

# GOLF COURSE NEWS

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National Golf Foundation figures show golfers spent more than \$30 billion in 1998 ..... 3

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#### IN DEMAND

Whether captaining the U.S. Ryder Cup team, or working with design partner Bill Coore, left, Ben Crenshaw has been in high demand. And he will not back down in his "classics" philosophy of course architecture. See Q&A with Crenshaw & Coore, page 27.

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#### NEWSPAPER

## New wetlands regs could stifle development

By MARK LESLIE

WASHINGTON, D.C. — The U.S. Army Corps of Engineers is implementing a new cadre of wetlands regulations in early 2000 that is expected to impact a far greater number of residential and commercial developments, including golf courses.

Public comment on the proposed Nation Wide Permits (NWP) expires Oct. 6, making the way for the new rules which affect jurisdictional waters of the United States — wetlands, streams, lakes, etc.

Although the new NWPs have not been officially confirmed, experts in the field anticipate few changes before the

Continued on page 32

## Assistants often underappreciated

By PETER BLAIS

While head superintendents are seeking increased recognition and money for themselves, they are also encouraging course owners and members to upgrade the salaries and benefits of their assistants.

Nationally, the mean salary paid superintendents is \$53,205, almost double the \$27,981 average salary of assistants, according to 1998 figures provided by the Golf Course Superintendents Association of America (GCSAA).

Why pay assistants more?

Continued on page 19



The 8th hole on the Creek 9 at Aliso Viejo (Calif.) Golf Club displays Jack Nicklaus and son Jack II's personal touch. They designed the Ridge, Creek and Valley nines at the new public facility in Orange County.

## Nicklauses collaborate for AMH

ALISO VIEJO, Calif. — Jack Nicklaus and Jack Nicklaus II have opened their latest creation, Aliso Viejo Golf Club here, a 27-hole public facility midway between Los Angeles and San Diego.

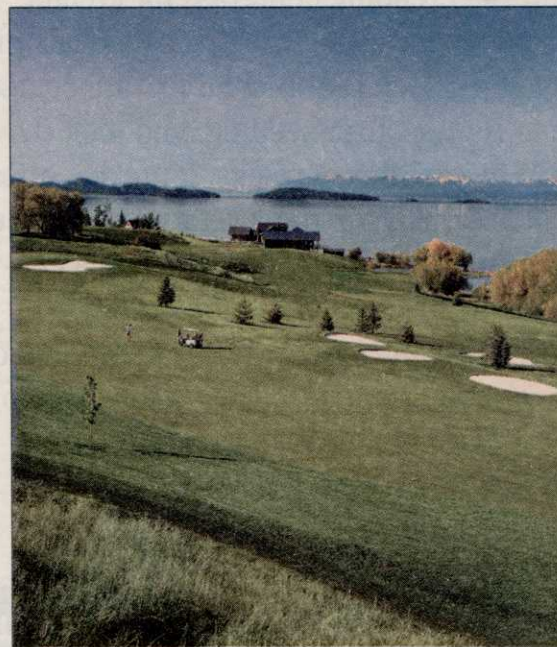
The ninth Jack-Jack II co-design and the first in California, the project is under the auspices of ClubCorp. USA, Inc. and AMH Golf Corp., a Newport Beach-based land-development company specializing in golf, recreation and hospitality properties.

Carved from a dramatic site offering panoramic views of the Saddleback

Mountains, Aliso Viejo is laid out in three distinctive nines — Ridge, Creek and Valley — and features more than 100 feet of elevation change.

"As I get older, the desire to do a lot of golf courses on my own is diminishing," said Nicklaus. "But the desire to continue what I've built with my family is getting greater. So the opportunity to work with Jack (II) ... is something I look forward to a great deal. We have a good relationship;

Continued on page 11



#### STEIDEL'S PRETTIEST AT POLSON

Polson Country Club's 6th hole may be the best par-5 John Steidel has ever designed. It is certainly the prettiest, he said. For more on the new 9, which brings Polson to 27 holes to the Montana facility, see story on page 33.

