USGA, wildlife groups cooperate on research

By MARK LESLIE
WASHINGTON, D.C. — Extensive research investigating golf courses as ecosystems will be undertaken as early as this fall, thanks to funding from the U.S. Golf Association (USGA) and enthusiastic support from several environmental organizations.

After a meeting here with environmentalists, Ron Dodson, president of the Audubon Society of New York and chairman of the USGA Wildlife Subcommittee, said: "The collective agreement of all those attending was that instead of spending so much time looking at particular species, we should be looking at golf courses as ecosystems.

"And we should focus our attention on ecosystems where there are many golf courses and lots of potential for new courses to be built — like Florida, California, New England and the coastal mid-Atlantic region."

Summit illustrates need for image-building PR campaign

By HAL PHILLIPS
SCOTTSDALE, Ariz. — The recent Golf Summit yielded this stark realization: Poor public image stands as the single largest hindrance to golf industry growth.

"Image isn't everything, it's darn close. Many still consider golf a pastime of rich, white males. Whether this assessment is less accurate than it was in, say, 1970, is irrelevant. The public at large has this perception, and it's particularly damaging because if adversely affects golf's other two major obstacles: the environment and player development.

This became crystal clear during Golf Summit '94, the two-day strategy session sponsored by the National Golf Foundation (NGF) here in November. In response, Summit attendees agreed that golf

Golf Communities USA buck public trend

By PETER BLAIS
ORLANDO, Fla. — Golf Communities USA President Warren Stanchina has always run against the tide.

When everyone was building private golf course communities in the late 1970s and early 1980s, Stanchina was buying and selling daily-fee facilities.

"I usually made money," said the head of the Orlando, Fla.-based firm. "And we should focus our attention on ecosystems where there are many golf courses and lots of potential for new courses to be built — like Florida, California, New England and the coastal mid-Atlantic region."

"The consensus is that the mere existence of the Golf, Golf Digest and other course rankings has meant more competition between architects — and developers. It's the 1990s. The consensus is that the mere existence of the Golf, Golf Digest and other course rankings has meant more competition between architects — and developers.

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