

**'Penn Pals' On Parade:
Penncross, PennLinks
and PennTrio**



PennTrio No. 17, Apple Tree GC, Yakima, WA



Penncross No. 14, Coeur D'Alene Resort, Coeur D'Alene, ID

Tour the Islands with the 'Penn Pals'

Island putting greens are indeed a beautiful, yet intimidating, sight to behold with some very unique shapes and features. They're also meant to challenge golfers. Once a player has carried the water hazard and landed on the green, he should be rewarded for his efforts. That's why, in most cases, the putting surface is one of the 'Penn Pals'... icing on the cake, so to speak.

We haven't seen the last of island greens. Now that one floats, what's next? Whatever the configuration, your Tee-2-Green distributor has the ideal creeping bentgrass for each application: Penncross... the world standard for putting greens since 1955. Penneagle... the salt tolerant grass for greens and fairways, plus PennLinks, the new choice for greens around the world.

And now, the exciting next generation of low mowing creeping bentgrasses... PENN A-1, PENN A-2, PENN A-4, PENN G-1, PENN G-2 and PENN G-6 will add a new dimension to green performance.

So, even when a player's short irons are erratic, and his putting's unpredictable, he can always count on the quality and consistency of 'Penn Pals' greens as he tours the islands.



*Penncross, No. 17, PGA WEST
TPC Stadium Course, La Quinta, CA*



*PennLinks No. 17, Chart Hills GC
Biddenden, Kent, England*

Tee-2-Green Corp.

PO Box 250
Hubbard, OR 97032
1-800-547-0255
503-651-2130
FAX 503-651-2351

What you need is a way to stand out.

Groom your course for competitive success.

Good news: Public-access golf is the future of the game.

Bad news: your competition is growing as a result.

They're getting tougher. Breathing down your neck.

It's no longer enough to simply maintain your operation.

These days, you need aggressive marketing and management strategies to *make your course stand out*.

If you want to get—and keep—your competitive edge, make plans now to attend Public Golf Forum '97. Sponsored by *Golf Course News*, this national conference is tailored to the needs of owners, managers and superintendents of public-access golf courses who are feeling the pinch of the crowded market.

Attend Public Golf Forum '97 if you want to:

- Add the kind of value and prestige to your course that will let you increase your green fees—and your clientele.
- Find new products, equipment and technology to help you cut costs, maximize efficiency, and maintain quality throughout your operation.
- Learn how to position your course successfully against new and aggressive competition.
- Use market-savvy strategies to broaden your customer base, target new demographics, and increase your rounds.
- Ensure an emphasis on customer service.
- Plan and strategize for results, make better business management decisions, and advance your own career.

TO REGISTER OR FOR MORE INFORMATION

Call 1-800-441-6982

Or visit the Public Golf Forum web site today for the latest updates: www.golfcoursenews.com

Tel: 207-846-0600 • Fax: 207-846-0657

Public Golf Forum '97 • 106 Lafayette St. P.O. Box 995 • Yarmouth, ME 04096

Don't just survive! THRIVE in this dynamic marketplace. Find out all you need to groom your operation for success at Public Golf Forum '97.

Reserve Your Place Today and Save!

Register by October 1, and the first registration from your company is **only \$395**. Each additional registration, **only \$199—save 50%! (includes FREE admission to Public Golf Forum '97 Vendor Exhibits.)** After October 1, first registration \$495, each additional registration \$249.

