

and lakes, the Spessard Holland Golf Course was designed by Seay and Palmer as a "stretched executive course." Its overall length is 4,916 yards from the blue tees, 4,410 yards from the white, and 3,654 from the red markers. Six of the holes are par 3's, though Hannah claims that "there's only one hole that I would call 'Mickey Mouse'" — the 128-yard number 4. The remaining dozen holes are all par 4's, including one that goes 430 yards from the back tee.

Par for the course is 66; the best score by any golfer so far is 64 — though Arnold Palmer shot a 31 on the par-33 front nine on the day of the official opening, October 31, 1977.

Spessard Holland might be called a "semi-links"-type course because of its sandy soil, windy oceanfront location, and many traps and water hazards. The hills roll gently and are not too high, the trees are mostly palms and not too close together, but even these things are a tribute to the creativity of the architects and builders, for they were not there before.

As Hannah pointed out, the course was designed to provide interesting golf for most players — but especially for golfers of average ability and for the senior golfers who comprise about 90 percent of the play on the course.

According to pro-manager Mike Skovran, the course averages about 125 rounds per day and should be self-sustaining. The 30 Club Car electric golf cars average one round per day apiece, he said, at a price of \$6.00 for 18 holes. Greens fees are \$2.50 for 9 holes and \$4.00 for 18 on weekdays, \$3.50 and \$6.00 on weekends and holidays.

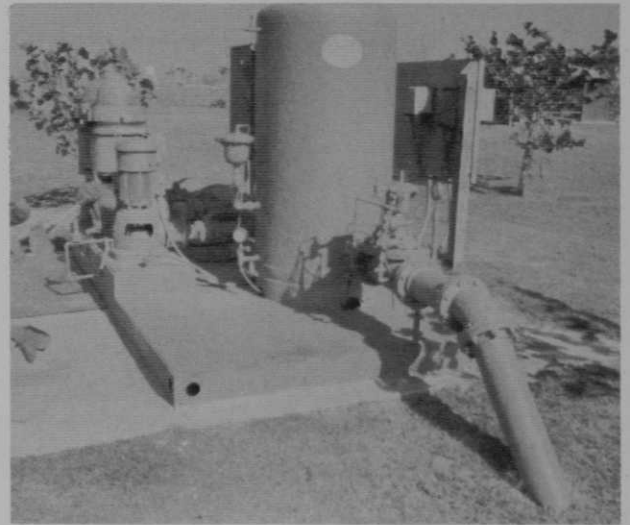
Pro shop attendant Joe Student told GOLF BUSINESS that although Melbourne Beach has only about 4,000 residents, Spessard Holland draws from other nearby towns and cities that total about 100,000 persons. The closest other golf courses open to the public, he said, are 15 miles away.

The clubhouse at Spessard Holland contains a modest pro shop and a snack bar operation which also serves liquor and beer. The whole facility is owned and operated by the county, which is why practically all merchandise in the pro shop is sold at a standardized 20 percent markup.



Photo above, of the first tee at Spessard Holland, portrays the essential flatness and openness of the site. Note new housing development and Inter-coastal Waterway in background.

PSI pumping system on the course draws lake water for irrigation. Part of that water is effluent from nearby sewage treatment plant.



A unique feature of the clubhouse is the use of solar collector panels to heat all of the water used in the food and beverage service.

Hannah agreed that the course should be self-sustaining, but added that "summer will really tell the tale." Since the course hasn't been in operation for a full year yet, the county doesn't know if play will fall off very much in the hot summer months. Hannah also pointed out that the revenue goes 1) to pay off the bond issue, 2) for course operating expenses, 3) for golf facility improvements, and (if anything is left over) 4) back to the commission for the general recreation fund.

Effluent for irrigation

Another modern idea was incorporated into the design of the facility, this time on the course itself. Water for irrigation is brought in from the local sewage treatment plant.

Effluent water is pumped about 2,000 feet from the post-treatment ponds at the plant to two lakes on the golf course. It is then circulated through the lakes, and a pumping station on the course pulls it up into the irrigation system. This way the golf course always has a reliable supply of water, even in dry weather, and the irrigation water has additional nutrient value for the turf.

As a matter of fact, Hannah credits the use of effluent water for irrigation

with being primarily responsible for the quick way the grass caught on.

Construction began about the first of July 1976, and the course was stolonized about the first of November. Bermudagrass 419 was used on the tees and fairways, and 328 on the greens. A tough winter followed, wiping out a lot of the trees and landscaping, but the grass held on. In the spring, Hannah said, the combination of warm Florida sun and effluent water irrigation caused the turf's growth to "take off."

The course was ready for play in June and opened unofficially in July.

Lessons for the future

Even though Spessard Holland was designed and built with funds obtained through channels which ordinarily might not be open to others, it does show that diligence and persuasiveness can pay off in seeking government assistance.

