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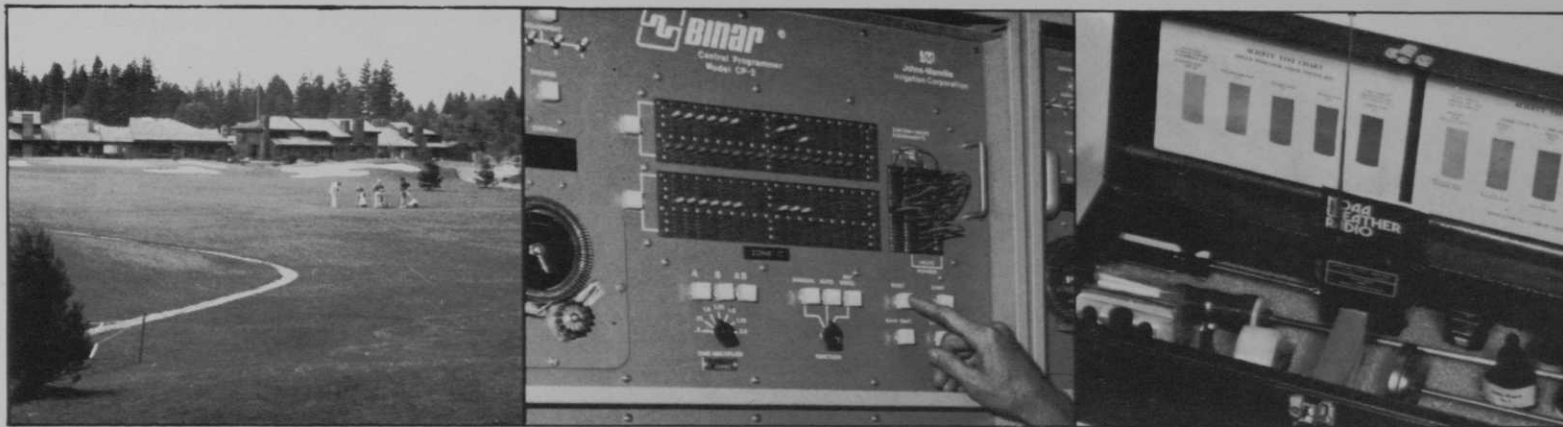
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Phone-controlled irrigation/p. 17

Turf Test Kit/p. 18

# golf business/ may

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## FRONT COVER:

Irrigation specialist Fred Yoshimura of Fairway Irrigation Co. In Eugene, Ore., took this photo of one of his jobs in progress at Broadmoor GC in Seattle. System uses 1,000 pop-up sprinklers, 54 satellite controllers, and eight central controllers. Superintendent at Broadmoor is John Monson.

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# News

## PUBLIC COURSES

### Proposed university course approved

The construction of an 18-hole golf course at Oregon State University, Corvallis, Ore., was merely a dream 10 years ago, but that dream may become a reality as a result of recent developments concerning the proposed facility. Recent action taken includes:

- Two retired OSU professors, conducting a market study of the area, have endorsed the feasibility of a university-owned course.

- The OSU Foundation, a private, non-profit organization which raises funds for the university, is currently negotiating the sale of a \$250,000 parcel of land which would help finance construction of the proposed facility.

- The Oregon State Board of Higher Education has voted 7-3 to lease 175 acres of land to the Foundation to begin the project.

Before construction can begin the Foundation must also be awarded a conditional use permit by the Linn County Commission. The permit would enable the course to be built on agricultural-zoned land near the university.

Although many favor construction of a university-owned course there has been some opposition to the proposed facility. Jerry Claussen, owner of The Golf Club of Oregon in nearby North Albany, said he is "unconditionally opposed to the philosophy" of a state institution competing against a privately owned golf course. Further, Claussen said the area would not support another golf course.

Joe Much, Pacific Northwest region director for the National Golf Foundation, disagrees. "As far as I'm concerned the market is not saturated," he said. "The market will certainly support one more course and possibly two."

There are currently three 18-hole courses (one public and two private) and three 9-hole facilities serving a two-county area with a population of about 150,000.

Milosh Popovich, a member of the OSU Foundation Board of Trustees, added that the Foundation would pay taxes on the land just like any golf course. "No

state monies will be used in the operation of the course," he said.

Claussen, who is also president of the Oregon Golf Course Owners Association, said he plans to continue fighting construction of the proposed facility. "Chances of it being done are eight out of ten, but it easily could be 1980 before any ground is moved," he said.

