

POSITIONS AVAILABLE

Golf Course Superintendent

Poppy Ridge GC Livermore CA (under construction)
27-hole Rees Jones designed course.

Position available April, 1995

Qualifications: Degree in turfgrass management, certified or minimum "Class A", Several years experience. Experience in new course construction/grow in helpful.

Send resume to: Paul Porter, GM, Poppy Hills GC, PO Box 1157, Pebble Beach, CA 93953



Sales Manager/Sales Reps

Irrigation Equipment and Fertilizer Manufacturer
Central California

Our client, a small, dynamic California fertilizer and irrigation equipment company, is currently seeking exceptional people to add to its sales staff. Our client has grown rapidly over the last three years by developing, manufacturing and marketing patented fertilizers and injection products for the North American turf market. This company has recently developed some revolutionary fertilizer injection technology which stands to strengthen its market position dramatically.

The ideal candidate would be an aggressive sales professional with an excellent knowledge of the California turf/golf course market, a strong track record in direct or indirect sales and the proven ability to expand revenue and market share by maintaining strong customer relationships and an outstanding level of service.

This is a unique opportunity which offers great rewards in terms of salary and bonus in return for strong performance.

If you are excited by this opportunity, please send your resume in confidence to Arthur Lyons, Cresco Management Ltd. (604)274-1062; or call (604)241-0147. My partner John Cresco and I would be very interested in any thoughts you may have as to potential candidates, and would be delighted to hear from you.

GREENING

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think of as a golf course," says the S.F. Regional Board's Dale Bowyer.

Barbara Salzman of the Marin Audubon Society agrees. "Golf courses are especially problematic for species like Canada geese.

They're grazers, and they've overproduced because there's all this phony food (turf) around. They leave their droppings, so people complain," she says, adding,

"Course managers extol the virtues of wildlife until they become pests. You have to realize that a lot of this natural golf courses information comes from the golf course builders themselves."

The lack of independent data hinders regulators' ability to assess success or failure of new management practices. "We haven't done any intensive monitoring of golf courses," says Bowyer. "It's probably a good idea." Adds Rigney, "There are so many proposals for new golf courses. I'd like more good strong evidence of how they impact the environment."

This evidence will surely be needed given the 2,000 new golf courses now in various stages of planning or

construction across the U.S. Locally, a combined golf and luxury housing development proposed for the site of the Renaissance Pleasure Fair in Novato has sparked controversy. Although project sponsors say the golf course is being designed to incorporate conservation practices from the ground up, its construction still raises questions about the best use of the Bay Area's remaining open space, not to mention erosion, loss of riparian habitat, streambed alteration and wetland fill. "After all," says Salzman, "they're developing on diked baylands."

"We're getting into regional planning issues here too," says Bowyer. "At some point, we may have to decide that we have enough golf courses." Or that golf courses, no matter how environmentally sound, aren't Nature.

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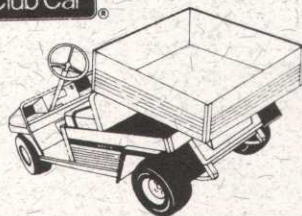


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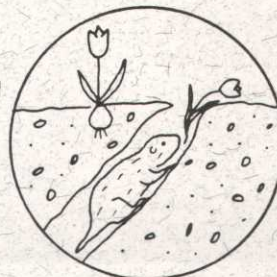
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