Audubon secures financial backers

By MARK LESLIE
SELKIRK, N.Y. — In its quest to develop perhaps 100 golf courses, the Audubon International Golf and the Environment Land Trust has found a number of individuals and two major federal government agencies offering land, and a partner has stepped forward to finance, develop and operate those facilities. Contracts could be signed by the end of this year.

While the U.S. Army Corps of Engineers and the Bureau of Land Reclamation (BLR) are offering up tracts of land across the country, a newly created firm, The Golf Company, has stepped forward as Audubon International’s (AI) colleague. The partnership promises to be the

Continued on page 34

Fertilizer may reduce runoff, improve water

By LARRY LENNERT
MILWAUKEE — While Americans for years have feared that turfgrass fertilization may harm groundwater, lakes and streams, groundbreaking new research shows that a dense, well-fertilized turf actually reduces nutrient runoff and may lead to improved water quality.

Prevaling wisdom has been that runoff during rains carried dissolved nitrogen and phosphorous from turf fertilizers into

Continued on page 23

Gagliardi highlights track

By PETER BLAIS
OAKBROOK, I11. — He’s started his own business, but that just means any renovations to the golf courses he operates will be of even greater importance to Gregg Gagliardi, one of the high-profile public golfers and developers from throughout the country who will attend the Golf Course News-sponsored forum aimed at

Continued on page 37

DON'T GO LEFT

The 17th at Half Moon Bay was not designed for those who pull the ball. Natural land forms and the Pacific Ocean serve as the backdrop for this new Arthur Hills design. See story page 31.

Golf Course
THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY
Audubon golf
Continued from page 1
most significant windfall of new
golf course construction in the
history of the game.

Saying that Al President Ron
Dodson's forecast of 100 courses
"is pretty aggressive," The Golf
Company President Stan
Waterhouse nevertheless added:
"We will build as many as makes
sense. We have the resources to
do whatever's necessary."

Waterhouse, a former regional
vice president for ClubCorp. of
America, said: "But by the end of
the year, we will have signed some
contracts for projects. They will be
under construction next year."

"I don't know if we'll do one,
two, or five at a time — it de-
pends," said Dodson from his
headquarters here. "We've al-
ready looked at properties in
Missouri, Florida and Arizona."

The BLRand Corps of Engineers
both operate under a mandate that
they shall, as appropriate, provide
public access and recreation to
lands under their management.
The Bureau is responsible for
water and works west of the Mis-
sissippi River and manages many
thousands of acres, much of it
along water corridors.

The Corps recently created a
committee to see if there are op-
opportunities to expand on its recre-
tional area. Most of it now is
water-based, but it owns many
tracts of land around its water
bodies. Dodson is advising that
committee, and reported: "The
Corps in Missouri is very excited
about working with us, not only
on one particular project, but to
move in the same direction as the
Bureau is moving."

Waterhouse predicted many
individuals will also offer land.
One on the east coast of Florida
has offered a 20,000-acre parcel.
The key link to all these groups is
maintaining effective steward-
ship on every property:
- The Golf Company's corpo-
rate structure embraces Audubon
environmental principles.

"It's personally important to
me and it's part of the basis for
our company," said Waterhouse,
who once maintained a Canadian
course and Robert Trent Jones
Golf Course, both of which won
Environmental Stewardship
Awards. "We believe very
strongly that golf and the envi-
ronment are inextricably linked.
The growth of the future of golf
is clearly tied to how well we do
our job with regards to environ-
mentals. If we don't, we won't be
able to build any more. That's been pretty obvious..."

"The principles are simple. Ba-
sically, you do the right stuff with
the land and resources. In a cor-
porate sense, it doesn't make
sense to build environmentally
sensitive golf courses and then
create radioactive waste."
- Each property would join
Audubon International's Golf
Signature Program — the
organization's premier environ-
mental plan which starts operat-
ing on a project before a course is
sited and designed.
- An Audubon land trust team
will be involved in a project from
its inception. As Dodson said:
"We essentially will become the
environmental conscience of the
project from the point of view of
land-use management, habitat re-
stitution and water and wildlife."

Dodson envisions a phased
approach to development. Once
a piece of property is proposed as
a site, The Golf Company would
inspect it and decide if, demographi-
cally and from a golfer's point of
view, it is viable.

If the land gets a go-ahead, the
company would perform an eco-

Golf was never meant to be a water sport.

But standing water, poor drainage and water waste are all symptoms of a larger problem—
compacted soil. Water can't move through it. Roots can't grow in it. And surface moisture evaporates too
quickly to do your turf any good.

Wetting agents can help water squeeze through the cracks, but they do little to improve the soil
condition. Healthy turf needs healthy soil.

The answer? Invigorate™ Soil Conditioner. Invigorate works deep to get to the heart of the problem. As Invigorate polymers unwind,
they actually repair the soil structure, breaking up the crust for a healthier growth medium.

This improved soil structure:
- helps restore proper aeration • helps improve root growth • reduces water usage
- drains standing water • makes better use of fertilizers

For sand trap drainage problems, use Invigorate ST™. This organic liquid polymer blend can be
applied to sand traps and bunkers by broadcasting or by pouring directly into standing water.

Golfers have expressed an interest and commit-
tment to the concept...

"The beauty of this deal is if we can build golf courses in dif-
ferent localities and they will ben-
efit a lot of folks, in and outside the industry. And, of course, we're trying to spread the envi-
ronmental concept."

Waterhouse added that re-
response from everyone he has spoken with — landowners, de-
velopers, government agencies, everybody — has been very posi-
tive. "It's amazing."