

Titans

OF OUR INDUSTRY

**Eighteen people who have
changed the face of the industry**

A "titan" is defined as "a person of colossal size, strength or achievement." We would like to add our own meaning to that definition. In the case of the golf course maintenance industry, a "titan" is someone who has had a profound impact on the profession. That was the measuring stick we used to pick the "Titans of Our Industry."

Of course, some of you will disagree with our picks. We can already hear your complaints — "How could they leave so-and-so off the list but put so-and-so on the list?"

We know we left other deserving titans off our list, and we want to stress that this is not the end-all list. But we believe the people we selected — and several could be regarded as unsung heroes — are worthy of recognition.

However, we want to hear from you, and we want you to add to our list. Please let us know who your industry titans are and why. And if you disagree with one of our selections, let us know.

Please e-mail your responses to Larry Aylward at laylward@advanstar.com.

Herb Graffis

They called him 'Mr. Golf'

Every time we put out an issue of *Golfdom*, we wonder whether Herbert Butler Graffis is smiling down at us from golf heaven or whether he's spinning angrily in his grave.

That's because Graffis was the father of the original *Golfdom*, the game's first true business publication. Herb and his brother, Joe, created the pint-sized magazine back in 1927 to help course operators (mostly private clubs back then) run their facilities in a more business-like way. It was, by all accounts, the bible of the industry for more than 50 years until it ceased publication (after Graffis sold it) in 1981.

The original *Golfdom* was more than just a trade magazine. Graffis used it as a "bully pulpit" to urge clubs to support formal education for superintendents and consider "radical" new technologies like fairway irrigation, pesticides and maintenance facilities that were more than just barns. In fact, Graffis used the pages of *Golfdom* to popularize the term "golf course superintendent" itself.

"Sooner or later, clubs have to face up to the fact that it takes more than a man with a strong back and a green thumb to handle the job," he wrote in 1936. "Lack of good planning and failure to make intelligent use of modern materials and equipment can easily cost clubs more than the extra salary that would pay for a good superintendent."

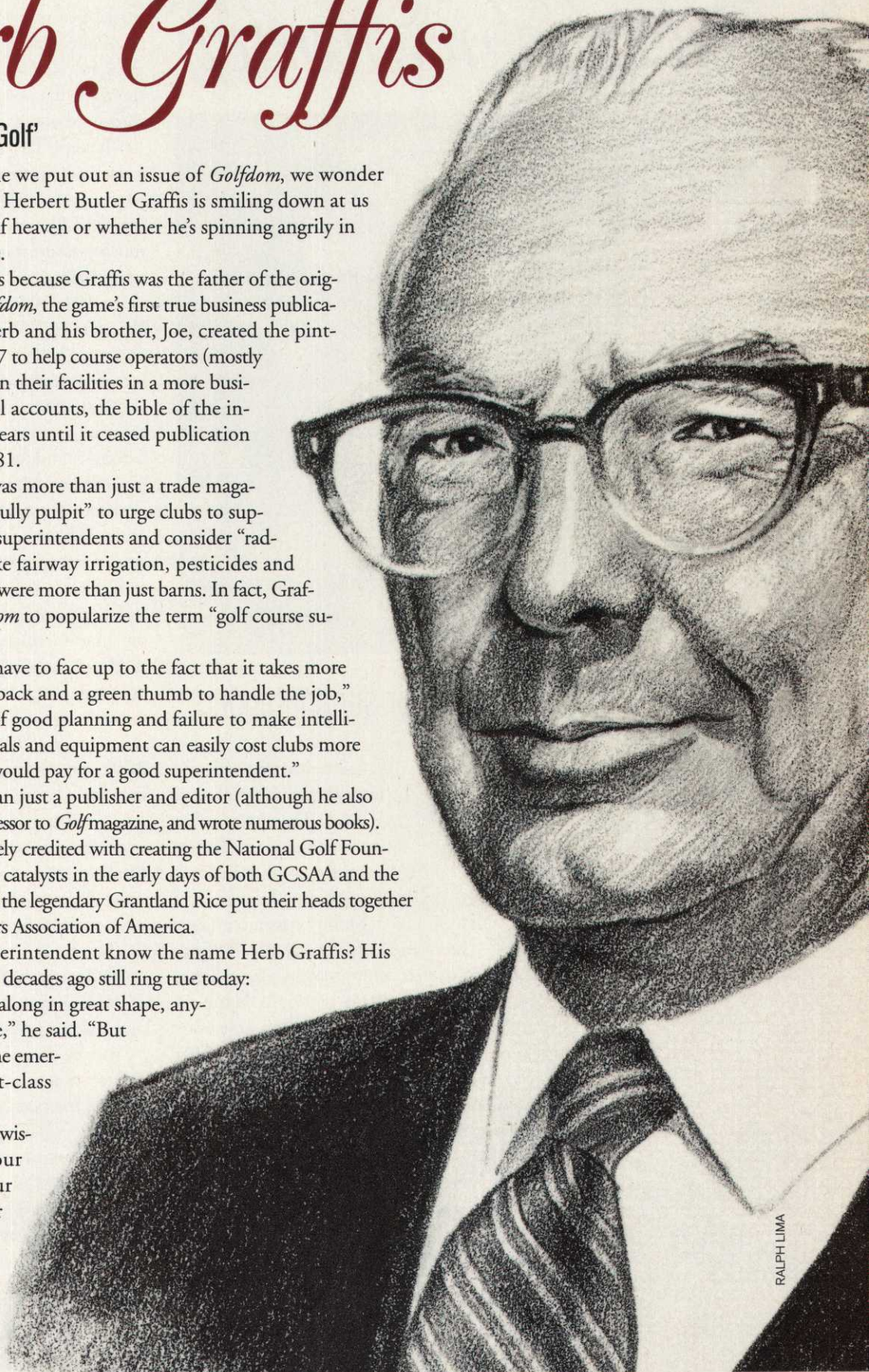
Graffis was far more than just a publisher and editor (although he also launched *Golfing*, the predecessor to *Golf* magazine, and wrote numerous books). He and his brother are largely credited with creating the National Golf Foundation and were important catalysts in the early days of both GCSAA and the PGA of America. Herb and the legendary Grantland Rice put their heads together and formed the Golf Writers Association of America.

