Behold, the very principles you've been waiting for

The second conference on Golf & The Environment, held at Pinehurst in mid-March, was not the unprecedented meeting of minds the first incarnation was. From all accounts (the press was not invited to last year's conference at Pebble Beach), the inaugural Golf & The Environment seminar was no less than an epiphany, whereby golf industry types and environmental activists realized they had far more in common than previously believed. In the 14 months since the Pebble Beach event, select attendees seized upon their newfound commodity by hammering out the "Environmental Principles for Golf Courses in the United States," written testimony to these shared beliefs.

Because this work was built on the groundwork relationships established last year, the Pinehurst meeting was more love-in than summit. However, this year's meeting was significant because it marked the unveiling of these much-anticipated principles, the bulk of which appear on page 16. Read them. Study them. Copy and distribute them to members of your staff.

It's important to remember these principles are a work in progress. They will change over time, so don't bind them in stone today. If they're specific and limiting, choose a new approach. However, this year's meeting was significant because it marked the unveiling of these much-anticipated principles, the bulk of which appear on page 16. Read them. Study them. Copy and distribute them to members of your staff.

Letters

PUBLIC COURSE OWNER RESPONDS TO NICKLAUS

To the Editor:

Title: "Nicklaus: Public-access now driving the market, as golf comes full circle" [GCN Feb. 1996, Guest Commentary].

1. This golf course exposed a void between the upscale private golf clubs, the children of the two adjacents, and those middle-class fairways containing family chambers charging $8 a round.

2. As designers or developers, we are able to do golf courses which range from the $6 and $8 dark ages of public golf.

3. Public course golfers are insisting on value. Today's players will pay $25, even $50, to play a quality golf course... when they play in groups of four, they expect to have their greens fees paid for by others paying less. Mr. Nicklaus is right... public golf needs him in the equation so we can become financially viable.

4. In backwoods Michigan, many of the prize-winning golf courses are private golf clubs; but often clubs of back then could be identified by their bland, banal, dark ages, not financially successful nine-hole track looking "like any disease, weed or insect, there is no chemical or technique that will permanently get rid of algae unless the conditions for their reproduction are corrected. Sometimes you get a very small area where it is difficult to eliminate algae, and it can be easier to tackle that spot with a fan. Just as chemical control is usually a stopgap measure rather than a cure, so too is this fan. The fun changes the microclimate of that algae by blowing air down on it. You also have to correct other problems that have led to that area being too wet for too long.

GCSAA SETS RECORD STRAIGHT

To the Editor:

I received the March issue of Golf Course News today, and read with great interest your article on page 23, "Case makes his case for inventive algae cure" [GCN March 1996].

But never ceases to amaze me how publications will validate crackpot, and technically ineffective or often dangerous "natural alternatives" to some things in the industry, but for heaven sakes, please research it a little better. The "muni courses" of back then could be identified by their bland, banal, dark ages, not financially successful nine-hole track looking "like any disease, weed or insect, there is no chemical or technique that will permanently get rid of algae unless the conditions for their reproduction are corrected. Sometimes you get a very small area where it is difficult to eliminate algae, and it can be easier to tackle that spot with a fan. Just as chemical control is usually a stopgap measure rather than a cure, so too is this fan. The fun changes the microclimate of that algae by blowing air down on it. You also have to correct other problems that have led to that area being too wet for too long. This is one of those inaccuracies to some things in the industry, but for heaven sakes, please research it a little better.

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FROM THE EDITOR

Chase after wisdom via new batch of golf books

The Book of Proverbs urges us to chase after wisdom. Well, what do you know, all of a sudden, the heavens have opened in a deluge of wisdom in the form informational books. Some have been published for golf enthusiasts and golfers. No matter what your appetite, it seems there is something hot off the presses (or due out soon) meant just for your consumption.

