montgomerie's design team has taken great care to preserve the large variety of tree life on the site and has routed the course around rich stands of casurina pines, deciduous and palm trees.

The 7,160 yard, par-72 course, which broke ground in February, is expected to be playable by mid-2000.

• **KUNMING** — The first nine holes of the Robert Trent Jones II-designed Lake Course have been completed at the Spring City Golf and Lake Resort. All 18 holes are due to open this summer.

Pictured below are the dramatically-contoured, 385 meter, par-4, third hole and the deceiving, downhill, down wind par-3, 205 meter, fourth hole.

• **SHENZHEN** — The reconstruction of the Shenzhen Golf Club is progressing quickly with the first nine holes already completed and open for play.

Builder, Stephen Alexander of Global Golf Engineering, has been hard at work implementing Robin Nelson & Neil Haworth's redesign that gives the formerly flat golf course some shape with new bunker work, green complexes and contoured fairways.

The course also features new lush sea-side Paspalum vaginatum turf in the fairways and Tifdwarf on the greens.

Alexander expects that the next nine holes of the Nelson/Haworth redesign will be finished by October, and that all 27 holes will be completed by mid-2000.



The reconstruction of the Shenzhen (China) Golf Club is progressing quickly, with the first nine holes already completed and open for play. The next nine holes of the Nelson/Haworth redesign is expected to be finished by October.



The dramatically contoured, 385-meter par-4 3rd hole and the deceiving downhill 205-meter par-3 4th hole at the Robert Trent Jones II-designed Lake course at Spring City in Kunming, China.

## PHILIPPINES

• **CLARK FIELD** — Nick Faldo's True North Golf Club is one step closer to completion with nine holes currently grassed-in and six holes on the back nine rough-shaped. Faldo has been working with International Manage-

ment Group's lead designer, Brit Stenson, to minimize the earthwork on the challenging site that features spectacular views of the surrounding valley and dramatic elevation changes.

In addition to Faldo, Sacobia Hills Development Corporation has brought in LPGA star, Nancy Lopez, to serve as True North's "ladies consultant." Her rather unique role is to review all of the aspects of the course design and operation to ensure that the particular wants and needs of lady golfers are incorporated into their golf experience at True North.

All 18 holes at True North are expected to be finished by the end of this year.

## VIETNAM

• **DONG ANH** — Following three years of delays, Korea's Daewoo Group finally broke ground on its \$14 million golf course complex 20 kilometers outside of Hanoi in early February.

Construction has been held up largely because of protests by local residents who claimed that government officials had pocketed their compensation money. The conflict, which was often marked by sporadic violence, has assumably been

resolved.

The Daewoo Group, which is Vietnam's largest investor with 20 projects totaling \$1 billion, is partnering with state-owned Hanoi Electronics to build an 18-hole golf course, 200 villas, a hotel and an office park on 320 acres of former farmland.

The project is expected to take two years to construct.



## More golf planned for downtown Manila

**MANILA, Philippines** — President Joseph Estrada is moving forward with plans to build a sports village on 1,875 acres of reclaimed land on Manila Bay. The project, developed in cooperation with Centennial City Inc. (CCI), Amari Coastal Development (ACD) and the Public Estates Authority (PEA) is expected to fill a need for advanced sports facilities that will train Filipino athletes and allow the Philippines to host large scale sports events like the Southeast Asian games.

In addition to the sports village, the project will include an 18-hole golf course, a residential community, a marina and a financial and office district.

The golf course community, which is viewed as the project's anchor development, comprises the first phase of construction. CCI and ACD plan to start construction later this spring and begin selling golf shares by the end of 1999 in order to generate capital for further development at the site.

The entire project is due to cost P25 billion (\$64 million) and take 12 years to complete. President Estrada is pushing for the sports village and golf course to be finished in the next four years.

ACD has already begun preliminary work to relocate 300 families, obtain proper accreditation, pass an environmental impact assessment and source water, power and other utilities.

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## Design 3 course adding golf to skiing

MT. BRIGHTON, Mich. — W. Bruce Matthews III of Design 3 in East Lansing is designing an 18-hole championship golf course to Mt. Brighton — one of the most popular ski areas in southern Michigan.

J. Joseph Bruhn, secretary of Mt. Brighton, Inc., announced the decision to hire Design 3

and make the facility a year-round recreational experience at the course's projected opening in July 2000.

The par-71, 6,700-yard layout is melded with the ski hill, 26 acres of wetland, 14 acres of water, two streams and towering oaks.

Twelve golf holes conform to adjacent water and wetlands. The

rolling terrain and vegetation offer a wide variety of golf shots. The first tee is set on the property's highest point, offering golfers miles of views and a great look at the course ahead. Highlights include the 9th hole, a 260-yard par-3 with more than a 130-foot fall to a bunker-guarded green. The 12th hole is a 438-yard par-4 that re-

quires an accurate tee shot across the 12-acre pond.

"The golf course is unique," said Matthews. "The holes flow over their native land, preserving the property's unique character."

Project architect Howard Nauboris threaded the holes with wide fairways around the valued site features, creating a visual impact on every hole. Seventy-two bunkers add texture and challenge to the layout.

## Childs completes 1st phase of redo at Ridgewood GC

PARMA, Ohio — The first phase of a million-dollar master plan has been completed at the municipal Ridgewood Golf Course here. Final irrigation, seeding and sodding are being done in preparation for this season.

Construction began last fall with installation of a continuous 8-foot-wide cart path and construction of six new tee complexes. The contract for the renovation was awarded to Midwest Landscape Group, Inc. of Commerce, Mich. Midwest moved approximately 3,800 cubic yards of earth in the process of excavating the cart path. Many of the new tee complexes replaced old sites that were undersized or poorly located on hillsides or in valleys that promoted difficult tee shots or safety issues. The total contract amount was approximately \$177,000.

The first phase of the master plan focused on creating opportunity for the city to extend its golf season for cart usage, improving profits.

"There are a large number of people who rent golf carts because of the hilly terrain for the site," said superintendent Ted Benze.

"During wet conditions in spring, fall and summer, we were losing both golf rounds and cart revenue. The continuous cart path will vastly help us in generating additional revenues. The city plans will fund future master plan improvements from the additional profits generated from the increased revenues."

Don Childs Associates completed the master plan for renovations to the course. The total cost for all master-plan improvements is estimated at \$1.2 million. The focus of the renovations is on player safety and enjoyment, course conditioning and playability, and increased revenue potentials.

An additional focus was to improve teeing opportunities through multiple tee positions and create adequate teeing surface for current rounds activity, generate additional length for the overall course, create true and accurate yardage and par relationships for individual golf holes, and design bunkers, grassy hollows and backdrop mounding to provide visual aesthetics and character for the course.

The next phase of construction will focus on building two new golf holes, completing new multiple tee complexes for the other 12 holes, drainage, and enhancements to existing greens complexes.

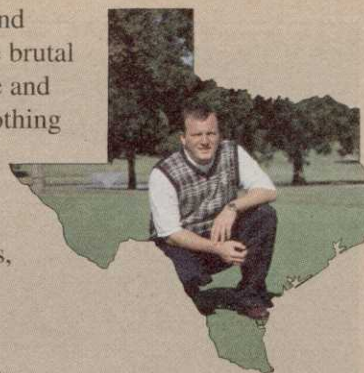
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## Palmer Design inks Boston TPC, its 5th for PGA

PONTE VEDRA BEACH, Fla. — The PGA Tour has announced its newest Tournament Players Club project, the TPC of Boston at Great Woods. This selection brings the number of TPC courses designed by Palmer Course Design Co. to five.

Located in Norton, Mass., the new track is being developed in a joint venture including BankBoston in conjunction with the PGA Tour and is scheduled for a fall 2001 opening.

The PGA Tour's TPC network is dedicated to providing golfers with tournament-quality venues and the highest standards.