Two Full Days of In-Depth Seminars

3 Educational Tracks		MANAGEMENT/MARKETING	DEVELOPMENT	MAINTENANCE
		KEYNOTE PRESENTATION		
OCTOBER 27, 1997	9:00 - 9:50 AM			
	10:00 - 10:50 AM	Speed of Play	The Daily-Fee Country Club Concept	OSHA—Turning Pain Into Gain
	2:00 - 2:50 PM	General Manager: Figurehead, Department Head or CEO?	Renovation: Facelifting Your Golf Course	Turf Wars: What's New?
	3:00 - 3:50 PM	Getting Established in a Community	Building the Affordable Golf Course	Gadgets, Gizmos and Inventions: Making Life a Whole Lot Easier
	4:00 - 4:50 PM	Improving Your Image Through Community Involvement	It Doesn't Have To Be "Public"	Bunker Drainage and Maintenance
		R E C E P T I O N		
OCTOBER 28, 1997	9:00 - 11:30 AM	Expanding Your Base: How To Get New Players In The Game Part 1: The Untapped Market Part 2: The Ultimate Learning Center		9:00 - 9:50 AM: The Perfect Maintenance Complex 10:00 - 10:50 AM: Mapping Your Golf Course at the Speed of Light
	2:00 - 2:50 PM	Operational Audits: Identifying Inefficiencies And Opportunities	Competing for Leisure Time	Biological Controls: Part 1
	3:00 - 3:50 PM	Increasing Your Outing Revenues	Country Clubs for the Common Man: Integrating Golf & Apartment Communities	Biological Controls: Part 2
	4:00 - 4:50 PM	What Renovations Can Mean To Your Facility's Bottom Line	Developing a Learning Center Environment	Biological Controls: Part 3

SUPERINTENDENTS:

Public-access golf endures more rounds, higher traffic and more competitive maintenance challenges than ever before. Learn practical solutions from your peers who are leading the industry in the only program developed for your unique problems.

Sponsored by:
GOLF COURSE NEWS

PUBLIC GOLF FORUM

A NATIONAL BUSINESS CONFERENCE AND EXPO FOR SUPERINTENDENTS, OWNERS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES

October 27 & 28, 1997

Oak Brook Hills Hotel and Resort

Oak Brook Hills, Illinois

E-Z-GO Is Just Another Golf Car...



We've tried all types of equipment, and we've found that the E-Z-GO is the only one that's really worth the money. It's a real workhorse, and it's a real pleasure to drive. It's a real workhorse, and it's a real pleasure to drive. It's a real workhorse, and it's a real pleasure to drive.

The E-Z-GO is a real workhorse, and it's a real pleasure to drive. It's a real workhorse, and it's a real pleasure to drive. It's a real workhorse, and it's a real pleasure to drive. It's a real workhorse, and it's a real pleasure to drive.

The E-Z-GO is a real workhorse, and it's a real pleasure to drive. It's a real workhorse, and it's a real pleasure to drive. It's a real workhorse, and it's a real pleasure to drive. It's a real workhorse, and it's a real pleasure to drive.

Like Arnie Is Just Another Golfer.

How many golfers do you know who command their own personal army? Arnold Palmer does. Since his 1954 U.S. Amateur victory, Arnie's charisma, ability and heroic late-round charges have drawn millions to the game of golf. Winning him 8 Majors and 92 tournament championships along the way.

Coincidentally, 1954 is when E-Z-GO began its drive to the top with a string of technological innovations, industry leading designs and unmatched quality. That's why more golfers have ridden in E-Z-GO cars than any other golf car in history.

