**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 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 ground-breaking 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 to members of your staff.

It’s important to remember these principles are a work in progress. They will change over time. We don’t want to intimidate anyone with specific and limiting principles—fully expect and offer a few opinions on the principles.

1. I was surprised how broadly they were, especially those regarding superintendents and their work. It’s my feeling a goodly portion of course managers already abide by most of the ideas spelled out in the maintenance section. Of course, the principles weren’t designed to be specific and limiting (note how many times the document uses the word “should”).

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**Letters**

**PUBLIC COURSE OWNER RESPONDS TO NICKLAUS**

To the Editor:

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

1. This golf crash exposed a void between the upscale private golf clubs and the public courses. From $15 to $35 and $8 around.

2. As designers or developers, we are able to do golf courses which are a mixture of $20 and $8 dark ages of public golf.

3. Public course golfers are insisting on value. Today’s players will pay $25, even $200, to play. Quality golf course—golfers who play 10 times a year only spend $2,000 compared to $8 a round.

4. Back in the days when the most a public-access course could charge was $8, developers and designers were handled the same as they are today—be one-ragged, bland, almost blemish less, dark ages, not financially viable public golf course owners.

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**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 which have been published for the golf industry. 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 “Infolmage” 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 an architect to work in the game of golf. It may very well be that “The Golf Course and the Architects of Golf Digest and World Golf. Now, there are 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 Life

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