Why should every superintendent know the name Herb Graffis? His words from more than four decades ago still ring true today:

"If everything is going along in great shape, anybody can run a golf course," he said. "But when there's heck to pay, the emergency requires a first-class superintendent."

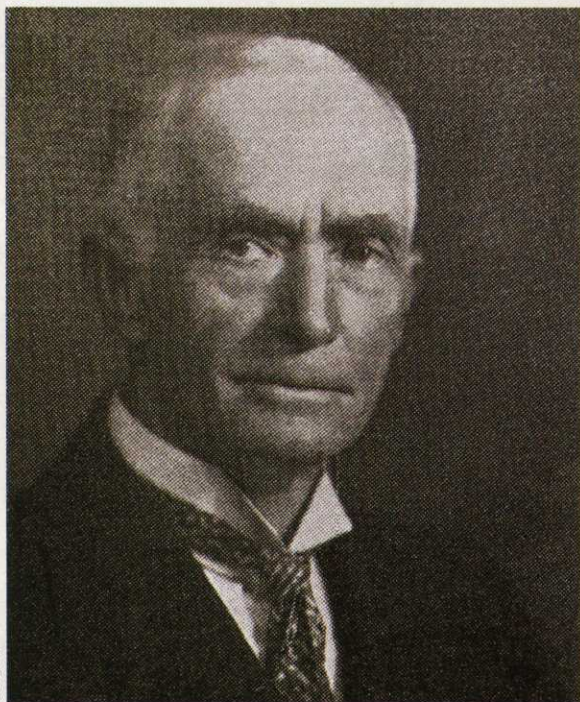
Thanks, Herb, for your wisdom, your words and your eternal patience with our efforts to follow in your footsteps.

— Pat Jones, Publisher



RALPH LIMA

Col. John Morley



A man of vision for superintendents

Col. John Morley was the founding father of the GCSAA. There were other organizers, but the “Little Colonel” was the undisputed kingpin.

Morley wasn't a military colonel; he was a Kentucky colonel. The governor of that state commissioned him with that honorary rank in 1930 when the National Association of Greenkeepers of America (NAGA) — now GCSAA — held its annual conference and trade show in Louisville. Morley was also NAGA's first president. He served in that position longer than anyone, from 1926 to 1932.

Born in 1867 in Middleboro, England, Morley was a successful vegetable grower before becoming a “greenkeeper.” An Ohio club, in search of a way to distinguish its dining room from the others, decided to feature fresh vegetables on its menu. It hired Morley to supply them.

