

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

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Time line

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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.

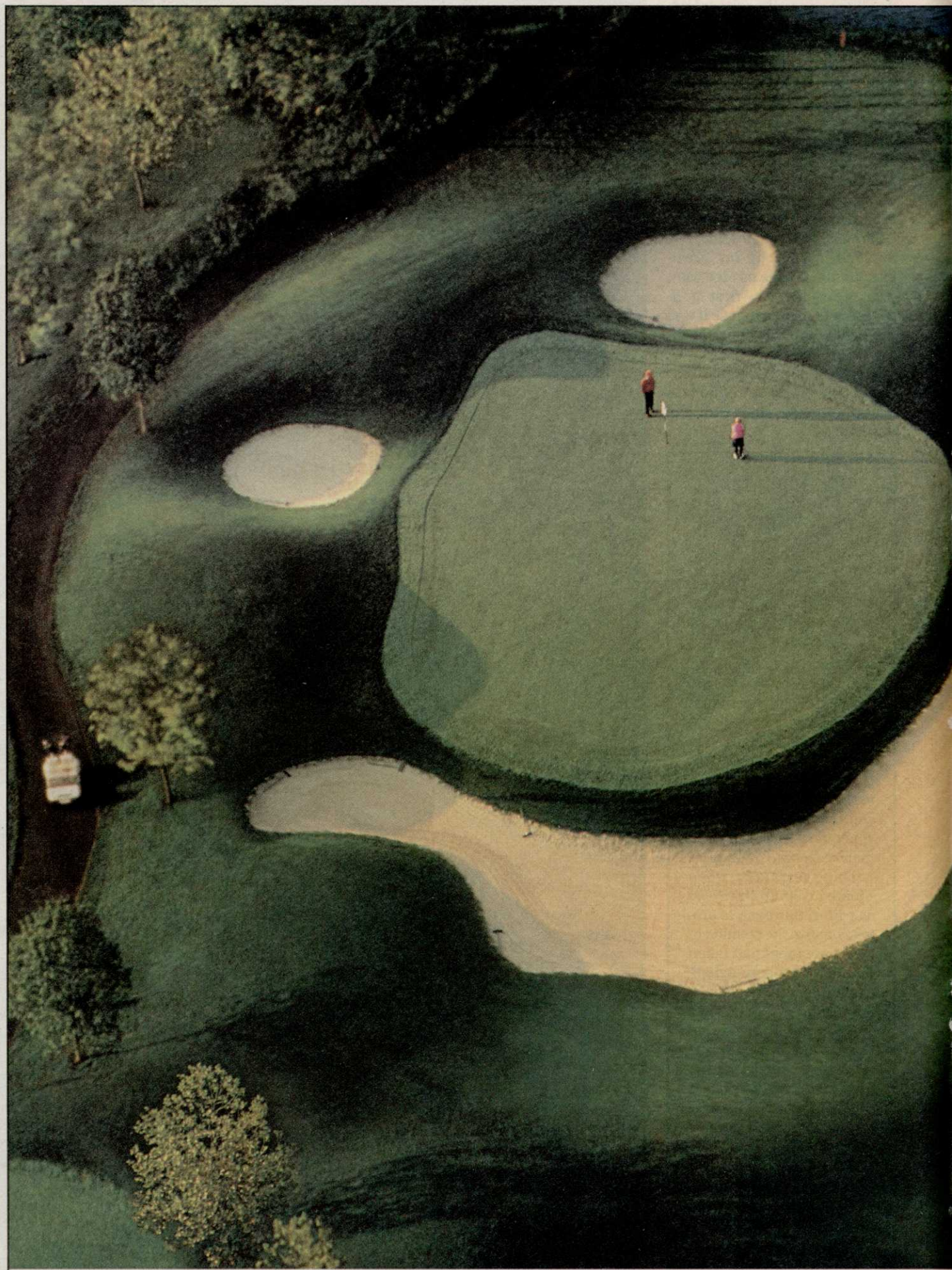
February: Landscapes Unlimited is named GCN's Builder of the Year for 1995.

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

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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

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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.

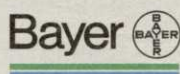
Linked with this issue of enhancing the golf experience is the growing challenge of pro-active player development. What are we going to do to encourage more women, juniors, and seniors to take up the game of golf and remain in the sport? Some of our clubs have installed 4,800-yard tees for beginners 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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