*Arnie leads the army, but
E-Z-GO commands the motor pool.*



THE #1 GOLF CAR IN THE WORLD.™



© 1997 E-Z-GO Division of Textron Inc.
1-706-798-4311 • www.ezgo.com

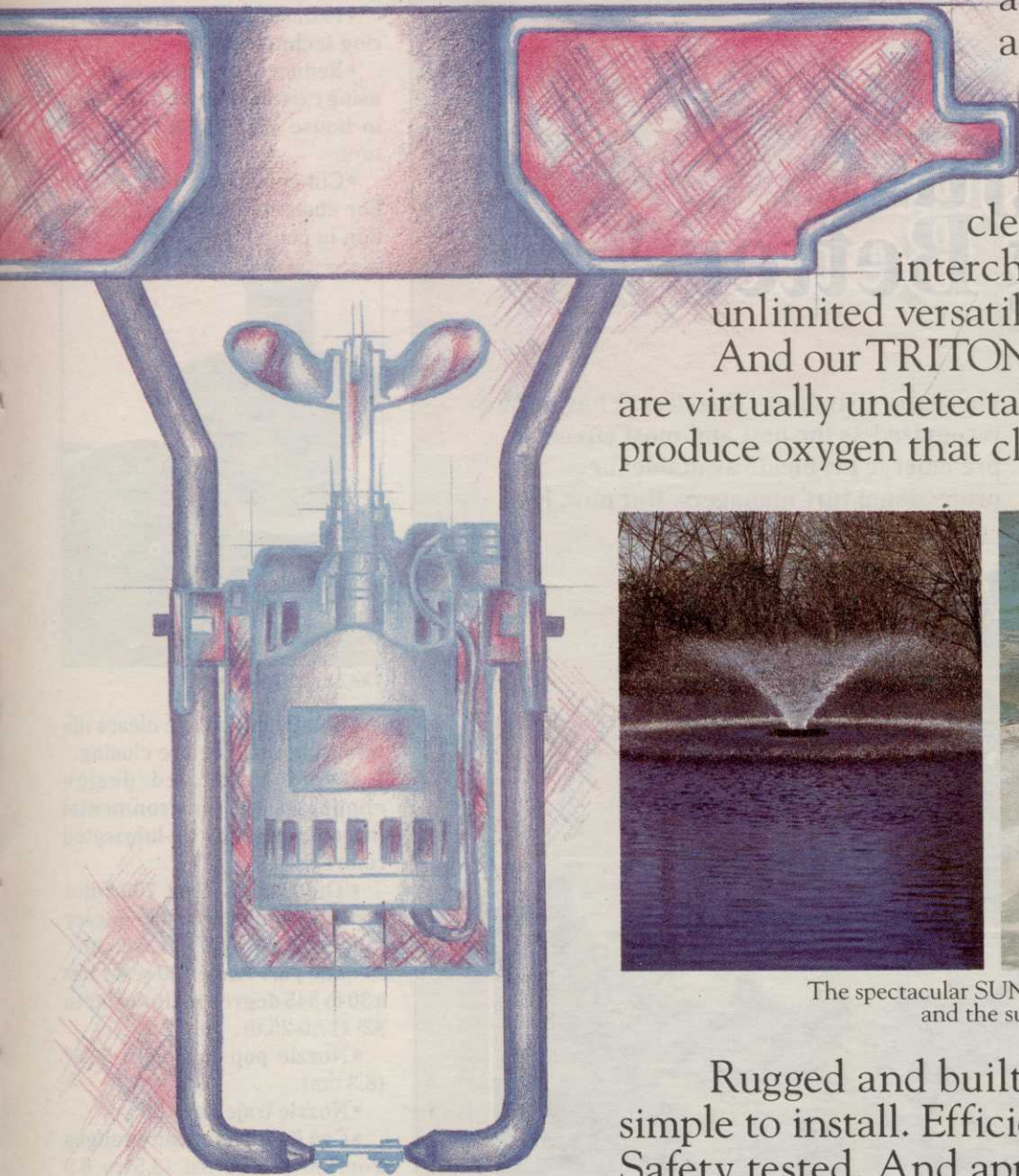
Troubled Waters?

Before water can enhance a landscape, it has to be healthy. The results of poor water management can be unsightly, smelly and costly.

Otterbine quality water management keeps ponds and lakes sparkling, clear and odor-free. Naturally, efficiently, and beautifully.

Otterbine CONCEPT₂ surface aerators give nature a boost by stimulating natural water cleanup processes. They offer interchangeable spray patterns for almost unlimited versatility.

And our TRITON and AIR FLO subsurface aerators are virtually undetectable as they create strong currents to produce oxygen that cleans and purifies.



Otterbine aerators, designed to move high volumes of water, are built for years of dependable service.



The spectacular SUNBURST₂ from Otterbine's versatile CONCEPT₂ line; and the subsurface aerators TRITON and AIR FLO.