Somehow, that job also led to growing turfgrass, and Morley was off and running in a new

career. Before long, he was widely recognized as an outstanding turfgrass expert. Over the years, he traveled far and wide as a consultant, spreading the word about superintendents and their need to organize as professionals.

“It seems like a very ordinary subject, the growing of grasses, but it's one of the most interesting subjects I've ever encountered,” Morley said. “I know of nothing that gives me so much pleasure as to see a greensward develop under daily care.”

In 1913, Morley went to work for the Youngstown (Ohio) CC. NAGA was formed on Sept. 13, 1926, when 60 turfgrass pioneers, including Morley, met at Sylvania CC in Toledo.

Morley was called the “Little Colonel” because of his size. In his prime, he stood only 5-foot-5 and weighed only 130 pounds. Nonetheless, Morley looked, spoke and acted like a founding father. In almost every published photo of him, he's wearing a stiff, winged-collar and pinstripe suit fashionable in the 1920s and 1930s.

But above all, Morley was a man of vision for superintendents, and he could articulate it. He was an eloquent public speaker and a fine writer. He may have sharpened those skills through his involvement in politics. He was active in Theodore Roosevelt's Bull Moose Party and served as secretary to one of its chapters.

“The National Association of Greenkeepers of America will be founded upon justice, faithful brotherhood and generous benevolence,” Morley wrote philosophically upon creation of the organization that was to become GCSAA.

Morley was the first to receive what is today's GCSAA Distinguished Service Award, which he received in 1932 and again in 1940.

Morley died in 1946 at 79. Perhaps the greatest tribute written about him — one that captures the essence of his vision for superintendents — is this inspired verse by Gertrude Farley, Morley's secretary when he was president of the old Cleveland District Association of Greenkeepers:

“Welcome fellow greenkeepers, help hold our standard high, that NAGA colors may wave against the sky, that golfers of America may see them from afar and know what makes it possible to play a course in par.”

— Clay Loyd, Contributor

They have been called “unsung heroes” and “quiet leaders.” They have led the United States Golf Association to many accomplishments.

Between them, William H. “Bill” Bengueyfield and James T. “Jim” Snow have acted as national director of the USGA Green Section for nearly 30 years. Bengueyfield was director from 1967 to 1978 and again from 1982 to 1990. Snow succeeded Bengueyfield and has held the post since.

“I’ve worked for both men, and they are two of the unsung heroes in the golf business,” says Patrick O’Brien, director of the Green Section’s Southeast region. “Both men have led the charge for the development of new grasses that use less water and fertilizer.”

The “retired” Bengueyfield, 78, lives in Caldwell, Idaho, in the winter but spends the warm months in Frankfort, Mich., where he and his family own and operate a nine-hole golf course. Snow, who worked under Bengueyfield when he joined USGA in 1976, remembers his mentor as always having an opinion.

“But you agreed with him 99 percent of time,” Snow says. “He was effective in convincing people to do the right things.”

Stan Zontek, director of the Green Section’s Mid-Atlantic Region who has worked at USGA for nearly 30 years, remembers Bengueyfield as a leader with a strong personality. “He was the one who could go in a room and pound the table and say, ‘I need this,’” Zontek says.

Bengueyfield spent nearly 38 years at USGA in two stints. He left in 1978 to become superintendent at Industry Hills GC in La Puente, Calif. Bengueyfield wanted to find out if he could practice as a superintendent what he preached as a USGA agronomic consultant.

“I said to myself, ‘Big Bill, let’s see if you can do the things you’ve been talking about all these years,’” Bengueyfield recalls of the challenge he made to himself upon taking the job at Industry Hills. “I found out that what we were recommending to people *really* did work.”

When USGA national director Alexander Radko became ill in 1982, Bengueyfield was asked to return to the post.

“Radko started a big effort to get the USGA Executive Committee to invest more in turfgrass research,” Bengueyfield says. “I came along at an opportune time because the Executive Committee wanted to go forward with [more research]. I stepped in and helped organize the Green Section Turfgrass Research Committee.”

Snow credits Bengueyfield for getting the turf research program in gear. “Without his forceful leadership, I don’t know if it would have happened,” Snow says.

Zontek says Bengueyfield never received enough recognition for his efforts. “He didn’t get credit for getting the USGA to spend hundreds of thousands and ultimately millions of dollars on turf research,” Zontek adds.

Bengueyfield credits Snow for taking turf research to another level. “He has been able to get

‘Unsung heroes’ spurred turfgrass research



Bill Bengueyfield and Jim Snow

more support for turfgrass research out of the executive committee than I ever did,” he adds.

