

# Off The Fringe

## Business briefs

### ProShot, American Golf team up

San Juan Capistrano, Calif.-based ProShot Golf, provider of Global Positioning System information and communication services, has teamed with Santa Monica, Calif.-based American Golf to provide the management company with GPS services. American Golf manages more than 300 properties.

### Textron, St. Andrews extend pact

Racine, Wis.-based Textron Turf Care And Specialty Products extended its agreement with St. Andrews Links Trust to remain the exclusive turf maintenance equipment supplier for St. Andrews Links in Fife, Scotland. St. Andrews' famous "Old Course" is hosting the British Open in July. According to the agreement, St. Andrews, the recognized birthplace of golf, will only use turf maintenance equipment and light utility vehicles manufactured by TTCSP.

### FTGA, U. of Florida unite

The Florida Turfgrass Association and the University of Florida have joined in a new funding initiative for environmental research. The university will continually update the association on its activities and findings.

Twice a year, the FTGA will send reports to its member clubs informing them how the university is spending their money. The university is committed to adding new professors to its staff and increasing their dedicated testing facilities from 15 acres to 80 acres in an advance effort to prepare for this new research.

### Companies form trade alliance

The biopesticide industry has formed a new coalition called the Biopesticide Industry Al-

*Briefs continued on page 18*

## Crying Fowl

### COOT KILLINGS ON CALIFORNIA COURSE SPARK WAR OF WORDS

By James E. Guyette

**T**he La Cumbre Golf and CC in Santa Barbara, Calif., is in a major flap over the killing of course-fouling water fowl known as coots, migratory birds that feed on tender grass sprouts, seeds and assorted aquatic animals.

The controversy received considerable coverage by local newspapers, radio and television last year, with readers of the *Santa Barbara News-Press* rating it among the top stories of 1999.

The squawking continues this year. Neighbors and superintendents throughout California are still angry over La Cumbre's coot control strategies late last year. There were accounts of course staffers allegedly stuffing trapped birds into plastic bags, and then breaking their wings and legs before asphyxiating the birds in a shed on course property. The course does have a state wildlife permit to kill coots, but neighbors' feathers remain ruffled over the way in which the coots were controlled.

"The behavior of the golf course has been so appalling that it has sparked a lot of attention," says local resident Jon Hanlon. "People don't want to know that someone down the block is doing these things."

A La Cumbre representative criticized those who question the course's coot control strategies.

"There has been an inordinate amount of opposition to the managing of coots at La Cumbre," says Antonio R. Romasanta, a member of the course and chairman of La Cumbre's coot committee. In a letter to Golf-dom, Romasanta, a lawyer, observes that this kind of protest "is not unusual for this area" because of the liberal views of its population.

"There is no logic, rhyme or reason for the positions taken by some of these advocates," Romasanta says.

Romasanta declined to be interviewed, saying that "we have concluded that any publicity seems to stir (the protesters') passions. We believe that at the current time a low profile is the wiser course to follow," he said.

LaCumbre's staff has stopped killing coots, but Hanlon says he's still concerned about the matter. Hanlon contends that concerned callers to the club have been left scratching their heads in puzzlement as staffers there have criticized them for not doing more to ban human abortions. "They're not addressing the issue," Hanlon says.

The coot, *Fulcina americana*, resembles a cross between a duck and a chicken. It's also known as a mudhen or swamphen. Between its appetite for turf, and its notorious droppings, a course invaded by coots can disgust even the most dedicated golfers.

*Continued on page 20*

## Heee Heee! Homer Golf Gear Is Here

Woo Hoo! Guess who's taking up golf? Why, it's Homer Simpson, Bart Simpson and Krusty the Clown — all in the name of talking golf head covers from Gazelle, a manufacturer of fun stuff for golfers.

We're assuming, though, the company recently introduced these *Simpsons* golf head covers for the hitters who aren't overly serious about the game. After all, when you squeeze the Bart Simpson head cover, you'll hear Bart in his exuberant, soprano voice yell, "Play it where it lays, home-boy." That's just one of his four smart-aleck remarks.

Yes, you can assume a serious golfer is saying, "D'oh," after hearing about this product launch. But at least the expression comes from the mouth of the man who made it famous.

Homer's head cover speaks five lines in his distinctive, whiny voice, including, "Mmmmm, an open faced club sandwedge," and "Woo hoo, d'oh, mmmmh."

The idea for the *Simpsons* golf head line came from a conversation between a Gazelle customer and Leo Goshgarian, president of Gazelle.

"He was telling me that he watched the show all the time with his kids," says Goshgarian, a veteran of 30 years in the toy industry. "I did some checking and the demographic of the show was predominantly male, 18 to 45 years old. I knew at that point it was going to be a good fit."

Also new from Gazelle, a golf head cover featuring the Gopher from *Caddyshack*. The Gopher will not only sound like it did in the movie, it will be movin' and jivin' like it did in the film.