Rugged and built to last, all Otterbine aerators are simple to install. Efficient. Compact. Self-contained. Safety tested. And approved by the Electrical Testing Laboratory.

Our comprehensive product line ranges from the highest technology in aeration systems to OTTERSHADE, the new environmental lake dye. And we stand behind a 35-year tradition of quality, pride and fast, effective service.

Call or write, today, to find out how Otterbine can help make your water work, beautifully.

Water works with Otterbine.

3840 Main Road East
Emmaus, PA 18049 USA
(610) 965-6018



Stick to News.

Inexpensive
notion?

GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION
VOLUME 8, NUMBER 4
APRIL 1996 • \$4.50

INSIDE

Upfront Prep

Dr. William Torello has ideas on sparing turf the effects of harsh winters. Start in the fall 17

Sod Science

High demand for sod has led to a re-evaluation of production philosophy. A stock 53

COPY FRANK
ON THIS!



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.

COURSE MAINTENANCE

Sprinkler uniformity sought but not found 17
New Chemistry: biologicals & nematodes 20-21
Putting green research: Top 10 projects 22

COURSE DEVELOPMENT

Morish on family-accessible design 24
What's doing in Asia-Pacific? Tons 25
Elkington eyes niche in landscape/design 26

COURSE MANAGEMENT

Meadowbrook stock offering aids expansion 28
ClubLink dominates private Toronto market 29
NGF unveils customized research service 30

SUPPLIER BUSINESS

The Scotts Co. undergoes turnover at the top 53
Kirtland buys Best Sand; FMI, Cactus merge 54
State EPAs sign off on ProStar, Tupersan 57

Image enhanced but golfers insist on 'green' look

PLAYERS SURVEYED ON SUPERSTROKE

BY PETER BLAIS

ORLANDO, Fla. — Most golfers view superintendents as trained professionals and the person most responsible for 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 recognize 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 Foundation, Continued on page 30

GET
ENVIRONMENTAL
REPORT!



SENSITIVE STROKES

Architect Ron Carl worked sensitively around wetlands of 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)

ING!
MORE
INFO!

Trilly
someone
IS
stealing!

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 higher dues. A study of 100 courses in Pennsylvania found that courses designed by signature architects have higher initiation fees and higher dues than courses designed by other architects. The study also found that courses designed by signature architects have higher maintenance fees and higher green fees. The study was conducted by the National Golf Foundation. Continued on page 30

Griffith

POST THIS
NEXT TO
COPIER



Shinn Golf Club in Nigeria, Japan, a new design from incoming ASGA president, Denis Griffiths.

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 Beamer 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

COPY
&
ROUTE

MAKE THE
CALL!