TPC at River's Bend in Cincinnati, Ohio, is also being designed by Palmer. River's Bend is being developed by the Hines & Griffith Development Co. and the PGA Tour, and is scheduled to open summer 2001.

The TPC of the Twin Cities, Deacon's

Walk Course in Blaine, Minn., is under construction and was designed by Palmer Course Design Co., with Tom Lehman as the Tour player consultant. The course is being developed by the Sienna Corp. with the PGA Tour, and is scheduled to open fall 2000.

The TPC at Lake Nona in Orlando, Fla., is a joint venture between the PGA Tour and Lake Nona Property Holdings, Inc. It is in the final design stages and will be one of three courses to open simultaneously at the facility in 2000, with the others being designed by Pete Dye and Tom Fazio.

The TPC at Piper Glen in Charlotte, N.C., is the first of these Palmer Course Design Co. TPC courses to open for play. Developed by the PGA Tour, it opened in August 1988 and has hosted a Senior PGA Tour event since 1990.

...

Meanwhile, in San Antonio, Texas,

Palmer is designing an 18-hole public golf course at the 1,645-acre La Cantera development in Northwest San Antonio, according to officials with La Cantera Development Co., a subsidiary of USAA.

"We are very pleased to announce that Arnold Palmer's company, Palmer Course Design Co., is the designer of our new golf course," said General Robert T. Herres, chairman and chief executive officer of USAA. "His excellent reputation in the industry, along with his experience in developing high-quality golf courses, is a great match for La Cantera."

"The topography of La Cantera exhibits interesting characteristics that will make it both beautiful and unique," said Palmer. "Our plans are to transform a challenging tract of land into a spectacular championship golf course. Its natural beauty will be displayed through existing rock croppings, dry creeks, hills, and an abundance of incredible views of San

Antonio and the Texas Hill Country."

According to Herres, the course will heighten La Cantera's mix of projects and attractions, which includes Six Flags' Fiesta Texas theme park, the soon-to-open Westin La Cantera Resort, the Mira Vista luxury apartments, and the proposed Security Service Federal Credit Union headquarters.

The 250-acre, par-71 course measures approximately 7,000 yards and will include a clubhouse, driving range and 2.5-acre irrigation pond — and is projected to create approximately 60 new jobs.

## Okema Valley plans preview at end of summer

OKEMA VALLEY, Vt. — Okemo Valley Golf Club, an 18-hole championship facility here, is scheduled to make its debut in the spring of 2000 — with a preview at the end of this summer.

"To develop this grand plan for the ultimate golf experience, we hand-picked a team of outstanding professionals to deliver the finest resort experience," said Tim Mueller, owner of Okemo Mountain Resort.

"Okemo Valley Golf Club is under the direction of Jim Remy, general manager/director of golf, who brings an extensive amount of experience, knowledge and expertise to his position. The course designer is Vermont golf architect Steve Durkee, who uses the best of Vermont natural elements to shape and design championship courses."

This estimated 6,700-yard, par-71 course will be home to the Okemo Valley Golf Academy, an 18-acre golf learning center—complete with indoor practice area.

Okemo Valley layout will feature bentgrass fairways, tees and greens and a variety of rolling hills, moderate elevation changes with a combination of lower valley and upper mountain meadowland nestled in the hills.

Large ponds, wetlands, the Black River and views of Okemo Mountain Resort and the Black River Valley add to the setting.

Okemo is also planning an expansion, called Jackson Gore, which will include a nine-hole executive golf course tailored for youths and beginners as well as facilities for mountain biking, swimming, tennis, a water park and resort hotel facility—all directly across from the Okemo Valley Golf Club.

## Fought renovating Sunriver's Meadows

SUNRIVER, Ore. — Sunriver Resort's original golf course, the Meadows, will reopen on July 2, following a \$3.5 million renovation by course architect John Fought.

"This renovation was not merely a facelift," said Fought, former PGA Tour pro and 1977 U.S. Amateur champion. "The Meadows is a completely new golf course built within the general framework of the original course. Yet, it has the feel of a golf course that has been here for 70 years."

All greens were completely rebuilt during the 18-month project. Bunkers and tees were added or replaced, all fairways widened and selected holes strategically redesigned. The new Meadows will play in excess of 7,000 yards from the back tees, one of five sets of tees.

A number of holes will be memorable.

The par-3 16th hole has views of Mt. Bachelor directly behind the green. The final hole, a mid-length par-4, requires strategy and patience in negotiating a lake running along the left side.

One of the major goals of the project was to make the resort course more playable for a wide range of skill levels.

"The course will be challenging," said Fought, who along with Bob Cupp designed Sunriver Resort's award-winning Crosswater golf course, "but fair to players of varying abilities."

Sunriver Resort boasts 54 holes of golf, the Robert Trent Jones Jr.-designed Woodlands being the third layout. This year's Oregon Open will be held here June 29-July 1, followed by Shell's Wonderful World of Golf on Aug. 31 and the NCAA Division I Women's Fall Preview Tournament on Sept. 12-15.

## Harvard University sets Design School schedule

CAMBRIDGE, Mass. — Throughout June, July and August, Harvard Design School will offer its annual Golf Course Design and Development Institute — a group of seven courses related to the planning and design of golf courses and resorts.

The courses are: Golf Course Development: Rounds, Rates, Revenues and Design (June 21-22); Golf Course Development: Design Foresight and Impacts on Cost and Operating Expense (June 23); Legal Issues for Golf Course Designers (June 18); Golf Course Environmental Considerations and Cost Effective Construction (June 24-25); Golf Course Design (June 16-17); Golf Clubhouse Design and Site Planning (June 13-15); and Golf/Residential Site Planning (June 26).

The courses may be taken in any combination for tuition discounts.

Instructors include golf-course designers Geoffrey S. Cornish and Robert Muir Graves; architects Kenneth DeMay and Richard Diedrich; designers and environmentalists William Burbank and Dr. Michael Hurzdan; golf development con-

sultant Barbara Hanley; attorneys Robin Baker and Craig Andersen; developer Tony Green; and golf course architect Bobby Weed.

Classes will take place in the school's Gund Hall, at 48 Quincy St., Cambridge. Fees range from \$215 to \$2,500. Interested people should contact the Office of External Relations, GSD, Harvard University, 48 Quincy St., Cambridge, Mass. 02138; telephone 617-495-1680.

### MACCURRACH BUILDING JOHNSTON DESIGN

ST. AUGUSTINE, Fla. — MacCurrach Golf Construction has been awarded the construction contract for the Clyde Johnston-designed St. Johns Golf & Country Club, part of a golf community to be built on St. Joe Industries property near the intersection of I-95 and State Road 210 here. Christ Lepanto, former construction supervisor at Red Hawk Run in Findlay, Ohio, and currently at PGA at The Reserve in Port St. Lucie, will head up the project in St. Johns County. The developer of St. Johns Golf & Country Club is Arvida, now a St. Joe company.

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## Bide-A-Wee reopens after \$8M facelift

PORTSMOUTH, Va. — Bide-A-Wee Golf Course, which originally opened in 1955, reopened in April after a 15-month, \$8 million renovation.

Tom Clark and Kevin Atkinson of Ault, Clark and Associates, Ltd., in conjunction with Curtis Strange, designed the renovation. The work included removing thousands of trees, installing miles of drainage, building eight ponds, sculpting new tees, fairways, bunkers, greens, installing

complete irrigation and full concrete cart paths. The original course routing was preserved and the narrow greens that were the signature of the former course were integrated into the new design.

In addition to the course work, a new entrance, 5,100-square-foot clubhouse, 3,480-square-foot pavilion, cart storage building and maintenance facility were also built. Local architect Glenn Yates Jr., president of the Yates Group, did the design work on the buildings.

