

California Golf Industry Second In Nation

By Bob Costa, CGCS

One of the fastest growing segments of the California turfgrass industry continues to be golf courses, demonstrated by the opening of 36 new facilities in 1999. Nowhere in California has the golf boon been more evident than in Northern California where more than 15 courses have opened in the last 5 years. Adding these to the list of over 1000 existing courses, ranks California second to Florida nationally.

Although turfgrass is the major component of golf courses, many of the new facilities have been designed with fewer acres of maintained

turf. In addition, architects have emphasized the use of native grasses in out of play areas. **Dr. Ali Harivandi, UC Extension Researcher** sees this trend as a real plus for the golf industry. "Reducing the acreage of high maintenance turf translates into water savings, labor savings and reduced chemical and fertilizer use. Native grasses are not only environmentally friendly," continues Harivandi "but they also provide a striking contrast when grown next to traditional golf course turf varieties".

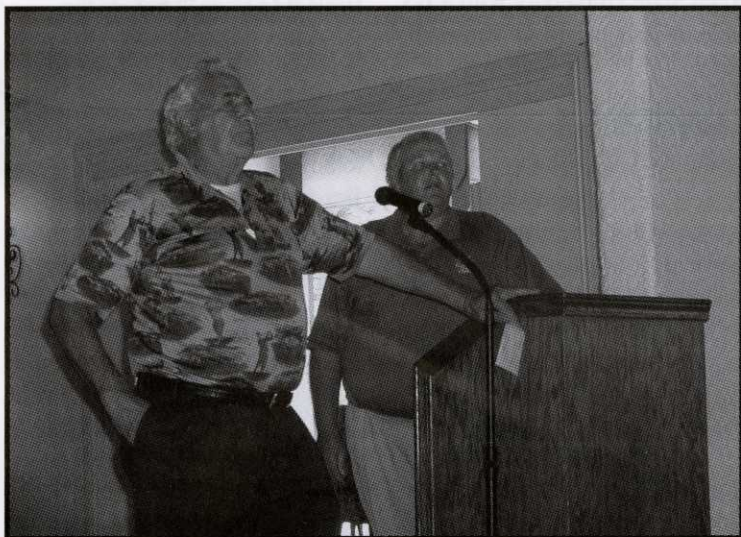
Many of today's NorCal courses feature a new improved generation of bentgrass for putting greens. Harivandi

currently has two golf turf research trials underway. Several new and old varieties are being evaluated. "Many of the newer bentgrass varieties produce a dense, tighter surface which slows weed encroachment allows superintendents to maintain the greens at lower heights" said Harivandi. Combined with lower water and fertility requirements, these new varieties have become a popular choice for new greens in Northern California.

Harivandi, who also is involved in turfgrass research at the Santa Clara research field station, has been actively evaluating turfgrass varieties for

years. "With the anticipated future growth of turfgrass in California, particularly on golf courses, superintendents and course designers will be searching for varieties that will provide the best performance while requiring the least amount of water, fertilizer and maintenance.

Like all segments of the golf course industry technological advances are no strangers to the turfgrass industry. As new turfgrass varieties and technologies reach the marketplace, their presence will continue to alter the face of the game.



Jim Lipari presents a donation to Gary Carls.



The guys yuk it up at Orinda.

Media Scorecard – July/August

Chapter News - GCSAA Newslite – Jr. Golf
 Golf Today – Question of the Month
 Divot News – GCSAA NewsWeekly –
 Turfgrass Awareness Week
 NCGA News – Article "Get to Know Your Supt"
 GCSANC Scholarship Tournament –
 Jack Rosol of Golf Today participated
 Hooked On Golf – Radio Interview – Gary Carls, CGCS
 Press Release – Turfgrass Awareness Week
 Press release – Golf Courses are Community Asset
 Press Release - Golf Courses Environmental Benefit
 Press release – California Golf Industry Second in Nation
 Press Release – Superintendents Play A Key role

Wanted: Jacobsen College Seminar Alumni for Reception in Dallas

Textron Golf & turf is on the lookout for Future Turf Managers Seminar alumni for a 30th reunion reception during the GCSAA Conference and Show in February 2001. More than 900 great students have passed through the seminar, and we need your help in finding them. If you are or know one of these individuals, ask them to contact Diane Ellsworth, events coordinator, Textron Golf & Turf, at dellsworth@tccsp.textron.com