**Piece of the pie**

More and more designers trade fees for ownership slice

**By Peter Blais**

With new course financing still difficult to obtain in some cases, architects and builders are increasingly willing to take an ownership interest in a project, either as part of the original development team or in exchange for all or part of their fees.

Michael Hurdzan, F.R. Dyke and Bob Cupp are among the architects/owners. Landscapes Unlimited President William Kubly is probably the most active builder/owner.

"The main reason we're willing to get involved is that golf is a good business," explained Hurdzan, who owns part of three golf facilities. "If it were a bad one, we wouldn't do it."

Professionally, Hurdzan believes ownership increases an architect's credibility with clients by providing insights into golf.

Continued on page 78

---

**Environmental debate assumes center stage**

**By J. Barry Mothes**

**Orlando** — It's 8 a.m. Friday at your golf course. Pithium is raging. A shot gun start member-guest golf tourney is set to start in 30 minutes. As golf course superintendent, you decide to go with a quick pesticide treatment. At a post-tourney barbecue, several golfers complain of headaches and vomiting. Do you tell them about the morning pesticide application?

The above scenario was a quick off-the-cuff creation by Dr. Frank Rossi, a turf professor at the University of Wisconsin-Madison. But it's exactly the kind of thing Harvard law professor and frequent TV legal commentator Arthur Miller can be expected to spring on a panel of golf industry and environmental experts at this year's Environmental General Session panel at the Golf Course Superintendents Association of America International Conference and Show.

Continued on page 27
EPA improves?

Continued from page 1

EPA appears to have made monumental strides — not only in its flexibility but also in the efficiency and effectiveness of its processes. EPA’s Office of Pesticide Programs (OPP), which includes the Registration Division and the Bio-pesticide and Prevention Division (BPPD), has shown signs of a new spirit of cooperation. The latter division, formed in November 1994, has been a unifying force in the registration process.

While EPA and the chemical industry have long been at cross purposes, it seems their strategies have begun to overlap. "What we’re looking for is the best products with the least impact; decreased use rates per acre," said Raymond, AgrEvo’s marketing manager for specialty products. "And EPA has streamlined its processes; by allowing data submitted on computer disks, by allowing communications via computer, etc.

"A lot of it is common sense, like our product that was recently registered, Prostar Plus, which is a mix of Prostar and Bayleton. It controls dollar spot and brown patch. We got it through on one of EPA’s new rules: If there are two packages, two existing registrations in one box, they consider it two existing registrations — not a new one. So we didn’t have to bother with a whole new registration process.

"Another thing they’ve done differently: The water-soluble film we’ve been using is more easily registered now because EPA considers it an inert ingredient. At one time they wanted a whole new toxilogical package."

Reduced pesticide use — one of EPA’s most controversial goals under the Clinton Administration — assumes a less ominous tone in the context of its Safe Pesticide Policy (SPP), which gives fast-track treatment to products that might replace more-toxic chemicals already registered by EPA.

"It pits one product against another," said Thomas. "Here’s an example: We have this product, RH-0345, jointly developed by American Cyanamid and Rohm and Haas. It’s a new class of insecticide chemistry for grub control that is significantly safer than the currently registered organo-phosphate (OP) insecticide.

"EPA is looking to find replacements for the OP chemistry. When they heard the arguments we posed regarding increased safety, they accelerated the review process and put us on the fast track."

"It could save us a year or more of the registration process."

We’ll keep the pesticide industry from becoming a victim of air pollution.

Ahh, television news in the 90s. Tabloid journalism has sneaked its way onto the airwaves. And the pursuit of facts seems to have been replaced by the pursuit of ratings.

So the specialty pesticide industry needs a media watchdog that not only watches. But also takes action.

Fortunately, we have one. RISE, Responsible Industry for a Sound Environment. RISE is a coalition of manufacturers, formulators and distributors from all areas of the specialty pesticide business.

In addition to promoting environmental stewardship, RISE makes sure the media doesn’t report misinformation as fact.

We also hold editorial meetings with media decision-makers. And respond to negative broadcasts that are incorrect. We’ve been very successful so far. Not surprising considering what our most powerful weapon is.

The truth.

Of course, there’s still a lot more work to do. But rest assured, RISE is up to the task. Because we know if we eliminate air pollution, the pesticide industry can breathe a lot easier.