## Ault, Clark make Schlegel a partner, promote Cervone

KENSINGTON, Md. — The golf course design firm Ault, Clark & Associates, Ltd., headed by Brian T. Ault and Thomas E. Clark, has elevated Daniel J. Schlegel to partner and James N. Cervone Jr. to senior associate.

During his 10-year tenure, the 35-year-old Schlegel has played an integral part in the planning, design and construction administration of more than 30 new courses and numerous major remodeling projects in the United States and abroad. He is currently serving as project architect on new courses in Connecticut, New Jersey, Maryland, Virginia and Tennessee. Schlegel holds a bachelor's degree in landscape architecture from Penn State University.

Also a landscape architect from Penn State University, Cervone, 29, has played a key role in expanding the company's business west toward the Great Lakes and Ohio Valley. Currently, he is project architect on a massive, four-course remodeling project for the Montgomery County (Maryland) Revenue Authority, as well as assisting Ault, Clark on new projects in New Jersey, Pennsylvania and Virginia.

## Gravel pit getting new life as course

SEEKONK, Mass. — Seekonk Golf Club and Family Entertainment Center is under development here, just three miles from downtown Providence, R.I., on the site of a former gravel pit. The project is being financed by Clubhouse Capital, a Providence-based golf course finance and advisory firm.

Located on 76 acres, the facility will include an 18-hole executive golf course, a state-of-the-art two-tiered driving range and practice facility, and a 36-hole miniature golf course. The developer, Seekonk Golf Center, anticipates expanding the facility to include a 60,000-square-foot golf dome and family entertainment center.

Benny Park, a Rhode Island golf range operator, is the majority principal with Seekonk. The project was designed by Michael Weremay of Beckman-Weremay, Ltd., a Rhode Island landscape and golf course architect.

Instead of constructing and operating the project himself, Park has elected to sell the land to separate golf facility operators. The 25-acre driving range/golf dome parcel is already under agreement; the identity of the buyer has not been disclosed. The 50-acre golf course parcel is for sale as well; the golf course design and all permits and approvals are in place, and construction can be commenced immediately.

The acquisition and development financing was directly funded by Clubhouse Capital.

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## BRIEFS



### PALMER TO MANAGE CASTLE HILLS

DALLAS — Jay Morrish-designed Golf Club at Castle Hills will open for play here in June with Arnold Palmer Golf Management operating the facility, including the nation's fifth Arnold Palmer Golf Academy. The Castle Hills development partnership is comprised of Olympus Real Estate Corp., a Hicks Muse affiliate, and Castle Hills Golf Partners Ltd., headed by Ray Wicken and Joe Cotter.

### PAYSON TO DIRECT ARIZ. CLUB

PAYSON, Ariz.—The Rim Golf Club, a new Lyon Golf-managed club in Payson, recently named Robert Irving its director of golf. Irving has 27 years experience in the golf industry including 12 years as director of golf for The Boulders Golf Resort in Carefree, Ariz. and nine years as head golf professional for La Jolla Country Club in La Jolla, California.

### FAMILY GOLF ADDS 3

MELVILLE, N.Y.—Family Golf Centers, Inc. has acquired the Thunder Bay Golf Dome in Thunder Bay, Ontario and the Vaughn Golf Club in Toronto. The company has also entered into a long-term lease to operate the 82nd Avenue Driving Range in Portland, Ore. In addition, in early Family Golf Centers recently opened its newly constructed state-of-the-art golf center in Shelton, Conn.

### MAINE, VT. COURSES CHANGE HANDS

A pair of Northern New England courses recently changed hands. Dick Dennison sold nine-hole Rivermeadow Golf Club (GC) in Westbrook, Maine, to R.J. Golf of Worcester, Mass. for \$850,000. Norm Burnett of Aurora, Colo., purchased 18-hole Rocky Ridge GC near Burlington, Vt., from Janice Hayes for \$1.85 million. J.A. Canfield Co. of Glen, N.H., represented the seller in both cases.

### RAVEN ASSUMES SANDESTIN REINS

DESTIN, Fla.—Phoenix-based Raven Golf recently assumed management of The Resort at Sandestin's golf facility, a 63-hole layout located on the Gulf Coast of the Florida Panhandle. The management agreement with The Resort at Sandestin is part of Raven Golf's merger with Intrawest, a Vancouver, British Columbia-based company who has ownership in nine mountain resorts and nine championship courses throughout the United States and Canada.

## Legislation would preserve caddie's independent status

The National Club Association (NCA) announced that key segments of the golf community have sent a unified message to Congress urging lawmakers to pass legislation that would preserve the independent contractor status of caddies.

The letter was signed by 124 groups and organizations including



key golf organizations; club organizations; state and local golf associations; caddie scholarship programs; and

a number of golf/country clubs. Sue Wegrzyn, NCA executive vice president, stated: "The golf community's response to this issue has been tremendous. The united stance on the caddie legislation should help advance this issue in the months ahead."

Preserving the independent contractor status of caddies is a top legislative priority for the NCA in the 106th Congress. The Caddie Relief Act of 1999, H.R. 19, was introduced earlier this year by Rep. Dan Burton (R-Ind.) and has garnered bipartisan support in recent months.

NCA also formed the Coalition to Preserve Caddie Programs in 1996. Composed of over 50 state and regional golf associations, caddie scholarship programs, and interested individuals, the coalition has been instrumental in providing critical grass roots support on this issue.

## ClubCorp acquires two new courses

Joint development venture with Nicklaus starts to bear fruit

DALLAS—ClubCorp has acquired clubs in Granite Bay, Calif., and Palm City, Fla.

The 530-member Granite Bay Golf Club, located outside Sacramento, was designed by Robert Trent Jones Jr. Built in 1993, the club was acquired from Daniel Reiner, Granite Bay, Ltd.

Built in 1996, Golden Bear Golf Club at Hammock Creek in Palm City, Fla., north of West Palm Beach, was acquired from Jack Nicklaus' Golden Bear International. The course was designed by Nicklaus and his son, Jack Nicklaus II. The semi-private club has a clubhouse, pro shop and dining facilities.

The two acquisitions follow the recent announcement of a joint venture between

ClubCorp and Jack Nicklaus' Golden Bear International to design, build, own and operate as many as three dozen Nicklaus signature courses around the world in the next 10 years. Golden Bear International, owned by the Nicklaus family and based in North Palm Beach, Fla., will design the courses, and Dallas-based ClubCorp will manage the courses and country clubs.

The joint venture has two new clubs under development, the first at Birch River in Dahlonega, Ga., and the other

at LionsGate in Overland Park, Kan. Other targeted metropolitan areas are Dallas, Las Vegas, Orlando, Palm Springs, Calif., Phoenix; and San Antonio, Texas.



### WESTERN GOLF ADDS COURSE

Western Golf Properties has assumed management of Red Hawk Ridge Golf Course, an 18-hole, Jim Engh design that held its grand opening this spring in Castle Rock, Colo.

## Private clubs seek to become employer of choice

By PETER BLAIS

SAN FRANCISCO — With a few changes, private clubs can become the most attractive employers in their communities, even in today's robust economy, according to Tarun Kapoor, a professor in the school of hotel and restaurant management at California Polytechnic University.

"The private club industry is fighting its own history and tradition," Kapoor told a group during the recent Club Managers Association of America annual conference here. "You haven't tried to build your image within the community, but rather tried to keep that image private."

"You haven't shared who you are for reasons that may have been very valid 10 to 50 years ago, but won't be valid for

the next 10 years. There needs to be a philosophical shift in the way you do business."

Successful clubs differentiate themselves in a positive manner from every other club in their community, Kapoor explained, and customer service is the major point of differentiation. So, club managers should focus their energy on their front-line employees, the service providers. They are the deliverers of the *club experience* and must have a positive mental attitude about their jobs and work environment to deliver a quality experience to members and customers.

