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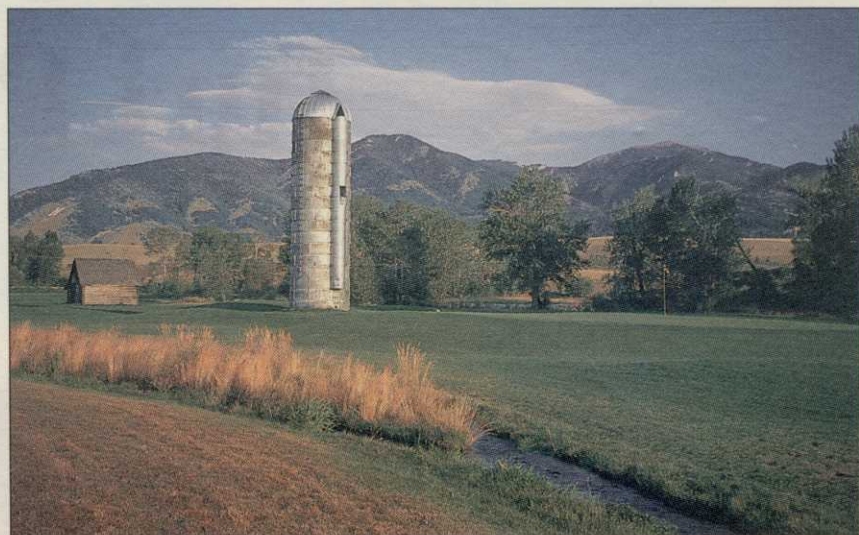
By MARK LESLIE

FAR HILLS, N.J. — Adherent on taking its environmental research to the next level, both scientifically and practically, the United States Golf Association (USGA) is funding another \$1.5 million for research over the next three years.

Having spent \$3.2 million on environmental research projects from 1991-93, USGA officials have decided to perform further studies on some projects and add a new practical angle, investigating and reporting Best Management Practices for golf course superintendents to use in everyday work.

Saying the USGA and entire golf industry have an obligation to minimize environmental impacts of course maintenance, Green Section Research Director Dr. Michael Kenna said: "In instances where a superintendent has used proper fertilization, mowing heights, irrigation and all other possible practices but still has a disease, insect or weed infestation, what techniques can he follow that

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BIG DOINGS IN BIG SKY COUNTRY

A silo behind the 5th green sits as a sentinel to its past, while a 568-yard monster looms foreboding in its future. But for now, Bridger Creek Golf Course in Bozeman, Mont., stands as a public nine-hole facility that makes proud its operator — Great Northern Golf Co. See story page 36.

Jones II: 'I think public golf is the future'

Architect to keynote day two at Expo

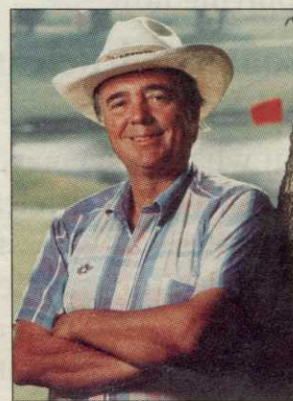
By MARK LESLIE

ORLANDO — World-renowned golf course architect Robert Trent Jones Jr. will join Arnold Palmer as a keynote speaker at Golf Course Expo, the nation's premier event for public-access golf courses planned here, Nov. 11-12.

Jones, of the legendary golf course design family, will talk at 9 a.m. Saturday, Nov. 12, and sign his book, "Golf by Design: How To Lower Your Score by Reading the Features of a Golf Course," released this year by Little, Brown.

Golf Course Expo, sponsored by *Golf Course News*, is the only trade show and education conference

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Robert Trent Jones Jr.

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WINTER PREP

Combatting snow mold, pink and gray, is a major problem faced by Northern superintendents as they prepare for the winter months ahead. For a special report, see page 22.

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COURSE DEVELOPMENT

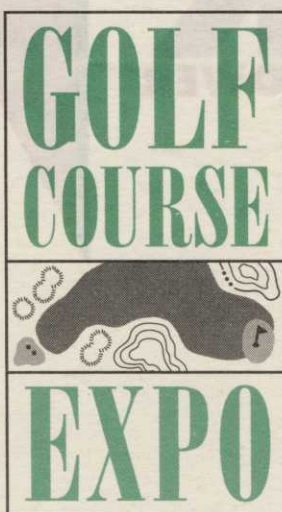
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ORANGE COUNTY CONVENTION CENTER
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Suichang bringing endophyte strains to bents and blues

By PETER BLAIS

A Jacklin Seed Co. researcher is busily trying to develop endophyte-containing strains of Kentucky bluegrass and bentgrass, breakthroughs that could dramatically reduce the need for herbicide and fun-

gicide treatments.

