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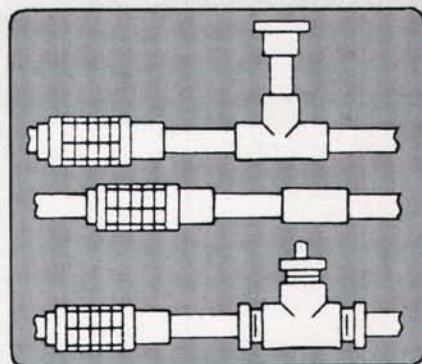
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sportsTURF

The Official Publication of The Sports Turf Managers Association

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FEBRUARY 1989

MAIN EVENTS

16 DESERT MOUNTAIN: BUILT TO ENHANCE AND PRESERVE THE NATIVE LANDSCAPE

The community of Desert Mountain in Scottsdale, AZ, was planned around three golf courses, appropriately given names reminiscent of Arizona's Native American heritage: Cochise, Geronimo and Renegade. Superintendent Ron Ruppert manages the unique double-flag Renegade course, designed by Jack Nicklaus so that average golfers can play alongside scratch golfers with the same enjoyment. Ruppert utilizes a state-of-the-art irrigation system to protect desert plants and to comply with the most stringent water-conservation regulations in the country.

30 DRAINAGE: THE SAFETY NET OF SPORTS TURF MANAGEMENT

Many sports turf problems can be attributed largely to one cause—poor drainage. If superintendents and other sports turf managers are expected to keep high-use recreational turf areas in play, they must have adequate control over soil moisture. This article provides a basic understanding of how each component works to achieve both surface and subsurface drainage.

44 PREPARING FOR THE SENIORS AT PGA NATIONAL

For 73 years the Professional Golfers' Association of America has organized tournaments for its members. Few are more important than the Seniors Championship held this month at PGA National, the home of the PGA in Palm Beach Gardens, FL. Greg Pheneger, general manager for golf course operations, describes how he and his crew prepare for the event in the midst of the winter Club Pro tournaments.

51 THE EFFECT OF SEEDING RATE ON DISEASE AND WEED ENCROACHMENT

Dr. A. Douglas Brede, research director for Jacklin Seed, explains how certain seeding rates of Kentucky bluegrass can discourage encroachment of annual bluegrass and influence the incidence of leafspot and Fusarium blight. He also indicates that it is desirable to use higher seeding rates with lower cutting heights.

LINE-UP

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COVER: *The austere beauty of the desert dominates each hole at Desert Mountain Renegade in Scottsdale, AZ. Photo Courtesy: Brian Morgan Golf Photography.*

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FROM THE PUBLISHER



When we began publishing *sportsTURF* three years ago I knew that we were charting new waters. For the first time, a publishing company in the growing turf and landscape industry realized the need to address only the needs of those who toil on large, high-traffic turf areas. It was my feeling that by directing a magazine to those who take care of golf courses, sports complexes, university and campus grounds, parks & recreation facilities, etc., we could zero in on pressing problems not regularly covered by other magazines.

Until we came along, many of the non-association publications covered both the golf course market and the landscape contractor—and even some of the lawn care people. So we were on the cutting edge. Little did I realize how vicious the "competition" would be, nor did I realize how they would distort the truth about *sportsTURF*. I also realized that no one had readership statistics based on outside research. So we commissioned Simmons Market Research Bureau to conduct a study of the market.

The study was done in November 1988. A questionnaire was sent to 1,000 golf course superintendents, stadium managers, university groundskeepers, park superintendents and sports turf contractors. More than 56 percent of those who received a questionnaire responded back to Simmons.

The survey results show that you are a well-read group and receive at least four to six different publications that claim to pertain to this field. Over 85 percent of those who responded read *sportsTURF* regularly. We received the highest readership rating of any publication (the others had ratings of between 20 and 54 percent). I think this proves that our readers appreciate the fact that *sportsTURF* is edited just for them.

What we wanted to know most was how *sportsTURF* compared with these other magazines in providing you with the golf course and sports turf management information you need. Which magazine provides you with the best in-depth information, the most up-to-date information and the most useful information? In all cases, the survey results gave *sportsTURF* sizeable leads.

Here are some interesting statistics generated by the survey. Those superintendents and groundskeepers who manage budgets reported the following average annual expenditures for 1988: You spent \$25,325 on chemicals, \$31,466 on vehicles, and \$31,936 for mowers, aerators and sprayers. \$22,383 of your 1988 budget went for irrigation components while \$10,368 was spent on seed. Last year you also paid an average of \$35,649 for water and \$214,000 on labor.

The Simmons study showed that during the next 12 months 62 percent of you will purchase new mowers, 50 percent of you will buy irrigation components, and about 40 percent will buy new vehicles and various types of trimmers. Nearly a third of you will invest in tractors, sprayers, turf vacuums, and painting/marketing equipment. Aerators, topdressers and trenchers are also figured in your budgets for this year.

Some months ago, Bruce gathered some facts and figures. It may have surprised some, but it came as no surprise to us that your segment of the Green Industry—we like to call it the institutional market—spends over \$10 billion annually. I would call us a large industry, but more importantly, we are healthy and continuing to grow. I am proud to be able to play a small role in your growth.

1989 looks to be a very strong year for the entire industry. I look forward to another exciting year.