There are three pieces to the employee productivity puzzle. First, a club must pay a living wage that at least gets an

Continued on page 44

## Clubs weigh in with suggestions to find, keep good employees

By PETER BLAIS

SAN FRANCISCO — Several successful ideas for recruiting and keeping quality employees were on display at the Idea Fair at the recent Club Managers Association of America Annual Conference here.

Among the best:

- *Employee Recruitment Incentive Plan*, Peninsula Golf & Country Club, San Mateo, Calif. — Assistant Manager Gregory Webb found that a job ad in a local major metropolitan daily newspaper cost \$833 or almost \$5,000 to run for a week. Experience showed the club rarely hired those who responded to the ad, or no one answered the ad at all.

The club decided to dip into its own labor pool to help recruit new hires. Under the *Employee Recruitment Incentive Plan*, existing employees who recruit a new worker receive \$150 one month after the new person is hired. The referring employee receives another \$150 if the recruit is still on the job after six months. The incentive makes the referring employee happier and gives him/her a reason to encourage the new hire to stay on the job for at least six months. And the \$300 paid the referring employee is much less than the club would have spent for the newspaper ad.

- *WOW Award*, Omaha (Neb.) Country Club — WOW

Continued on page 45



## Employment

Continued from page 43

employee in the door. Second, a club must provide benefits that let employees sleep at night knowing if their children get sick, for instance, the club-provided insurance will take care of them. Third, employees must want to stay with a club because their performance is recognized.

"Are you providing a living

wage for your front-line, lowest-paid employees?" Kapoor asked. "How much do you need to live in your town? If you don't know, then you don't know if what you pay is adequate to provide sustenance for an employee. Sustenance in today's economy means food, shelter, clothing and a car (in most areas). The time has come in your club to reconfigure your operation so you can find the

money to pay a living wage, whatever that might be in your area.

"If you don't pay a living wage, I am not going to work for you. A living wage just gets me inside the door. It's grounds for me to say, 'Yes I'll take the job' or, 'No I won't take the job.' It doesn't keep me productive."

Clubs generally do a much better job with recognition, Kapoor said. But if recognition

is not tied to performance, then recognition is negative. Employees must see the connection between the recognition and positive performance.

"The time has come to look at every position in a club and give performance-based incentives," the university instructor said. "An incentive is something that makes me want to work harder tomorrow. The key is that the

*Employees must see the connection between the recognition and positive performance.*

employee has to earn the incentive, because if he earns it then you haven't given it to him. It is not charity."

There should be two groups of performance-based incentives — one for individuals and one for teams, since much of what is accomplished today is within teams of employees. There should be healthy competition between shifts, between teams.

"Individual incentives keep the most successful people going," Kapoor said, "but leave the rest in the dust. Team incentives are a way of bringing everyone up to the highest common denominator."

Kapoor said managers must be able to show the impact employees are having on the success of their department or club. If managers cannot do this, they are not earning their salary.

"Human beings are born to want to do more and do better. The manager just has to play off that," Kapoor said.

Measuring performance can be done through establishing key performance indicators.

"Establish short-term goals that your employees can achieve," Kapoor said. "If they are not measurable, observable or demonstrable, then throw them out. Don't tell me you want me to have a better member-service attitude. Tell me you expect me to smile. I can do that. Tell me next month you expect me to smile 50 percent of the time I interact with members. I'm going to go home and start to practice smiling in front of the mirror because I know you are going to measure it. It may look plastic. But the saying goes: You form the habit and the habit will form you."

"Establish the expectation and then put a system in place that allows me to measure how I am doing. I don't want my GM or department head to tell me how I am doing. I want to tell my GM how I did. The beauty of my telling you how I did is that it forces me to reflect on how I am doing. But when the GM tells me what I am doing and how to correct it, I am not going to like it. Let me go to him and tell him how I am going to improve. That is empowering."

Ideally, managerial feedback, Kapoor explained, should come at the end of a shift, not weekly, monthly or yearly. It must also be specific. Base it on what is actually done, not on what the manager hopes the employee will become.

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## Recruiting

Continued from page 45

stands for *Watchful Open and Willing* to go beyond what is expected. To receive a *WOW* award, an employee must be recognized by a member, manager or fellow employee for going above and beyond the call of the employee's regular duties. Award winners receive a certificate and a gift from the pro shop for each award, which are distributed during scheduled management/staff meetings.

Awards are categorized by department (e.g. maintenance, pro shop, food and beverage) and at the end of each year, the employee with the most awards in each department is inducted into the *WOW* Hall of Fame. Hall of Fame inductees are recognized at an annual employee appreciation dinner, given a large monetary gift and have their names inscribed on a *WOW* Hall of Fame plaque that is displayed for members to view.

• *Employee Recognition Fund*, Hollyburn Country Club, Vancouver, B.C. — The *Employee Recognition Fund* was first implemented in 1989 to encourage long-term service, promote employee morale and recognize outstanding performance on the part of all staff members.

Every April and October, members are assessed \$20 per family to finance the fund. The fund is administered by the general manager who, with input from members and staff, recognizes outstanding efforts on the part of employees through educational seminars, social functions and other awards.

Long-time service awards are presented at five years (\$200 Waterford crystal clock); 10 years (\$300 personal gift certificate); and 15 years (\$400 gift certificate).

Staff functions have included bowling, curling, golf, picnics and Christmas parties.

Among the awards have been tickets to such sporting events as Vancouver Canucks hockey, Grizzlies basketball, 86ers soccer, and B.C. Lions football games; cultural events such as the Vancouver Symphony and live theater presentations; Thanksgiving turkey vouchers; dining certificates; and movie passes.

Employees are also awarded \$30 for any suggestion that is implemented by the club.

• *Employee "Outlook" Newsletter and Day of Relaxation*, Country Club of Virginia, Richmond, Va. — *Outlook* is distributed monthly along with employee paychecks. It includes news on employee accomplishments, work anniversaries, current CC of Virginia events, and contests with incentives to participate.

An occasional *Day of Relaxation*

entitles all employees to a 20-minute massage by the club's in-house massage therapist. The therapist partitions off a portion of the club office and uses a portable massage chair. Therapists receive their normal commission for the time worked.



## ServiceMaster acquires course maintenance firm

MICHIGAN CITY, Ind. — ServiScape Inc., a golf course maintenance management company and subsidiary of Houston-based LandCare, USA, a national provider of landscape and tree services, has been purchased by The ServiceMaster Company of Downers Grove, Ill.

According to Peter Sinnott, ServiScape's president, "Our current golf course customers will also benefit through expanded services

and increased purchasing power for supplies and maintenance equipment."

ServiScape manages the golf course maintenance operations for a number of courses including The Dunes Club in New Buffalo, Mich. and Harborside International in Chicago. ServiScape is also involved in agronomic and course construction management with Bandon Dunes in Bandon, Ore.

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## GCA breaks ground in Florida

ORLANDO, Fla. — Golf Communities of America, Inc. recently held a groundbreaking ceremony in Montverde for its Hillcrest Country Club golf community. The property consists of 430 acres of mixed-density, single-family homesites with 120 acres dedicated to the construction of a championship course. The 18-hole, par-72 layout will feature rolling terrain.

"The elements that make this a unique project for Central Florida are the very dramatic topography and the excellent soil conditions," said architect Steve Smyers. The highest point is 180 feet above sea level.

