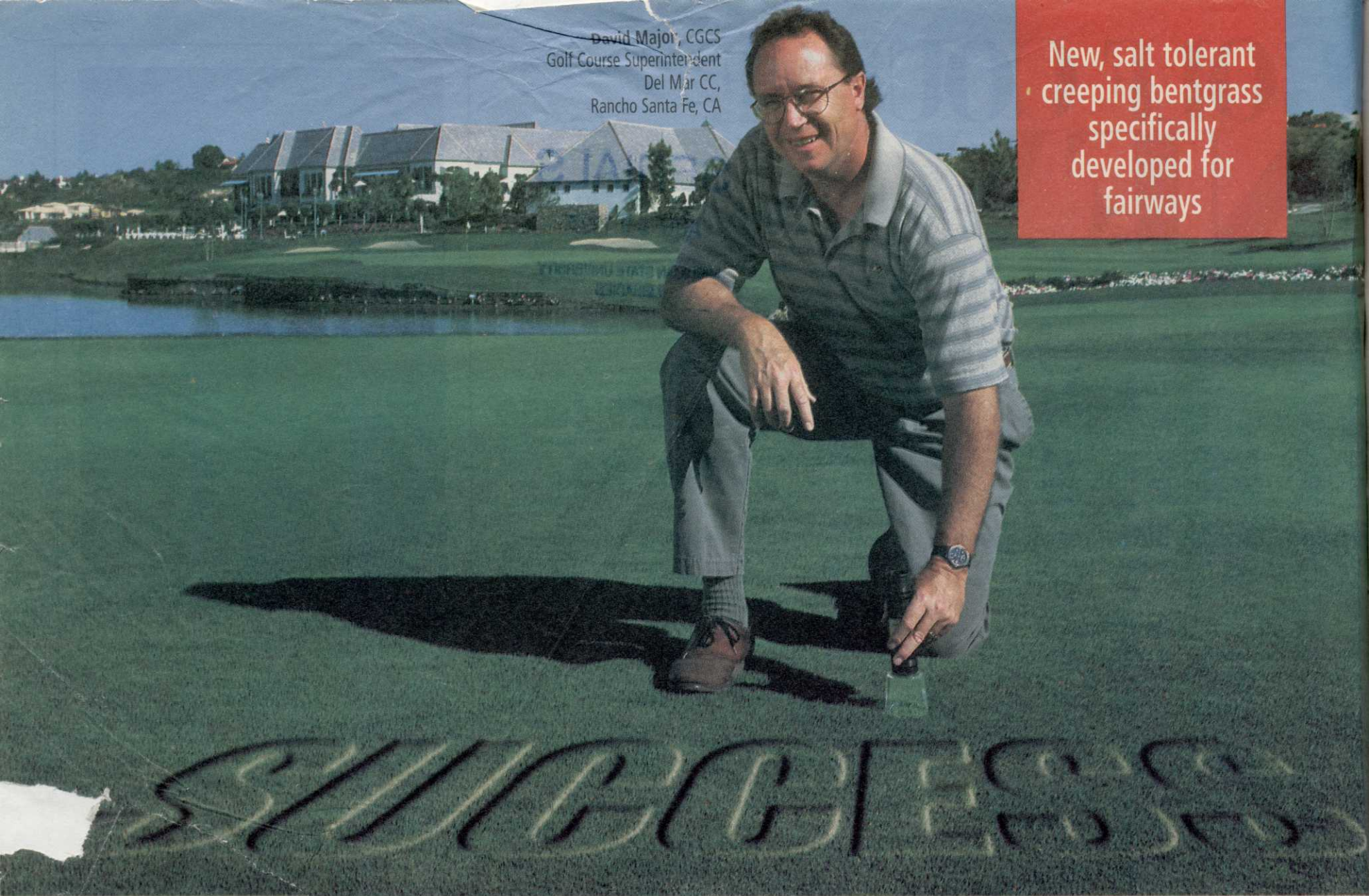


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Ninth hole, Del Mar CC; Joe Lee, architect