Snow’s signature, however, is his environmental prowess, which has been important to the industry.

“He has been very influential in environmental research,” O’Brien says. “He has spearheaded the movement of buffer zones and tall grass areas on golf courses.”

Snow was instrumental in promoting Audubon International, and he oversaw implementation of Wildlife Links, a program established in 1995 to fund research, management and education projects needed to provide the industry with leading-edge information on wildlife management issues. The programs helped change the minds of some skeptics who believed golf courses were a hindrance to the environment, Snow says.

Most golfers have never heard of them, but Bengueyfield and Snow have left their mark on the game. “The bottom line is that these guys have helped golf courses have better playing conditions and better presentation,” O’Brien says.

— Larry Aylward, Editor



Legends in their own time



PENN STATE UNIVERSITY

Some call them the co-fathers of the Penn State University's turfgrass maintenance program. Al Turgeon, professor of agronomy at the school, calls them a "father/son act."

"Those two did so much to put turfgrass management in general, and our program in particular, on the map," Turgeon says. "They propelled this program forward and put it out front, and [Burt] Musser passed it on to [Joe] Duich like an inheritance."

Musser, and later his protégé, Duich, turned Penn State into one of the most successful turfgrass programs in the country.

his mentor's work, commercializing Penncross cool-season turfgrasses that the two developed together to raise funds for the buildings that house Penn State's research facilities.

Duich, who retired in 1991, is also fondly remembered by the students who studied under him. Terry Laurent, superintendent at Saucon Valley CC in Bethlehem, Pa., still refers to Duich with a respectful "Doc." He says he still hears from his former professor from time to time.

"To this day, he could probably tell you where most of his students are," Laurent says. "When he calls you, he asks you how you are and if there's anything he can do to help."

Burt Musser and Joe Duich

Stan Zontek, agronomist for the USGA's mid-Atlantic region, was a boy when Musser visited his father, a superintendent in West Virginia, to help him correct a turf problem. He only saw him from a distance, but the early visit made an impact.

"I remember being in awe of him," Zontek says. "He was the pre-eminent professor of turfgrass at the time and one of the first to do real research in the field. He was god-like to a lot of superintendents. When he talked, people listened."

Duich says Musser could be a stern man when he was teaching, but showed a remarkably human side outside of the classroom.

"I first got to know him well after he invited me on a raccoon hunting trip with him," Duich says. "He treated me like a son, and I learned so much from him."

Duich originally majored in landscape architecture, but when he saw some of Musser's turf research plots, he was hooked. After his advisor refused to help him transfer to the turf department, Duich met with Musser for two hours. Then he transferred his records to the turfgrass department and the rest, as they say, is history.

When Musser died in 1968, he left his work in the capable hands of Duich, who built upon



LARRY KASSELL

That's just the kind of man he is.

"I'm grateful for everything he taught me, and I know I wouldn't be where I am today without his guidance," he adds. "He has helped a lot of people get ahead in this industry."

Duich says the most gratifying part of his teaching career is seeing his students succeed at courses around the country, whether the courses are big budget or limited budget. Despite his retirement, he remains active as a consultant and speaker in the industry, traveling for months at a time to visit golf courses and interact with superintendents.

"I can do my own thing now," Duich says. "When people call, I go. I don't want to sit around in a rocking chair and die."

— Frank H. Andorka Jr., Associate Editor

Pioneer Superintendents

We realize there are many trendsetters, but we wanted to recognize these six individuals who have helped make the profession what it is today

Chester Mendenhall —

"We had big ideas, but never in our wildest dreams could we have imagined that an organization like this would exist today."



GCSAA

That was Chester "Chet" Mendenhall, speaking on Sept. 7, 1991, at the dedication of

GCSAA's headquarters high atop a hill overlooking Lawrence, Kan. The occasion was GCSAA's 65th anniversary.

Mendenhall was the star of the program. Looking fit at 95, he delighted the audience with recollections from GCSAA's past.

Mendenhall was the last surviving charter member of GCSAA. He was an enthusiastic advocate of the association and the profession. Not only did he help found GCSAA, he also helped develop it into more than a regional organization.

President of GCSAA in 1948, Mendenhall was a pioneer designer and builder, as well as an innovative and much sought-after superintendent. He spent 31 years as superintendent at Mission Hills CC. He died in 1991.