The products are available to golf shops throughout the country or at [www.golfinstuff.com](http://www.golfinstuff.com).



## Quotable

**"Just think of it as blue dirt."**

— *Kevin Smith, CGCS of Golf Club at the Eagle Mountain and president of the Cactus & Pine GCSA in Arizona, advising his golfing partner not to worry about the intimidating pond between the tee and the green on a par-3 hole at The Phoenician Resort in Scottsdale. Smith's partner hit his ball into the drink anyway.*

**"How are you going to get your members to repair ball marks? No way in hell you're going to do it."**

— *Joseph Duich, professor emeritus at Penn State University*



**"GCSAA has done such a lousy job of informing us about (PDI) and explaining its ramifications that most members were (and still are) clueless."**

— *Monroe Miller, editor/publisher of The Grass Roots, publication of the Wisconsin GCSA*

**"These fellows hit the ball a long way. We felt we could no longer let them swing from the heels."**

— *Hootie Johnson, chairman of Augusta National, explaining to an AP reporter why the course implemented a toughen-up policy for this year's Masters*

**"If tree management were easy, then they wouldn't need you or me."**

— *John Ball, associate professor of forestry, South Dakota State University*

# Off The Fringe

## Business briefs

*Briefs continued from page 16*

liance, whose mission is to improve the global market perception of their products as effective and to streamline registration with EPA.

Biopesticides are products derived from natural materials such as animals, plants, bacteria, and certain minerals, and are regulated by the EPA's Biopesticide and Pollution Prevention Division.

### **e-Greenbiz, Hortiopia team up**

Boulder, Colo.-based e-Greenbiz.com formed a strategic partnership with Hortiopia, a provider of electronic plant data. The agreement allows users of the site to quickly locate specific cultivar information.

### **Bush Hog sold**

CC Industries, an affiliate of Henry Crown and Co. of Chicago, has purchased Bush Hog. The company will operate as Bush Hog LLC. Bush Hog's management will remain.

### **Maxwell, NGF in project**

Smyrna, Tenn.-based Maxwell Golf Group's design division is working with the National Golf Foundation to design a golf course project that will meet the guidelines of the Federal Americans with Disabilities Act. If funding is approved, the proposed nine-hole course will be an addition to the City of Smyrna's existing 18-hole Smyrna Municipal GC.

### **Kemper achieves Audubon status**

The Kemper Lakes GC in Long Grove, Ill., achieved designation as a Certified Audubon Cooperative Sanctuary.

### **Goofs**

We should have pointed it out then, but we're pointing it out now. Results of the PDI poll conducted by Sam Hocutt III reported in the April *Golfdom* are unscientific.

Also, in our April "Quotable" section, we refer to Gerry Sweda, president of Sweda Training & Development, as George Sweda. Sorry, Gerry.

# Park It!

## COURSE PUTS FOOT DOWN AND CANS GOLF CARS FOR A DAY

By James E. Guyette

**A**t least Mark Twain got to hoof it on the links when he took his famous "good walk spoiled." These days, many golf courses prohibit players from walking and mandate the use of golf cars. So much for an afternoon stroll.

It's all a bunch of baloney, insists Chris Briscoe, director of golf at Homestead GC in Midway, Utah. Briscoe will tell you that golf is game of walking, and that's why he formally proclaimed June 5 as "Walking Day" at Homestead. Cars will be canned and greens fees reduced to an old-fashioned \$10. "It disgusts me when I see courses where you're not allowed to walk," Briscoe says.

He recalls with disdain when a round at Pebble Beach Golf Links was "ruined" because course officials insisted he take a cart rather than explore the scenery on foot.

"I would love to see more people walking, and there are a lot of people involved with golf who don't realize that walking is OK," Briscoe says, adding that a round at Homestead sans cart takes the same amount of time (about 4 1/2 hours) as a mobile trip around the links.

Too many players have the impression that if there are no cars then there's no golf, Briscoe laments. He believes Walking Day may get people in step with the benefits — both health- and game-related — of golf car-free play.

"The time it takes to walk from one shot to the next is very important time," Briscoe observes. "It's a time to prepare yourself for the next shot. It's a time to plan strategy for your next shot, it's a time to talk to your playing partner. It's a time to take in your surroundings and be thankful you play a game set in a beautiful setting."

