

# GOLF COURSE NEWS

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Versatility drives the manufacturer as well as sales among golf superintendents ..... 22



**JONES, BUSH TOUR SHADOW HAWK**  
HOUSTON — Rees Jones (left) visited Houston recently to survey the progress of the Shadow Hawk Golf Club and give President George Bush (right) a walking tour of the course Jones is designing for The Redstone Group.

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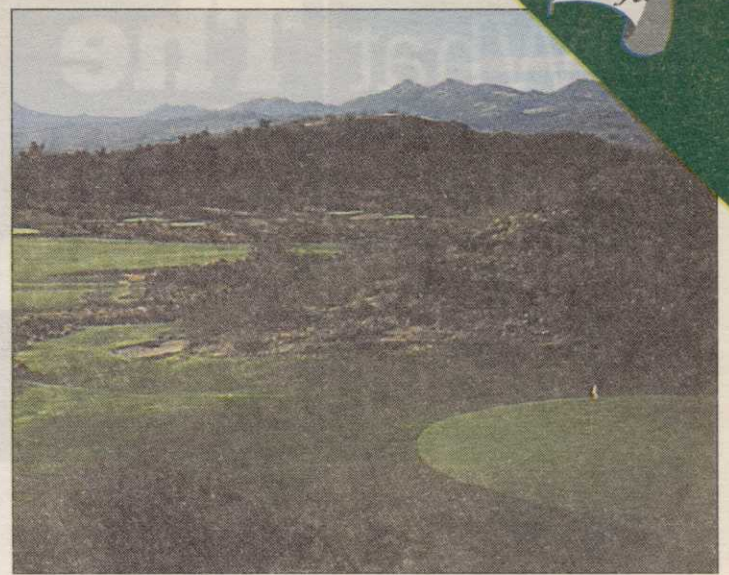
## ASGCA panel targets dangers to the health of golf

By MARK LESLIE

CHARLESTON, S.C. — Trying to head off dangers to the health of golf, leaders of the game's major associations are targeting equipment and balls that add too much distance, the cost to play, the "intimidation factor" in learning, and attracting and keeping new golfers.

Speaking at the annual conference of the American Society of Golf Course Architects here, U.S. Golf Association (USGA) President F. Morgan "Buzz" Taylor warned that, if measures are not taken, golf's popularity could sink like tennis's. It was an ominous statement, illustrated by the fact that NBC Sports is dropping its contract for coverage of Wimbledon because "it can't sell the time," Taylor said.

Similar remarks, pointed toward fixing any holes in the dike of the expanding sport of golf, came from PGA of America Executive  
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### NEW DOAK TRACK RISES ABOVE PHOENIX

GLOBE, Ariz. — Golf course architect Tom Doak ventured west of the Mississippi River for the first time to design Apache Stronghold for the San Carlos Apache Nation to augment its Apache Golf Casino. Doak had a couple thousand acres of land to choose from in designing what he called "a newfangled" type of course for the desert. This photo of the 4th hole shows its wide fairways and rough along the edges instead of the norm: instantly going from manicured to desert. See page 23.



### AN "UNPLAYED" DYE CANVAS

The cornerstone of a new luxury community in suburban Savannah, Ga., called Ford Plantation, features a golf course Pete Dye designed in 1983 for a wealthy Saudi Arabian. The public has never played this course, which Dye describes as one of his best Southern layouts. Dye's flamboyance is obvious on this hole on the plantation's Ogeechee Golf Club, formerly called Sterling Bluff. See story, page 24.

## USGA turns over U.S. Open management reins

By PETER BLAIS

PINEHURST, N.C. — The United States Golf Association (USGA) has handed over responsibility for managing June's U.S. Open at Pinehurst No. 2 to an outside party — Pinehurst Championship Management (PCM).

PCM is the sports marketing division of ClubCorp, the Dallas-based firm that owns and operates Pinehurst. PCM will be responsible for everything from handling transportation issues to developing corporate partners.

The USGA will retain control over what occurs "inside the ropes," according to the USGA's Tim Moraghan, who oversees course preparation for U.S. Open events for the USGA Rules and Competition Committee.

"Outside the ropes," said PCM head Jon Wagner, "everything with regard to marketing, corporate hos-  
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### ALTERNATIVE ENERGIES

## Metallic Power gets \$350,000 boost for zinc/air power

By MICHAEL LEVANS

SAN DIEGO — Metallic Power Ltd. has been awarded a \$350,000 contract from the California Energy Commission's South Coast Air Quality Management District to demonstrate a prototype zinc/air fuel cell-powered riding electric greensmower by January 2000.