Eberhard R. Steiniger —

Ninety-five-year-old Eberhard R. Steiniger is known affectionately as the dean of superintendents. He's also called the Grand Old Man, the Super Superintendent and the Superintendent Emeritus.

But perhaps Steiniger is best known as the retired superintendent of Pine Valley GC, a layout perennially ranked at the top of most best golf course lists. Steiniger virtually created Pine Valley. It was a dream to which he devoted his career to make come true.

Steiniger retired from Pine Valley in 1980. The secret to his longevity at such an exclusive and prestigious club?

"I treated all members as if they were my bosses, no matter what they asked," he says. "I was always willing to help members."

"I treated all members as if they were my bosses, no matter what they asked," he says. "I was always willing to help members."

Robert M. Williams and Bruce R. Williams —

Bob and Bruce Williams are unique in the 75-year history of GCSAA in that they are the only father and son to have been elected president of the association. Bob served in 1958, and Bruce served in 1996.

Bob began working on golf courses before he was a teenager. He was superintendent at Bellaire CC in Wauconda, Ill., when he was 18. He spent 21 years as superintendent at Bob O'Link GC near Chicago. He designed and built one of the first customized automatic irrigation systems at Bob O'Link and designed a



three-nozzle, tractor-mounted boom sprayer.

"As one of the many superintendents who learned at his feet, I can attest to [my father's] skills, his commitment, and his love for the game and the profession," Bruce says. "He's also one heckuva dad."

Bruce succeeded his father at Bob O'Link GC in 1979. The certified superintendent of Los Angeles CC has a clear vision of the future as it relates to golf course management. Bruce foresees continued improvements in turfgrass education, increased technology and better-quality grasses.

Sherwood A. Moore —

Sherwood Moore, former superintendent at Winged Foot GC in Mamoroneck, N.Y., is the first and only American superintendent to win the Old Tom Morris Award (1990).

The certified superintendent attended the renowned Stockbridge School of Agriculture at the University of Massachusetts. He excelled at his studies and enjoyed a distinguished career.

After serving in World War II, he returned to golf course management and was elected president of GCSAA in 1962. Moore was an expert in turfgrass management and among the best at growing bentgrass in his time. But what people remember most about the 85-year-old Moore is his positive attitude.

"Every person is an individual," he says. "Some people are more fortunate than others, but

we are all human beings and need to be treated as such."

Randy S. Nichols —

Randy Nichols strikes you as a real Southern gentleman. He is soft spoken, courteous and respectful. He's also rarely in a hurry.

But Nichols gets things done — professionally, thoroughly and faster than you might think. Nichols, long-time superintendent at Cherokee Town and CC in Dunwoody, Ga., was president of GCSAA in 1993. His platform emphasized priorities such as research and the environment, GCSAA's international endeavors, and bylaw changes aimed at promoting member services and association growth.

Nichols says one of his most important accomplishments was getting chapter delegates more involved with the association. Nichols invited chapter delegates to GCSAA's headquarters to discuss association business. "They felt like they knew what was going on with the association, and they could relate back to their chapter members," he says.

Nichols recalls his tenure as a "fairly turbulent year." John M. Schilling resigned from GCSAA as its executive director about four months after Nichols began. But overall, Nichols says the position "made me understand what it takes to run an organization."

"It made me a much better employee for my club," he says. — Clay Loyd, Contributor



Bob Williams



Bruce Williams

What a loss it would have been for the industry had Jim Watson followed his initial

path of study: pastures and pasture management. The industry would have lost one of the people who pushed for education for superintendents at a time when few seemed interested in doing so.

Watson was finishing up his degree in agronomy at Texas A&M with a specialty in pastures and pasture management when his advisor, Joe Valentine, asked him to prepare a slide presentation so that Valentine could present it at a turfgrass conference. At the conference, Valentine introduced Watson to Fred Grau.

"I never considered turfgrass management before I met Grau," Watson says. "He talked to me a little about a fellowship in turfgrass management that Penn State was offering in conjunction with the USGA. We talked for about five to 10 minutes, and I didn't think much more about it. Later in the conference, Grau asked me to send a telegram for him. So he handed me his message, and off I went to the telegraph office.

"When I opened it to transcribe the message on to the telegraph paper, imagine my surprise when I saw my name in it, and that it was addressed to H. Bertram Musser [dean of the Penn State turfgrass program at the time]," he says, laughing. "It read, 'James Watson, accepting the USGA fellowship.' That's how I came to be involved in turfgrass management."

