PEBBLE BEACH, Calif. — Leaders from the golf course industry and the environmental movement will likely beat a path down 17 Mile Drive next year when the Pebble Beach Co. and The Center for Resource Management co-sponsor an "Environmental Summit" addressing the ecological impact of golf courses and resorts.

The summit is tentatively planned for Jan. 16-18, 1995, here at the Inn at Spanish Bay. According to Rich Patterson, program manager in the Planning Department at Pebble Beach Co., the attendee list should include representatives of the United States Golf Association (USGA), Sierra Club, Golf Course Superintendents Association of America (GCSCA), Environmental Protection Agency, American Society of Golf Course Architects (ASGCA), Professional Golfers Association (PGA), Audubon Society, National Golf Foundation (NGF) and the Nature Conservancy.

What will happen when folks from the Sierra Club and Nature Conservancy sit down at the same table with all these acronyms?

"I think people will realize there is a little more common ground than one might expect," said Patterson, one of the summit's architects. "The main point will be to get together and really discuss the issues that have been volleyed back and forth in the press."

We also want to pass along some practical information to the audience. And hopefully, those who run golf courses and resorts will be in attendance.

The Denver-based Center for Resource Management
Continued from page 57

what you can get. It isn't going to cost you

THROT HEAVY

to fill tee times during Florida's hot
days, Lansbrook's Gagliardi improved his
course's rounds from 114 to 164 per day on Terrific
Thursdays promotions in July and August.

Enlisting cooperation from area hotels,
restaurants and other businesses, Gagliardi
ran closest-to-the-pin contests on every par
3, long-drive contests and a daily grand
draw prize drawing, plus specials in the restaur-
ants. He developed a mailing list using the regis-
trations for the drawings.

June 1994

Leslie on Public Golf

Grass and people: Those are the two
things you have to spend your time think-

Five years of GCN

Continued from page 10

buildings association alive, and stayed very
busy in Asia-Pacific
• Phil Arnold, executive director,
GCBA — the guiding hand
• Jim Snow, director, USGA Green Section
— now, more than ever, the turf authority
• Carol Bronner, administrator, Envi-
ronmentalists — she's a force to be reckoned
with
• Steve Morin, executive director, GC-
SA — a new beginning
• Randy Nichols, outgoing president,
GCBA — overseeing the passing of the torch
• Tom Fazio, architect — solidified his
reputation as golf's top designer
• Mike Shannon, head of KSL — made
big splash on management side by snap-
ning up La Quinta and PGA West, then
acquiring Fairways
• Craig Price, president, American Golf
Corp. and AGC on acquisition binge, then
formed publicly held acquisition wing,
National Golf Properties.

From a publisher's point of view, it's
interesting to note a large number of pub-
lications have entered this market over the
past five years. If I miss one, I apologize to
any of my peers. But here's a sampling:

Environmental Summit

Continued from page 3

Management, founded 12 years ago by
actor Robert Redford, specializes in bring-
ing together the forces of environmental-
ism and industry. According to Director
Terry Minger, the Center — a 501-C3, or
non-profit organization — has staged
"meangingful, productive" conferences on
oil drilling in the Bering Sea, reauthori-
tization of the Clean Air Act, the ozone
debate and global warming.

"We're an organization that builds
bridges," said Minger. "We're not an adva-
cency, but we brough about the global meet-
ting for the Bering Sea seminar, we had
18 oil companies there, as well as environ-
mental groups."

Minger expects no more than 65 or
70 attendees, equally representative of the
golf/resort industry and environmen-
tal groups. Minger added that he possesses
a solid grounding in the golf world, having
been city manager in Vall, Colo, during con-
struction of a Pete Dye course there. Minger
was also involved in the development of Desert
Mountain and the Palmer course in Whistler,
British Columbia, Canada.

"Golf has been a given a bad name be-
cause of the mega-developments," Minger
said. "It was a way of selling property in-
stead of playing the game as it was origi-
nally constituted. We aim to invite people
from the golf industry to show the green
side to show the good sides.