## SEED

### Cold winter may increase production

The quality and quantity of Oregon-grown grass seed should increase as a result of the long stretch of freezing temperatures in that state this year.

Cold temperatures not only help control insect activity in turf, but also play an important role in the reduction of turf diseases, particularly rust, according to Dr. William Meyer of Oregon's Turf-Seed, Inc.

In recent years large outbreaks of rust throughout Oregon have caused a reduction in the state's seed production, but this year's cold weather should help alleviate that problem. Freezing temperatures kill rust spores and reduce the incidence of rust in crops.

However, cold weather can also be detrimental to seed production. New seed crops are often destroyed when a rapid rise in temperature, after a prolonged freeze, causes the plants to heave out of the ground. Even with the damage caused by "plant heave" it appears that the advantages of a cold winter outweigh the disadvantages for Oregon seed producers, Meyer said.

## HERBICIDES

### Court upholds ban of Silvex, 2,4,5-T

A temporary ban on the use of the herbicides Silvex and 2,4,5-T was recently upheld by a federal court in Flint, Mich., and that could spell trouble for golf course superintendents, according to a spokesman for the Chevron Chemical Co., San Francisco. Silvex, which is used in more than 275 turf care products, is manufactured by Chevron.

Dr. Joseph A. Crozier, national technical service specialist for



**BIG NAMES IN GOLF BUSINESS:** Meeting at the annual convention of the American Society of Golf Course Architects were (L to R) Jerry Hurley, executive director of the National Club Association; John Laupheimer, deputy executive director, United States Golf Association; ASGCA Past President Rees Jones; Donald Ross award winner Joe Dey; Charles Tadge, president, Golf Course Superintendents Association of America; Dave Canavan, past president, Golf Course Builders of America; and Don Rossi, executive director, National Golf Foundation.

Garden and Home Products for Chevron, said the ban will have an affect on the superintendent's ability to control broadleaf and brush-type weeds. "People on golf courses will have difficulty finding another chemical to control these weeds as well as Silvex does," he said. "However, it should be less difficult for them to find replacement chemicals for the easier-to-control weeds."

A spokesman for Dow Chemical Co., manufacturer of 2,4,5-T, said the ban on its herbicide should not have much of an affect on the golf industry since 2,4,5-T is not used extensively in that market. It is used primarily on U.S. forests, pastureland, power line right-of-ways, and rice fields.

The Environmental Protection Agency ordered an emergency suspension of most uses of the products after an EPA study indicated that a "significantly higher" rate of miscarriages occurred in Alsea, Ore., soon after the national forests there had been sprayed with 2,4,5-T. Both Silvex and 2,4,5-T contain minute amounts of tetra-dioxin, one of the most toxic chemicals in the world.

In April, Dow, Chevron, and nine other plaintiffs requested an injunction to prevent the EPA from enforcing its ban, but the request was denied.

The ban was to remain in effect until at least late April when the EPA was to conduct hearings on the chemicals. Three EPA judges were to hear testimony from more than 30 industry representatives as they tried to defend the use of 2,4,5-T

and Silvex. A decision is required by July, with an additional 10 days for EPA Administrator Douglas Costle to review the decision before it becomes effective.

## ASSOCIATIONS

### Fla. superintendents to activate state group

The Florida State Golf Course Superintendent's Association, inactive since 1973, may re-establish itself as early as August, according to Tim Hiers, leader of a group of local superintendent's organizations eager to develop a "working" state association.

In March, representatives from six of the state's eight superintendent's groups met in Tampa to discuss the possible re-establishment of a statewide organization. Hiers, superintendent of Suntree Country Club in Melbourne, said, "We're trying to unify the superintendents across the state to increase their participation in the individual associations and in the national organizations."

Reorganization of the state association began in October 1978 when four presidents of the original Florida State GCSA met in Orlando and elected Hiers president. Since that time the group has formed a committee to develop a set of by-laws and re-filed with the state to become an active corporation. The

original state association became inactive in 1973 when it failed to file a report with the state.

Hiers, 24, said, "In essence the purpose of the Florida GCSA is to improve communications among the local associations and to form a strong unified group of associations that have common goals in mind. We are not here to dominate any local association."

Hiers added that Florida's golf industry, one of the largest in the United States, has suffered because it lacks representation in the GCSAA. "When it comes to representation within the GCSAA, the Sunshine State hovers near the bottom of the totem pole," he said.