## Machine takes overseeding to next level

By A. OVERBECK

JACKSONVILLE, Fla. — Turf Solutions has developed the Dry Sprayer, a machine using new overseeding technology that dramatically increases the speed, accuracy and germination time over standard overseeding techniques. Adapting air-blast technology commonly found in agricultural equipment, the Dry Sprayer blows seed directly into the turf canopy.

"We have modified this ag-based small crop machine into one suitable for

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TREE MANAGEMENT, PAGES 21-25

10 years anniversary



## Assistant superintendents' salaries

Continued from page 1

"They are very important in the operation of the golf course and deserve the recognition for their role in assisting the superintendent," said Gerry White, head superintendent at Point Sebago Golf Club in Naples, Maine, and president of the Maine Golf Course Superintendents Association.

"I also look at it as an insur-

ance policy. Heaven forbid I'm driving down the road and a tractor trailer hits me, the operation won't fall apart because I have a quality assistant. If I leave in the middle of the season or a family emergency arises, it's the same thing. I've explained this to the owners. I've also explained the need for two [well-compensated] assistants. I'm losing my first

assistant this year and my second assistant will step up."

White knows opportunities exist for well-trained assistants to move on, even in Maine, where the mean superintendent's salary (\$46,932) is near the bottom in the country and the average assistant's salary (\$20,400) is dead last nationwide, according to GCSAA figures.

"What I'm trying to get them to do," White said, "when they leave

here is to take jobs that are at or above the average pay scale in this state. That way they help elevate the salaries of superintendents in the entire state. Both of my assistants who have left here have accepted salaries above the average. Superintendents need to educate their assistants to only take superintendent salaries that are worthy of their skills."

By not settling for less than

Continued on page 20

## Mapping expands

Continued from previous page

as well as most other digital map data — can be integrated directly into the GIS.

"An important advantage of GIS is that you can put a lot of your existing course information right into it," said Jason Bass, president of Point Forestry Customized Inventory & Imaging Inc. of Minneapolis, developer of a forest management package now customized for golf course use.

Adding Other Mapping Techniques

GroundLinkx uses the same digitizing technique to make the GIS map from the orthophoto as from the standard air photo, but the orthophoto allows the company to take advantage of another digital mapping capability called photogrammetry.

"Photogrammetry improves the resolution of the photos four to six times," said Platt.

When IntraSearch acquires the aerial photograph of the course, it also shoots two overlapping photos from opposing viewpoints, called "stereo" photos. IntraSearch applies advanced digital processing routines to these stereo photos so they can be viewed in three dimensions.

"Three-dimensional viewing means that GroundLinkx technicians can map much smaller objects into the GIS such as pins, utility boxes, and signs during the digitizing process," said Platt. "Those small objects would just appear as smudges on a two-dimensional photo and would be impossible to map into the GIS."

This type of photogrammetric mapping is offered as an optional service to GroundLinkx clients. IntraSearch also offers a digital topographic map of the course, which is a derivative of the orthorectification process and can be integrated directly into the GroundLinkx program. Most owners purchase the topographic contours layer to use in planning new construction and to determine surface water drainage patterns on their courses.

When the GIS program is in use, the superintendent can stack various data feature layers on top of the basemap on screen. The superintendent has two display options for the basemap — either a colored line map of the course or the orthorectified air photo underlay.

"Most clients use the photo as their basemap because the photograph contains so much more visual information than a simple line drawing," said Mikesch. "Superintendents are quickly learning that digital GIS mapping offers many useful tools and benefits previously unavailable for course management and maintenance." ▶

Next month: Real-life applications of GIS and its future.



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## Assistant supers' wages

Continued from page 19

they deserve when they move up the career ladder, assistant superintendents are helping the entire profession, White said.

White said convincing his owners to pay his assistants adequately has not been a problem as long as he keeps his total personnel budget in check.