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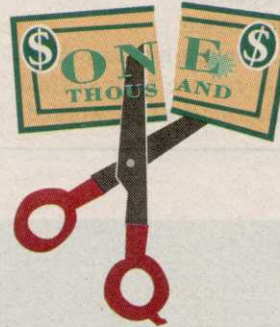
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## New suppliers added to Smart Buy Network

John Deere among golf companies recruited for NGCOA group buying program

CHARLESTON, S.C.—The Smart Buy Network, the National Golf Course Owners Association's (NGCOA) group purchasing program, has added several new suppliers. They include:

- Pepsi — soft drinks and dispensing equipment;
  - Gateway — computer systems;
  - John Deere — reconditioned and new equipment;
  - Kirby Marker Systems — fairway marker system;
  - Burton Bags — golf bags;
  - SOLO — cups and paper goods;
  - Cigars Around the World — name-brand cigars and humidors;
  - Design Materials, Inc. — floor coverings and wall coverings;
  - World Junior Golf LLC — junior apparel;
  - Richardson Sports — hats and caps;
  - HOK Gloves — golf gloves;
  - New Wood Displays — custom wood retail display units.
- "These suppliers are leaders in their respective



markets and offer great products and services to members of the NGCOA," said Jim Bailey, director of the Smart Buy Network. "The Smart Buy Network gives participating golf course owners and operators a competitive edge in today's market by offering significant savings on major purchases."

Said Aaron Wetzel, national accounts manager for John Deere: "Participating in the NGCOA Smart Buy Network gives John Deere access to golf course owners and operators who make the final decision on major purchases, such as maintenance equipment. Our distributors are able to continue working at the local level with their established contacts, with the added strength of the Smart Buy Network behind them."

Participation in the Smart Buy Network is free to all NGCOA members. In addition to the traditional purchasing program, the Smart Buy Network implemented an electronic commerce program that offers substantial savings. The site is located at [www.smartbuynet.com](http://www.smartbuynet.com).

## SunCor en fuego

Continued from page 1

operates in Goodyear. Accessed from the Palm Valley clubhouse via a newly constructed tunnel, the par-60, 4,755-yard Lakes Course sits on 127 acres. Greens are planted with Tifdwarf; tees, fairways and roughs with Tif 419.

Irwin is also designing the nine-hole pitch 'n putt track. The eight-acre layout will be lit for evening play. Contoured greens will be made of a synthetic grass top dressed with sand to the desired putting height, Patrick said. Natural and artificial grass teeing surfaces will be used. To complement Palm Valley, which offers one of the leading junior golf programs in Arizona, green fees will run as low as \$5 at the pitch 'n putt in order to stimulate junior golf. A lighted, 15-acre practice facility is adjacent to the pitch 'n putt.

The anticipated opening is November.

- Northeast of the city, construction is under way on a new Randy Heckenkemper-designed layout named the Sanctuary Golf Course at Westworld in Scottsdale. Built near the Arizona Canal, which transports drinking water to Phoenix residents, partners SunCor and Capital Realty Corp. are working with Audubon International to make the Sanctuary the area's first Audubon Signature course.

"Some of the species the Sanctuary hopes to reintroduce and support on and around its course are an entire family of native plants and birds," said Dave Harris, adjunct faculty for the Audubon International Institute. "The willow, mesquite, reeds and cottonwoods which were originally a part of the area's natural landscaping, will beautify the course and set it apart from others in the area."

The facility will open in late 1999.

- Coral Canyon in St. George, Utah, started construction in late May. The 18-hole, Keith Foster-designed layout will be the centerpiece of an 1,800-acre residential/commercial master-planned community, a two-hour drive east of Las Vegas. Coral Canyon will open in September 2000.

SunCor also operates SunRidge Canyon Golf Club in Scottsdale; Sedona Golf Resort in Arizona's Red Rock Country 90 minutes north of Phoenix; and the Wigwam Resort in Litchfield Park, southwest of the city.

The Wigwam Resort — built in the early 1900s as a retreat for Goodyear Tire & Rubber Co. executives visiting the firm's nearby cotton farms — has earned Mobil's Five-Star ranking 24 times. The Robert Trent Jones-designed Gold Course is the most famous of



The Wigwam near Phoenix is a SunCor property.

the Wigwam's three tracks and has received numerous accolades in golf publications.

SunCor has also had a hand in developing and/or managing Scottsdale Country Club and Anclala Country Club in Scottsdale; Tatum Ranch Golf Club in Phoenix; and Real Del Mar Golf Club in Baja California, Mexico.

As for the future, SunCor Vice President Tom Patrick, who also serves as president of Arizona's Golf Industry Association, said: "We'd like to develop one or two golf projects a year. We'll continue to follow the market and, as opportunities come up, we'll keep moving forward...We'd like to stay within a two-hour air flight of the Phoenix market."

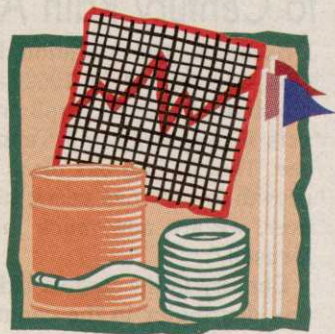
Patrick said the major roadblock to future golf development in the Southwest is neither water nor environmental issues, but rather consumer demand.

"When Arizonans started dealing with the water situation, we soon became the leader in technology and the ability to stretch water," Patrick said. "Golfers can have as great a playing experience on a course with 70 acres of turf as they can on a course with 100 acres of turf."

"The only obstacle for the golf industry is the consumer. As an industry, we need to do a better job of creating new golfers and keeping them. That's the biggest challenge."



## BRIEFS



### CLUB CAR NAMES NICUSANTI VP SALES AND MARKETING

AUGUSTA, Ga. — Club Car Inc. announced that Kevin Nicusanti has been named vice president sales and marketing. In his new position, Nicusanti is responsible for the worldwide sales and marketing efforts of the company. Nicusanti arrives from another Ingersoll-Rand company, Schlage Lock Company, where he served as vice president of marketing and engineering. Nicusanti joined Ingersoll-Rand in 1996. His career includes positions at Formica Corporation; Nortek, Inc.; Black & Decker/Kwikset Lock Division as well as The Toro Company.

### POTTS JOINS MEDALIST

POST FALLS, Idaho — Medalist America, provider of turfgrass seed, announced that Myra Potts has joined the company as a turf specialist for the Southeast U.S. sales region. Potts is responsible for sales of Medalist America seed varieties, distributor relations and technical agronomic support for customers throughout a six-state region: Alabama, Florida, Georgia, South Carolina, Tennessee and Mississippi. Immediately prior to joining Medalist America, Potts was a sales manager for Kelly Seed Co., Inc. in Alabama and Northwest Florida.

### ZENECA NAMES CAMORS BUSINESS DIRECTOR

WILMINGTON, Del. — Buddy Camors was recently named business director of Zeneca Professional Products. Camors takes over the pest control, turf and ornamental business from Keelan Pulliam who moves into a director position for domestic and international distributor relations within Zeneca Ag Products. Camors, based at Zeneca Ag Products in Wilmington, has been with Zeneca for 27 years, most recently as business director for the Horticulture business.

### PROFILE NAMES STIMMEL NATIONAL SALES MANAGER

BUFFALO GROVE, Ill. — Profile Products LLC, manufacturer of soil conditioners and other products for golf courses, announced that it has promoted Sam Stimmel to Profile national sales manager and named Mark Fields, CGCS, as its Gulf regional sales manager. As Profile national sales manager, he will manage the company's four regional sales managers, in addition to maintaining direct sales responsibilities in select areas of the country.

## ABT reshuffles management, moves towards consolidation

By ANDREW OVERBECK

HENDERSON, Nev. — AgriBioTech Inc. (ABT) marked the completion of the acquisitions phase of its three-pronged business plan by completely reshuffling its upper management.

Citing a need to shift gears into integrating and consolidating the 34 companies that ABT acquired since 1995, the company's board of directors decided in late February to replace Dr. Johnny Thomas, chairman and chief executive officer. Kent Schulze, president and chief operating officer, resigned in late March.

While the board felt that Thomas and Schulze were good at mergers and acquisitions, they decided that former Lofts Seed president Richard Budd and others would be better suited to operate the company as it moved into consolidation.

