

GOLF COURSE NEWS

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ALL IN THE FAMILY

Robert Trent Jones Sr. (left) has teamed with elder son Bobby to form a new architectural entity, RTJ Golf Ventures. For story, see page 37.

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Image enhanced but golfers insist on 'green' look

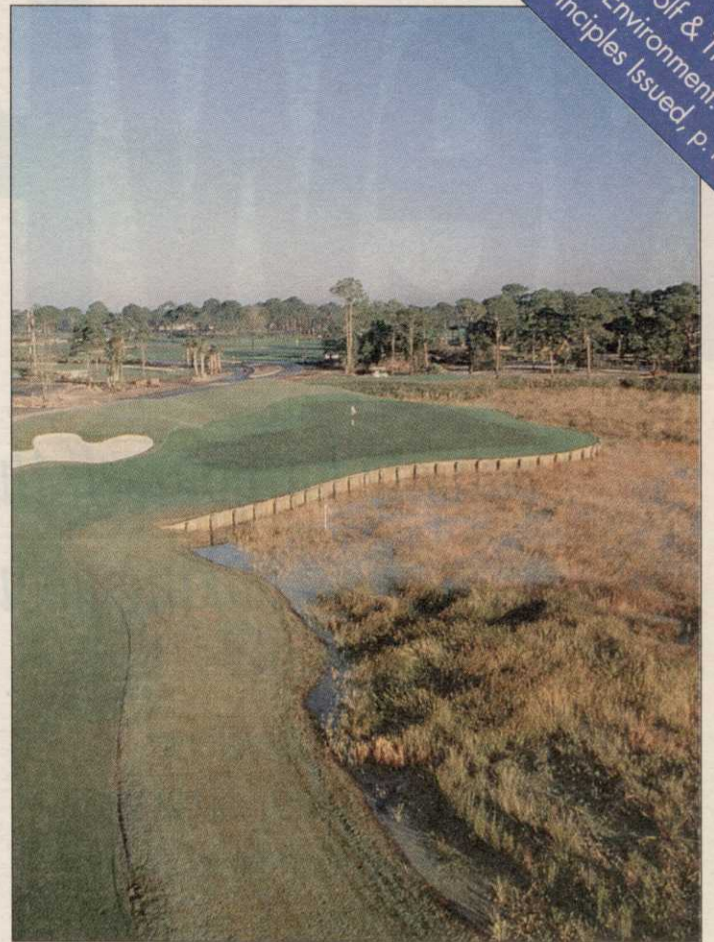
By PETER BLAIS

ORLANDO, Fla. — Most golfers view superintendents as trained professionals and the person most responsible for course conditions — news course managers should find encouraging considering national efforts to elevate their image.

Disturbingly, however, few golfers recognized the Golf Course Superintendents Association of America (GCSAA) as the superintendents' national organization. Also troubling was the unwillingness of most golfers to accept poorer playing conditions in exchange for reduced chemical and water use on their courses.

According to a recent survey of golfers conducted by the National Golf Founda-

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SENSITIVE STROKES

Architect Ron Garl worked sensitively around wetlands at the newly opened Indian River Club. Located in Vero Beach, Fla., Indian River is only the third course in the world to be granted Audubon Signature status. The course also embodies the Environmental Principles for Golf Courses recently issued at the conference on Golf & The Environment (see page 16).

Golf & The Environment: Principles Issued, p. 16

STUDY SHOWS:

Name designers pull higher dues and green fees

By PETER BLAIS

HARRISBURG, Pa. — Private courses designed by signature architects command higher initiation fees and monthly dues while signature architect-designed daily-fee facilities charge higher green fees, according to a preliminary review of a study performed by a Pennsylvania course appraiser and a graduate business student.

The point of the study is to eventually help developers determine the potential benefit of hiring or not hiring a signature architect in specific markets, and perhaps the difference in hiring one signature ar-

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Griffiths, Brauer face off on course costs

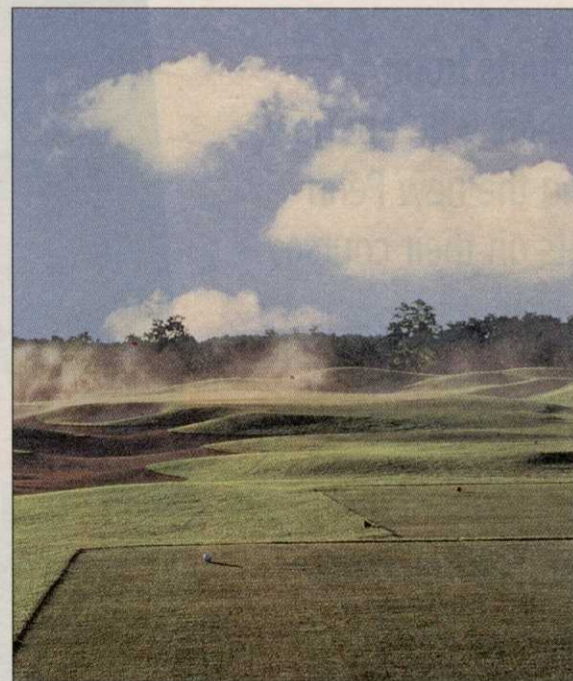
By MARK LESLIE

Worried the cost of golf is starting to drive people from the game, the incoming and outgoing presidents of the American Society of Golf Course Architects have presented arguments that would lead developers to make harsh choices about their projects.

