Environmental Summit
Golf's brightest agronomic lights trade ideas with leaders of the environmental movement.

Coastal Camaraderie?
Peter Douglas, executive director of the Calif. Coastal Commission, speaks to the golf industry.

The Public Arena
Golf Advisory Boards serve as liaisons between government, developers and players.

Golf course superintendents are the leading causes of stress among professionals, according to a psychologist who has worked closely with the subject for several years.

"Golf course superintendents tend to be perfectionists and think, 'If I don't do it, it won't be right,'" said Dr. Bree Hayes, who has led stress management seminars for the Golf Course Superintendents Association of America (GCSAA). Hayes will lead another such seminar during the GCSAA Show and Convention.

Survey says: Architects don't agree on very much
The diversity of golf course architects is matched only by their opinions on such topics as the availability of financing, designing courses with less irrigated acreage, and whether "minimalism" has returned to design.

In an exclusive Golf Course News survey of the country's 200-odd architects, respondents shared some up-close insights into a world that spans irrigation technology, corporate finance and turfgrass research.

The most disparate answers came from the questions on minimalism, whether money spent to build courses is declining, and whether clients are finding it easier to get financing.

As distribution shrinks, firms go factory-direct
An increasing number of industry firms are marketing their products directly to golf courses, as the spectrum of distribution lines continues to narrow. Industry observers agree that, as the golf market continues to mature, more and more companies will abandon traditional lines of distribution for the factory-direct approach.

The service-oriented, two-step nature of golf purchasing will never disappear: "You don't just get a Toro Greensmower in a crate," said Chuck Champion, general sales manager of Overland Park, Kan.-based Kalo, Inc., a manufacturer of wet and fertilizer products, which don't necessarily require that level of service, are gaining.

The New Congress might result in mixed golf bag
The swing to a more conservative, Republican-controlled Congress is good news for the golf industry but could lead the Clinton Administration to employ regulatory agencies to institute more liberal policies, according to industry representatives.

"The new Congress will impact golf clubs for the better," said Elizabeth Kirby-Hart, vice president of legal and government relations for the National Club Association. "The laws and regulations we'll be looking at should be far less onerous than before."

Added Kathy Driggs of the Club Managers Association, "The new Congress will bring more liberal policies, according to industry representatives.

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