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Golf Course Architects have named 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 architect over another when there are few upscale daily-fee projects, according to a preliminary review of a study performed by a Pennsylvania course appraiser and a graduate business student.

The study shows that naming designers pull higher dues and green fees, 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.

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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 agrochemical 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
ger 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 them.”

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**SANDOZ NAMES WINNER**

**DES PLAINES, Ill. —** Sandoz Agro, Inc. has revealed that Scott Anderson, superintendent at Hunt- ingdon Valley Country Club in Pennsylvania, won the grand drawing for a personal computer at the International Golf Course Conference and Show in Orlando, Fla. Anderson, a superintendent for 13 years, was chosen in a random drawing at the show. He will receive a Packard Bell 100 MHz Pentium Processor with CD-ROM drive, fax/modem and monitor.

**Ciba/Sandoz**

Continued from page 1

and Triumph insecticide.

Officials at Sandoz Turf and Ornamental agreed that product supply and service would continue uninterrupted.

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Fungicide, Barricade pre-tendents the Sandoz product line — which includes Sentinel fungicide, Barricade pre-emergent herbicide and Mavrik insecticide — would not be affected.

Shareholder approval is scheduled to take place April 23 and 24 in Switzerland. The deal must then pass safely through the anti-trust processes in the United States, Europe and Japan. Optimistic estimates indicate the process could be concluded in six months.

"We're working hard to make sure we're up and running as Novartis for the 1997 season," said Hintze.

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Total consolidated agribusiness sales of the two companies in 1995 were nearly $6 billion. In crop protection, including the turf and ornamental industry, Novartis will hold a strong position in four key areas: weed control, disease control, insect control and weed treatment.

According to officials from both firms, 15 new compounds are in an advanced stage of development, mainly in the weed control, disease control and insect control markets, several of which will have applications in the turf and ornamental industry.

Outside the agribusiness sector, the merger creates the second-largest pharmaceuticals company in the world, with combined sales of nearly $13 billion.

Ciba's Dr. Alec Krauer will be chairman of Novartis, and Dr. Daniel Vasella of Sandoz will be president and head of the executive committee. Dr. Wolfgang Samo of Ciba will be one of eight members of the Novartis executive committee, representing the agribusiness sector. Integration teams will be formed immediately to initiate and carry out the merger implementation process.

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**ProStar okayed in NY; Tupersan now labeled for sod use**

**WILMINGTON, Del. —** ProStar 50WP Fungicide has received approval from the New York Department of Environmental Conservation for use on turf in that state. ProStar 50WP is a systemic fungicide for controlling turf diseases caused by Basidioscytes.

"ProStar provides effective control of brown patch, yellow patch, gray snow mold, red thread and pink patch," said Dr. David Spak of AgrEvo USA. "ProStar is currently the only product registered to suppress fairy ring."

ProStar 50WP will be available in premeasured, water soluble packages that reduce worker exposure and package disposal. In addition, ProStar is registered for tank mixing with any number of other products for control of an even wider range of diseases. ProStar provides protection against disease for periods of from 14 to 28 days, depending on the disease and degree of disease pressure.

... KANSAS CITY, Mo. — PBI Gordon Corp. has announced the expansion of the Tupersan Herbicide Wettable Powder label to include sod farms with the Worker Protection Standard (WPS) required by EPA for use on grower sites.

Tupersan WP is a wettable powder containing siduron which is used for pre-emergent control of annual grasses such as crabgrass, foxtail and barnyardgrass in newly seeded areas as well as in established turf. It can even be used at the time of seeding without causing injury to germinating seedlings of most cool-season grasses. With an application of Tupersan WP, sod growers can prevent annual weed grasses even when overseeding in the spring.

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