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Audubon, Systematic
The TPC network has instituted the Audubon Sanctuary program systemwide15

Legal columnist Nancy Smith warns against the use

Minus The Red Tape

CourseCo. finds a profitable management niche in government-owned facilities41



FASTER PLAY AND PROFIT?

Electronic-distance measuring systems are poised to make a big impact on bottom lines. See story page 41.

COURSE MAINTENANCE

Columbus supers: Competitors, comrades	15
Efficient structures, from the ground up	17
Making fairway/directional pins wind-resistant	22

COURSE DEVELOPMENT

Dormant Tillinghast track to stay that way
Q&A: Desert duo, Greg Nash & Billy Casper 37
Planned and approved course charts 40

COURSE MANAGEMENT

Ocean Course sale finalized, finally	41
Off-color ad reaps marketing benefits	41
Virginia daily-fee course going private	43

SUPPLIER BUSINESS	
DowElanco reorganizes T&O attack	47
Turf Producers to meet in Austin	49
What's now in the marketplace?	50

Resort membership? **CMAA** mulls options

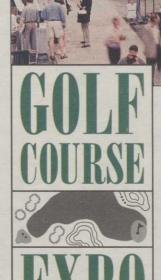
By PETER BLAIS

Expanding its educational program to include more offerings of interest to managers of upscale public resorts is one of the items that could be considered as the Club Managers Association of America (CMAA) reviews its strategic plan in the coming months.

CMAA's main goal is to broaden employment prospects for its 5,000 members, explained James Singerling, executive director of the Arlington, Va.based organization for private club managers. Increasingly, private clubs are competing financially against public facilities, such as upscale resorts.

Resorts sometimes have far superior amenities and accommodations than nearby private clubs. With hotel rooms running at \$350 a night and green fees of \$150 per round not uncommon, upscale resorts are

Continued on page 46



ORLANDO, FLORIDA NOVEMBER 9-10, 1995

A NATIONAL EXHIBITION AND CONFERENCE FOR OWNERS, SUPERINTENDENTS, MANAGERS, AND DEVELOPERS OF **PUBLIG-ACCESS GOLF FACILITIES**

THROUGH PROFIT... Learning centers in vogue

By PETER BLAIS

They can make money, lots of money. And they don't cost much, relatively speaking. For those reasons, practice centers are becoming increasingly popular among public and private developers.

Governmental bodies are particularly fond of them because everyone can use them, not just the 10 percent of the population who call themselves golfers.

"Anyone can hit a bucket of balls on the range or try a few putts. Practice centers reach a bigger audience than a municipal golf course," said Bill Kerman, an associate designer in Michael Hurdzan's course design office. Hurdzan will speak at Golf Course Expo on The Value and Trends in Golf Learning Centers at, Nov. 9-10, in Orlando.

Continued on page 54



COMEBACK COURSE

The 5th hole at Ipswich (Mass.) Country Club hasn't always been so idyllic. A victim of the '80s real estate bust, Ipswich fell into disrepair and nearly went under before solid management turned things around. For story, see page 10.

Cactus forest preserved via transplantation

By JERRY ROSE

TUCSON, Ariz. - Startling vistas, colorful sunsets, giant cacti, splashes of green in the midst of desert. This is golf in the Southwest. Now, a Scottsdale developer, Raven Golf, has created what may

be a golf course construction prototype for preserving desert vegetation and animals.

"We really wanted to show ourselves as good citizens of the community and good stewards of the land," said spokesman Steve Adelson, speaking of the extraordinary lengths Paven Golf went to in proting the integrity of the noran Desert surroundrs at The Raven Golf 1b at Sabino Springs re. "It's our sincere bethat great golf can and should co-exist with its environment. That is why Continued on page 39

A cactus is spared through preservation at Raven GC, Sabino Springs course, in Tucson, Ariz.

By MARY MEDONIS

and confusion

Super survey

reveals concern

An overwhelming major-

ity of superintendents call themselves "very concerned" about the environment and nearly one-third feel government agencies provide inadequate disposal methods and other pertinent information, according to a survey.

A questionnaire sent to superintendents across the country to elicit their views on environmental matters garnered more than 40 responses. While they do not provide a random sampling statistically, they demonstrate varied opinions dealing with different state organizations, on a wide variety of golf course conditions.

There seems to be no Continued on page 24

NEWSPAPER