



# PGA '75

It was worth the trouble ... the 1975 PGA Merchandising Show.

With all the changes that shaped the show held late last month in Orlando, Fla. — a new location, a new indoor facility and a new floor plan — the pro had to work a little harder to find what he wanted, but for the buyers and sellers, business took care of itself.

It was the biggest show ever with an attendance of 5,705 — up 28 percent over the previous year. Total attendance including exhibitors was 8,506, as compared to previous year totals of 6,614. Although it was the biggest show ever with 223 exhibitors, PGA show coordinator Connie Madsen told GOLFDOM 30 exhibitors could not obtain booth space.

The buying atmosphere that the PGA wanted was evident as the new indoor location put the pro and the manufacturer in a more business-like situation. This atmosphere, plus the lure of pleasant weather and Disney World, provided the pro and his family with feeling that will be taken into account as plans are made for next year's show and shows in the future.

GOLFDOM's March issue will include a complete report on the show, new product trends and personalities. □



**SHOW REPORT IN MARCH**

# QUAIL HOLLOW TURNS TOUGH



Soon after it opened in 1961, Quail Hollow Golf Club outside Charlotte, N.C., which has hosted the last six Kemper Opens, began to hear rumblings its course should be tightened up.

In the last six months of 1974, the course has followed a carefully thought-out plan and turned tough.

Today Quail Hollow features a 7,149-yard course in a 250-acre complex. The restyled course boasts 75 traps; better-placed, elevated tees; improved bunkering; tournament spectator mounds; a 15-acre man-made lake; and a rapidly increasing number of trees to provide player penalties.

When the course was built 14 years ago, club members and touring pros had comments like: "a lush, beautiful meadow" . . . "with all those flowers around it, almost too beautiful to play" . . . and "immaculate, perfectly conditioned."

But some static began to pepper the comments: "it's a wide-open

course" . . . "those long fairways are like bowling alleys" . . . "the greens are so slick in the morning a squirrel could go ice skating on the" . . . "a gorilla couldn't play this hole" . . . "not enough trees to provide hazards."

"I don't know whether there was farmland there previously," course superintendent Robert L. Mashburn, Jr., told GOLFDOM, "but the course lacked trees in the right places and it was too open." The course was long and difficult for the high handicapper, Mashburn said, yet the low handicapper found when he visited other clubs his handicap was not accurate. And the final negative was the fact Kemper pros were turning in some of their lowest scores at Quail Hollow. One pro toured the course at 18 under.

"The problem, to put it plainly, was the course needed more trouble," Mashburn said. The membership agreed. After two years of planning, the club authorized improve-

*The 18th hole at Quail Hollow in North Carolina, completely remodeled with new bunkers and spectator mounds added for better viewing during the Kemper Open.*

ments to start right after the sixth Kemper Open last June. Greens chairman Jack Christ said the revamping was undertaken not because of the low scoring by Kemper pros, but to make the course more playable and pleasant for the members.

Tom Jackson, earlier an architect with the firm of George Cobb who designed Quail Hollow, had opened his own office in Greenville, S.C. The club appointed him the architect for the new look. "Right from the start, we did something that was very helpful," Mashburn said. "Before plans were drawn up, the club committee, our pro Jim Hood, Jackson and I had meetings, talked out everything and were all in agreement about the changes in advance of the actual design. I think this saved us a lot of energy, time and money.

*continued*

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## QUAIL HOLLOW TURNS TOUGH

"For example, I was able to convince the architect not to design traps with such steep sides, because we would have to get expensive new equipment to maintain them. So instead he put a more gradual slope into the sides which we can handle with our present equipment."

Basically, the plan was to add a new system of bunkers, tees and tighten up the unusually open layout. Especially important was the strategy to move more trees closer in to the fairways and also to buy and plant major trees to create hazards

in play. Right after the June Kemper, the tightening got underway.

Immediately, Mashburn faced several problems. "One was the weather," he said. "To get enough hot weather in North Carolina to grow new turf, I had only about six weeks between the Kemper and about August 1 to get the ground to heal.

