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Shades Of Green

■ OPINION

In the old Roman calendar the “ides” included the 15th of March, May, July and October, and the 13th of every other month. In Shakespeare’s play *Julius Caesar*, Caesar was warned to “Beware the ides of March.” We all know what happened to poor old Julius.

Today, the ides of March are fungicides, herbicides and insecticides, and there is no shortage of people and organizations running around filling the media with shouts of “Beware!”

The media doesn’t really care whether the warnings are true or not. Consider the disastrous Alar scare, the endless stories on Y2K and the end of the world as examples. Shocking headlines and controversy sell newspapers and pad TV ratings.

This “news” — not necessarily the truth — is the currency of today’s mass society. From survivalist crackpots and little old ladies hugging trees to radical Greenpeace warriors and Machiavellian schemes of global environmental control, the bleat goes on.

Reality lies in sound bites

In a media awareness presentation to the Florida GCSA Board of Directors in January, Tom Morgan, a Ph.D. in mass communications from Florida State University, expounded on his Theory of Reality in today’s world. It goes like this: “There are things that ought to be, and there are things we would like to be, but things are what they are.”

Pesticides ought to be recognized by the public for what they really are — safe, efficient tools when used according to instructions. We would like the media to print the whole truth about environmental issues and not just sound bites, but commotion sells and common sense is pretty dull.

Since things are what they are, pesticides are regularly lambasted in the media for shock value as poisons — not as plant medicines protecting food supplies and turfgrasses.

It’s tough for the variety of pesticide user groups to unite on what the common environmental message about pesticides ought to be — almost as tough as trying to spin Al

Time to Protect the ‘Ides’ of March

BY JOEL JACKSON



IT IS TIME FOR
PESTICIDE USERS
TO FORM A
COALITION AND
GRAB HEADLINES
OF ITS OWN

Gore as a wild and crazy guy.

(As an aside, I’m still trying to figure out if Gore is a crackpot, tree hugger or Machiavelli reincarnated, especially with book credits like “Earth In the Balance” to his name.)

You can always tell when a candidate, especially Gore, is about to hammer an environmental plank in the campaign. He dons a plaid shirt and stands in front of a forest. Too bad he can’t see the trees — but I digress.

Pesticide users face an uphill battle for a share of the headlines. Somehow, we have to crack the code with a compelling story to tell to get us into the cycle of news generation used so well by the activists:

- Activists protest something.
- Media covers and reports protest.
- The media covers public and political reaction to the protest.
- The media covers activists’ reaction to politician’s comments.
- Politicians introduce new laws to placate activists.
- Bureaucrats write rules to enforce law.
- Citizens have to abide by the rules.
- Activists move on to new cause and start cycle all over again.

Four hundred years ago, Machiavelli wrote, “He who controls communications, controls.” Today, Morgan says, “Chance favors the prepared mind. It is much better to manage issues and not crises.”

It’s time for pesticide users in the agricultural and horticultural industries to form a coalition based on common interests — and to tell a story that competes with the activists for headlines. If they don’t, there won’t be any “ides” left to use in March.

Joel Jackson, CGCS, retired from Disney’s golf division in 1997 and is director of communications for the Florida GCSA.

New Blood

Our intrepid architecture editor

profiles the up-and-comers of design

There are more up-and-coming golf course architects doing interesting work than in any period since the early 1920s. With that in mind, we're not going to claim this to be the end-all and be-all of guides because we're surely leaving out many worthy talents.

If you're contemplating a restoration, redesign or have a friend who wants to build the latest and greatest course, here are several architects who may not have the name recognition, huge office staff, ASGCA membership or fawning entourage, but are fresh faces worthy of consideration.

Introducing:

Brian Curley and Lee Schmidt

The buzz: Talented duo making a name in the desert with new "Skins Game" course, the Landmark GC, in Indio, Calif; the ultra-private Plantation GC in Indio; and the Goose Creek in Ontario, Calif., a model for quality affordable golf. Curley and Schmidt are known for keeping costs down while providing attractive designs.

Now playing: The Palms, Indio, Calif.; Oak Val-



B Y G E O F F S H A C K E L F O R D



Brian Curley (left, page 24) and Lee Schmidt offer myriad bunker styles, such as these on the 15th hole at The Palms in Indio, Calif.

ley GC, Beaumont, Calif.; Landmark GC; Goose Creek; The Plantation GC.

Noted redesign/renovation projects: Annandale CC, Pasadena Calif.; Great Southern GC, Gulfport, Miss.; Rancho Bernardo Inn, San Diego.