Endophytic fungi are common in tall fescue, perennial ryegrass and fine fescues. Endophytes make turf more resistant to insects and such diseases as dollar spot and summer patch, according to Suichang Sun, who recently received a master's degree in turfgrass breeding from Rutgers University.

Endophytes either occur naturally or can be artificially inoculated. But they have not been found or successfully inoculated into two of the most widely used cool-season turfgrasses,

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Grant Spaeth

Spaeth, Lurie look to form international reservation network

By MARK LESLIE

SAN FRANCISCO — The Ticketron of Golf. That's what former U.S. Golf Association

President C. Grant Spaeth and former San Francisco Giants owner Bob Lurie believe they have created, along with Jay S. Troutman, founder and president of Aptech Computer Systems in Pittsburgh.

PAR Business Systems, led by Spaeth and financially backed by Lurie, has bought Aptech's TeeTime Network division and formed PAR Golf Systems, Inc. The alliance combines PAR Business Systems' proprietary golf course management software and TeeTime Network's tee-time reservation software.

"The Aptech acquisition provides the potential of a reservation service comparable to that which we now find in hotels, theaters and rental cars," said Spaeth. "If you have a demand for golf, and a couple of thousand

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Spaeth/PAR

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golf courses on the network, you have a kind of public utility throughout the country... Traveling Americans can book reservations, right now, right into the pro shop. It's a new and much more efficient way of offering up golf to people."

"The notion of a centralized reservation network was pioneered by the airlines," said J. Michael Doyle, an investment banker who launched PAR Business Systems with Spaeth two years ago and is executive vice president of the new PAR. "The technology is not magic. You've just made it enormously more convenient for the customer."

Member courses release their tee times into the network and every course and hotel that joins the network gets access to those tee times.

Meanwhile, the pro shop software simplifies operations from check-in to the 19th hole.

An attorney who wanted to remain active in golf after his term as USGA president from 1990-92, Spaeth said: "PAR is committed to one goal — to enhance the quality of the golf experience for everyone on the course."

"It was a perfect match," said Lurie, who is becoming active in the golf industry, adding: "PAR had the best pro shop software but wasn't offering network capability, and Aptech had the proven network system but lacked point-of-sale applications."

Saying the borders of the network are practical rather than conceptual, Doyle said PAR will advance on a regional basis.

TeeTime Network numbers among its clients the Grand Strand Tee Time network which books two million rounds of golf annually by linking 50 courses and 20 hotels; and the Traverse City, Mich., region which connects 16 courses.

Similar tee-time networks have been established at Disney World in Orlando, Fla., and in the Ocean City, Md., and York County, Pa., areas. The networks total some eight million reservations per year, PAR said in a press release.

Others are being formed in the Phoenix-Scottsdale area of Arizona, Las Vegas, Nev., Tucson, Ariz., and San Antonio, Texas.

"We envision the company in five years having a very significant place," Spaeth said. "Business plans show in the order of 85 networks in five years. This could be seven golf courses and eight hotels in the foothills of Stockton, Calif. It doesn't have to be 20 or 30 golf courses and hotels."

"We now have an unbeatable combination," said Aptech founder Jay S. Troutman, PAR's vice president of network reservation systems

Spaeth is serving as president and chairman of the board. Lurie, an eminent businessman in the Bay area who sold the pro baseball Giants in 1993, is a director.

White named VP at Maxwell Golf

JACKSON, Miss. — John D. White has been named vice-president by Maxwell Golf Group, Inc. (MGG), a Jackson-based company providing comprehensive golf course development services.

White previously was with the Golf Course Superintendents Association of America in Law-

rence, Kan., for the past five years, where he was responsible for marketing and delivery of member services, which included managing GCSAA's annual golf championship. White, 29, holds a bachelor of science degree in business administration/marketing from Kansas State.



John D. White

Private citizen buys courses from RTC

POMPANO BEACH, Fla. — Benjamin Goldman of Huntington Valley, Pa., recently purchased the Palm Aire Spa Resort & Country Club and adjacent Oaks Golf & Racquet Club for \$10.85 million from the Resolution Trust Corp. at a sealed bid/outcry auction.