"Instead of sniping at each other and
filing lawsuits, we're going to sit down and
talk. We'll see what the environmental
groups find wanting and how the golf course
industry can respond and, in the past, I
believe golf has shown itself to be very
responsive."

Patterson said a preconference meet-
ing is scheduled for June or July. Both speak-
ers and conference organizers can devise
a first-draft program and walk through it.

"We've contacted more than 25 key indi-
viduals and organizations on both sides

SOW AND REAP

"Have fun and... make a difference. The
key to that is give, give, give," said Alfonso,
who is co-owner of The Rail in Spring-
field, Ill. "We can all make a difference in
our lives — to the people around us, to our
communities...

What you sow in goodwill will return
manifold to you in increased business,
Alfonso said, adding that key to his busi-
ness is building lasting relationships. He
picted a study that found that "winning over
a new customer is five times more expen-
tive than it was of the person who spent $95."

As debt service often determines
just how profitable you are going to be on
an annual basis, don't ever forget the greens
fees are where it's at. That's what drives the
money.

One of several Lesnik suggestions: "If
you sell permanent tee times at a public
golf course, a lot of people are encouraged
from coming. Sell every second, third or
fourth tee time. If people want to play your
course, they will pay a premium for a tee
time. And if you stagger them in a way that
is convenient for you, you won't discour-
age other play.

SOW AND REAP

"Have fun and... make a difference. The
to that is give, give, give," said Alfonso,
who is co-owner of The Rail in Spring-
field, Ill. "We can all make a difference in
our lives — to the people around us, to our
communities...

What you sow in goodwill will return
manifold to you in increased business,
Alfonso said, adding that key to his busi-
ness is building lasting relationships. He
picted a study that found that "winning over
a new customer is five times more expen-
tive than it was of the person who spent $95."

As debt service often determines
just how profitable you are going to be on
an annual basis, don't ever forget the greens
fees are where it's at. That's what drives the
money.

One of several Lesnik suggestions: "If
you sell permanent tee times at a public
golf course, a lot of people are encouraged
from coming. Sell every second, third or
fourth tee time. If people want to play your
course, they will pay a premium for a tee
time. And if you stagger them in a way that
is convenient for you, you won't discour-
age other play.

SOW AND REAP

"Have fun and... make a difference. The
to that is give, give, give," said Alfonso,
who is co-owner of The Rail in Spring-
field, Ill. "We can all make a difference in
our lives — to the people around us, to our
communities...

What you sow in goodwill will return
manifold to you in increased business,
Alfonso said, adding that key to his busi-
ness is building lasting relationships. He
picted a study that found that "winning over
a new customer is five times more expen-
tive than it was of the person who spent $95."

As debt service often determines
just how profitable you are going to be on
an annual basis, don't ever forget the greens
fees are where it's at. That's what drives the
money.

One of several Lesnik suggestions: "If
you sell permanent tee times at a public
golf course, a lot of people are encouraged
from coming. Sell every second, third or
fourth tee time. If people want to play your
course, they will pay a premium for a tee
time. And if you stagger them in a way that
is convenient for you, you won't discour-
age other play.

SOW AND REAP

"Have fun and... make a difference. The
to that is give, give, give," said Alfonso,
who is co-owner of The Rail in Spring-
field, Ill. "We can all make a difference in
our lives — to the people around us, to our
communities...

What you sow in goodwill will return
manifold to you in increased business,
Alfonso said, adding that key to his busi-
ness is building lasting relationships. He
picted a study that found that "winning over
a new customer is five times more expen-
tive than it was of the person who spent $95."

As debt service often determines
just how profitable you are going to be on
an annual basis, don't ever forget the greens
fees are where it's at. That's what drives the
money.

One of several Lesnik suggestions: "If
you sell permanent tee times at a public
golf course, a lot of people are encouraged
from coming. Sell every second, third or
fourth tee time. If people want to play your
course, they will pay a premium for a tee
time. And if you stagger them in a way that
is convenient for you, you won't discour-
age other play.

