

Golf Growth

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a PGA star who recently founded the Calvin Peete National Minority Junior Golf Foundation in Atlanta, GA.

In a follow-up to this session, Beman, the PGA tour commissioner, issued a statement that said the Tour will be "in the forefront of developing programs that will provide access and will work with the private and public sectors to make golf affordable for minorities."

During an environmental session, Lewis Crampton, associate administrator of the U.S. Environmental Protection Agency, said the organization's major concerns regarding the golf industry are wetlands loss, impact of development, and concentration of pesticides and fertilizers in groundwater. Jim Snow, director of the USGA green section, pointed out that golfers need to start changing their expectations of course maintenance standards. "Being green is not going to be easy," he said.

The challenge of the 1990s is to control golf course costs while increasing availability, according to the progress and trends panel which was moderated by Chalmers. Richard Norton, vice president and general

manager of NGF Consulting, concluded that careful market analysis is the key to responsible growth. Both supply and demand factors must be addressed for each market area. Although macro demand trends remain positive, golf development potential must be earned by carefully balancing income potential with an appropriate level of investment and selection of appropriate markets.

William Sherman, president of Golf Realty Corp., focused on the need to make appropriate investment decisions. He estimated that two-thirds of the golf courses opening in recent years are being constructed by real estate developers who care little or nothing about the operating profitability of golf courses.

The conference concluded with a session on the international market. Golf is played in 126 countries, according to Gary Wiren, who moderated the session. However, as in the U.S., there are not enough courses to meet the needs of the growing number of golfers worldwide. A recent survey conducted by the Royal and Ancient Development Panel determined that in England alone, 700 new courses are needed in the next ten years.

"There is a dearth of public courses," said John Laupheimer, a vice president of International Management Group and former commissioner of the LPGA. "Demand far exceeds supply."

FRED V. GRAU



The entire turf industry lost one of its greatest organizers in December when Dr. Fred V. Grau died after an extended illness. Grau's turf management career spanned 60 years and touched all segments of the industry.

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His list of achievements includes becoming the first extension agronomist in turf in the United States, the first director of the United States Golf Association Green Section, first chairman of the American Society of Agronomy's Turf Committee, and organizer of the Musser International Turfgrass Foundation and the National Sports Turf Council. He participated in the development and release of Merion Kentucky bluegrass, Penncross bentgrass, Meyer zoysiagrass, Penngift crownvetch, and improved bermudagrasses for turf.

Grau collaborated in the initial design of the turf aerifier, seed harvesting equipment, and hydraulic seeder. He was also the first Golf & sportsTURF Man Of The Year.

Grau was born and raised on a farm in Bennington, NE in 1902. He received a bachelor's degree in science from the University of Nebraska in Lincoln and master's and doctorate degrees from the University of Maryland in College Park.

In 1935, Grau teamed up with Professor Burton Musser at Pennsylvania State University to serve as the country's first extension turf agronomist. His influence spread from Pennsylvania across the country as director of the USGA Green Section from

1945 to 1953 and as author of hundreds of articles, publications, and books on turf management. He spoke at conferences around the world about the benefits of improved turfgrasses and scientific maintenance practices.

Grau's home in College Park, MD, served as his base of operations for almost 45 years. He also maintained a crownvetch production farm near State College, PA, with his son, Fred V. Grau, Jr.

"Finding Penngift crownvetch on a highway slope in 1935 was the discovery of a lifetime," Grau always said. However, his contributions far exceeded this discovery and impact every golf course superintendent, groundskeeper, landscape contractor, and home gardener in the U.S. today.

ASGCA PRESIDENT SAYS EUROPE CAN LEARN FROM U.S.

Europe can accelerate its golf boom by learning from the errors of its American counterparts, according to Dan Maples, president of the American Society of Golf

Course Architects (ASGCA), who made the remarks during a recent speech he delivered to the Golf Course Europe Conference in Paris, France.

Maples encouraged attendees to take advantage of the demand for new facilities by building more golf course. "Frankly, we in the U.S. were slow to take advantage of the situation and could have been in our current boom five years sooner if we had done the necessary market research earlier," he said.

The demand in the U.S. was fueled, Maples explained, by the nine million golfers who took up the game in the 1980s, which represents a growth rate of more than 60 percent. However, during that same period there was only a 6.6-percent increase in the number of new golf courses.

The situation improved with the 188 golf courses that opened in the U.S. last year, and 345 more are set to open this year. Maples urged Europeans not to wait for a "golfer glut," as he called it.

Maples also noted the growing trend of building new courses in conjunction with residential developments. Nearly half of the U.S. courses under construction are connected with residential developments.

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