Players surveyed on Super's role

Image enhanced but golfers insist on 'green' look

**By Peter Blais**

**ORLANDO, Fla.** — Most golfers view superintendents as trained professionals and the person most responsible for course conditions — news course managers should find encouraging considering national efforts to elevate their image.

Disturbingly, however, few golfers recognized the Golf Course Superintendents Association of America (GCSAA) as the superintendents' national organization.

According to a recent survey of golfers conducted by the National Golf Foundation, superintendents' national organization.

The point of the study is that golfers do not realize, these mergers always take more time than you would expect. The Ciba-Geigy mergers took three years. From the Ciba side, we will be there to service our products and we will have the product there to serve the marketplace. It will be business as usual."

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**Sensitivestrokes**

Architect Brian Gaff worked sensitively around wetlands at the newly opened Indian River Club, located in Vero Beach, Fla. Indian River is only the third course in the world to be granted Audubon Signature status. The course also embodies the Environmental Principles for Golf Courses recently issued at the conference on Golf and The Environment (see page 16).

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**Griffiths, Brauer face off on course costs**

**By Mark Leslie**

Worried the cost of golf is starting to drive people from the game, the incoming and outgoing presidents of the American Society of Golf Course Architects have presented arguments that would lead developers to make harsh choices about their projects.

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**Griffiths, Sandoz deal creates new firm: Novartis**

**By Hal Phillips**

Consolidation in the chemical trade continues apace, as Des Plaines, Ill.-based Sandoz Agro and Greensboro, N.C.-based Ciba — both divisions of enormous Swiss-owned pharmaceutical and life sciences conglomerates — have agreed to join forces, creating a $6 billion agrichemical giant. The new entity will be known as Novartis, providing Bill Liles, head of Turf & Ornamental for Ciba, his fourth corporate identity in a decade. First it was Geigy. Then came Ciba-Geigy, followed by Ciba. Now, it's Novartis. "I've got a lot of business cards," Liles said with a laugh. "But people have to realize, these mergers always take more time than you would expect. The Ciba-Geigy mergers took three years. From the Ciba side, we will be there to service our products and we will have the product there to serve the marketplace. It will be business as usual."

Ciba products include Banner fungicide, Primo plant growth regulator and...