"Only one president of the GCSAA in the past 51 years has been from Florida and the board of directors representation fits in the same category," he added. "As a result of this poor representation a great majority of research funds and national programs have not been directed toward problems concerning Florida's golf courses and their respective superintendents."

"The state of Florida is not out to gain control of the GCSAA," Hiers said, "but merely to obtain equal representation and recognition. Through representation and unification we hope to become a representative force in the GCSAA."

The first general state association meeting is scheduled for August 26, the day before the Third Annual Crowfoot Open at Suntree Country Club in Melbourne. At that time the association hopes to approve its by-laws according to Hiers.

## Course owners may form group in Maine

Even though there are no solid plans to establish a Maine golf course owner's association, there is a "good possibility" of one being formed in the future, according to Vaughn H. Holyoke, editor of the Maine Golf Course Superintendents Association Newsletter.

Holyoke said about 15 golf course owners recently discussed the possibility of forming a statewide group, but no "definite plans" were enumerated. "The only agreement out of the meeting was that they felt they do have enough common problems to make it worthwhile to form a statewide owner's association," he said.

Ernie Hawkes, superintendent and part owner of Gorham (Maine)

Country Club, said an owner's association is needed because owners encounter unique management problems which superintendent associations and other groups often do not address.

Further, owners suffer from a lack of communication with one another. "Right now we have no connection with each other, but if we had an organization we could trade information," he said. "For example, it would be helpful if we swapped lists of deadbeats who don't pay us and then move on to other golf courses."

## REGIONAL

### Sale prices offered for Southern needs

Turfgrass seed, fertilizer, and fungicide products used in winter overseeding programs on Southern golf courses will be offered by O. M. Scott & Sons at a 10 percent savings through August 31, according to Scotts ProTurf Product Line Manager George Horn.

Two types of Winter Turf seed are offered at the sale price. Winter Turf I, Horn said, is a mixture of three improved perennial ryegrasses — Loretta, Manhattan, and Pennfine — with Victa Kentucky bluegrass. Winter Turf III is a blend of four perennial ryegrasses: Caravelle, Derby, Linn, and Manhattan. There is no Winter Turf II on the market at this time.

Deliveries of the products will be scheduled between September 1 and November 30, Horn said, with billing delayed until February 1980.

## CONSTRUCTION

### PGA conducts groundbreaking

Groundbreaking ceremonies for the PGA National, the new permanent home of the Professional Golfers' Association of America, were conducted in March by Frank Cardini, PGA president, and E. Lloyd Ecclestone, Jr., president of the Florida Realty Building Co., developers of the \$500 million facility in Palm Beach Gardens, Fla.

The 2,340-acre complex will contain the PGA Hall of Fame, museum, and library; the PGA National Golf Club; PGA University;

and the association's administrative offices.

A 625-acre resort community, complete with a 63,500-square-foot clubhouse overlooking three championship golf courses, is also planned. The resort complex will contain a 300-room hotel, convention center, and about 6,900 single and multi-family dwellings.

The developers have also set aside land for a shopping center, office park, and light industrial area to serve as a research and development facility for golf-related products. Further, more than 356 acres have been allocated for a permanent wilderness area, much of which will be restored to its natural condition.

The recent groundbreaking ceremonies climaxed a process that took more than two years and \$2 million to complete. Before construction could begin the project had to be approved by 32 government agencies and environmental groups.

Golf course architects George and Tom Fazio said the first 18-hole golf course has already been cleared. The championship course, which will be the site of all PGA National events, and a third course are expected to be ready by November 1980. The entire project is scheduled to be completed within the next 15 years.

## SEED

### Tests indicate Shasta resists stripe rust

Recent field tests indicate that Shasta, a new variety of Kentucky bluegrass, is highly resistant to stripe rust.

Dr. William Meyer, breeder of the bluegrass, said test plots of Shasta, now 3 years old, have been virtually rust-free throughout the test period.

Further, he added that Shasta production fields were almost rust-free throughout the summer and fall months even though fields surrounding the plots were heavily infested with rust.

Shasta, starting its second year of production, is the product of selective breeding, using a careful selection of rust-resistant spores to develop a new variety. Shasta is marketed by Turf-Seed, Inc., of Hubbard, Ore. Bill Rose, president of the company, said the seed would be available this fall.