Coming attractions: An unnamed 36-hole course for a Beaumont, Calif.-based PGA facility; Siena GC in Las Vegas; a Mandalay Bay Hotel course in Las Vegas; Santa Fe Valley GC in San Diego; and Royal Oaks CC in Houston (with Fred Couples).

Influences: Schmidt worked with Pete Dye for 20 years and was a senior associate with Jack Nicklaus for seven years. Curley says he has more classic influences, such as the California work of Alister MacKenzie, George C. Thomas Jr. and A.W. Tillinghast. He also cites Dye as an influence.

In their words: "We don't have a design style. We have done all kinds of bunkers styles, and we rely heavily on varying the strategy of holes throughout a course. We provide wide landing areas and alternative routes of play."

How to reach Curley and Schmidt: phone — 480-483-1994; e-mail — schmidt_curley@msn.com

Mike DeVries

The buzz: A hands-on builder of stunning bunkers with a passion for classic strategic style. With superintendent Kris Shumaker, DeVries helped turn a potential committee nightmare course (six co-designers) at Pilgrim's Run GC in Pierson, Mich., into one of *Golf Digest's* Best New Affordable Courses in 1999.

Now playing: Pilgrim's Run GC.

Noted restoration/master planning projects: Meadow Club, Fairfax, Calif. (1927, Alister MacKenzie); St. Charles CC, Winnipeg, Manitoba (nine holes by MacKenzie, nine by Donald Ross and nine by various architects).

Coming attractions: The Kingsley Club, Kingsley, Mich.; Crosswinds Golf Links, New Era, Mich.; Stonegate GC, Muskegon, Mich.

Influences: Alister MacKenzie, Perry Maxwell, Tom Doak, Tom Fazio, architects and courses from the Golden Age. In high school and college, DeVries also worked at Crystal Downs CC in Frankfort, Mich.



Continued on page 28

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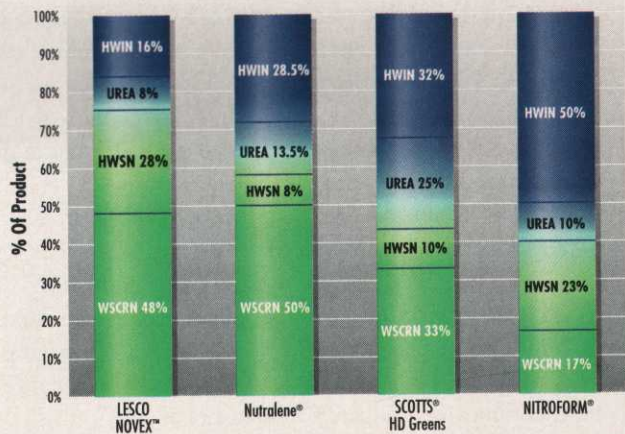
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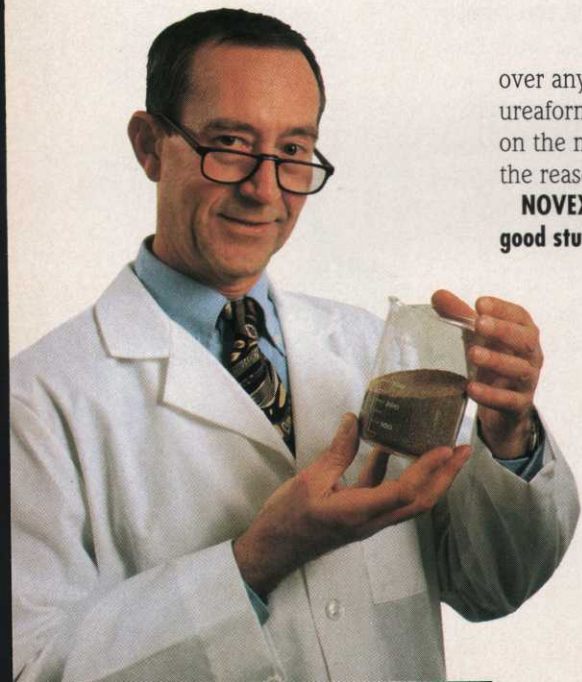
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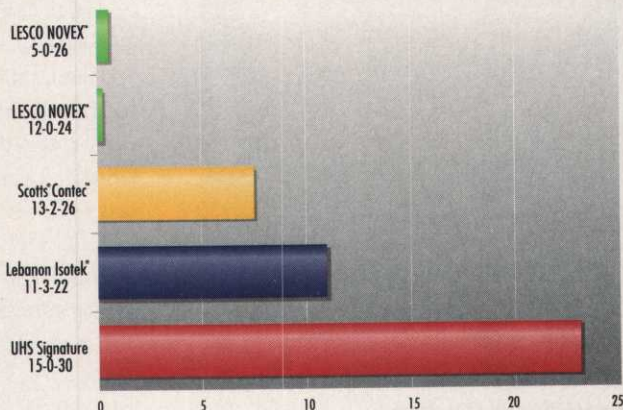


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Circle No. 121

New Blood

Continued from page 25

In his words: "Great designs are built on-site by reacting to what's inherent in the landscape. By seeking out the diverse characteristics of a site, more options and variety will be designed into the golf course strategy."



