Twin Peaks
Scotts has named its Tradition of Excellence winner, and the TPC Network has honored its best — mergers and buyouts galore.

GCSAA Wrap-Up
Did you miss the show in Orlando? Worry not. We've recorded all the high points for posterity.

Acquired Taste?
Lesco/ProLawn, Flowtronex/Amlad, Toro/Liquid Ag — mergers and buyouts galore.

Frank dialogue earns industry respect from environmental activists

'Green' principles make debut in N.C.

By Hal Phillips

PINEHURST, N.C. — The strength and breadth of relationships forged last year at Pebble Beach will be tested this month when representatives of the golf course industry and environmental movement meet here at the second Golf and the Environment Summit, March 10-12.

This year's attendees will review and, ideally, approve a set of "environmental principles" formulated over the past 12 months by representatives of the golf course industry working with environmental activists. The principles are designed to guide — not necessarily regulate — golf course siting, development and maintenance practices.

"It's important to remember, these principles have been put together by a consortium of people of both sides," explained Ted Horton, vice president of GCSAA.

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Where Earth & Sky Collide
A dramatic backdrop is only half the story at Scott Miller's Eagle Mountain Golf Club in Scottsdale, Ariz. Eagle Mountain is one of two daily-fee, Miller-designed tracks to open this year in the Phoenix area. For stories, see page 43.

Arthur Miller leads the roundtable discussion on environmental matters during the GCSAA show in Orlando. Architect Michael Hardin (left) and superintendent Tim Ilers were among the panelists.

TIFs may hold $ promise for municipalities

By J. Barry Motthes

WYANDOTTE, Mich. — An economic development tool traditionally used by cities to build downtown parking garages and revitalize neglected neighborhoods was used by city officials here to help build a championship-caliber, urban 9-hole golf course and riverfront park.

The tool is known as tax increment financing, TIF for short, and it may hold some promise as a mechanism for cities aiming to build courses within defined development districts.
Environmental General Session debate brings sides together

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tional Wildlife Federation. Others represented the envi-
ronmental movement were Mark Massara of the Sierra Club in Cali-
fornia; Curt Spalding of Save the Bay (Narragansett) in Rhode Is-
land; and Rich Budell of the Florida Department of Agriculture.

On hand for the golf industry were Tim Hiers, superintendent
at Collier's Reserve Country Club in Naples, Fla.; Michael
Hurdzan of Hurdzan Golf Course Design Inc. in Columbus, Ohio;
Peter Leuzinger, superintendent at the Ivanhoe (Ill.) Club; Tho-
mas Hoogheem of the Monsanto Co.; and Dr. Frank Rossi, a re-
searcher at the University of Wisconsin-Madison.

Miller's remarks were one of the few conciliatory gestures
made during the often tempestuous debate.

"The awards are great," said Spalding, referring to the Envi-
ronmental Steward Awards, which were presented just prior
to the debate. "But unfortunately, not all superintendents and golf
courses are Environmental Steward Award winners or care that
much about the environment."

Added Miller: "I would like to
see the award winners coming to
our North Carolina courses. But
we don't. What we too often see is
land cleared and runoff allowed to
run into the ocean where it can
destroy oyster beds."

Hiers quickly countered: "Su-
perintendents don't stay around
long in this business if they have
dead fish and birds around their
property."

The Sierra Club's Massara concedes that environmentalists
usually have fewer problems with superintendents than they
do with course developers and chemical suppliers. Developers
spend so much money prior to breaking ground for a golf course
they become wedded to a site and unwilling to consider alter-
natives, he said. Noting the Si-
erra Club's fights to keep golf
courses away from the Califor-
nia coast, he said: "Golf courses
simply are not an appropriate
use of land in coastal zones. Un-
fortunately superintendents are
held hostage by chemical compa-
nies and real estate developers.

Spalding noted that golf courses take up less than 2 percent of the
landscaped acreage in the United States and that those acres are
usually maintained by college-
trained professionals.

"I'm more concerned about the homeowner who tries to keep
his lawn green by throwing chemicals he knows nothing about on
the grass," the archi-

tect said. "Golf courses are a
preservation of open space, not
a usage of space."

Added Hiers: "We built our
course on 448 acres of pristine
property and there is more wild-
life on it now than there was
before the course was built."

Communicating success sto-
ries, like Hiers' course, to the
public at large has been a short-
coming of the golf industry, Rossi
said. The environmental move-
ment had a big head start on the
golf industry with tragedies like
the chemical release that killed
hundreds in Bhopal, India, and
the devastation to the Alaskan
coastline caused by the oil spill
from the Exxon Valdez.

"Environmental groups were
able to point to these events at
local meetings and the superin-
tendent was simply plowed over
when he tried to defend his
course," the professor said. "We
got off to a late start. The most
important people we have now
are those who can articulate the
positive things about their
courses and the industry. We also
need to bring the golfing com-

munity into the debate. Golfers
speaking for the industry could
be even more persuasive."

The debate inevitably turned
to the role of the press.

"The press tends to sensation-
alize things," Budell said. "Golf
course development has been
one of the most emotionally
charged issues discussed in
Florida."

Spalding made it clear Rhode
Island environmentalists were
ready to use the press to get
what they wanted. Frustrated
over what he called his group's
inability to get representatives
from private clubs along
Narragansett Bay to even dis-
cuss his group's concerns re-

"I think we can make friends
with the environmentalists now
that we have facts to back up our
arguments," the Ivanhoe Club
superintendent said. "We can
work together on solutions to
any problems we encounter."