

GOLF COURSE NEWS

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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

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Golf Course Expo Directory, pp. 27-36

GOLF COURSE



EXPO

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLORIDA
NOVEMBER 9-10, 1995

A NATIONAL EXHIBITION AND CONFERENCE FOR OWNERS, SUPERINTENDENTS, MANAGERS, AND DEVELOPERS OF PUBLIC-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.

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FASTER PLAY AND PROFIT?

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

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Peter Jaquith photo

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 Scotsdale 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 Raven Golf went to in protecting the integrity of the Sonoran Desert surroundings at The Raven Golf Club at Sabino Springs, Ariz. "It's our sincere belief that great golf can and should co-exist with its environment. That is why

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

Super survey reveals concern and confusion

By MARY MEDONIS

An overwhelming majority 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
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