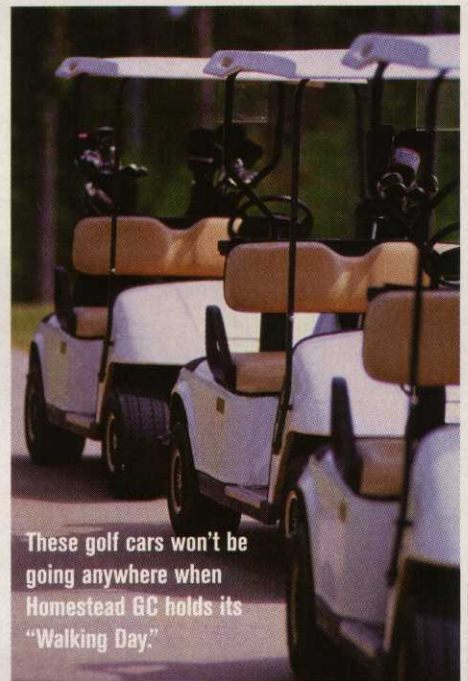
Walking Day was actually the idea of the Homestead Resort's owner, Kevin Shannon, an English native, who never rode in a "buggy" until he came to the United States.

"You go to Scotland and you see people walking — and they are tougher courses to walk than ours," Briscoe says.

Reaction from Homestead's clientele was mixed, Briscoe reports.

"We've gotten a lot of raised eyebrows," he says, mainly from younger golfers. "Youngsters and juniors don't realize that golf is a walking game."

They should watch their golfing elders, Briscoe adds. "You see people in their 80s who are walking, and they're in good shape."



These golf cars won't be going anywhere when Homestead GC holds its "Walking Day."

DIGITAL STOCK

# Off The Fringe

Continued from page 16

"We've had such a hassle over this subject," says Doug Weddle, La Cumbre's superintendent, who also declined to converse about coots except to note that "it's a very destructive bird."

Killing coots is an industrywide public relations debacle that is also a failure as an effective control method, according to John Pollok, director of golf course operations at Robinson Ranch, a 36-hole public facility in Los Angeles County. Coots fear dogs more than lawyers, guns and superintendents, he says. "I'm totally against killing any animals," Pollok adds.

At Robinson Ranch, there's a border collie that effectively patrols the facility's six lakes to chase coots. Pollok says trapping coots and relocating them to other sites is another control method.

"When stuff like this makes the news, it can be a sticky wicket" for any superintendent, especially when club members start raising objections, says James C. Husting, CGCS and chairman of CGCSA's government relations committee in Fresno, Calif.

La Cumbre has brought a dog on board for coot duty, but Hanlon questions the sincerity of the course's gesture.

"(The course) has a border collie, but the border collie has arthritis," Hanlon claims. "It just kind of rides along in the golf car. It's not really a deterrent."

La Cumbre officials won't discuss the course's border collie, but Hanlon observes that the coots are more confused than fearful of the crippled canine, and they merely waddle away in puzzlement before making a quick return.



**HOLEY states**

Florida and California are tied for having the most course openings in 1999—making them ideal spots for practicing your favorite Sunday ritual.

Florida	36
California	36
Texas	31
Michigan	28
Ohio	26
New York	21
Arizona	21
Georgia	19
Illinois	16
Missouri	16

SOURCE: NATIONAL GOLF FOUNDATION; ILLUSTRATION: DAN BEEDY

## Scanning the Web

Frank Andorka reviews **PowerPoint tutorial sites.**

The best advice I ever received about public speaking was to remember that you are your own best visual aid. But isn't it cool to present with all the bells and whistles? If you've been intimidated by PowerPoint in the past, here a few sites that will help you overcome your fear. (All sites start with <http://> unless otherwise noted): (\*\*\*\*\* – **Bookmark it and return frequently**; \* – **Look at only if absolutely necessary**)



also shows what a completed presentation might look like.

\*\*\*\*[einstein.cs.uri.edu/tutorials/csc101/powerpoint/ppt.html](http://einstein.cs.uri.edu/tutorials/csc101/powerpoint/ppt.html) – You won't find flashy graphics if you visit this site. What you will find is

\*\*\*\*\*[www.geocities.com/Athens/Ithaca/9112/Powerpoint/powerpoint.html](http://www.geocities.com/Athens/Ithaca/9112/Powerpoint/powerpoint.html) – If they taught PowerPoint in kindergarten, this is the site they would use. It's a nine-step tutorial that walks you through creating a PowerPoint presentation, with screen grabs showing you details for every step along the way. Along with specifics about PowerPoint itself, it

an excellent PowerPoint tutorial created by a professor at the University of Rhode Island. It takes you logically through each of the steps necessary to create a great presentation. A table of contents helps you get the information easily, no matter what level of help you need.

\*\*\*[www.ga.k12.pa.us/curtech/powerwk.htm](http://www.ga.k12.pa.us/curtech/powerwk.htm) – The site is text heavy and is probably better used as a PowerPoint guide to hang on the wall next to your desk. It's a little less detailed than the other sites listed here and could be confusing to someone who is completely unfamiliar with PowerPoint.

*Scanning the Web is compiled by Frank H. Andorka Jr., Golfdom's associate editor, who never passes up the opportunity to bore large groups of people with his public-speaking presentations. You can reach him at [fandorka@advanstar.com](mailto:fandorka@advanstar.com) with future column suggestions or sites you think he should visit.*