And a fortunate decision it was. Watson attended Penn State from 1947 to 1950 and received the school's first Ph.D. in turfgrass management. He returned to Texas A&M as an assistant professor in the department of agronomy, where he taught courses in soil and pasture management, as well as starting the turfgrass research project there. In 1952, Watson joined The Toro Co.

"I learned the importance of education from people like Grau, Musser and (O.J.) Noer," says Watson, who took semi-retirement from Toro in 1990. "I

Jim Watson

Pioneer in educating superintendents

felt it was my obligation to attend as many conferences as possible to help people grow better turf."

He credits Toro with giving him the freedom to do so early in his career.

"I was able to set my own schedule back then, and I spent most of the time advising and counseling golf courses on what types of grass to grow and what management practices would help them produce ideal playing conditions," Watson says. "I've met a lot of superintendents over the last 50 years, and they're a great bunch of people. I'm glad I was able to help them."

So are the superintendents.

— Frank H. Andorka Jr., Associate Editor



John M. Schilling

Led GCSAA on impressive growth spurt in his 10-year tenure



John M. Schilling became executive director of GCSAA in 1983 and served in the position for 10 years. It was a decade of remarkable accomplishment by the organization and its members.

Schilling is remembered most for leading the phenomenal growth in the size and sophistication of the association's now huge annual conference and trade show. Another milestone, construction of GCSAA's headquarters in Lawrence, Kan., also occurred during the Schilling years. The impressive buildings overlook much of Lawrence and miles of surrounding countryside.

GCSAA

Eddie Stimpson

He was only trying to bring objectivity to the game — not more headaches for superintendents

Superintendents may not admire him for what he did, but they should. Eddie Stimpson was only trying to bring objectivity and integrity to the game when he invented the Stimpmeter in 1935.

Stimpson, a Harvard graduate and golf enthusiast, invented the Stimpmeter after the controversy over green speed during the 1935 U.S. Open at Pennsylvania's Oakmont CC. Stimpson wanted to compare putting surfaces for consistency and fairness — not “how fast can we get 'em.”

Stimpson's son, Ed, says his father regarded the Stimpmeter as his greatest accomplishment. Eddie, who died at 80

in 1985, had no intention of making money off his invention and he never did.

We don't believe that Stimpson, the 1935 Massachusetts Amateur champion, believed his tool would cause such headaches for modern-day superintendents. We don't believe Stimpson envisioned that today's life-in-the-fast-lane green chairman would demand his superintendent to get the course's greens stimping at 11.5 to keep pace with the club down the street.

Stimpson's device was modified by the USGA's technical department in the mid-1970s and made available to superintendents in 1978. “It has proven to be an invaluable asset to the game of golf and a



ED STIMPSON JR.

helpful management tool for the superintendent, but it is not intended for course comparisons,” USGA says.

James Nicol, certified superintendent of Hazeltine National GC in Chaska, Minn., says Stimpson has had a positive and negative impact on the industry. “I believe the intended use of the Stimpmeter was to measure greens for their consistency relating to their speed, not speed alone,” he stresses.

But green committees and golfers abuse the Stimpmeter, Nicol says. Some carry Stimpmeters in their golf bags so they can take their own readings. Daily postings of Stimpmeter readings at clubs are trendy.

“Because of television, most golfers believe the greens they observe on weekends are at those speeds on a weekly basis,” Nicol says. “But most players can't tell the difference between [a reading of] 9.5 feet and 10.5 feet.”

Terry Bonar, certified superintendent of Canterbury GC in Beachwood, Ohio, says there would still be green-speed issues even if Stimp never invented his tool. “If it wasn't him, it would have been someone or something else,” he adds.

But the Stimpmeter is not a bad thing, Bonar says. “Better technology makes it possible to improve in every part of our society, and demand makes it necessary.”

— Larry Aylward, Editor

Schilling also led an effort to extend and expand the association's outreach overseas.

Schilling says the most rewarding part of his tenure was helping with the development and recognition of the association as a major player in the golf industry. “We had a membership that wanted a stronger national organization in representing them in government and employment issues,” he says.

Schilling began his career at GCSAA in 1978. He worked his way to the top of the staff serving in communication, publications, information services, marketing and sales, and the conference and show. He was also associate executive director.

Under Schilling, the GCSAA conference and trade show more than doubled in attendance from 7,142 in 1983 to 15,309 in 1994, with nearly 60 seminars and 6,560 exhibits. One of sev-

eral keys to the burgeoning event was Schilling's insistence on high quality printed materials and marketing strategies.

