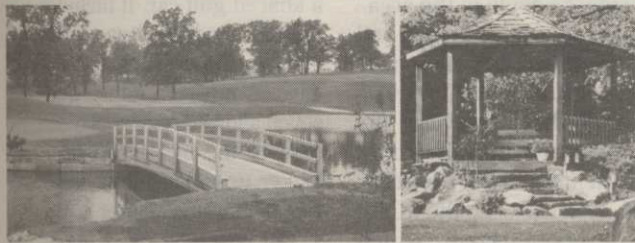


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## ADVERTISERS' INDEX

RS#	Advertiser	Page
147	A.S.I.	55
132	The Andersons	39
172	Aquamaster	61
134	Aquatrols	42
151	B.H.Sales	56
113	Becker Underwood	18
149	C-LOC Rentention Systems, Inc.	55
138	Cedar Chemical	46
105	Ciba-Geigy	6-7
135	Ciba-Geigy	43
153	Ciba-Geigy	58
119	Ciba-Geigy *	25
118	Club Car	24
170	Contech Construction Products	60
162	Continental Bridge	60
169	Double Springs Grass Farm	60
108	E-Z-GO	12
145	Envirogenesis	54
166	Environmental Compliance Systems	60
115	Farmer's Marketing	20
154	Fore Par	62
163	Formost Construction Co.	60
165	Furness Golf Construction	60
152	Golf Course Expo	57
125	Griffin Industries/Nature Safe	31
136	Growth Products	44
150	HCC, Inc.	55
146	Highland Bentgrass Commission	54
124	Hoechst-Roussel	30
101	ISK Biotech	2
110	Jacklin Seed Co.	15
123	Jacklin Seed Co.	28-29
155	Jacobsen	64
141	Jesco Products/Pinhigh	49
111	John Deere	16-17
167	JPF Distributors	60
156-160	Kalo	63
131	Kirby Markers	39
103	Kubota	4
137	Lofts, Inc.	45
173	Markers, Inc.	61
161	Master of the Links	60
116	Miles Inc.	21
102	Otterbine/Barebo	3
140	Partac	49
177	Pavelec Bros. Construction	61
143	PBI/Gordon Corporation	52
168	Precision Small Engine	60
174	Precision Tool Prod. Co.	61
176	Precision Tool Prod. Co.	61
179	Quail Valley Turf Farm	61
126	Regal Chemical	32
112	Regal Chemical	38
122	Regal Chemical	27
133	Rohm & Haas	40-41
127	Safety Storage, Inc.	33
142	Sandoz	50-51
117	The Scotts Co.	22-23
129	The Scotts Co.	36
128	Seed Research of Oregon	34-35
114	Smithco	19
109	Southern Corp. Promo.	14
104	Standard Golf	5
106	Toro Comm'l. Prod. Div.	8-9
120	Toro Comm'l. Prod. Div.	26
175	Trims International Software	61
107	Turf-Seed	11
144	Turfline, Inc.	54
171	Unit Structures	61
148	United Soil Blenders	55
130	Valent *	38
121	Verti-Drain/Emrex	27
139	Watertronics	48
164	Yard Edge	60
178	York Bridge Concepts	61

## Course photography

Continued from page 47

"We do a lot of sales of photos back through the pro shops," Klemme said. "They use them for decorations and sell them to members and guests. It's a great marketing tool because it ends up on a golfer's wall in his office. Visitors ask where the photo was taken, and it works as word-of-mouth advertising."

Golf course personnel "needs to understand just how important it is that they work hand in hand with the photographer to make sure everything is done correctly because of the power of these photographs," he said. "If a picture is published somewhere and it's not perfect, it reflects on everybody—the developer, superintendent, head professional and golf course architect."

"People need to be very careful about their image. No matter who they choose to photograph their course, they need to make sure they control these images better."

From a promotional standpoint, the best time to bring in a photographer, the two agree, is three or four months prior to opening. That, Klemme said, is "for a light, one- or two-day shoot. Get some good shots of the signature hole and the environment around the course. Capture the overall feel of the property to give people a sense of place."

Then, at the opening or within six months afterward, a more detailed picture session should be set up, where all the holes are photographed.