GOLF COURSE NEWS
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INSIDE

Redstone GC ready for '03 Tour stop

By DEREK RICE
HOUSTON — After a couple false starts due to bad weather in Houston, Redstone Golf Management was finally able to open its first 18-hole course at Redstone Golf Club in early December.

Designed by Jim Hardy and Peter Jacobsen, the course will host the 2003 Shell Houston Open two weeks after The Masters. A second 18-hole course, designed by Rees Jones, is currently in progress and is expected to open in fall 2004. The Jacobsen/Hardy course will be private, while the Jones course will be open to the public. The Shell Houston Open will move to the Jones course in 2005.

Jacobsen and Hardy turned the existing course at Redstone GC into a 7,508-yard course. Upon completion of the Jones course, the facility, which also includes a 31,000-square-foot teeing area for

Audubon sets 50 percent goal for 2007

By ANDREW OVERBECK
SELKIRK, N.Y. — Audubon International has launched an ambitious membership drive to attain 50 percent participation from the 17,000-plus golf courses in the United States over the next five years.

Currently 13 percent of the courses across the country have joined either the Audubon Cooperative Sanctuary Program or the Audubon Signature Cooperative Sanctuary program. Two percent of all courses in the U.S. have achieved Certified Audubon Cooperative Sanctuary status.

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GCSAA TO TACKLE LONG LIST OF INITIATIVES

LAWRENCE, Kan. — The last 18 months have been anything but quiet at the Golf Course Superintendent Association of America headquarters here. From introducing an e-commerce venture, to proposing a dues increase, to studying the relocation of its headquarters, the association has kept busy. Budget shortfalls and dipping numbers for the upcoming show in Atlanta have added to the organization's growing to-do list.

By DEREK RICE
GolfCourseNews recently caught up with GCSAA CEO Stephen F. Mona to discuss the association's list of initiatives and ongoing challenges.

Golf Course News: Where does the GCSAA want to be in five years?
Mona: We have five specific goals that we want to achieve by 2007. Number one, we want the superintendent to be viewed as a key to the economic vitality of the golf facility. Second, we want the superintendent to be viewed as a key to the enjoyment of the game. Third, we want the GCSAA to be viewed as one of golf's leading organizations. If we have high visibility and credibility, that is a competitive advantage. Fourth, we want to be seen as the authoritative source for information and continuing education for the golf course management profession. And finally, we want to be recognized as a leader in helping golf courses make a positive impact on the environment.

GCN: How do you respond to the criticism from some members

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Hilton Head ready to host GCSAA tourney

The 18th hole at Harbour Town Golf Links in Hilton Head Island, S.C.

HILTON HEAD ISLAND, S.C. — Since the February temperatures in Hotlanta are anything but hot, the 2003 GCSAA Golf Championship is heading south to the beach where six Hilton Head Island-area courses will play host to the event.

Participants will experience the best in Low Country golf when activities tee off Feb. 7 and 8, with registration and practice rounds. The four-ball event will take place Feb. 9, with and the Championship will be held Feb. 10 and 11.

The following is a sneak peak at the courses hosting this year's tournament:


MONA: CHANGES ON TAP FOR SHOW

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Mona: We are behind projections right now. We are trailing on education and seminars, attendees and exhibitors. But it is not an alarming amount. If we get the normal pick-up between now and the show, we will be fine. But it will be smaller than Orlando.

GCC: What changes are on tap for future shows?

Mona: We are agreed in principal to combine shows with the National Golf Course Owners Association because we feel like the audience they represent is a critical one for the long-term success of our show. It is not that many more attendees, but exhibitors are happy because it cuts out one trade show and brings together another key member of the purchasing decision. We would team up on that as early as 2005.

We will also change our location anchors. We like Orlando and San Diego as anchors and then we would rotate between New Orleans, Anaheim and Las Vegas for the middle years.