New York is on the opposite end of the spectrum from low-paying Maine. The average \$34,914 paid assistants is second only to Hawaii nationwide, while the mean \$59,721 superintendents receive places it eighth in the United States.

"I don't know a superintendent in the metropolitan [New York City] area who's making \$60,000," said Stephen Rinzetti, director of golf at Wykagyl Golf Club in New Rochelle, N.Y. "That's not even the starting figure. The assistant's salary is pretty much on the money, though.

"The assistant's role has evolved in the past few years to include a lot more responsibility. The assistant is an extension of the head superintendent. And if the head superintendent is putting a lot of the things he was once responsible for in the hands of the assistant, you better have the best guy out there you possibly can. My success and failure is due in large part to the ability of the assistant who is helping me. If I don't get on the golf course for a day, a lot can happen in that single day. The assistant is keeping

me abreast of what's happening out there. And if you want to attract good people, you have to pay good people."

The increases head superintendents have made in recent years have generally exceeded those of assistants, Rinzetti said. Part of the reason is the large number of qualified assistants in the marketplace.

Rinzetti, likewise, encouraged assistants to seek no less than "current market value" in pay when moving from an assistant to a head superintendent post. "They shouldn't sell themselves short," he said. "Clubs are being shortsighted in luring someone in at a low rate because they'll only end up with someone who is unhappy who, once he finds out what the market rate really is, will start looking for a new position. Clubs should pay current market value and applicants should expect it...A lot of the clubs in the Met area that are hiring quality assistants as head superintendents are paying close to market value, more so than they did five or six years ago."

Right in the middle of the assistant's pay scale is Florida, where the mean salary of \$27,843 is within \$160 of the national average.

"When the head superintendent is not on the property, the assistant is his ambassador," said Golf Course Manager Tim Hiers of Collier's Reserve in Naples, Fla. "He should also be an extension of your philosophy — to treat people fairly, be a good listener, organized, loyal, have experience, be ambitious and trustworthy.

That tells how important the position is."

Only owners/members who don't understand the value of the business balk at paying an assistant at or above market value, Hiers said. As for the jump from assistant to head superintendent, assistants should not be surprised to be offered slightly less than a head superintendent would be for the same post, he added.

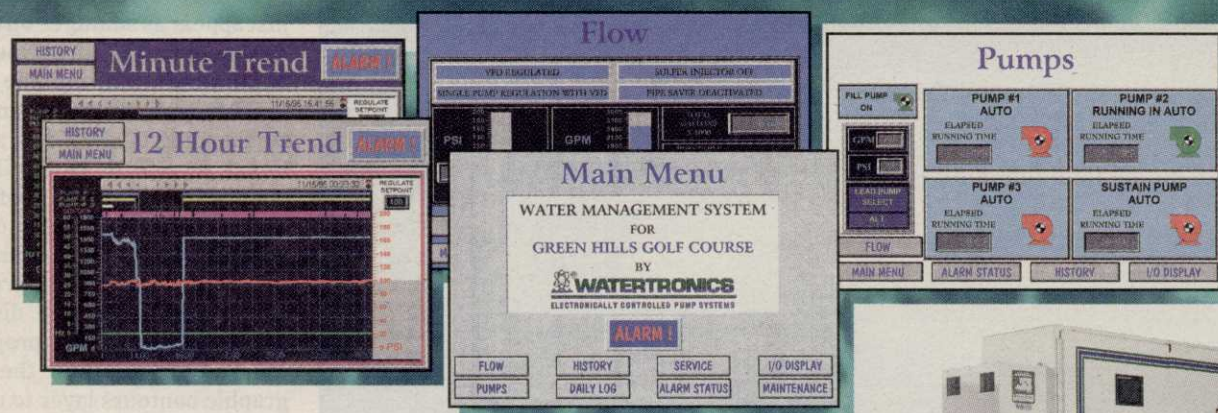
"If you run an NFL football team and you're looking at bringing in a quarterback with 10 years experience and a Super Bowl under his belt as opposed to someone fresh out of college, you'd expect to pay more for the experience because that person has been there and done that," Hiers said.