*Renowned golf course architect Robert Trent Jones has been selected by Seabrook Island Co. to design the Island's second golf course. Completion is expected by summer 1980. Jones was expected to follow his maxim of golf course design at Seabrook: "Every hole should be a hard par and an easy bogey."*

## MANUFACTURERS

### Ford expands tractor plant

A multi-million-dollar expansion program has been launched at the Ford Motor Company Tractor Equipment Plant in Romeo, Mich. Two plant additions totalling 120,000 square feet will be completed during 1979, according to Mervyn H. Manning, Ford vice-president and Ford Tractor general manager.

The additions include a "final acceptance inspection" area which will provide increased testing facilities for Ford's entire line of tractors and two additional spray booths for final finish. Also included in the expansion program is a storage building for tractor tires.

## Correction

In the March issue of GOLF BUSINESS ("Six superintendents discuss the golf business," pp. 14-20), Tom Rogers stated that John Jackman, superintendent at Medinah Country Club, "wouldn't even go out on the green to collect a plaque" after a tournament at his course. Rogers has told GOLF BUSINESS, however, that his remarks were based on second-hand information which was not correct — and that Jackman was indeed present to receive his plaque at the award ceremonies in question.



# Clippings

*Brief bits of news from in and around the golf business . . .*

In past months we have reported the organization of several new associations of public golf course owners, and we are now happy to add that these are growing both in members and in services to their members. In the past two days we have received copies of nicely printed newsletters from the **Michigan Association of Public Golf Courses** and the **Ohio Association of Public Golf Courses** reporting their activities.

The Ohio APGC newsletter announced the approval of two new membership categories beyond the regular \$30 annual classification. A nonvoting associate membership is also available for \$30 for individuals and other golf-related facilities in the state, and a nonvoting commercial membership is offered to suppliers for \$120 per year. Public course owners and other interested parties in Ohio should contact OAPGC President/Editor/Publisher Keith Maffitt at 2737 Edgerton Rd., Broadview Hts., OH 44147.

The Michigan APGC newsletter lists the group's new officers: president/Jeff Hoag, Scott Lake, Grand Rapids; vice president/Joe Langkamp, Lake Doster, Plainwell; secretary-treasurer/Jack Grossnickle, Perry GC. Directors are Dan Burgess, Hickory Hills, Jackson; Fay Johnson, Hickory Hills, Grand Rapids; Marti Coulman, Genesee Valley, Swartz Creek; Jim Roschek, Royal Scot, Lansing; Maureen Carmichael, Alpena GC; and Walt Tamulis, Rolling Hills, Lapeer.

The Michigan association also now has an executive secretary, Syver Thingstad of Lansing, and a special legislative consultant, Don Moe of Lansing. Course owners interested in joining should write to MAPGC, 15553 N. East St., Lansing, MI 48906.

Also in Lansing, the **Michigan Turfgrass Foundation** recently elected new officers and directors. President is C. E. "Tuck" Tate, superintendent at Frankfurt GC; vice president is James Timmerman, superintendent at Orchard Lake CC. New Directors are Keith Paterson, superintendent at Spring Lake CC; Donald Benham, of L&E Chemical; and Gerald Gill, superintendent at Tam-O-Shanter CC.

*Texas Golf* magazine recently reported that the city of Houston had purchased the 140-acre **Sharpstown CC** for \$4.7 million, giving the city a total of six golf courses. According to Parks Department Director Jim Hart, the purchase was "an excellent deal for the city because we are desperately short of parkland in that [southwest] section of the city."

In corporate news, International Seeds, Inc., announced that its **Derby turf-type perennial ryegrass** has been licensed for sale in Canada. A 12-clone synthetic variety, Derby was assigned license number 1873 in Canada; it is also registered (number 7500009) under the United States Plant Variety Protection Act.

The Crop Science Society of America has given official registration certificates to Pickseed West, National Golf Links of America, the USGA Green Section, and the New Jersey Agricultural Experiment Station for their part in the development of **Touchdown Kentucky bluegrass**.

Touchdown was discovered by Tom Rewinski, superintendent for National Golf Links at Southampton, N.Y., on Long Island. He told USGA Green Section Director Al Radko about his discovery, who in turn contacted Dr. Reed Funk, turfgrass breeder at Rutgers University. Radko and Funk collected samples and began evaluation under the experimental designation P-142. Pickseed West, Inc. is the exclusive producer of Touchdown.

In the Cleveland, Ohio, area, **Tom Vogel** recently became superintendent at Hawthorne Valley CC. He had been an assistant at Acacia CC. **Duncan Cameron**, former golf superintendent at St. Lawrence State Park golf course in Ogdensburg, N.Y., has taken over at Battle Island State Park in Oswego. **Jack Clements** has retired from Battle Island.