Budd, who joined the board of directors when Lofts was taken over by ABT in January 1998, is now chairman and chief executive officer and is joined by a new team-based management group of four co-presidents who share senior responsibilities

and consult on strategic planning and decision making.

Budd's task is to make ABT, which many industry experts think grew too much too fast, financially solvent again. ABT has been tanking after announcing debt upward of \$135 million in February.

However, Budd remains undaunted. "With the changes we have made since assuming responsibility for ABT in March, we believe that we are on target to create a profitable, large seed company that will bring better performing turf grass and forage seed products to the market," said Budd.

The company expects that the current plan of consolidation and integration will allow ABT to pay off the subordinated convertible debt that was sold by the previous management by the end of the fiscal year ending June 30.

Under the consolidation, ABT will be cutting its workforce of 1,300 by 300 to 500 employees and reducing its 88 facilities to 50 to 60.



Continued on page 50

## John Deere to build new utility vehicle complex

RICHMOND, Va. — In response to demand for its Gator line of utility vehicles, John Deere's Worldwide Commercial & Consumer Equipment Division announced that it will build a new \$30 million, 300,000-square-foot utility vehicle complex in southeast Virginia's James City County.

Expected to employ more than 300 people when fully operational, the facility will include engineering and design for new products, manufacturing, sales and marketing functions.

The current line of Gators includes both two- and four-wheel drive, gas and diesel utility vehicles, and Turf Gator and Trail Gator specialty vehicles.

According to Mark Rostvold, John Deere senior vice president, "This investment is a signal to our customers that John Deere is committed to the utility vehicle business."

Continued on page 49



### NEW PRODUCT OF THE MONTH: TH20 THETA MOISTURE METER

HOUSTON — Dynamax, Inc. is launching the TH20 Theta Moisture Meter, a new way to measure volumetric soil moisture content. It combines ease of use and accuracy with low cost, to give growers, land managers and engineers unprecedented access to precise soil moisture data. The sensor sends microwave signals and amplifies a reflected signal dependent on the dielectric constant (theta), a precise electronic parameter for the volume of water in soil (+/-2% accuracy). The TH20 probe is inserted into the soil and the LCD shows the volume of water in soil as a decimal value. The palm-sized, battery powered, display device provides instantaneous readings for mineral or organic soils, which may be selected by a slide switch on the front panel. For more information, contact 281-564-5100.



Mauna Lani Resort has rolled out PowerLight solar-powered golf cars.

## PowerLight's SolarCady gaining ground in Hawaii

By ANDREW OVERBECK

KOHALA COAST, Hawaii — Just months after installing the world's largest resort-scale solar electric energy system on the hotel and golf course maintenance building roofs, the Mauna Lani Resort has rolled out solar-powered golf cars that utilize cutting-edge solar cell technology.

Berkeley, Calif.-based PowerLight Corp., which designed and installed the hotel and golf maintenance solar systems, has outfitted four of Mauna Lani's golf cars with its experimental SolarCady system.

Although solar powered cars are not an entirely new phenomenon, Mauna Lani is the first to use the SolarCady system which features improved technology and design.

"These are high efficiency solar cells that are similar to those used in satellites to power communication," said Dan Shugar, product engineer and executive vice president of PowerLight.

"We have a charge controller that regulates voltage in a way that is compatible with the battery and this gives us maximum utilization." There are currently patents pending on the system's design.

Continued on page 49



## LESCO to distribute Southern Golf Products

CLEVELAND — LESCO Inc. and Southern Golf Products Inc. have announced that LESCO will become the exclusive distributor for Southern Golf Products' line of golf course accessories.

Southern manufactures, distributes and sells custom-embroidered and silk-screened flags, flag sticks, tee markers, signage, uniforms and promo-

tional apparel nationwide.

"As the exclusive distributor for Southern, LESCO is positioned to offer all of Southern's customers the full scope of our comprehensive product line," said William Foley, LESCO's chairman, president and chief executive officer.

"This alliance is a synergis-

tic combination for both parties," said Steve Burrell, president of Southern Golf Products.

"Together, LESCO and Southern will focus on developing and selling a full line of golf course accessories to better serve the golf course market nationwide." Burrell will assist with the integration of the Southern Golf product line for LESCO.



## ISCO sells irrigation to Century Rain Aid

LOUISVILLE, Ky. — ISCO Industries LLC. sold its golf course irrigation division to Century Rain Aid of Madison Heights, Mich.

According to Jim Kirchdorfer Sr., president of ISCO, "We wanted to focus our business on the sale of HDPE pipe (high-density-polyethylene) since we are a distributor for Phillips

Driscopipe. The irrigation division was started in 1962, and distributed Rain Bird golf products in Kentucky and Tennessee. This fit into our plans for growth in previous years; however, we are now much more focused."

Century is the largest irrigation distributor in the country, and has local offices in Louisville and Nashville. "The sale of the golf course irrigation business will benefit ISCO's customers because Century can provide better pricing and can pass on the savings," said Kirchdorfer. "It was a strategic decision to concentrate more of our efforts in the HDPE piping industry."

## G&S turf equipment expands in Charlotte

CHARLOTTE, N.C.—G&S Turf Equipment Company, the Textron Turf Care And Specialty Products dealer for the state of North Carolina and a portion of South Carolina, has opened a new sales and service facility in the Charlotte area.

Headquartered in Greensboro, N.C., G&S Turf sells and services the complete range of Cushman, Jacobsen, Ransomes and Ryan brand turf maintenance equipment.

The company said that new facility was opened to help G&S Turf better serve its customers in the growing area around Charlotte and west to Asheville (near the Blue Ridge mountains). The expanded sales territory also includes areas of South Carolina, including Chester, York and Lancaster counties.

### NEW WEB SITES

#### BAYER LAUNCHES PROTECT-YOUR-TURF

KANSAS CITY, Mo. — Bayer Corp. Garden & Professional Care (GPC) has launched a new Web site ([www.protect-your-turf.com](http://www.protect-your-turf.com)) to answer golf course superintendent's turf and ornamental questions and ease the locating of Bayer sales representatives or product distributors.

#### CYANAMID JUMPS ONLINE

PARSIPPANY, N.J.—American Cyanamid, maker of professional turf and ornamental products, has launched [www.cyanamidspd.com](http://www.cyanamidspd.com). The site features a free online library where visitors can retrieve materials electronically or order product literature to be mailed.



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With a fully functional prototype (above), Armstrong's next move is to attract companies like Toro and John Deere to integrate the robotic systems with existing fairway mower models.

## 'Intelligent' mower

Continued from page 1

The robotic mower can be used in two ways.

The superintendent first drives the unit around the perimeter of a fairway to record the corner points. From there, on-board computers automatically generate a sweep pattern to cover the area. The superintendent can then specify the spacing of the rows and the mower will "remember" the settings and follow the exact path each time.

The unit can also be programmed in a more specified manner. A superintendent can mow an entire fairway and program the mower to remember and follow his exact path from then on.

The system's five computers run a number of different functions allowing for a high degree of autonomy.

One computer controls the motor, steering, throttle, brake and shifter. The second controls the GPS system which is integrated with an inertial navigation system allowing it to maintain its' position when the unit is under trees or in a tunnel.

The third computer runs the detection mapping system which uses sonar to detect obstacles.

The fourth computer runs a path planner, and the fifth unit integrates all of the above functions using an autonomous control unit to drive the vehicle.

Armstrong has mounted the unit, which is about half the size of a refrigerator, on the back of a Kawasaki Mule that pulls a three-gang reel mower. He has been working closely with superintendent Barry Greenwalt at Ironwood Golf Club in Jacksonville to test the unit on one of their fairways.

"It performed great," said Greenwalt. "It is an amazing machine, if players are in front of it, it will stop and let them play through and then move on after they are gone."

With a fully functional prototype,

Armstrong's next move is to attract companies like Toro and John Deere to integrate the robotic systems with existing fairway mower models.