"And frankly, we had a little trouble with our equipment because of some hard rains. We needed fairly dry ground to use the bulldozers." Nevertheless, by taking advantage of every possible working day, Mashburn met his timetable and got the turf in.

Mashburn said another problem he faced was to do all the work with his existent year-round crew of 13, except for drivers of the construction bulldozers he rented about six times during the summer. Sitting in his office in the two-story maintenance building and consulting his scheduling board, Mashburn had to constantly plan the crew's schedule and instruct them in remodeling procedures that were new to them.

To help hold costs down, Mashburn planned and supervised the removal of many trees on the outskirts of the course to more strategic places to provide hazards. When major trees were needed, he carefully selected them from a nearby nursery. This careful attention paid off because he had a high percentage of successful tree planting without losses. In overhauling the course the only extra equipment Mashburn bought was a Vermeer tree spade "which has done a real good job for us," he said.

Another problem was that the course is played by the membership



*Robert Mashburn, Quail Hollow superintendent: "Right from the start, we did something that was very helpful. Before plans were drawn up, the club committee, the pro, the architect and I had meetings, talked out everything and were all in agreement about the changes in advance of the actual design. I think this saved us a lot of energy, time and money."*

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year-round because of the good weather in the area. "We shut down only a day or two in January and February because of storms," Mashburn said. "So we did our reconstruction without once closing the course. In fact, on a temporary basis, in only two instances, we made a par five hole a par four, and in one instance, a par four a par three. But the course was played all during reconstruction."

Some of the improvements were:

- About 90 acres of fairway were reduced to about 50 acres.
- In some areas, a 50-yard fairway was cut down to 30 yards.
- To increase the rough in the landing areas and around the greens, Mashburn overseeded the 328 Bermudagrass with Manhattan Rye green grass.
- 200 to 300 trees were added. A number of these were 15- to 20-foot trees from the other side of the fairway. The club also bought thirteen 35- to 40-foot trees.
- Traps increased from 67 to 75. Mashburn and his crew covered up some traps, remodeled others, and



Quail Hollow Pro James Hood: "The remodeling of the course makes you think about your shot a little more . . . it centralizes your target. While not every member likes it, there has been remarkably good acceptance. We think we did what we started out to do — not make a monster, but a fun course."

built some new traps. The renovation on the old traps, which were fairly shallow and mostly oval, made them deeper, more free-form, and with more aesthetic appeal.

- Transplanted trees, plus one major tree added on the 9th hole.
- Major remodeling occurred on the 15th hole, a dogleg par five. The new-look hole now includes two large fairway bunkers in the landing for tee shots on the right side. And revamping the second shot area provided three more bunkers and spectator mounds behind that green, where only one had been previously.
- The 16th hole had some dramatic remodeling, including a new

tee, which was moved to the right of the old one but back into the tree line. "So the drive will have to be accurate," Mashburn said. The remodeling crew added a fairway trap and lengthened the hole to 415 yards, an increase of 40 yards.

• The 18th hole also had a significant overhauling, including two bunkers added on the right side of the fairway near the tee shot, and three traps around the green where none had existed before. Spectator mound were built behind the 18th green.

The club plans about two more years of construction, mainly on the first nine, perhaps bringing the lake into more play. □

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# FREE FERTILIZER

A Midwestern superintendent has determined a way to get \$1,800 worth of fertilizer delivered to his doorstep for free, and onto his course for \$96 more.

Jack Hanson of Crystal Lake Country Club in Illinois has made an agreement with the city of Crystal Lake to use sewage sludge from the city's waste water treatment plant to fertilize his course.