"There's a balance. Too many times clubs try to save money by bringing in an assistant rather than paying a superintendent's wage. When they do that they show their lack of understanding of the business. I'm not saying it's wrong to hire an assistant. We were all assistants at one time. But sometimes assistants have a tendency to undersell themselves. They shouldn't expect to receive as much as a qualified head superintendent. But too many clubs think they can save money [by hiring an underqualified assistant] and don't think about liability, lawsuits, workers comp, preventive maintenance and the bigger picture that an experienced superintendent can bring. Hopefully, the assistant has seen that [good] model and can bring that with him." ▴

## Average salaries

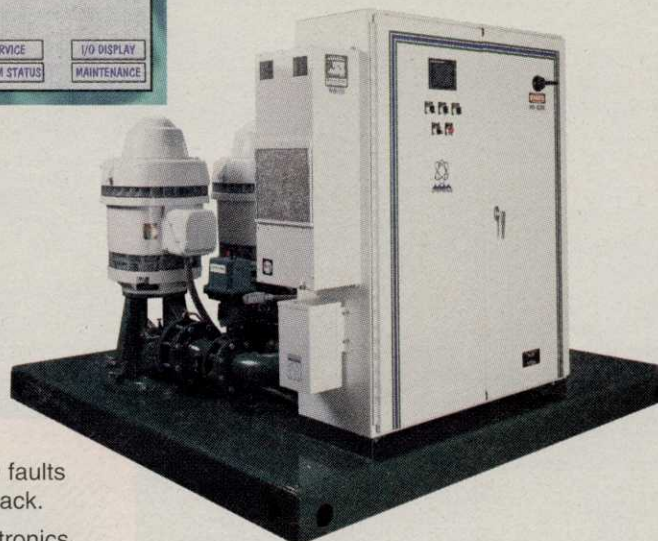
State	Head Super. (\$)	Ass't Super. (\$)
National .....	33,205	27,981
Alabama .....	52,911	26,706
Arizona .....	62,676	28,965
Arkansas .....	42,718	22,814
California .....	63,128	32,175
Colorado .....	52,069	29,225
Connecticut .....	68,681	34,897
Delaware .....	53,654	28,350
Florida .....	57,840	27,843
Georgia .....	57,351	27,188
Hawaii .....	59,200	44,667
Idaho .....	45,785	26,042
Illinois .....	56,021	28,961
Indiana .....	50,833	25,936
Iowa .....	41,319	24,975
Kansas .....	44,390	24,186
Kentucky .....	40,264	24,644
Louisiana .....	44,217	23,136
Maine .....	46,932	20,400
Maryland .....	62,111	29,600
Massachusetts .....	58,757	31,603
Michigan .....	47,177	25,491
Minnesota .....	47,327	26,462
Mississippi .....	49,791	24,286
Missouri .....	47,417	25,067
Montana .....	40,554	25,120
Nebraska .....	42,167	26,354
Nevada .....	58,032	32,917
New Hampshire .....	47,032	26,435
New Jersey .....	65,431	33,608
New Mexico .....	42,198	24,875
New York .....	59,721	34,914
North Carolina .....	52,501	25,100
North Dakota .....	39,250	22,029
Ohio .....	49,855	26,975
Oklahoma .....	45,755	24,956
Oregon .....	51,795	29,850
Pennsylvania .....	50,637	26,306
Rhode Island .....	61,762	33,889
South Carolina .....	59,789	24,775
South Dakota .....	36,713	21,530
Tennessee .....	49,325	24,476
Texas .....	52,755	25,520
Utah .....	46,361	26,885
Vermont .....	50,877	28,631
Virginia .....	54,357	27,003
Washington .....	50,840	29,147
West Virginia .....	50,837	25,833
Wisconsin .....	47,361	27,120
Wyoming .....	42,293	25,214

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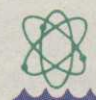


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