In the meantime, he plans to continue to tweak the unit in size and price. "We will eventually get it down to the size of a small cooler," said Armstrong. Additionally, Armstrong's first prototype cost \$350,000, but he thinks that by the end of the year the cost will be around \$50,000 and eventually down to around the \$15,000 range.

"We envision a club that would have an automated team of these mowers that could go out at 4 a.m. and mow the whole golf course," said Armstrong.

*'We envision a club that would have an automated team of these mowers that could go out at 4 a.m. and mow the whole golf course.'*

—David Armstrong

## PowerLight

Continued from page 47

According to Shugar, the SolarCady provides three distinct advantages. First, the car has increased range. While a standard electric car can maybe go for two rounds, the SolarCady can go for three and perhaps four rounds depending on the level of sunlight.

"It's phenomenal," said Neil "Buster" Bustermante, general manager at the Mauna Lani Resort. "There are days where we will rent the car out and it will go for four rounds without using the battery at all."

Furthermore, re-charge times are cut in half, minimizing re-charge costs.

The SolarCady also doubles the car's battery life. "Most courses rotate their cars every five years, but they wind up having to buy a battery after just two or three years," said Shugar. "With the SolarCady, they never have to buy new batteries."

At an average cost of \$400 per battery, that would save Mauna Lani around \$72,000 over a five year period. For that reason, Mauna Lani and PowerLight are currently working on a lease agreement to retro-fit all 180 of the resort's cars.

While PowerLight is working with golf car manufacturers to integrate SolarCady, it is currently installing the system strictly as a retro-fit option. The company leases the SolarCady for \$14 to \$24 a month.

PowerLight plans to install SolarCady in golf cars at a number of clubs across the U.S. by the end of the year.

## Deere/Utility

Continued from page 47

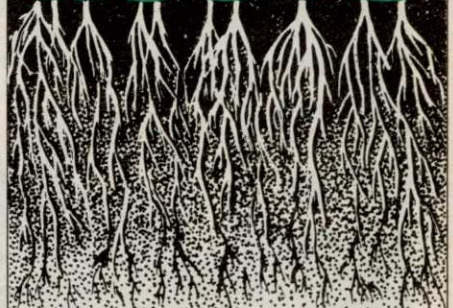
and to extending our leadership position," Rostvold said. "One of our first initiatives is to introduce a new, larger and more powerful Gator that will appeal to new markets."

David Larson, vehicle group manager, said that the company intends to break ground for the new complex within the next few weeks, with the plant on line by summer of 2000.

"The new plant will allow us to meet current and future demand for Gators and to design and manufacture new vehicle lines to respond to the needs of our customers," Larson said.

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## BirdX readies BirdXPeller

The new BirdXPeller PRO by Bird-X is a sonic repeller that you program to repel whatever birds are infesting your area.

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BirdXPeller PRO uses actual species-specific distress cries so your pest birds

perceive danger to their own species.

They become agitated and disoriented, and flee for good. Each of the bird sounds can be turned on or off so you can customize the unit for your infestation. In addition to targeting specific birds, you may vary volume, time off periods and random/sequential play.

These programming options make it virtually impossible for birds to get used to any one constant pattern.

For more information, contact 800-662-5021.

CIRCLE #201

## Jacobsen's new FlashAttach slashes time

The patented Jacobsen FlashAttach System is designed to cut reel-changing time to seconds. Designed for the Jacobsen Greens King V triplex greens mower, plus the LF-128 and LF-3400 lightweight fairway mowers, the FlashAttach system makes changing reels a snap.

For example, after mowing greens with an 11-blade reel, the operator can quickly switch to a 7-blade reel for mowing tees—all without tools.

The entire process is designed to take approximately 30 seconds:

- Pull the Flash Attach pin, after releasing the spring-loaded keeper;
- Remove the two spring pins and the hydraulic motor;
- Remove the reel;
- Install the new reel or attachment;
- Re-attach the hydraulic motor;
- Insert the FlashAttach pin.

The changing process is the same for other Jacobsen greens mower attachments: the QuickRoll, Spiker and Vertical Reel Mower.

CIRCLE #202

## Patten improves Zenith

Patten Seed Company, of Lakeland, Ga., producer of Centi-Seed centipede seed, has announced the release of its improved zoysiagrass seeded variety-Zenith. Zenith Zoysia was bred and selected by the late zoysia breeder, Jack Murray. Zenith has tested at the top of the NTEP trials when compared with both seeded and vegetatively propagated zoysia varieties like Meyer, Emerald and El Toro.

Zenith is the first commercially available seeded zoysiagrass alternative for golf course fairways, tees and roughs. Until Zenith, the only methods of establishment of zoysias was through plugging, sprigging and sodding all expensive and/or labor intensive. Zenith Zoysia offers an equal or better than zoysia turf, with the added benefit of being established economically from seed. For more information, contact 800-634-1672.

CIRCLE #203

## Engage Agro ready with Dew Drag

Engage Agro has introduced the Dew Drag, a new tool for dragging fairways. The Dew Drag Line is a heavy duty poly rope containing 4 inner lengths of beaded lead. The rope is encased in a Dacron coat to prevent wear. Rope ends are attached to removable swivel clips for attachment to the golf cart. For more information, contact 519-826-7878.

CIRCLE #204

## ABT

Continued from page 47

"We are working to create a profitable and productive future for our customers and the company and put the growth and consolidation challenges behind us," said Budd.

After the consolidation phase is completed this summer, ABT plans concentrate its efforts on research and development in bio-technology and breeding efforts to bring new proprietary products to the marketplace.

The four co-presidents that will assist Budd are as follows: Dr. Tom Rice, head of research and development, production, wholesale business, and international business; Drew Kinder, director of retail activities; Randy Ingram, chief financial officer and director of business development; Kathy Gillespie, director of inventory and grower relationships.

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Experienced golf course construction personnel needed to work directly with architectural firm, primarily in the eastern and midwestern states. Fax resume to 913/621-0760 or mail to Heartland Golf, Inc. 2510 Grand Avenue, Suite 703, Kansas City, MO 64108; Phone (816) 421-0023.

### OPERATORS/SHAPERS

Munie Outdoor Services, Inc., a growing leader in Golf Course & Sports Turf Construction, is currently seeking **Operators/Shapers**. Munie offers a suburban St. Louis location, in addition to above-average industry pay and benefits. Qualified candidates will possess a minimum of 2 years operating/shaping experience, the ability to carry out architects' directions, and the ability to meet time and budget goals. A CDL is preferred, but not required. For immediate consideration, please forward a resume, with cover letter and salary history to:

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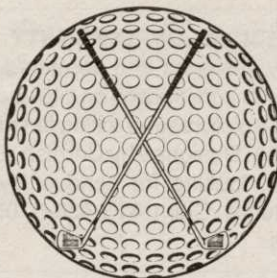
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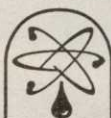
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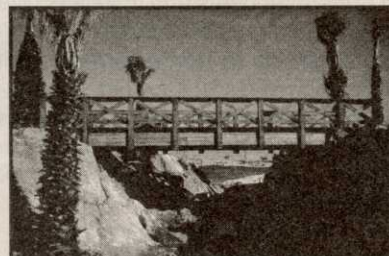


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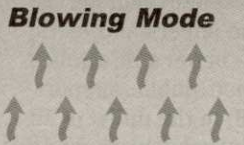
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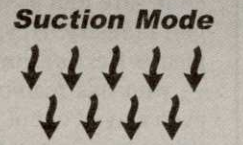
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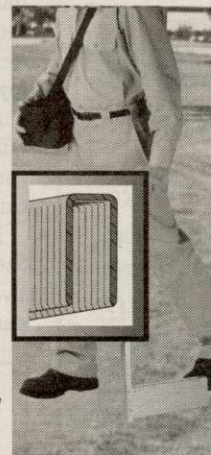
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## Leslie commentary

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My solution? "Start another movement. Call it Socially Moral. Or Legitimately Truthful. Or Unabridgedly Right... Then concentrate on our similarities, on those things that pull us together, not divide. Even if it hurts, let's tell the truth, not distort it with unbridled rhetoric."