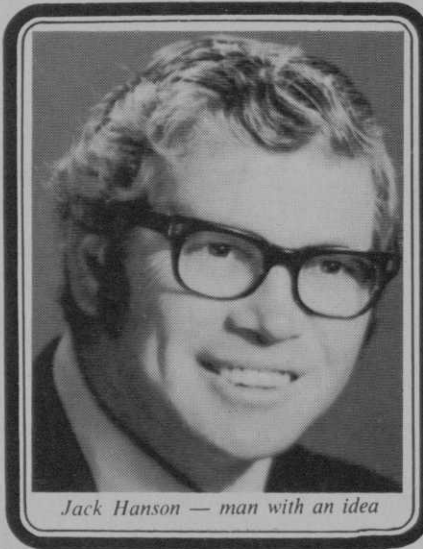
"The fertilizer crunch of 1974 made me aware of the shortage of material that may be at hand in years to come," Hanson told GOLFDOM. "I decided to see what avenues I could pursue to help my situation." Three blocks from his course is Crystal Lake's waste water treatment plant. The plant went onstream in 1973 at a cost of over \$1.7 million. Using the activated sewage sludge process which digests the waste sludge by the aerobic method, Hanson said this process produces a very odor-free and loss loose granular material.

"After having the material analyzed, the city delivered free of charge over 100 cubic yards of sludge to our maintenance area," Hanson said. The analysis of the sludge showed 1.7 percent nitrogen, .89 percent phosphoric acid and 1.6 percent iron. Based on this analysis and the application of 1.6 cubic yards an acre or 2,588 pounds, a total of one pound of nitrogen was applied to each thousand square feet of turf.

"Considering the low analysis," Hanson said, "quite a bit of material is needed to provide the minimum amount of nitrogen necessary for turf response. I feel there is a sufficient amount of iron to give good color and it goes without saying that a healthy, green plant is more disease-resistant. Being a sludge product, microbial action is increased and this resulted in thatch decomposition with further nitrogen availability and improvement of soil structure."

Hanson said the analysis of the sludge is very important. The presence of heavy metals should be monitored closely to avoid toxic levels. The city's sewage plant technician checks daily for heavy metals

With fertilizer prices soaring, a Midwest superintendent began looking for an alternative, and did not have to go beyond his local waste disposal plant.



Jack Hanson — man with an idea

such as chromium, cadmium and mercury, which are dumped into the waste water, and he notifies the industries of excessive amounts. The industries in turn have to reduce their pollution of the sewage. Hanson said this is followed up very carefully because some of these metals can stop or retard greatly the ability of the plant to properly treat sewage.

A Penn State soil chemist, Dr. Dale E. Baker, has also said in published reports that sewage sludge should not be used as a fertilizer until an effective monitoring system keeps track of heavy metals added to soils. Dr. Baker reports composition of sludge varies greatly with time and is generally higher in copper, zinc, and cadmium than is desirable. Traces of some heavy metals are needed in soil for healthy growth, he said. Nine pounds per acre per year are recommended for zinc, for example. But common sludge increases the zinc in soil to about 200 pounds per acre.

"Negative aspects of this sludge include the amount of cigarette tips and other materials that show up," Hanson said. "These are cut up by

the mowers and eventually work their way into the thatch zone. There is also a slight odor present after a rain. But by selecting late fall for application in our part of the country with resulting rains and snows, this problem is not of any consequence."

Hanson said he had available from a local bulk fertilizer plant a large two-wheel fertilizer spreader that holds five cubic yards and rides on huge flotation tires. The steel conveyor belt and rotary spinner are ground-driven. Testing was done to determine proper chute opening and the conveyor speed was set for high speed gear operation. The discharge opening was set at maximum.

The sludge was put into the spreader with a rubber-tired front-end loader and pulled by a dump tractor. Second gear was used when inclines were encountered and the spreader was full. After half the material was spread, third gear was used. Hanson said each five-yard load would do the rough on one side of a normal par-four fairway and required 45 minutes to spread. Replications were done in specific areas including the driving range, and double and triple applications made for comparative purposes during the upcoming growing season.

Hanson said the sludge was spread about 20 feet wide. Particle size varies, depending upon length of time the material is in the drying beds at the sewage plant and also moisture content. "I have found the most uniform sludge is that which has gone through a freezing and thawing cycle," Hanson said.

The total labor involved included four hours for loading the tractor, 15 hours for spreading (about 45 minutes per load), and about four hours to clean up the spreader and equipment, for a total of 23 hours. "Figuring a wage of \$3 per hour and 23 hours labor, costs totaled \$96 plus gasoline and oil for three days spreading," Hanson said. "If we figure 100 cubic yards of sludge has a total nitrogen content of 2,640 pounds at 60 cents to 70 cents per pound, the dollar value of the sludge comes to over \$1,800." □

# COMING EVENTS

Golf Course Superintendents Assn. of America 46th Annual International Turfgrass Conference and Show, New Orleans, Feb. 16-21.