Ciba-Sandoz deal creates new firm: Novartis

BY HAL PHILLIPS

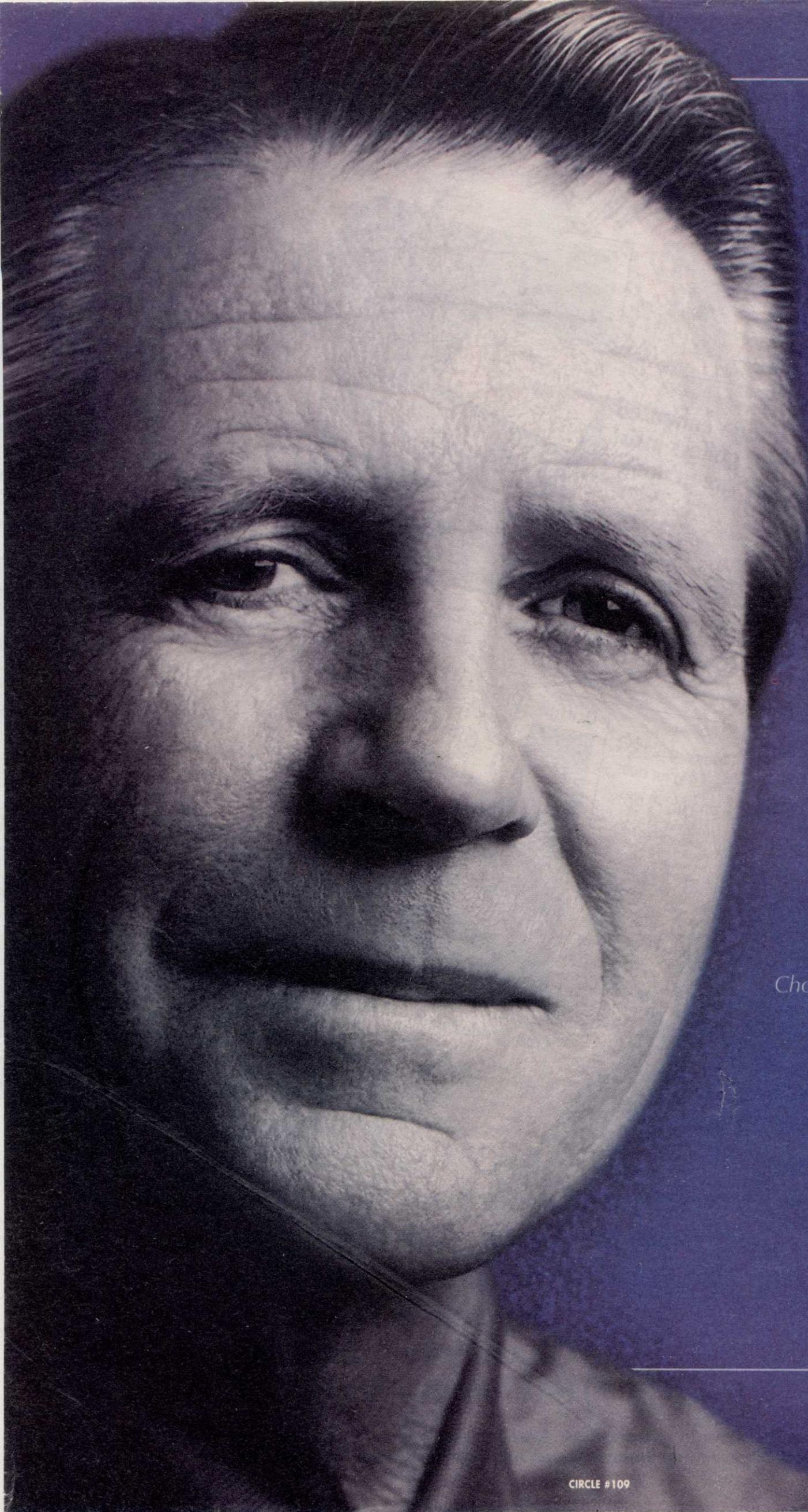
Consolidation in the chemical trade continues apace, as Des Plaines, Ill.-based Sandoz Agro and Greensboro, N.C.-based Ciba — both divisions of enormous Swiss conglomerates — have agreed to join forces, creating a \$6 billion agricultural giant. The new entity will be known as Novartis. Bill Liles, head of Turf & Ornamental at Ciba, will be fourth vice president of the new firm. Then came Ciba-Geigy, for

COPY &
ROUTE

#BXNFHRZ*****S-DIGIT 65101
#GCN0123556 S#9605 166
ANDREW SHYTHE
SUPERINTENDENT
HORIZON GOLF CLUB
6502 OVERLOOK RD
JEFFERSON CITY, MO 65101-166

When readership is what
you're buying with your advertising dollars,
Golf Course News delivers. Cover-to-cover,
Golf Course News has the news your customers need to know.

To deliver your message, call
Charles von Brecht, publisher.
(207) 846-0600 • Fax (207) 846-0657



Gary Player.

Wins all over the world.

Designs courses

all over the world.

Chooses the best equipment

in the world.

THE PROFESSIONAL'S CHOICE ON TURF

JACOBSEN

TEXTRON

800-727-JAKE www.jacobsen.textron.com