

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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