Club Managers Assn. of America Annual Meeting, Vancouver, B.C., Feb. 19-22.

PGA Club Repair Seminar, with John Henrich, Dallas, Feb. 23-26.

Sprinkler Irrigation Assn. Technical Conference, Hyatt Regency, Atlanta, Feb. 23-26.

Southern Turfgrass Assn. Conference and Show, Cook Convention Center, Memphis, Tenn., March 2-4.

PGA Club Repair Seminar, with Hubby Habjan, Chicago, March 2-5.

Iowa Golf Course Superintendents Assn. 41st Annual Turfgrass Conference, Sioux City, Iowa, March 10-12.

PGA Rules Seminar, Philadelphia, Pa., with Joe Dey, Warren Orlick and Jack Sargent, March 16-19.

Canadian Golf Course Superintendents Assn. National Turfgrass Conference and Show, Toronto, March 18-20.

23rd California Fertilizer Conference, Sheraton Inn, Fresno, Calif., March 20-21.

Annual Conference of National Club Assn., Shoreham Hotel, Washington, D.C., April 13-15.

Sporting Goods Assn. Annual Meetings, including golf ball and club manufacturers, Cerromar Beach Hotel, Dorado Beach, Puerto Rico, April 20-23.

Arizona Turfgrass Conference,

Camelback Sahara Hotel, Phoenix, Ariz., May 7-8.

Georgia Golf Course Superintendents Assn. Educational Program and Business Meeting, Coosa Country Club, Rome, Ga., May 12-13.

National Restaurant Assn. Restaurant, Hotel-Motel Show, McCormick Place, Chicago, May 18-21.

National Golf Foundation Teacher Seminar, Longwood College, Farmville, Va., June 22-27.

American Assn. of Nurserymen Annual Convention, The Palmer House, Chicago, July 19-23.

National Golf Foundation Teacher Seminar, Pine Needles Lodge and Country Club, Southern Pines, N.C., July 20-25.

National Golf Foundation Teacher

Seminar, Stephens College, Columbia, Mo., Aug. 10-15.

PGA Teaching Seminar, Barton Hills Country Club, Ann Arbor, Mich., with Bob Toski and Paul Bertholy, Sept. 22-25.

PGA Teaching Seminar, Torrey Pines Golf Course, La Jolla, Calif., with Eddie Merrins and Dr. Gary Wiren, Oct. 6-9.

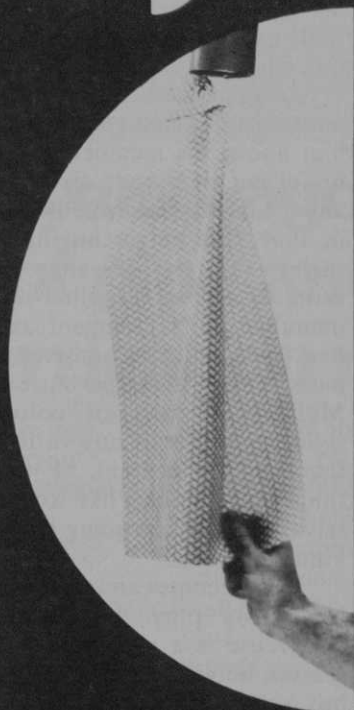
PGA Teaching Seminar, Westchester Country Club, Rye, N.Y., with Irv Schloss and Paul Runyan, Oct. 13-16.

PGA Teaching Seminar, Meadowbrook Country Club, St. Louis, Mo., with James Flick and Harvey Penick, Oct. 20-23.

PGA Club Repair Seminar, Denver, with Hubby Habjan, Nov. 10-13.

PGA Club Repair Seminar, Los Angeles, with Irv Schloss, Nov. 17-20.