There is probably also a lesson to be learned from the way the Spessard Holland Golf Course was designed to fit the site as well as to fit the kind of golfers who would play on it. Indeed, Hannah feels that Arnold Palmer was willing to get involved in the project because he wanted to return something to the game of golf and to the average golfer — and he believes that executive-length courses are an excellent way to serve the people. □

Products



Rear blades will scrape, grade, plow

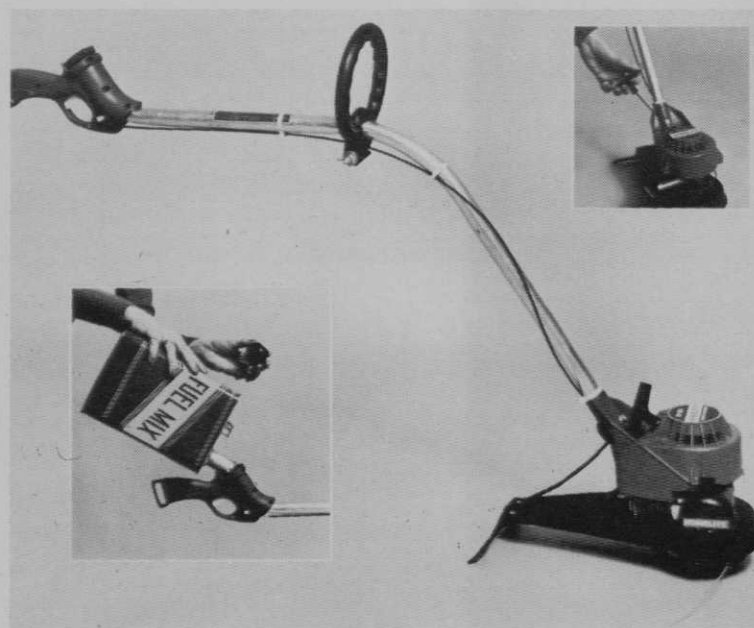
Woods Division of Hesston Corp. recently introduced a series of heavy-duty rear blades. Designated the RB750 series, it includes 7- and 8-foot sizes. They are designed for tractors rated up to 100 horsepower, equipped with category II, three-point hitch, or quick-attaching coupler. The blades offer adjustable angle and tilt in the offset and reverse positions. Use them for scraping, grading, ditching, or plowing snow.

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Convert pickup to dump truck

The HydraDump conversion by OME, Inc. provides the advantages of a dump truck with the convenient size of a pickup — without having to buy a new vehicle. The HydraDump bed is all aluminum, so it's lightweight and won't rust; its sides are flared for larger load capacity and to prevent debris from collecting in the fender areas. Hinged at top and bottom, the tailgate allows dumping or easy loading and unloading. Furthermore, the manufacturer claims, the dump bed is easy to install and remove.

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Gas-powered filament trimmer

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Circle 201 on free information card



Single-reel greensmower

Mounting a 3-horsepower engine, the model 67 greensmower is capable of cutting half an acre per hour. Its seven-bladed spiral reel is 6½ inches in diameter. The stationary blade is clamped into position by the gage shoes, has four cutting edges, and is reversible. Roller construction enables positive control of cutter height for level mowing. The roller adjusts easily to vary the height of cut. Product of Locke Power Mowers, the model 67 travels on rubber rolls with a large contact area to avoid tracking and scarring and to allow sharp turns without scuffing. The new mower incorporates Locke's 60 Series design features which encourage adjustment and maintenance by the owner without need for outside professional help.

Circle 204 on free information card



4x4 tractor

Kubota Tractor Corp.'s model L295DT features four-wheel drive along with a 30-horsepower three-cylinder water-cooled diesel engine. Standard are eight forward speeds, front and rear power takeoff, power hydraulic lift, differential lock for extra traction, and independent wet disc brakes that resist wear.

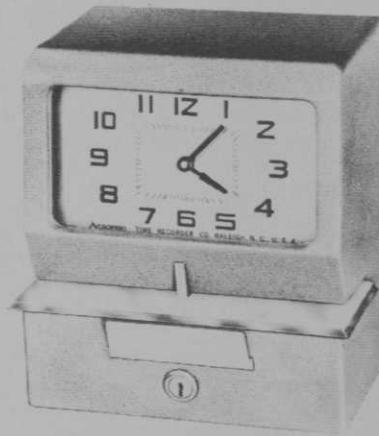
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New growth regulator

Now granted full registration by the EPA for turfgrass use, Embark 2-S plant growth regulator reduces mowing requirements for a minimum of 5 to 8 weeks after uniform spray application. The product of 3M Co.'s Agrichemicals Project works on Kentucky bluegrass, tall fescue, common

bermudagrass, and several native California grasses and broadleaves. Cost of the chemical is reportedly about \$20 per acre.

