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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 (GCSSA) as the superintendents’ national organization. Also troubling was the unwillingness of most golfers to accept poorer playing conditions in exchange for reduced chemical and water use on their courses.

According to a recent survey of golfers conducted by the National Golf Foundation,

STUDY SHOWS:
Name designers pull higher dues and green fees
By PETER BLAIS
HARRISBURG, Pa. — Private courses designed by signature architects command higher initiation fees and monthly dues while signature architect-designed daily-fee facilities charge higher green fees, according to a preliminary review of a study performed by a Pennsylvania course appraiser and a graduate business student.

The point of the study is to eventually help developers determine the potential benefit of hiring or not hiring a signature architect in specific markets, and perhaps the difference in hiring one signature ar-

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.

Picking sides in a point-counterpoint atmosphere, Past President Jeff Brauer of Golfscapes in Houston and new President Denis Griffiths of Braselton, Ga., agreed construction costs have escalated too high but disagreed over the cure.

"Ten years ago there were few upscale daily-fee projects," Griffiths said. "Everyone today is doing.

Ciba-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, fol-

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S E N S I T I V E S T R O K E S
Architect Ron Garl 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 & The Environment (see page 16).
Superintendents’ image a winner among golfers, says NGF survey

Continued from page 1

The results of the survey indicated that most golfers were familiar with the role of superintendents, and many recognized the NGF as the association responsible for it. However, only 10 percent knew what the GCSAA was, although those who recognized the association had an even loftier view of the superintendent’s role than those who did not.

Superintendent and GCSAA board member Scott Woodhead said the study pointed out the major roadblock keeping superintendents from reducing chemical use on their courses. Asked if they would accept somewhat poorer playing conditions in exchange for reduced water and chemical use on their golf course, less than 40 percent of golfers said they would be willing to make the sacrifice.

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Texas institutes certification change

AUSTIN, Texas — The Texas Department of Agriculture (TDA) has instituted a significant change to its certification program for all pesticide applicators. As of Jan. 1 all licensed and certified applicators will be required to self-certify. Self-certification will allow the licensees and certificate holders to be the owner of their own continuing education requirements.

CEUs will continue to be required for license and certificate renewal, but applicators will need to collect and keep certificates of completion distributed at accredited courses. The TDA will conduct random audits of applicators applying for recertification.

CITY HONORS RETIRED SHIELDS

TOPEKA, Kan. — For the first time in 35 years, Jim Shields will not be the on-the-job superintendent at the Topeka Public Golf Course. Shields officially retired last June after 35 years of service at the Topeka course, but he has been retained as a consultant. He had been superintendent at Topeka Public GC since 1980. Shields was recognized by city officials last fall for his long years of service and even had "Jim Shields Day" declared in his honor on Oct. 13.