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2/75 GOLFDOM MAGAZINE 27

# Setting Up Shop

Every assistant pro has ideas for when he gets his first head pro job. But there is a lot to learn when you are on your own for the first time. Just ask Joe McDermott of Albuquerque Country Club in New Mexico.

"There's a difference, you know," McDermott told GOLFDOM. "When you have to make the final decision, it is different from doing it for someone else. Suddenly the bottom line becomes your own." As he looks forward to his third season at Albuquerque, he recalls the problems he had when he first began.

"Borrowing money to run this shop became one of my first objectives," he said. "I was able to get good financing at a reasonable rate, and with that I bought merchandise in Chicago where I had quite a few connections. Things that I needed immediately." He also said a pro starting out now has to face interest rates triple what he had to pay when he began.

McDermott said much of his success in his first season was because he was able to secure his lines of communication. And he believes any other golf pro finding himself in a similar position should tackle this problem right from the start. McDermott was hired in February, but did not arrive on the scene until November.

"I worked with my assistant," he said. "He kept a running tally of what kind of inventory position we were in, and I was able to buy the fill-ins as needed according to size, type of clothes, color, etc. We were really on the button because of that."

Working on his own first full season was a little different from the fill-ins. During a previous period when he worked at Albuquerque as an assistant, McDermott knew that the conservative club, founded in 1914, had an average age of 60 for its membership. But the club was also in the middle of a program to get younger members, and had dropped the initiation fee for those who were under 35. As a result, there were now two types of mem-

bers who would have to have two types of merchandising appeal.

There is a difference, says New Mexico pro Joe McDermott, when the final decision rests for the first time on the shoulders of the new pro.

bers who would have to have two types of merchandising appeal.

"I think this is important to recognize," he said. "In talking to other pros, I find that many appeal to one category, without realizing that the makeup of the membership might contain more than one. If you don't appeal to all groups, some of them will go elsewhere. When our members think golf, I want them to think of this shop. So I just split my styling and colors down the middle to appeal to both groups."

McDermott gives as an example his dual approach to handling skirts. He handles Haymaker which has an established name among his clientele, and appeals across-the-board. Then he began to handle the Quantum line, which appealed to his younger members. Being the first in his state to handle the line, McDermott ended up the season in a sell-out position with no carryover.

Being new on the scene, McDermott used his first spring sale to tell him about his members. He found his prime sizes were six, eights, 10 and 12. He concentrated his buying in that size range, buying one of each in the 14-16-18 range. When it came to colors, he relied upon the manufacturer's judgment as to the new ones, which he bought on a trial basis. Other than the basic whites, McDermott says of colors and styles. "I prefer to buy variety more than depth," he said. "I just don't think our members like to see themselves coming and going in the same kind of outfits."

This becomes an important merchandising ploy. For instance, if chartreuse is a major color for the season, he would buy the color, but buy variety in styling and patterns. And he would not duplicate sizes, except at the extremes. "If they had six chartreuses on the rack," he says

of his buying trip, "I'd get one of each. If I did duplicate size, I'd get a six and a 12 in the same color and pattern. But usually, there is enough showing so that you can pick out one of each and still get different sizes."

Variety, according to McDermott, is more important than depth in a style. But he makes the point that you have to keep the shelves full. "If you want a woman to come in and to look around," he said, "you have to make her feel there is an awful lot here, and that it is all different."

At any given point, McDermott carries an inventory of about \$15,000 minimum with a range between \$25,000 and \$35,000 more usual. He makes it a rule of thumb to have one "of everything we have" on display. He also makes it a point to shop the department stores on a weekly basis — and when he is out-of-town, he shops the stores as well. In this case, he is not looking for merchandise as much as he is looking for display methods.