Association membership more than doubled during Schilling's reign from 5,655 in 1983 to 13,113 in 1993. Along with that progress came:

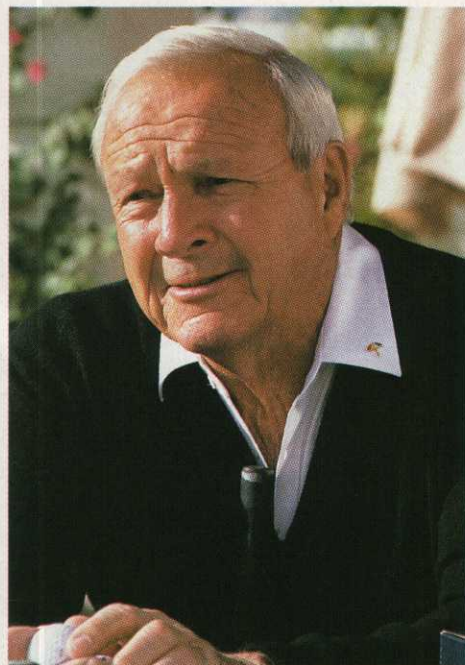
- Stronger financial conditions.
- Stepped-up efforts to provide more technical resources and access to the best turfgrass scientists, researchers and educators.
- Stronger fundraising for scholarship and research.
- A government relations program to monitor regulations affecting superintendents.

“I had a fabulous time at GCSAA,” says Schilling, who now operates a printing business near Lawrence, Kan. “We had a great team.”

— Clay Loyd, Contributor

Arnold Palmer grew up watching his father tend Latrobe CC as its superintendent. He helped his father build the final nine holes at the Latrobe, Pa., course and his father made sure that Palmer was keenly aware of the challenges facing superintendents. Consequently, Palmer has always had kind words for superintendents — as a golfer, as a designer and as an owner.

“Arnold watches golf course construction with the eye of a superintendent,” says Ed Seay, executive vice president, chief operating officer and director of design for Ponte Vedra, Fla.-based Palmer Course Design. “He makes sure that developers don’t do anything that’s going



Aidan Bradley

Arnold Palmer

The ultimate
spokesman for
the profession

to cause maintenance headaches after the course opens.”

Seay, who has designed more than 200 courses with Palmer over 30 years, says his boss urges developers to involve the superintendent from the beginning of construction. Palmer believes that only superintendents who know courses intimately can adequately take care of them.

Palmer also understands that not all superintendents operate with a \$1.5 million budget, Seay says. He tries to design courses that can be easily maintained at a more reasonable cost.

Mike Wilson, superintendent of The Champions Club in Jacksonville, Fla., started his career at Bay Hill Club and Lodge, which Palmer purchased with partners in 1970. He says Palmer’s respect for superintendents permeates the entire management of the course.

“The approach they have at the club, which reflects Palmer’s philosophy, is to help people reach their potential,” Wilson says. “The management nurtured me professionally, and I’m grateful for all they did.”

To this day, Palmer remains intimately involved with Bay Hill’s operations. Superintendent Dwight Kummer says that when Palmer is in Florida, he’s at the course every day to play — and to walk the course with the superintendent.

Kummer says Palmer can be demanding

for superintendents, but he’s also fair. Palmer enjoys the agronomic aspects of the course, and he is always willing to try something new.

“You can tell that he grew up taking care of a golf course and really loves the process,” Kummer says. “Any time I go to a new course opening with him, he always wants to know who the superintendent is and wants to know what problems he or she is having. It clearly means something to him.

“I’m pretty spoiled,” he adds. “I’ve been with him for 10 years now, and he treats me like family.”

Jim Kernohan, superintendent at Metro West CC in Orlando, worked for Palmer’s management company at Silverthorn CC in Brooksville, Fla. He says the experience left him anxious to work directly for the man he calls, “The King of Golf.”

“I’ve always had the impression that he really respects what we do as superintendents,” Kernohan says. “He’s certainly been an inspiration for me, and I’d love to work with him directly some day.”

Now that Palmer has joined Callaway Golf as its spokesman for a driver the USGA deems illegal, several golf writers have written that he has sold out and that his image is “tarnished.” But superintendents familiar with Palmer’s maintenance-friendly approach to the game and the design of courses know that he will always be in their corner.