The company will collaborate with the Toro Co. on the project.

"With this contract we're now on a rapid trajectory to develop the zinc/air fuel cell technology," said Jeff Colborn, Metallic Power's chief executive officer. Founded in 1995, the company has won more than \$1.5 million in government research and development contracts.

The zinc/air fuel cell combines zinc pellets, approximately 1 mm in diameter, with oxygen.  
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## Pinehurst Championship Management

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pitality sales, operations, presentation, and volunteer coordination will be done by PCM. Inside the ropes, we will receive guidance from the USGA and do as they tell us."

Pinehurst is one of golf's shrines. It was famed architect Donald Ross' longtime home and has hosted many prestigious championships including the North and South Open (the nation's longest continuous-running golf championship), the 1936 PGA Championship, 1951 Ryder Cup and 1982 U.S. Amateur.

Pinehurst suffered from neglect in the late 1970s, but was restored to prominence by ClubCorp, which purchased the complex in 1984. ClubCorp restored Course No. 2 to its original condition and hosted the 1989 USGA's Women's Amateur, the 1991 and 1992 Tour Championships and 1994 U.S. Senior Open.

Pinehurst was awarded the 1999 men's U.S. Open in 1993. Rather than hire one of the larger tournament management firms to oversee the Open — firms such as IMG, Advantage International and Executive Sports — ClubCorp opted to start its own tournament management company. To head up the new firm, ClubCorp selected Wagner, a former PGA Tour marketing and championship director, who had overseen the 1991 and 1992 TOUR Championships on Course No. 2.

"The management here," Wagner recalled, "wanted someone who knew Pinehurst, understood how things are done here and could deliver a seamless presentation of the history and tradition that exists in this championship, rather than just slap up signs and say 'Let 'em play.' What you'll see is a seamless delivery of visual language and presentation from the time someone arrives in North Carolina. The same banners at the Raleigh-Durham airport are the same ones that will be on site at the tournament. The flowers and colors of flowers along the roadsides will be the same ones you'll see at the championship site. Our entire objective is to present the U.S. Open the way no one else could because it is being held at Pinehurst."

Since its inception, PCM has managed golf championships at both ClubCorp and non-ClubCorp facilities, including the 1996 U.S. Women's open at Pine Needles Lodge and Resort in Southern Pines. The firm plans to manage at least one major championship a year and was recently chosen to manage the 2001 U.S. Women's Open Championship again at Pine Needles. By mid-April, PCM also expected to be named manager of the 2002 U.S. Senior Open at Caves Valley near Baltimore.

PCM realized the need for state involvement in hosting a major tournament like the U.S. Open. To make this a North Carolina event, PCM developed a President's Council consisting of 16 of the state's biggest company chairmen, including Gov. James Hunt and former Gov. James Martin. Through PCM's work with that committee, North Carolina agreed to expand state roadways (primarily US1) leading to Pinehurst.

Other aspects of the Open that PCM has dealt with have included:

- Attracting corporate sponsors — PCM recruited 50-plus sponsors, a record number that included many first-timers.
- Building The U.S. Open Hospitality Village — Construction began in late March. The village, which includes more than 300,000 square feet of covered canvas tenting, will sit along holes 1, 2 and 18 of Pinehurst No. 4, another Ross design that architect Tom Fazio is redesigning and will be renamed The Tribute. Construction of The Tribute will begin following the tournament. A Media Village is also planned.

- Preparation of Course No. 2 — The course will close almost three weeks prior to the Open. PCM recruited 60 volunteers, many of them superintendents at U.S. clubs, to help prepare the layout. There will also be close to 18,000 bleacher seats.

- Traffic issues — Coordinating traffic and the 50,000 daily spectators in and out on the one road leading to and from Pinehurst will involve shuttles operating from two remote parking facilities 4.5 miles from the course.

The Corporate Village will include 217 corporate hospitality clients plus 13 Pinehurst corporate alliance partners, making it the largest hospitality contingent in the history of the U.S. Open, Wagner said. The corporate alliance partners have long-term relationships with Pinehurst. They not only purchase a corporate tent for the Open, but also spend a certain amount at Pinehurst every year.