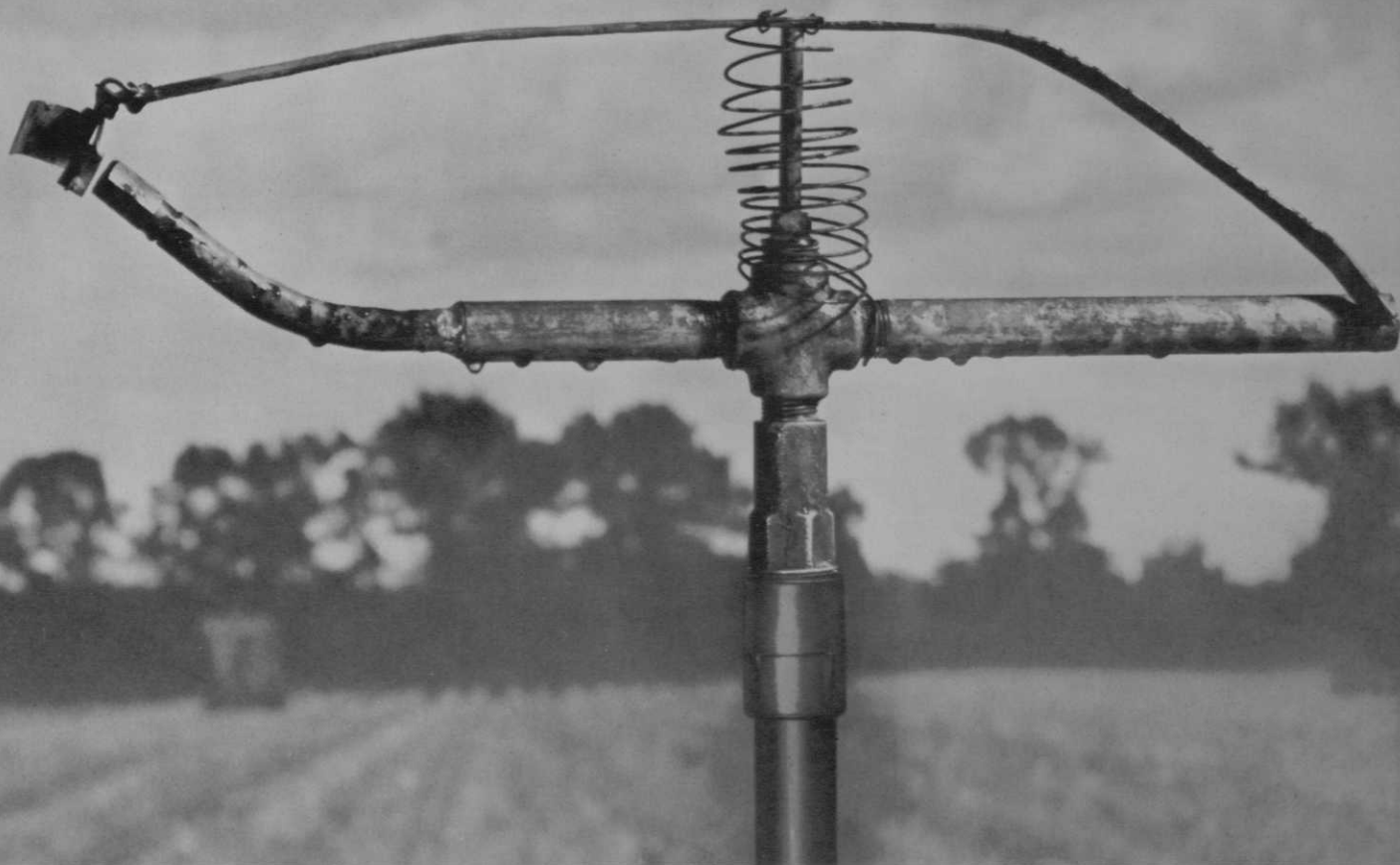
"These people are in the business of merchandising and display," he said. "After all, that's the way they do their business. I want to know what they are doing because I can probably use some of these ideas in my shop."

To illustrate his point he suggests his use of chains in display. "The major stores use this a lot," McDermott said. He found it was a good idea for his shop because it allowed a greater flexibility than he previously had. It also helped him develop special attention-getters for merchandise he wanted to feature. Then when it was time for a change, he only has to take down the hanger and put up another piece of clothing in its place.

McDermott also uses display as a means of promoting his tournaments. "We call one of ours Cottonwood Chaos because the course is lined with cottonwood trees," he said. The tournament has a two-man team, one begins at 8 a.m. and the other at 1 p.m. Actually, it is two tournaments on two different days.

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