US-UK study: It is greener on the other side of pond

By ANDREW OVERBECK

SANTA ROSA, Calif. — The top American golf courses earn twice as much and spend twice as much on maintenance as their U.K. counterparts, according to a survey by novice architect Bettina Schrickel.

Following a year comparing the maintenance practices of 25 of the top golf courses in both the United States and the United Kingdom for her graduate thesis in golf course architecture at Merrist Wood College in Surrey, England, Schrickel has published the findings of her study.

"Some of the numbers really surprised me," said Schrickel. "For example, the large gap between the financial income of the clubs, the maintenance budgets and the number of greenkeepers."

Of the American courses that she visited, the average income was $2 million, the maintenance budget was $970,000 and the number of greenkeepers was 18. Comparably, U.K. courses had an average income of $800,000, a maintenance budget of $340,000 and an average of eight greenkeepers. Further, annual membership fees are $2 million and an average income of $800,000, a maintenance budget of $340,000 and an average of eight greenkeepers.

Certification the goal of CMAA env'l audit

By PETER BLAIR

ALEXANDRIA, Va. — Audubon International (AI) hopes to develop a certification program within the next 12 months for clubs, club managers and superintendents, using the recently developed Club Managers Association of America (CMAA) Full Facility Environmental Audit for Clubs (see March issue).

"Audubon and CMAA are discussing what to do next with this information," said AI Executive Director Ron Dodson, referring to the self-audit that CMAA began mailing to its members in late March. "What we need is a program that will allow us to certify clubs that are ahead of the curve."
CMAA
Continued from page 1
want to do is develop a certification program for the entire facility.
"Right now we're focused on golf courses. But now that we have club managers thinking about the entire complex, we want to develop a program that would provide Audubon Cooperative Sanctuary Program certification for the entire club. If a club has a golf course that is already certified, it's part way down that track.
CMAA and the Golf Course Superintendents Association of America have also asked Audubon to develop a certification program for individuals. "Our certification currently is for the property," Dodson explained. "Both organizations would like to see Audubon come up with a program that would eventually lead to an Audubon certification for both a club manager and a golf course superintendent."
CMAA Executive Vice President Kathy Driggs said CMAA has mailed the audit to all its members and enclosed a partnership form asking whether clubs intended to participate.
"We've been very pleased with the number of partnership forms we've gotten back," she said. "We want to make this [audit] available to the National Golf Foundation, National Golf Course Owners Association and other groups willing to share their mailing lists with us. Any facility can obtain the audit by simply calling CMAA (703-739-9500)."
Continued on page 44

ClubLink/GolfNorth
Continued from page 35
dar Creek Golf Club (nine holes) in Woodstock, Fairview Golf Club (nine holes) in Fergus, and Belwood Golf Club (18 holes opening this year) in Fergus. All these courses will now be marketed as GolfNorth by ClubLink.
ClubLink and GolfNorth members will have reciprocal playing privileges at GolfNorth by ClubLink. ClubLink has also agreed to purchase an additional $2 million of debentures under certain circumstances. The debentures have a five-year term and are convertible at 30 cents per share, subject to an increased conversion price after March 24, 2001, based on GolfNorth's financial performance.
Justin Connidis and Susan Hodkinson, senior officers of ClubLink, have joined GolfNorth's board of directors. ClubLink has also been granted a five-year option to acquire the GolfNorth shares held by Al Kavanagh, GolfNorth's founder and president, which represent approximately 70 per cent of the issued and outstanding shares of GolfNorth. Kavanagh is entitled to require such purchase upon conversion of the debentures.
ClubLink President and Chief Executive Officer Bruce Simmonds said: "ClubLink is pleased to enter this strategic relationship with GolfNorth, which provides us with greater penetration into the fast-growing Southern Ontario golf market. The alliance allows GolfNorth to benefit from synergies with ClubLink while focusing on operating and marketing mid-market nine-hole and 18-hole courses."

Troon Golf
Continued from page 37
we believe. There are probably some others planning on doing it. But it's a pretty gutsy move. We debated it and had a mandate from our board to study the Japanese market for quite awhile before we made a big move.
The Australian market was a pretty easy decision. We had some good partners and big investors in our company who knew the country. We felt that was a good place to take a couple American expatriates who could do a good job for us.
Troon will open a London office this summer that will be the base for its European expansion. "But all of Europe is not as big a market as Japan," Garmany said. If you look at the hotel model, like a Four Seasons or Ritz Carlton, you want to be represented in those major areas. But you won't be represented as deep into the European market as you would be in the United States or Japan."

IRRIGATION
RENOVATION
IS HIS SPECIALTY
BUT LISTENING IS HIS STRONG POINT

Toro distributors are experienced renovation specialists. And with experience comes the knowledge that listening is the most important part of a system renovation. After all, you know your course better than anyone. Once you've shared your plans, goals and concerns, your Toro distributor will work closely with you during every step of the renovation process. Then, you can count on them to be there throughout the life of your irrigation system. The world's number one irrigation renovation experts are ready to listen when you're ready to talk.
Call your Toro distributor today.

GOLF COURSE NEWS
CMAA and Audubon
Continued from page 38

Jozsef de Kovacs, general manager of Deal (N.J.) Golf & Country Club for the past seven years, has long been an environmental advocate. Early in his tenure at Deal, he had his golf course crew set up bird houses, monitor wildlife feeding habits, and protect wetland areas on the Donald Ross-designed course. He has expressed great interest in the full-facility environmental audit.

"I think all our employees should be a part of this," de Kovacs said. "If you set up an environmental program for the outside crew, you should also do it for the inside crew."

Printed audits are currently available. CMAA plans to have it available on CDROM by early summer.

The United States Golf Association (USGA) awarded CMAA a $95,000 grant earlier this year to help offset the cost of developing a comprehensive self-audit for the entire club facility. CMAA worked with AI, USGA and the U.S. Environmental Protection Agency to develop the audit, which is based on the foundation established by the GCSAA and the "Golf and the Environment" initiative.

The audit allows managers to assess all aspects of the club operation in terms of its environmental impact on its community. Club supervisory personnel can use the audit to identify challenges in their environmental practices and set a working strategic plan to enhance those practices, without oversight from local, state, or national regulatory agencies.

The audit addresses all components of a club facility including environmental planning, training and communication; buildings and landscaping; dining facilities; parking lots and roads; golf course; tennis courts; swimming pool and spa; marina, equestrian; shooting club and general maintenance facilities. Managers complete only those sections that apply to their clubs.

The audit examines six key components pertinent to almost all facilities:
• environmental planning, training and communication;
• wildlife habitat enhancement and management;
• energy conservation;
• water conservation and water-quality management;
• chemical-use reduction and safety through integrated pest management, best management practices and other environmentally sound maintenance facilities; and
• waste reduction and recycling.

The audit provides a series of statements regarding environmental management practices. The golf course is the component with the most questions (122) compared to buildings and landscaping (64); dining facilities (22); parking lots and roads (9); tennis (8); aquatics/spa (6); marina (13); equestrian (20); shooting club (9); and general maintenance facilities (18).

Managers review each statement and determine to what extent, if any, the practice is being carried out at their clubs. The club's overall score is based on the number of environmental practices in place in each component.

Following are some examples of component headings and sample statements:
• Golf course: Our plan for wildlife habitat protection is...