• Acronymphobia: What are the signs of acronymphobia? Overlapping duties, duplication to the quadruplicate, tongue-twisting departmentese... just a general confusion, diffusion, evasion, paperwork profusion. We won't even guestimate the cost to Mr. Taxpayer America. When I

wrote about acronymphobia, my latest run-in came with my shoes just cooling from a trip to cover the GCSAA conference and GCBAA banquet, then heading out for the ASGCA meeting wondering if a representative would be there from the EPA, or perhaps the state DEP. I just knew that on the plane, the pilot was concerned about the FAA. An NBC film crew was on board, probably contemplating actions by the FCC.

• AHA! Herewith, I created one more acronym to the industry parlance. AHA! stands for American Hyper-Activist. That is the type of person who will stop at no deviant behavior (like spiking trees or pouring chlorine on a golf course) to stop

another person from imposing his will on the environment.

• *Earth First!*ers: So, the Sierra Club is a bunch of wimps who've sold out to The Establishment. Factories don't burn down by themselves; they need your help. And President Clinton is environmentally "spineless." Welcome to the world of Earth First! ... And pray they don't visit **your** golf course.

• The media taking pot shots at each other: Case-in-Point: ABC-TV consumer reporter John Stossel, admitting that "in many ways I've been part of the problem," added: "Here is where we in the press have done such a bad job... We practically run from scare to scare. We say this kills people, that kills people. We have focused on the dramatic in an interesting way — economics. It sells newspapers. It gets more people to watch our programming..."

• Environmentalists taking pot shots at each other: Audubon International President Ron Dodson, speaking on environmental groups: "Many have become top-heavy, bureaucratic, increasingly focused on negative agendas, and seem to oppose anything that anyone proposed at any location. We have seen a solemn attempt to convince the public that the environmental issues we face today are so complex and convoluted, the only meaningful contributions that individuals can make to environmental improvements is in the form of checks..."

• Hiring El Presidente: "Got a great idea for your New Year consideration: When Bill Clinton steps down as president, hire him as the spokesman for the golf industry. Hey, no sneers and jeers, please. Here's a guy — better still, a golfer — who has maintained public support, even stayed out of jail, in the midst of all this chaos. So, just think what he could do working for an ethical, clean, God-fearing sport like golf."

Yes, by the grace of God, it has all been fun. And it could not have happened in another industry. Because there is nothing like golf and the people who make it run.

## Blais commentary

Continued from page 10

ago. During that time, I've seen a lot of things the golf industry should be proud of:

• The environmental benefits of its association with Audubon International, the Cape Cod Study on pesticide leaching and the efforts of superintendents to reduce pesticide and water use.

• The billions of dollars in economic activity, job creation and tax base golf courses have generated on the local, state and national level.

• The sheer beauty of the 3,500-plus courses sculpted over the past 10 years on everything from mountain-sides to landfills.

But as impressive as that all might be, it will all be for naught if those \$6 youngsters aren't playing on those upscale publics and privates come 2010. And they won't be, unless they are made to feel welcome by 2005, 2004, 2003, 2002, 2001, 2000 and the remainder of 1999.

The First Tee Program is a good start. But it will lean heavily on municipalities. Without upscale public and private facilities willingly opening their doors to young golfers, the First Tee Program will only slow golf's decline. Cracked asphalt and shredded nets will be replaced by dying greens and overgrown bunkers. It's up to the daily-fee and private course operators to see that doesn't happen to the game that has replaced tennis in many a Baby Boomer's heart.

Savvy course operators have figured that out. They know the future depends not only on how they treat today's best customers, but also how they treat the best customers of tomorrow.

One of the savviest is SunCor, a Phoenix-based course development and management company. To keep the game growing and ensure a future supply of golfers, SunCor has stressed junior golf through kid-friendly layouts and affordable fees in an area where the \$100-plus green fee is the norm.

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Across the Valley of the Sun in Fountain Hills, juniors can play for as little as \$2 a round at Keith Foster-designed SunRidge Canyon when accompanied by a parent.

Not only now, but in the future, which is the only way golf will continue to prosper. I've learned that, if nothing else, over the past 10 years.

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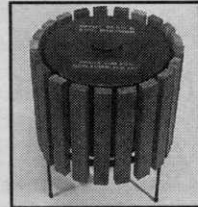
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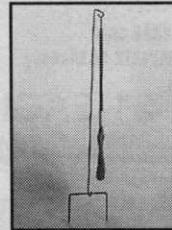
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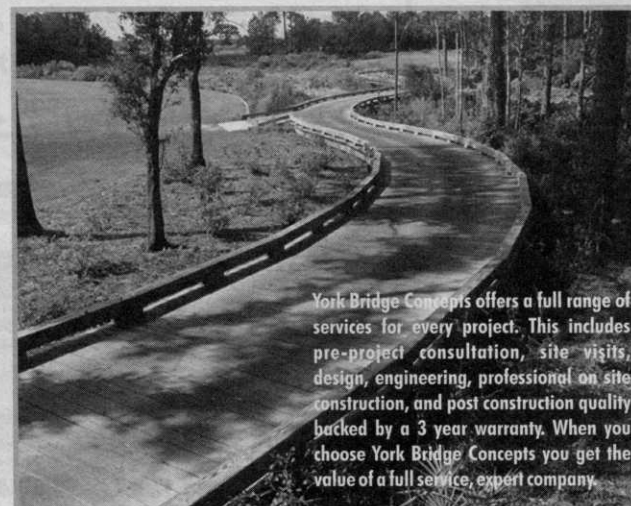
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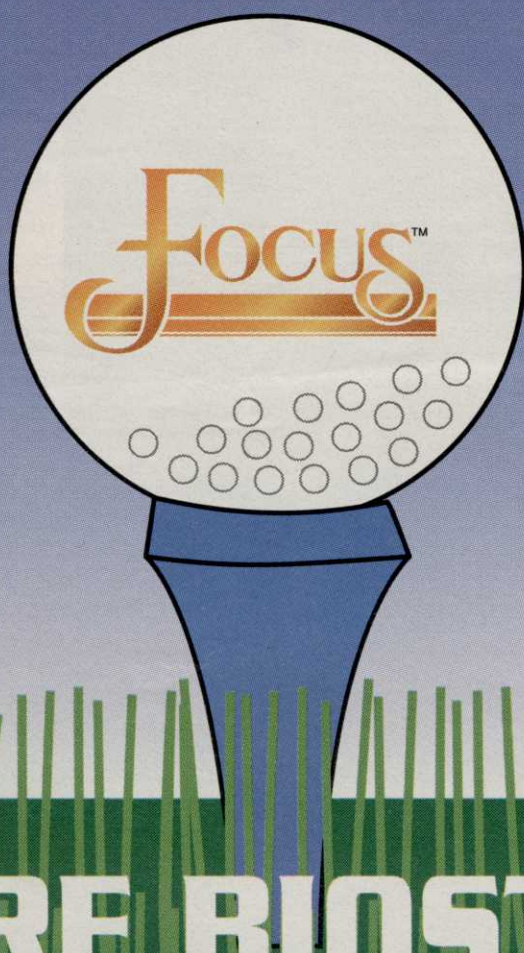
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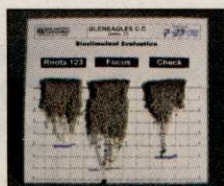
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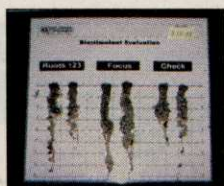
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