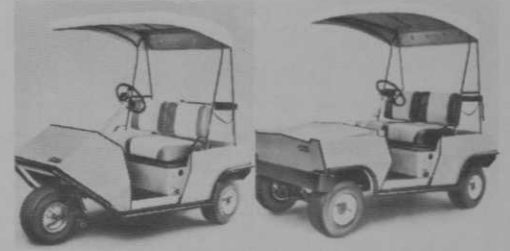
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Time-card clock

Acroprint Time Recorder Co.'s model P150 time recorder features one-hand operation and can be used with cards or paper forms. It may be equipped to print any one of 18 standard typewheel combinations, including continental hours and decimal hundredths of hours for simple computation of elapsed time. An automatic starting/stopping time signal control can be included at a small extra charge.

Circle 212 on free information card



Electric golf cars

Nordco Marketeer, subsidiary of Nordskog Industries, Inc., makes electric golf cars in both three- and four-wheel models. Both models have 7-inch automotive-type brake drums on the rear wheels in addition to a mechanical parking brake. Frames are tubular and plate steel; bodies, diamond plate steel.

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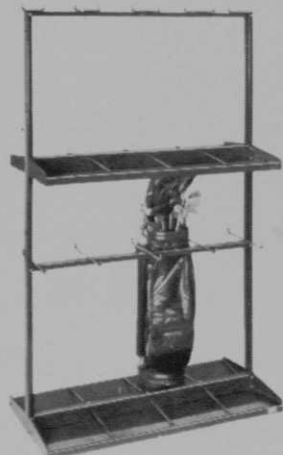
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Viewpoint

Public courses, unite!

In the news pages of this issue, there are several stories which may well signal the grass roots of an important movement in the golf business. I'm referring to the reports of the formation efforts of the Michigan Association of Public Golf Courses and the yet-to-be-named Ohio government golf course association — as well as to the article reporting the strife between the Alamance County, N.C., daily fee owners and the local municipal course.

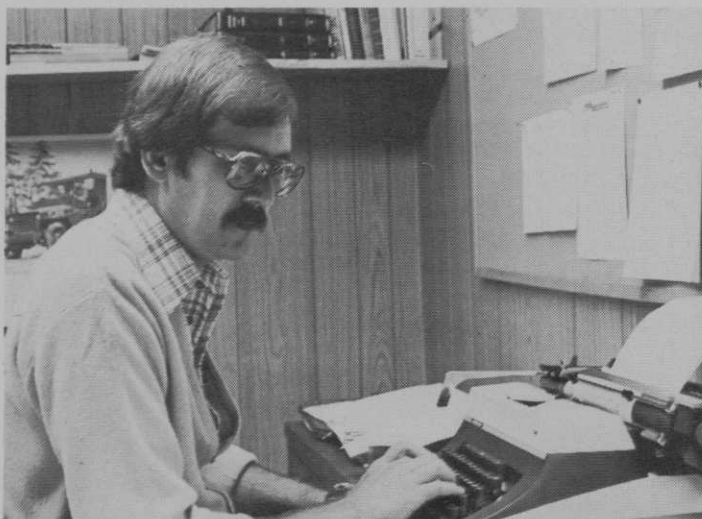
All of these recognize one crucial point: that the operators of private clubs, daily fee courses, and municipal golf facilities have their own unique sets of problems in addition to the shared experience of maintaining a golf course and, further, that members of each group can better overcome their unique problems by banding together to share knowledge and solutions and to fight for what they see as their rights and needs.

Private clubs have traditionally been the best organized and most well-represented of any of these groups of golf courses. The Club Managers Association of America has been partially dedicated to the furtherance of the private club concept since the association's founding 50 years ago, and more recently the National Club Association was formed with the avowed purpose of lobbying for the rights and needs of private clubs. Many have also accused the United States Golf Association with being overly prejudiced towards private courses — with some justification, though not as much as in the case of many local and regional golf associations.

The accusations mentioned above are not totally the fault of the golf associations, though. In many cases, public golf courses have been eligible to join and to participate, but have been reluctant to do so.

The day has come, however, when the operators of public golf courses — both publicly and privately owned — cannot afford to stand apart from their peers and keep to themselves. The issues of taxation, unionization, competitive greens fees, and similar problems now force public courses to band together.

Daily fee course owners have not been totally without representation in the recent past, due to the formation of the National Association of Public Golf Courses, but participation in the group has been poor in terms of the number of people involved. Organization efforts date back several years, but the NAPGC was officially founded in Chicago on March 3, 1976. Since then, membership has grown to about 200 — due primarily to the efforts of a handful of men like Bill Lyons, current NAPGC president. But taken as a percentage of the number of daily fee courses in the United States, the membership figure is mighty low.



Perhaps the difficulty lies in the sheer physical limitations of a handful of men trying to organize a group of people spread out, geographically and philosophically, across the nation. That is why we applaud and support the efforts of local organizations such as those in Oregon, Michigan, and Ohio, and we feel that they should not be looked upon as competing with the national association.

The possible future strength of public golf course operators lies in the formation of active local groups tied into a strong national association. We believe that and will do anything we can to help it become reality.

David J. Slaybaugh

David J. Slaybaugh
Editor



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