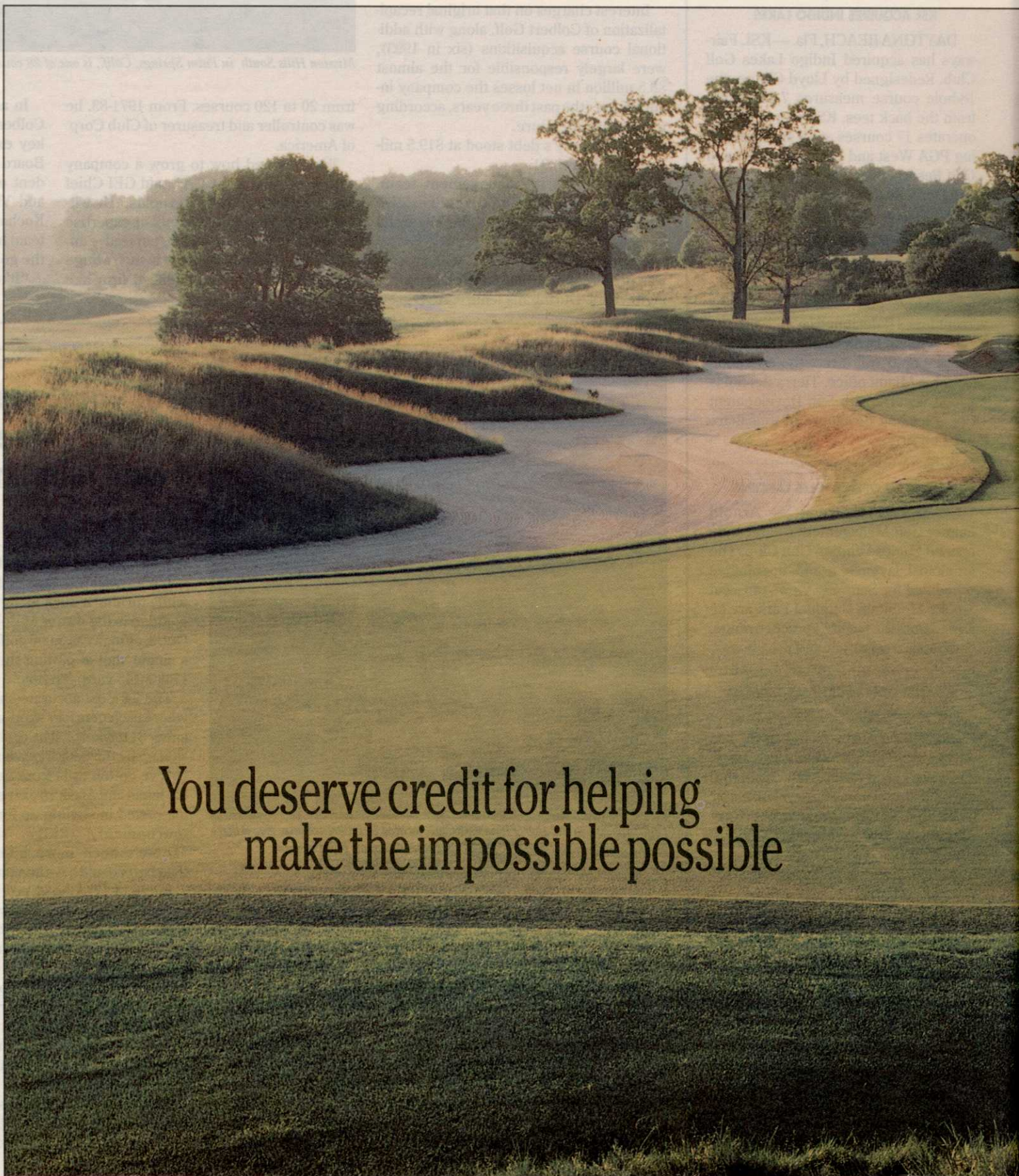
Goldman's company, FPA Corp., originally developed Palm Aire in the 1970s before selling it six years ago to Katzoff Development for \$28 million. RTC took over the property four years ago from the failed Gold Coast Savings Bank.

Palm Aire includes two 18-hole

courses (Palms and Pines) and a 22-hole executive layout (Sabals). Robert von Hagge designed Palms and Sabals. Palm Aire also boasts a 191-room deluxe hotel, restaurants, retail shops, social center and two administrative buildings.

The Oaks Golf & Racquet Club includes 36 George Fazio-designed golf holes, clubhouse, tennis and swimming facilities.

Bidding began at \$10.1 million and lasted 10 minutes during the Aug. 10 auction. CB Commercial's Golf/Resort Properties Group marketed the package for the RTC.



You deserve credit for helping
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Creating and maintaining the perfect golf environment is a difficult task. Sometimes it seems almost impossible. Especially when you consider the tools, both physical and financial, needed to keep a course manicured.

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