So, it's fitting in this year of the book that "Informer" Ron Whitten is honored by the American Society of Golf Course Architects as the recipient of its Donald Ross Award. A man of integrity, esteemed by the entire industry, Whitten walked away from a career as a district attorney to work in the golf business, and especially those impersonated about course design, have been indebted ever since to this architectural editor of Golf Digest and Golf World. Now the Golf Digest of the Architects, and the architects of the Golf Digest of the Architects, have been indebted ever since to this architectural editor of Golf Digest and Golf World.

It certainly seems to have been that person in charge of Golf Digest's Best Course polls has apparently remained in the good graces of every architect on this planet. You'd think he would have to wear a flak jacket to dodge bullets at ASGCA meetings, rather than a dinner jacket to receive the society's top award.

Yet, there Whitten stood March 28, accepting the Ross plaque. And perhaps more is owed him than we at first think. This plethora of new golf industry books may be directly related to the success Whitten and his colleagues have written about at the McGonigle Cornish: The Golf Course and the Architects. Of course, there is no more sitting around helplessly waiting five years for Whitten and Cornish's next update. A sampling of what's on the book menu is revealing. Hold the salsa, for me, but here goes:

• Looking for course reviews? Confidential Guide to Golf Courses by Tom Doak is both witty and intense as well as insightful. You might say, full of wisdom.

• Interested in biography? Check out Sid Matthew's The Life of Jack Nicklaus.
Letters

Continued from page 10

was published which could prove damaging to GCSAA and this year's educational program at Golf Asia '96. I am justified to believe this article left all stones unturned. In addition, Mr. Glucksman's failure to attribute negative quotes to an individual is disturbing and violates common journalistic integrity practices.

I would like to summarize the inaccuracies and would expect that a retraction be printed in your March issue of Golf Course News:

1. GCSAA's educational program is entitled, "GCSAA's Educational Seminar Program," and will be presented in partnership with Ransomes, March 27-30, 1996, at the World Trade Centre. In total, GCSAA will offer almost 40 hours of seminar training on golf course technical and management subjects. Mr. Glucksman has confused GCSAA's educational program with that of IMG/Connex's "Asia Pacific Golf Conference."

2. The quotes attributed to the anonymous member, therefore, are incorrect and irrelevant, GCSAA has priced its four-day program at $275 U.S. for members and $350 for non-members. This price amounts to less than $100 per day for GCSAA member attendance, which is comparable to our United States seminar fees.

3. The additional references to the keynote speaker and recommended attendees were incorrect, again, due to lack of research.

4. To then mention and compare GCSAA's education to the education provided at the recent Hong Kong show is misleading and unnecessary.

Don Breithauer, GCSAA's chapter relations manager, has informed me he had a conversation with Mr. Glucksman and member Gene Palrud at the Orlando Conference and Show. Mr. Palrud, also of Hong Kong, acknowledged that he had received GCSAA's educational brochure and was aware of the program being offered. GCSAA mailed a full brochure in early January (like the one enclosed) to every GCSAA member in the Pacific Rim via first class air mail. In addition, Connex Pte. Ltd. also included this brochure in a mailing completed in mid-January. Mr. Glucksman, as a member through his company in Hong Kong, should have also received this brochure.

GCSAA has worked extremely hard during the past two years to improve the education provided to its members in Singapore. Due to your inaccurate story, we have had several calls to GCSAA inquiring about the high price of GCSAA's Golf Asia seminars this year. Unfortunately, even a retraction may not be sufficient enough to undo the damage caused by this article. I would suggest that, in the future, Mr. Glucksman and the editors at Golf Course News may want to research information more thoroughly before printing inaccurate articles such as that found on page 86 of the February issue. Your immediate attention to correcting these inaccuracies would be appreciated.

Bruce R. Williams
GCSAA President
Lawrence, Kan.

Ed. — Golf Course News regrets the subpar reporting effort. This letter, as it is more thorough, appears in place of a retraction.