Picking sides in a point-counterpoint atmosphere, Past President Jeff Brauer of Golfscapes in Houston and new President Denis Griffiths of Braselton, Ga., agreed construction costs have escalated too high but disagreed over the cure.

"Ten years ago there were few upscale daily-fee projects," Griffiths said. "Everyone today is doing

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Shiun Golf Club in Nigata, Japan, a new design from incoming ASGCA president, Denis Griffiths.

Ciba-Sandoz deal creates new firm: Novartis

By HAL PHILLIPS

Consolidation in the chemical trade continues apace, as Des Plaines, Ill.-based Sandoz Agro and Greensboro, N.C.-based Ciba — both divisions of enormous Swiss-owned pharmaceutical and life sciences conglomerates — have agreed to join forces, creating a \$6 billion agrichemical giant.

The new entity will be known as Novartis, providing Bill Liles, head of Turf & Ornamental for Ciba, his fourth corporate identity in a decade. First it was Geigy. Then came Ciba-Geigy, fol-

lowed by Ciba. Now, it's Novartis.

"I've got a lot of business cards," Liles said with a laugh. "But people have to realize, these mergers always take more time than you would expect. The Ciba-Geigy mergers took three years. From the Ciba side, we will be there to service our products and we will have the product there to serve the marketplace. It will be business as usual."

Ciba products include Banner fungicide, Primo plant growth regulator and

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SANDOZ NAMES WINNER

DES PLAINES, Ill. — Sandoz Agro, Inc. has revealed that Scott Anderson, superintendent at Huntingdon Valley Country Club in Pennsylvania, won the grand drawing for a personal computer at the International Golf Course Conference and Show in Orlando, Fla. Anderson, a superintendent for 13 years, was chosen in a random drawing at the show. He will receive a Packard Bell 100 MHz Pentium Processor with CD-ROM drive, fax/modem and monitor.

ProStar okayed in NY; Tupersan now labeled for sod use

WILMINGTON, Del. — ProStar 50WP Fungicide has received approval from the New York Department of Environmental Conservation for use on turf in that state. ProStar 50WP is a systemic fungicide for controlling turf diseases caused by Basidiomycetes.

"ProStar provides effective control of brown patch, yellow patch, gray snow mold, red thread and pink patch," said Dr. David Spak of AgrEvo USA. "ProStar is currently the only product registered to suppress fairy ring."



ProStar 50WP will be available in premeasured, water soluble packages that reduce worker

exposure and package disposal. In addition, ProStar is registered for tank mixing with any number of other products for control of an even wider range of diseases. ProStar provides protection against disease for periods of from 14 to 28 days, depending on the disease and degree of disease pressure.

...
KANSAS CITY, Mo. — PBI/Gordon Corp. has announced the expansion of the Tupersan Herbicide Wettable Powder label to include sod farms with the

Worker Protection Standard (WPS) required by EPA for use on grower sites.

Tupersan WP is a wettable powder containing siduron which is used for pre-emergent control of annual grasses such as crabgrass, foxtail and barnyardgrass in newly seeded areas as well as in established turf. It can even be used at the time of seeding without causing injury to germinating seedlings of most cool-season grasses. With an application of Tupersan WP, sod growers can prevent annual weed grasses even when overseeding in the spring.

Ciba/Sandoz

Continued from page 1

and Triumph insecticide.

Officials at Sandoz Turf and Ornamental agreed that product supply and service would continue uninterrupted. Officials also assured superintendents the Sandoz product line — which includes Sentinel fungicide, Barricade pre-emergent herbicide and Mavrik insecticide — would not be affected.

Shareholder approval is scheduled to take place April 23 and 24 in Switzerland. The deal must then pass safely through the anti-trust processes in the United States, Europe and Japan. Optimistic estimates indicate the process could be concluded in six months.

"We're working hard to make sure we're up and running as Novartis for the 1997 season," said Hintze.

Total consolidated agribusiness sales of the two companies in 1995 were nearly \$6 billion. In crop protection, including the turf and ornamental industry, Novartis will hold a strong position in four key areas: weed control, disease control, insect control and seed treatment.

According to officials from both firms, 15 new compounds are in an advanced stage of development, mainly in the weed control, disease control and insect control markets, several of which will have applications in the turf and ornamental industry.

Outside the agribusiness sector, the merger creates the second-largest pharmaceuticals company in the world, with combined sales of nearly \$13 billion.

Ciba's Dr. Alex Krauer will be chairman of Novartis, and Dr. Daniel Vasella of Sandoz will be president and head of the executive committee. Dr. Wolfgang Samo of Ciba will be one of eight members of the Novartis executive committee, representing the agribusiness sector. Integration teams will be formed immediately to initiate and carry out the merger implementation process.

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