— Frank H. Andorka Jr., Associate Editor

Bill Kubly

'He truly wants to be the best'

Bill Kubly's golf course development business, Lincoln-Neb.-based Landscapes Unlimited, began in 1976 in the back of a renovated Keebler delivery truck. Kubly, with pipe wrench and pipe cutter in hand, performed small irrigation projects at local courses.

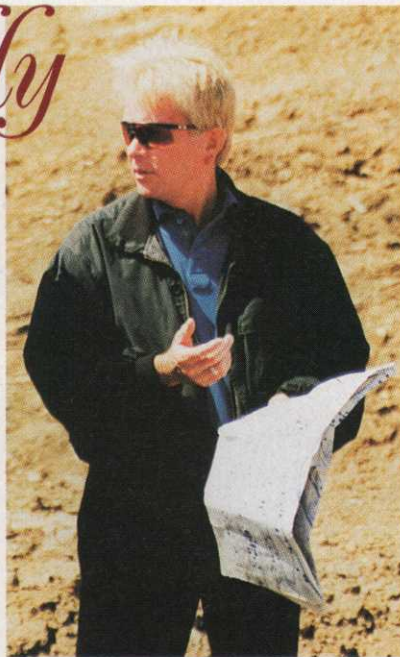
My, how the business has grown. In November, Kubly purchased a second office building because the company's first building was busting at the seams with employees. Landscapes Unlimited now employs nearly 1,300 people.

Kubly's business has grown hand in hand with the company's reputation as one of the nation's top golf course developers. Landscapes Unlimited, which specializes in construction, renovation and irrigation, builds more than 25 golf courses annually. The company's employees work with architects on projects ranging from \$50,000 to \$10 million. Landscapes Unlimited boasts a host of big-name clients, including Sand Hills GC in Mullen, Neb., and Pinehurst No. 8 in Pinehurst, N.C.

"He has done a lot of work with different architects who have extremely different styles and ways of doing things," says golf course architect Bill Coore, who designed Sand Hills with Ben Crenshaw. "To me, that would be the mark of someone who's really gifted in [the development] business."

Word is getting out about Kubly, who has a degree in landscape architecture from the University of Wisconsin. He was recently named the 2000 National Ernst & Young Entrepreneur of Year in the real estate/construction category.

"Steady growth is the key



LANDSCAPES UNLIMITED

to our success," Kubly says. "The temptation has been there to grow fast where things could have gotten out of control.

But we've held back to steady growth of 10 percent to 30 percent a year."

In 1987, Landscapes Unlimited received the opportunity to work with Fazio Golf Course Designers to build Town of Oyster Bay GC on Long Island in New York. Kubly says the project was a turning point for the company. "The project put us on the map," Kubly says.

Brad Schmidt, general manager of Landscapes Unlimited, says Kubly has brought an intense entrepreneurial spirit to the industry. "He truly wants to be the best at what he does," Schmidt adds.

Kubly is a visionary, but he'll be the first to tell you that he has surrounded himself with good people. "I've surrounded myself with people I think are recognized as leaders in the industry."

Schmidt says Kubly sets a fine example as a leader. "He works extremely hard, and he sets high expectations."

— Larry Aylward, Editor

Carl Spackler (BILL MURRAY)

Like it or not, he made an impact on the profession

We wanted to talk to Bill Murray, but he blew us off. He's probably afraid to face superintendents. After all, his character from *Caddyshack*, the gopher-huntin' and turf-tokin' assistant superintendent, Carl Spackler, didn't do much for the profession's image.

We wanted to ask Murray (Spackler) if he'd ever been threatened by any superintendents. We also wanted to ask him a few questions, including what he thinks of superintendents who wear jeans.

(Did you know Murray worked on a golf course before becoming an actor?)

We understand why you're not sure how you feel about Murray (Spackler). You were trying to upgrade your image when *Caddyshack* was released in 1980, and the film left you with a collective inferiority complex. But if you take a glass-is-half-full approach, you'll see that *Caddyshack* and Spackler helped put you on the map. "When most people hear the term 'golf course superintendent,' the character in *Caddyshack* becomes part of the conversation," says James Nicol, certified superintendent of Hazeltine National GC in Chaska, Minn.

But Cliff Beckmann, superintendent of the Westin Salishan Lodge and Golf Resort in Gleneden, Ore., says Spackler "put us at least 10 years behind in how we're viewed professionally." He's probably right, but you have to admit that millions of people now know what you do, thanks to Spackler (Murray).

— Larry Aylward, Editor



WARNER BROS.