"Pepsi, for instance, is designated the preferred soft drink of Pinehurst and the U.S. Open," Wagner explained. "We created an event for Pepsi at Pinehurst called the Pepsi Fall Invitational. Pepsi invites its 100 biggest bottlers, who in turn invite their biggest clients. Our surveys of the bottlers has shown this is the best thing Pepsi does all year. Second, Pepsi gets to say to their bottlers that Pinehurst Championship Management, which runs this invitational tournament for us, is the same company that runs the Women's,

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## USGA/ClubCorp

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a lot of questions from people whether Pinehurst should go with a new relatively untried cultivar," Moraghan recalled. "It's turned out quite well. There was a learning curve, like there is with anything. But Paul and his staff seem to have that under control."

Added Jett of G-2: "It was relatively untried around the country. But we had G-2 at Pinehurst for three years before it was ever put on No. 2. We had test plots and practice putting greens

that were 3 years old before we planted No. 2. And we had the advantage of having it on No. 8 the year before it was put on No. 2. So we got to see it for a year under golf course playing and maintenance conditions. We had no concerns with putting it on. We knew what it was going to do."

Said Moraghan: "The only other issue would be the rough. Being a Bermudagrass situation, we could not have it at the height we normally would for a cool-season grass. We're down between 3 and 4 inches and the intermediate rough will be at about 1-1/2 inches. The greens will be

Continued on next page

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## Pinehurst CM

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Senior's and now the U.S. Men's opens. That helps Pepsi and the bottlers build up their credibility and builds up the event itself."

PCM hopes to turn the traffic situation, which many see as a marketing disadvantage, into an advantage.

"We're in the middle of no-

where, but [geographically] we're also central to everything," Wagner explained. "We have a lot of land. We've secured over 200 acres on the north and south side of Pinehurst. One lot is three miles away and the other is five miles. We're able to feed those lots with some pretty good roads. The state began improving the roads leading into Moore County back in 1993.

The state is going to construct more than 1,000 trail signs leading from the major arteries at the state's borders and major airports to the championship. We've relied heavily on the state Department of Transportation [DOT] to develop a plan for us."

Those who say the state has little experience handling the crowds likely to descend on Pinehurst are vastly underesti-

ating North Carolina's capabilities, Wagner said.

"Every year, the DOT and Highway Patrol handle four NASCAR races at Rockingham and Charlotte that make this look like a go-cart race," Wagner said. "It dwarfs what we'll do here. They park 50,000 cars a day at Rockingham and 80,000 at Charlotte. Since we're not in a major metropolitan area, we won't have

the congestion problems they had last year in San Francisco when the U.S. Open was at The Olympic Club, or that they'll have this year for the Ryder Cup at The Country Club outside Boston."

The original business plan for the Open called for 25 tents and 50 corporate hospitality clients, basically break-even figures for PCM, Wagner said.

With more than 200 corporate clients, the Open stands to be a big money-maker.

"It wasn't our intent to make money on the U.S. Open, but to further position Pinehurst as the premier golf venue in the United States," Wagner said.

## USGA/ClubCorp

Continued from page 37

at least 1/8 inch and the green speeds between 10-1/2 and 11."

PCM's decision to allow public play to continue until 2-1/2 weeks before the Open doesn't concern Moraghan.

"It depends on the club and what they feel they can do," Moraghan said. "If it's a private club, it's what they feel the members will tolerate. From our standpoint, we'd like to have as much closure time as possible. But we don't have that strong a say. We can suggest that a club does this or that, but it's up to the club. As a resort, Pinehurst is doing us and the players a favor by closing down the end of May. That's above standard. This is the 13th or 14th Open for me and I don't think we've ever had that much closure time. The place will be perfect when the boys roll in there."

Added Jett: "The last day of play will be May 27. Tournament week starts June 14. We're looking to have all the fairway divots and ball marks on the greens healed by then. We want the course to be spotless by tournament week. The 17 days will give us plenty of time to do that."

Jett expects to have 60 volunteers, many of them head superintendents from around the country, helping the Pinehurst crew prepare and maintain No. 2.

"My staff that week will be around 90 people," the head superintendent said. "Many of the volunteers are from the Eastern part of the country. One gentleman is coming from Scotland. Marsh Benson from Augusta National and Mark Michaud from Pebble Beach will be here, too."

As for the Tom Fazio redesign of Course No. 4 that is currently underway, Moraghan said: "That's an incredible project. They've really turned that all around."

Moraghan said he had little objection to the changes, despite the fact No. 4 is a Ross design. "It has been tinkered with a lot. It's a great piece of land. But Pinehurst had some concerns about the way the course flowed and thought they could make it better. And they did."

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