**Vincent Hankley**, formerly of Jefferson Lakeside CC, has become superintendent at the CC of Petersburg (Va.), while **Steve Vessels** has left Cedar Point Club and returned to Lake Monticello GC in Charlottesville. **Dick Fisher**, formerly at Lake Monticello, has taken the superintendent's job at Farmington CC in Charlottesville.

**Marvin Gruening**, superintendent at Midwest CC in Illinois for 25 years, has moved to the superintendent's post at Park Ridge (Ill.) CC. . . **Don Pakke** has accepted the superintendent's job at Medinah (Ill.) CC; he had been at Philadelphia CC. . . new superintendent at Green Garden CC is **Kenneth R. Zanzig**, formerly at Old Oak GC in Orland Park.

In Indiana, **Mark Peters** has been named superintendent at Heather Hills CC. . . **Gene Stoops** is now superintendent at Harbor Trees GC. . . and **Ron Mix** is the new superintendent of Plymouth CC.

**Gary S. Ready**, superintendent at Douglas (Ga.) CC, has been given the additional responsibility for Mystery Valley GC by his employer, DeKalb County. . . **Randolph P. Russell** is now superintendent of all golf courses operated by the city of Austin, Tex.; he had been agronomist with Kirby, Player & Associates of Norcross, Ga.

New superintendent at San Luis Rey CC in Bonsall, Calif., is **Ralph Lemke**; he was formerly at Stoneridge CC in Poway. . . **Jimmy Chavez** has moved from Yorba Linda CC to Redlands CC.

Golf agronomist **Dr. Paul Alexander** has been named vice president for golf at the Sea Pines Plantation Co. at Hilton Head Island, S.C. He had previously been with Sea Pines in 1973-74 as staff vice president for agronomy and is considered to be a leading expert on management of southeastern golf turfgrasses.

**Dr. Kevin J. McVeigh** has joined the staff of International Seeds, Inc., as research agronomist. He will be working in Halsey, Ore., with Dr. Jerry Pepin in the breeding, testing, and varietal development of forage and turf grasses.

Jacklin Seed Co. of Post Falls, Idaho, has opened a Pacific Coast office in Oregon's Willamette Valley, a primary turf seed production area. **Richard H. Bailey**, former president of Turf-Seed, Inc., will manage the new office operation. Bailey is currently president of the Merion Bluegrass Association and is incoming president of the Oregon Seed Trade Association. The new Jacklin office will be located at 3857 Wolverine St. NE., Suite 22, Salem, OR 97303 (phone 503/364-4480).



Bailey

Garza

Cooper

Weather-matic Division, Telsco Industries, has made changes in two marketing positions. **Alex Garza**, national customer services manager for the Dallas-based irrigation manufacturer, has been promoted to Southwest regional sales manager (west Texas, western Oklahoma, New Mexico, and Arizona). **Donald L. Cooper** has assumed the duties of national customer services manager.

**Robert G. Gibson** has been appointed executive vice president and general manager of Clover Manufacturing Co. and Clover International Ltd., Norwalk, Conn. Clover produces coated abrasives and lapping and grinding compounds for the turf industry.

The Toro Co. has named **Ralph D. Murray** to the new post of director of sales and marketing for its International Division. His responsibilities will cover all Toro products, except irrigation equipment, sold outside the United States.

**Paul Barlett** has joined SGL Batteries Manufacturing Co. as sales manager for SGL batteries used in golf cars.

Lakeshore Equipment & Supply Co. has hired **Keith Langshore** as LESCO representative for the Florida golf market. He spent 2 years as superintendent of Minerva Lake GC in Columbus, Ohio, as well as 4 years in course maintenance at Blackhawk GC. . . **Roger Widrig** will be the new LESCO representative in central and northeastern Florida. Widrig worked in golf course maintenance for the past 10 years, the last three as superintendent at Tusawilla CC in Maitland, Fla.

May 24 will be the annual **Texas A&M University Turfgrass Research Field Day** at the Texas A&M Turfgrass Field Lab in College Station. Contact Dr. Richard Doble or Dr. James Beard, Department of Soil & Crop Sciences, Texas A&M University, College Station, TX 77843.

The 1979 **Rutgers Research Field Day** will be June 20 at the Adelphia Research Center in Adelphia, N.J. Contact: Ralph E. Engel, Rutgers University, Cook College, Department of Soils and Crops, P. O. Box 231, New Brunswick, NJ 08903 (phone 201/932-9771).