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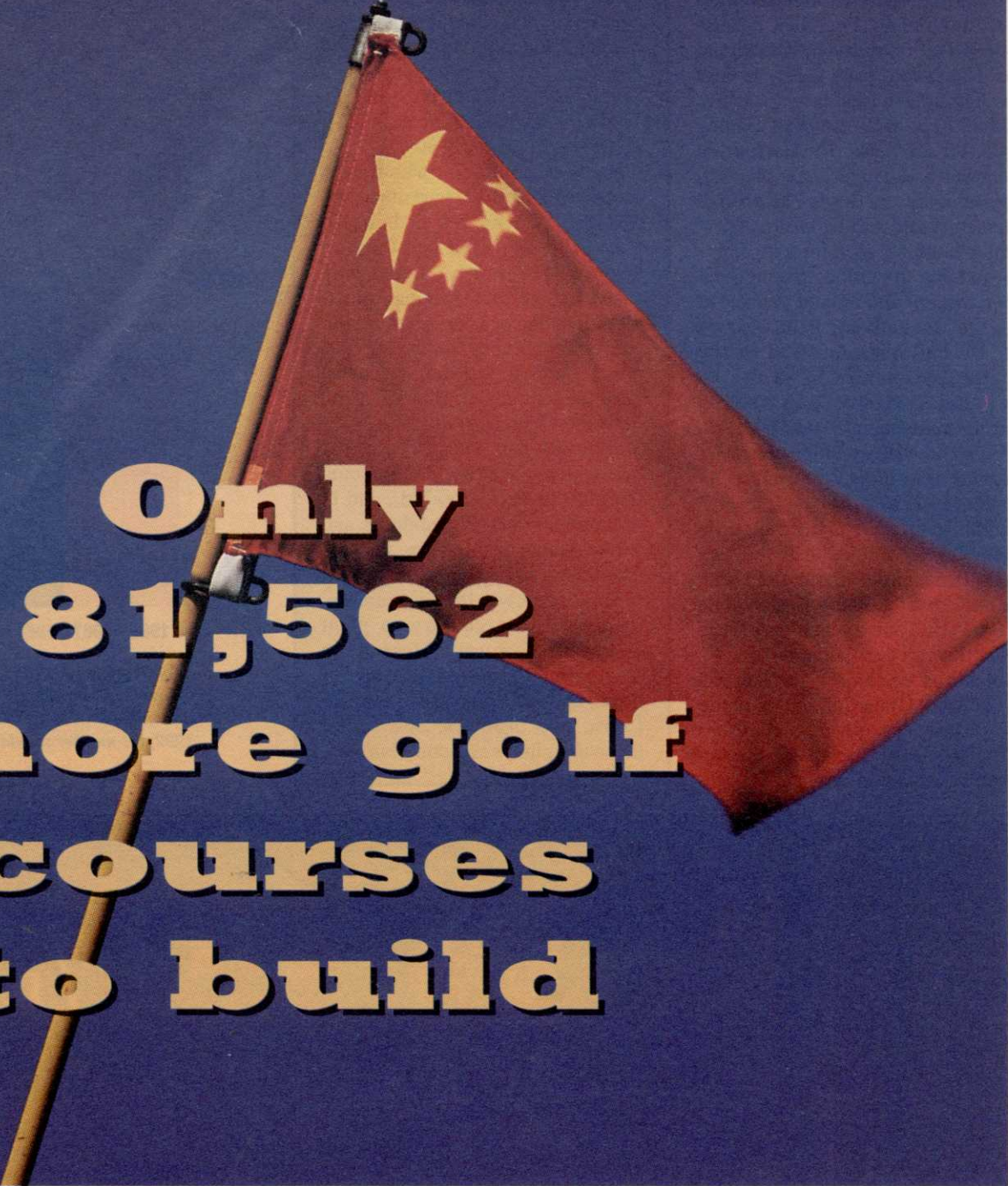
Seaside II has success written all over it.
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INSIDE

Upfront Prep

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

Sod Stock

High demand for sod stock. 53

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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.

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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-

Continued on page 30

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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).

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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, monthly dues and architect-fee facilities. Preliminary study by Pennsylvania and a study is currently 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-

Continued on page 3

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Shinn Golf Club in Niigata, 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 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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COPY & ROUTE

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 agricultural giant. The new entity will be known as Novartis. Bill Liles, head of Turf & Ornamentals in a head-to-head fight for identity in a crowded market, says: "Then came Ciba-Geigy, lot

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