Virginia Beach hopes to mimic the success of effects of harsh winters. Start in the fall 17

Dr. William Torello has ideas on sparing turf the depletions of Southeastern Bermuda stock 53

High demand and changing construction philosophies deplete Southeastern Bermuda stock 53

The Public Arena
Virginia Beach hopes to mimic the success of Pinehurst and nearby Williamsburg 62

Robert Trent Jones Sr. (left) has teamed with elder son to form a new architectural entity, RTJ Golf Ventures. For story, see page 37.

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. 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

By HAL PHILLIPS

Ciba-Sandoz deal creates new firm: Novartis

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-

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Sensible strokes

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).

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 so."