'Links for Life' debuts
Golf Digest and the American Heart Association are starting a public awareness campaign called 'Links for Life' to improve survival from cardiac emergencies on golf courses and in other public places. It encourages golf courses to strengthen their emergency response programs and will help educate golfers about what they can do when a cardiac emergency strikes.

Golf courses are among the most common public places for cardiac arrests. They are also among the most difficult for emergency medical providers to reach quickly. The first phase of Links for Life is a call to North America's 16,000 golf courses to add automated external defibrillators and train staff members to use the life-saving devices.

For more information on Links for Life, call the American Heart Association at 214-706-1665.

Zeneca teams with chemistry firm
Wilmington, Del.-based Cambridge Discovery Chemistry will take over responsibility for Zeneca Agrochemicals' chemistry research facility within Zeneca's R&D Center in Richmond, Calif., the two companies announced in December.

"The collaboration offers us the opportunity to combine world-class combinatorial chemistry expertise in a flexible research arrangement which will greatly benefit both our businesses," said David Evans, Zeneca's director of R&D.

Zeneca Agrochemicals is part of AstraZeneca PLC, which plans to merge with Novartis AG to form Syngenta. The deal is expected to be finalized later this year.

Sanctuary gains Audubon status
Scottsdale, Ariz.-based Sanctuary GC at Westworld recently received certification from the Audubon International Institute as Arizona's first Signature Status Golf Course.

The goal of Audubon's program is to merge wildlife conservation, habitat enhancement and environmental improvement with the economic agenda associated with land development.

Knowing the score
Certified superintendent salaries average 27 percent higher than salaries of superintendents who are not certified.

From 1995 to 1998, salaries for golf course superintendents increased 8 percent from $49,269 to $53,205

CGCSs with more than 20 years of experience commanded the most significant average salary increase at 17.9 percent, from $56,618 in 1995 to $66,774 in 1998.