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A D V E R T I S I N G  I N F O R M A T I O N

1992 Rates

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<thead>
<tr>
<th>2X</th>
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<tr>
<td>Per col. inch:</td>
<td>$55.00</td>
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<td>Add-on per 1/4&quot;:</td>
<td>$13.75</td>
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<td>Logo incl. in ad:</td>
<td>$30.00</td>
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- Minimum 2-time insertion.
- Prepayment is required.

INFORMATION

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Doak designs second career as book author

Praise is coming from many corners for golf course architect Tom Doak’s new book, Anatomy of a Golf Course: The Art of Golf Architecture.

“Tom Doak is a practicing golf architect and a dedicated student of golf design,” said noted course designer Tom Fazio. “He is also quite good at explaining many of the more technical aspects of golf architecture in easily understood terms.

“This book will appeal to many golfers who find golf architecture a fascinating subject and want to learn more about it.”

Doak is known to many as architecture editor for GOLF Magazine. Said Editor-in-Chief George F. Piatik, “On one level, this is a lucid book inside the mind of a golf architect. On a second, more important level, it’s an instruction book — tells you how to read a course.

“A Traverse City, Mich.-based designer, Doak is considered one of the brightest young stars on the architectural horizon. Among his best-known works is Black Forest at Wilderness Valley in Gaylord, Mich., listed as one of the Top 10 New Courses You Can Play in GOLF Magazine.

He has also done High Pointe Golf Club in Williamsburg, Mich., and The Heathland Course at The Legends in Myrtle Beach, S.C. He is working on facilities in Charlotte, N.C., and Elverson, Pa., 45 minutes west of Philadelphia.

Shortly after graduating from Cornell University, Doak worked for architect Pete Dye, getting involved in such projects as PGA West. “Of all the things I learned from Pete,” Doak wrote, “the most important was just how much was involved in getting a great golf course from the dream to the ground. That is one lesson I hope will come across clearly in this book.”

It does.

Doak delves deeply into the areas of routing, esthetics, design psychology, greens, tees, fairways, hazards, practice facilities, renovations and restoration.

Superintendents and developers might find the chapter “Maintenance — The Architect’s Perspective” particularly interesting.

“The golf architect has a vested interest in maintenance because, as conditions change, so does a golfer’s perception of the design,” Doak wrote.

“The architect must be careful not to design features which are impossible to maintain, or are so costly that they undermine the economics of the project.”

The 256-page book contains 56 illustrations and a foreword by Ben Crenshaw.

The cost is $22.95. Anatomy of a Golf Course is available from Lyford & Barford Publishers, 31 West 21 Street, New York, N.Y. 10010; telephone 212-620-9580.

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CALENDAR

August
6 — New Jersey Turfgrass Research Field Day in North Brunswick.
17-19 — Golf East Expo in Orlando, Fla. Contact 800-443-8318.
19-21 — Field Diagnostic Insects and Diseases of Trees and Shrubs seminar in Ithaca, N.Y. Contact 518-783-1322.
20 — Michigan State University Turfgrass Field Day in East Lansing. Contact Frank Rossi at 517-353-0860.
26 — Landscaping for Wildlife seminar in Cook College in New Brunswick, N.J. Contact 908-922-2711.
3—4 — New York Compost Management Seminar in New York City. Contact 646-792-2932.

September
10-20 — Florida Turfgrass Association annual conference and trade show in Jacksonville. Contact 1-800-882-6712.
23-25 — Field Diagnostic Insects and Diseases of Trees and Shrubs seminar in Ithaca, N.Y. Contact 518-783-1322.
23 — Oklahoma State University Turfgrass Field Day in Stillwater, Okla. Contact Dennis Martin at 405-744-5419.

October
3-4 — Golf ’92 International Golf Trade Fair in Dusseldorf, Germany. Contact 312-781-5180.
4-6 — Marketing to Golf Facilities Seminar in Oak Brook, Ill. Contact Rebecca Quinlan, Golf Course News at 207-846-0600.
7 — GCSSA spray technician training program in Falmouth, Mass.
9 — GCSSA spray technician training program in Phoenix, Ariz.
15 — GCSSA spray technician training program in Lincoln, Neb.
21 — GCSSA spray technician training program in Lawrence, Kansas.
29 — GCSSA spray technician training program in Placentia, Calif.

November
1-3 — Public Golf ’92 for Public Golf Facility Managers in Oak Brook, Ill. Contact Rebecca Quinlan, Golf Course News at 207-846-0600.
1-3 — Georgia Golf Course Superintendents Association annual meeting on St. Simons Island. Contact 404-769-4076.
4-5 — Annual Oklahoma Turfgrass Conference in Tulsa. Contact Dennis Martin at 405-744-5419.

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CALENDAR

GOLF COURSE NEWS

Continued from page 52

6 — GCSAA spray technician training program in Portland, Ore. *
10 — GCSAA spray technician training program in Midway, Pa. *
10-13 — New York State Turfgrass Association annual turf and grounds exposition in Rochester. Contact 800-473-TURF.
16 — GCSAA spray technician training program in Myrtle Beach, S.C. *
19 — GCSAA spray technician training program in Williamsburg, Va. *

December

1 — GCSAA spray technician training program in Grove City, Mo. *
2-3 — Pacific Coast Turf & Landscape Conference & Trade Show in Seattle. Contact Scott White at 800-275-9198.
2-4 — Rocky Mountain Regional Turfgrass Association annual conference and show in Denver. Contact 303-888-3440.
8 — GCSAA spray technician training program in Las Vegas, Nev.
10 — GCSAA spray technician training program in Scottsdale, Ariz. *
15 — GCSAA spray technician training program in Castle Rock, Colo. *

1993

January

10 — GCSAA spray technician training program in Little Rock, Ark. *
11-15 — Cornell Cooperative Extension Turfgrass Short Course at Cornell University, Ithaca, N.Y. Contact Joann Gruttadaurio at 607-255-1792.
12 — GCSAA spray technician training program in Galena, Ohio. *
4-16 — Mid-America Horticultural Trade Show in Chicago. Contact Donn Sanford at 708-526-2010.

February

8 — GCSAA spray technician training program in Dallas. *
10 — GCSAA spray technician training program in San Antonio, Texas. *
16 — GCSAA spray technician training program in San Marcos, Calif. *
23 — GCSAA spray technician training program in Atlanta. *
25 — GCSAA spray technician training program in Franklin, Tenn. *

March

2 — GCSAA spray technician training program in Owings Mills, Md. *
4 — GCSAA spray technician training program in Aurora, Ill. *
10 — GCSAA spray technician training program in Helena, Mont. *
15-21 — Pacific Rim Golf Course Conference and Show in Singapore. Contact 913-841-2240.
* — For more information or to register, contact the Golf Course Superintendents Association of America education office at 800-472-8787 or 913-841-2240.

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GOLF COURSE NEWS

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