SOW AND REAP

"Have fun and... make a difference. The
to that is give, give, give," said Alfonso,
who is co-owner of The Rail in Spring-
field, Ill. "We can all make a difference in
our lives — to the people around us, to our
communities...

What you sow in goodwill will return
manifold to you in increased business,
Alfonso said, adding that key to his busi-
ness is building lasting relationships. He
picted a study that found that "winning over
a new customer is five times more expen-
tive than it was of the person who spent $95."

As debt service often determines
just how profitable you are going to be on
an annual basis, don't ever forget the greens
fees are where it's at. That's what drives the
money.

One of several Lesnik suggestions: "If
you sell permanent tee times at a public
golf course, a lot of people are encouraged
from coming. Sell every second, third or
fourth tee time. If people want to play your
course, they will pay a premium for a tee
time. And if you stagger them in a way that
is convenient for you, you won't discour-
age other play.

SOW AND REAP

"Have fun and... make a difference. The
to that is give, give, give," said Alfonso,
who is co-owner of The Rail in Spring-
field, Ill. "We can all make a difference in
our lives — to the people around us, to our
communities...

What you sow in goodwill will return
manifold to you in increased business,
Alfonso said, adding that key to his busi-
ness is building lasting relationships. He
picted a study that found that "winning over
a new customer is five times more expen-
tive than it was of the person who spent $95."

As debt service often determines
just how profitable you are going to be on
an annual basis, don't ever forget the greens
fees are where it's at. That's what drives the
money.

One of several Lesnik suggestions: "If
you sell permanent tee times at a public
golf course, a lot of people are encouraged
from coming. Sell every second, third or
fourth tee time. If people want to play your
course, they will pay a premium for a tee
time. And if you stagger them in a way that
is convenient for you, you won't discour-
age other play.
IDEAL SITE!
291 acres located 40 minutes from Chicago or 10 minutes from Joliet in Minooka, IL. Gently rolling land perfect for a golf course: large creek, small pond, wells, more than 4,000 ft. of frontage along Interstate 80-2 mi. from interchange. $7900/A.

(708) 904-1020
Fax (708) 904-0327

FOR SALE
CONCRETE CART PATHPAVER
Will Do 8', 7' or 6' cart paths. Used only once. In excellent condition.

T.D.M., Inc.
Call (604) 689-0196 or Fax (604) 689-0196.

POND LINERS
Buy direct from fabricator 20 & 30 mil. P.V.C. Made to order. Under 20 cents per sq. ft. Installation or supervision available. Call.

COLORADO LINING COMPANY
800-524-8742 or 303-841-2022

STEEL BUILDINGS
Save up to 40% on Arch Style Buildings. Factory Clearance: 25x30; 40x40; 50x100 & others. Factory Direct.

AMERICAN STEEL ARCH, INC.
1-800-942-1234

PIPE LOCATOR

MACH IV PRODUCTIONS
P.O. Box 453
Wauconda, IL 60084

IDEAL SITE!
291 acres located 40 minutes from Chicago or 10 minutes from Joliet in Minooka, IL. Gently rolling land perfect for a golf course: large creek, small pond, wells, more than 4,000 ft. of frontage along Interstate 80-2 mi. from interchange. $7900/A.

(708) 904-1020
Fax (708) 904-0327

FOR SALE
CONCRETE CART PATHPAVER
Will Do 8', 7' or 6' cart paths. Used only once. In excellent condition.

T.D.M., Inc.
Call (604) 689-0196 or Fax (604) 689-0196.

POND LINERS
Buy direct from fabricator 20 & 30 mil. P.V.C. Made to order. Under 20 cents per sq. ft. Installation or supervision available. Call.

COLORADO LINING COMPANY
800-524-8742 or 303-841-2022

STEEL BUILDINGS
Save up to 40% on Arch Style Buildings. Factory Clearance: 25x30; 40x40; 50x100 & others. Factory Direct.

AMERICAN STEEL ARCH, INC.
1-800-942-1234

PIPE LOCATOR

MACH IV PRODUCTIONS
P.O. Box 453
Wauconda, IL 60084