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## REGIONAL REPORT

# Golf in the Northwest: close ties with Mother Nature

by Sheridan Much

The role of golf in the Northwest portion of the nation is somewhat different than it is in other areas. While golf fills many leisure hours for nearly a million players, it is not exactly a way of life.

Northwest Americans are blessed with ample outdoor recreation, ranging from water sports on Puget Sound to hunting, camping, fishing, and other fair weather activities in scores of mountain ranges and valleys rippling westward from the Rockies.

While golf and year-around golfing weather are attractions for thousands of Sun Belt natives and immigrants, growth of the game in the Northwest reflects genuine popularity despite golfing off-seasons ranging from 60 to 150 days or more each year. Western Washington and Oregon boast year-around golf seasons, as do some areas of Colorado, but hardy winter golfers risk drenchings in the former and frostbite in the latter. Really decent golfing weather typically runs from March through November in the Pacific Northwest and from April through October in the upper Rockies, where altitude is the most important variable.

A 10-year tracking of golf development in the region as it is defined by the National Golf Foundation shows facility growth somewhat ahead of population expansion. Golf courses have increased 26.5 percent since 1968, compared to an 18.6 percent population increase.

Washington added 45 courses in that period, an increase of 26 percent, and Idaho added 20, a gain of 36 percent. Busier than both, particularly in recent years, was Colorado, recently added to the Foundation's designated

Northwest territory. The Centennial State saw a 37 percent growth in 10 years as 40 new golf facilities came into being.

The entire area provides excellent opportunity for public golf. Ratios of public courses to population are generally more favorable than in the country as a whole, ranging from one for every 25,800 persons in Idaho to one for each 41,100 in Colorado. Ratios reflect 18-hole equivalent public courses.

An interesting contrast in the nature of public courses is pointed up in the several states. Municipalities and other government agencies supply about 41 percent of the public golf in Idaho, Montana, Wyoming, and Colorado — and if you throw in Utah, the percentage goes up to 48. The Pacific Northwest, on the other hand, has found private entrepreneurs willing to supply the major share of open-to-the-public facilities, leaving public agencies to account for only 21 percent of the facility count.

A recent trend toward leasing of municipal courses to private operators, thus placing them in the daily fee category for practical purposes, further reduces this percentage. The City of Seattle, for example, has leased out two of its three municipal courses. Partial lease arrangements are also in effect at an 18-hole city course and a 36-hole county-owned golf complex in Portland.

## Effects of weather

Weather was a major factor in further facility development in the Northwest over the past year. Construction delays — occasioned first by drought conditions in 1976-77, then sometimes compounded by a much wetter than usual 1977-78 — upset the timetables of numerous projects either under construction or on the drawing board.

Colorado, which saw a record-breaking drought in the mountains followed by record-breaking snowfall the next winter, was by far the most active of the region's states in development. Two new regulation courses were opened, along with three mid-length facilities and an addition to still another regulation course.

Elsewhere in 1978, Oregon,

Washington, Northern California, Utah, and Wyoming opened but one facility each.

A surge of openings in 1979, however, will return the Northwest to its status as the most dynamic golfing area of the nation outside the Sun Belt. Colorado currently lists 11 and Northern California 10 golf courses in some stage of construction. Idaho files show six, Montana and Washington four each, Oregon three, and Wyoming two. Many of these are completely new facilities, while others are additions to existing golf courses.

The "prospect" file, in which the National Golf Foundation maintains a continuing inventory of planned golf courses, is equally encouraging in the Northwest with a total of 31 potential projects.

Real estate developments involving golf courses represent the single most significant factor in planned expansion of the facility count in this area. That promises a greater availability of public golf since most of these projects at least begin as open-to-the-public courses.

After the 1976-77 drought and super-saturation of 1977-78, western golf was visited with a new problem in the winter of 1978-79: severe cold. Golf courses in the Pacific Northwest which normally experience some play in winter, varying only with the amount of precipitation, were totally shut down for days on end.

Many western Oregon courses experienced between 15 and 30 days without play because of snow, frozen turf, and ice storms. In western Washington, where snow was heavier and lingered longer, many courses were open only 15 days or less between December 1, 1978, and the end of January. Eastern Washington was bitter cold, with temperatures plunging to 25 degrees below zero and snow covering golf courses in Spokane from Thanksgiving Day through the end of February.

In Fort Collins, Colo., where the average December produces from 1,000 to 1,500 rounds of golf at Collindale Municipal Golf Course, not a single round was recorded last December. The same was true at most courses along the burgeoning eastern



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