

# Sleeping Bear/Ann Arbor join forces

By MARK LESLIE

CHELSEA, Mich. — Sleeping Bear Press and Ann Arbor Press — two prolific publishers in different segments of the golf industry — have merged here, setting in motion a vehicle the two presidents believe will dominate the field.

"We decided to merge because

of our respective strengths in golf and turf," said Ann Arbor President Skip DeWall. "From a market standpoint it was the right decision, and from an internal and human-resource standpoint it made the operation much more cost-effective. It allows us to dominate our markets at the same time."

"It's great to be back," said Sleeping Bear President Brian Lewis, who last year ended a two-year "non-compete" clause with Lewis Publishers, owners of his old firm. "We can go back and make our commitment in the field of turfgrass. We're excited and there will be a lot of exciting projects people will get a benefit

from and enjoy reading."

Under the agreement, Sleeping Bear absorbed Ann Arbor's stock and reissued stocks in the merged company to Ann Arbor shareholders, according to DeWall. Lewis is president and chief executive officer of the firm and DeWall remains as president of Ann Arbor.

Lewis and DeWall have a full plate of book offerings this year as well as what Lewis called a

"stunning" lithograph collection of Iain MacFarlane Lowe photographs of the Old Course at St. Andrews.

Sleeping Bear in April released an original reproduction — dust cover and all — of George C. Thomas Jr.'s *Golf Architecture in America* at the same time Ann Arbor printed the second edition of *The Mathematics of Turfgrass Maintenance* by Dr. Nick Christians of Iowa State University and Michael L. Agnew, PhD of Novartis Corp., done in conjunction with the Golf Course Superintendents Association of America (GCSAA).

The lithographs were also just released, as was the book *Rough Meditations* by course architecture writer Brad Klein.

Also:

- In July, *IPM Handbook for Golf Courses* by Drs. Gail Schumann and Pat Vittum of the University of Massachusetts, Dr. Pat Cobb of Auburn, and Dr. Monica Elliott of the University of Florida.

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— Brian Lewis, president of Sleeping Bear

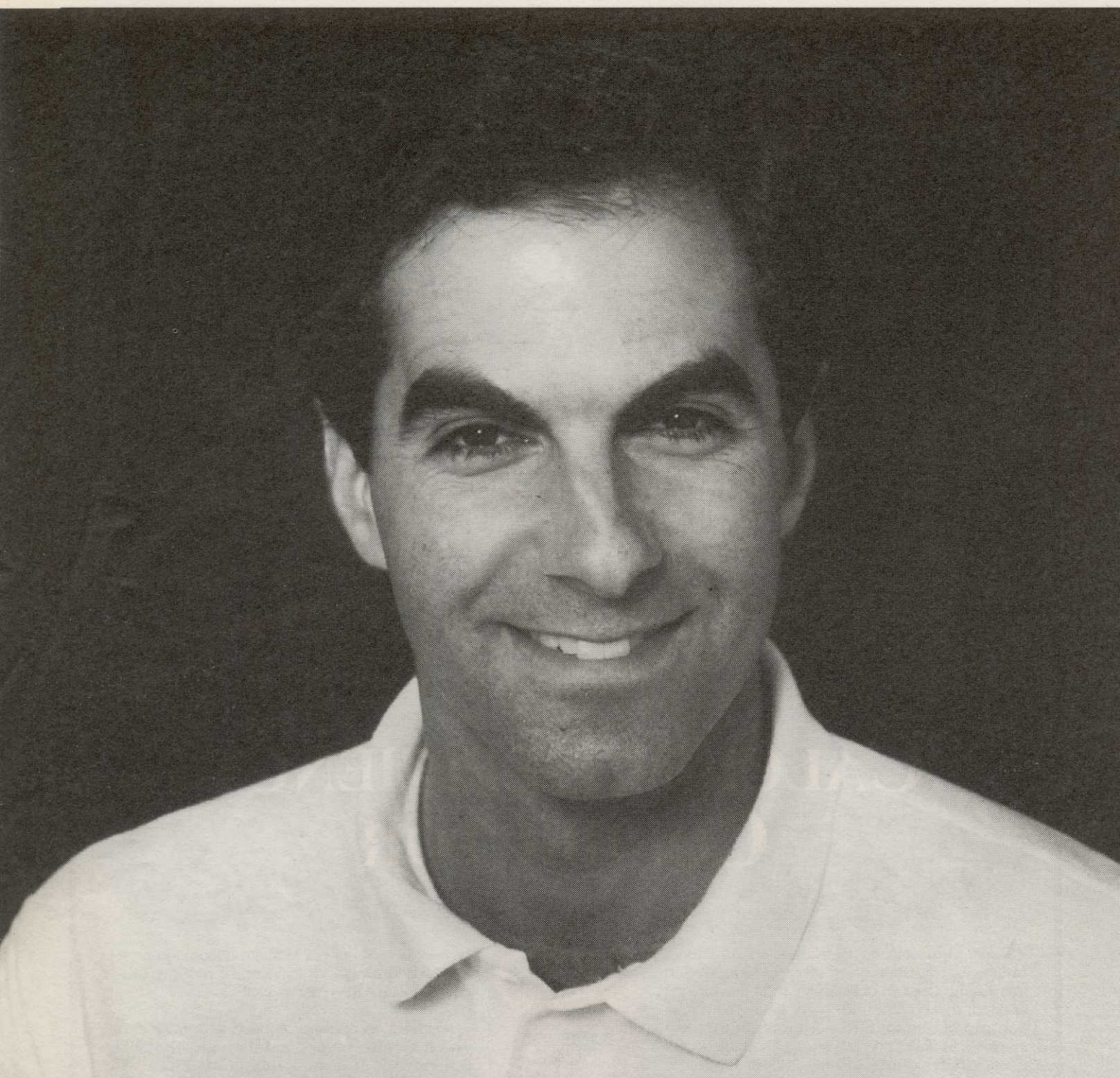
- In August, *Bobby Jones on Golf*.

- In September, *The Fundamentals of Golf Course Maintenance* by Mike Bavier and Gordon Witteveen, former presidents of the GCSAA and Canadian Golf Superintendents Association, respectively. *Mathematics of Turfgrass Maintenance* by Dr. Nick Christians of Iowa State and Michael L. Agnew, PhD of Novartis Corp., which is out now.

- In October, *Destructive Turfgrass Insects* by Dr. Dan Potter of University of Kentucky.

- In the fall, the first post-merger book will be an as-yet-untitled collection of essays on course architecture from old golf publications. Edited by Geoff Shackelford, it will include writings of Alister Mackenzie, C.B. Macdonald, A.W. Tillinghast, William Flynn, Pete Dye, Ben Crenshaw and Tom Doak, among others.

Lewis said the company has signed an agreement with photographer Lowe to what will amount to an official commentary and photography of the Old Course. It is expected to be released in the year 2000 for the 25th anniversary of the British Open being held at St. Andrews.



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