Mike DeVries Pilgrim's Run GC in Pierson, Mich., was one of *Golf Digest's* Best New Affordable Courses in 1999.

How to reach DeVries: phone — 231-933-9169; e-mail — mike@devriesdesigns.com; Web site: www.devriesdesigns.com

Ron Forse

The buzz: Noted restoration specialist who developed highly regarded "Ground Rules for Restoration" is finally getting the chance to create his own grounds for golf. His restoration work at 11 A.W. Tillinghast courses and 22 Donald Ross tracks should make for fascinating influences for his own designs.

Now playing: Royal Oaks GC, Lebanon, Pa.; Deer Run GC, Gibsonsia, Pa.; Stonington CC, Stonington, Conn. (second nine).

Noted redesign/renovation projects: Pine Tree GC, Boynton Beach, Fla.; Indian Creek CC, Miami; Salem CC, Peabody, Mass.; Saucon Valley CC (Old, Grace & Weyhill courses) Bethlehem, Pa.; Lehigh CC, Allentown, Pa.; Newport CC, Newport, Pa.; Golden Valley CC, Golden Valley, Minn.; Riviera CC, Pacific Palisades, Calif.

Coming attractions: Donegal Highlands GC, Donegal, Pa.; Freestone GC, State College, Pa.

Influences: Every classic architect; old and current classic golf architecture writers.

In his words: "I have a strong tendency to use crowns or ridges to reward or deflect along the preferred line of play. I have the ability to work with any style of bunkering and green design — restoration or new."

How to reach Forse: phone — 724-438-1727; e-mail — forsedes@bellatlantic.net

Gil Hanse

The buzz: Former Tom Doak associate is making a name for himself with old-style, hand-built gems and low-profile restoration work. He became just the third American selected to design a course in Scotland when he was commissioned to do the new Crail course. The original Crail is one of the oldest courses in the world.

Now playing: Craighead Links at Crail Golfing Society, Crail, Scotland; Inniscrone GC, Avondale, Pa.; Tallgrass GC, Shoreham, N.Y.; South Fork CC, Amagansett, N.Y.

Noted restoration/master planning projects: Merion GC, East Course, Ardmore, Pa.; Kittansett Club, Marion, Mass.; Fenway GC, Scarsdale, N.Y.; Plainfield CC, Plainfield, N.J.; Century CC, Purchase, N.Y.; Lancaster CC, Lancaster, Pa.; Gulph Mills GC, King of Prussia, Pa.

Coming attractions: Capstone Club, Brookwood, Ala.; Applebrook GC, Malvern, Pa.; Rustic Canyon GC, Moorpark, Calif.

Influences: Alister Mackenzie, A.W. Tillinghast, Tom Doak, Bill Coore, Bill Kittleman.

In his words: "Our group tries to lay courses upon the land, using the natural features of the ground to dictate strategy,



Gil Hanse (left) is making a name for himself by leaving his design mark on courses such as Inniscrone GC in Avondale, Pa.

character and interest. For restoration projects, we are fiercely loyal to the original design intentions of the architects that created the courses."

How to reach Hanse: phone — 610-651-2977; e-mail — punchbwl@aol.com; Web site — www.hansegolfdesign.com.

Continued on page 30



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REELMASTER®

New Blood

Continued from page 28

Ken Kavanaugh

The buzz: Illinois native is making a name for himself in the West with several excellent designs completed at an affordable price.



Ken Kavanaugh's game is quality design at a fair price, as the Longbow GC in Mesa, Ariz., attests.

Now playing: Oregon GC, West Linn, Ore.; Orchard Valley GC, Aurora, Ill.; Longbow GC, Mesa, Ariz.

Noted redesign/renovation projects: Dell Urich GC, Tucson, Ariz. (formerly Randolph Park); Raveneaux CC, Spring, Texas.

Coming attractions: Seven Canyons of Sedona, Sedona, Ariz.; The Homestead at Murphy Creek, Aurora, Colo.

Influences: Donald Ross, George C. Thomas Jr., Alister MacKenzie, Perry Maxwell, Bill Coore, Ben Crenshaw, Andy

Continued on page 32

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