

## What the golfer looks for

■ Golf course superintendents do not agree on just what a golfer is looking for in a course. What they do know is how to give the golfer what they think he wants.

"There are no tricks," says Mike McBride of Muirfield Village Golf Course, Dublin, Ohio. "It's just important that the members of your staff understand the goals you're trying to attain, and they all take pride in the work and seeing the golf course at a high standard."

McBride is constantly changing the course's design. "There's always room for improvement," he observes.

Bob Alonzi of Winged Foot Golf Club, Mamaroneck, N.Y. thinks golfers look for three things: fast and true greens, tight fairways and a challenging course.

"Each year, golfers have increased their demand because they're improving," he says. "Great players want to play on a higher quality turf."

Adds Richard Valentine of Merion Golf Club, Ardmore, Pa.: "Challenge is the big thing. When the golfer is rewarded, it keeps his interest in the course."

Inarguably one of the most popular courses in the country is Pebble Beach (Golf Links), Pebble Beach, Calif., where Larry Norman thinks aesthetics is the key.

"A golfer is looking for the combination of the best possible course and landscape," he says. "They like for the environment to be as pleasing as possible."

In the Sun Belt, however, where so many golfers are transplanted northerners, things might be a little different. According to Bill Whitaker of Seminole Golf Club, North Palm Beach, Calif., "golfers want conditions similar to the clubs they're accustomed to."

## Another round with the media?

■ The bad publicity the lawn care industry received last year will not abate for a while yet, says Elliot Maras, editor of *Lawn Care Industry*.

"The media looks at lawn care as a new story," he told people at the Landscape Expo in Rosemont, Ill. "It's not looked upon as old news yet, and it won't for two or three more years."

Maras recommends that lawn care operators set up local organizations to designate local spokespersons for the industry, and to frequently refer questions to qualified researchers. "The industry has to have scientific people speak on its behalf," he said. "Too many lawn care people think that what the company president has to say is enough for the media—but it's not."

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