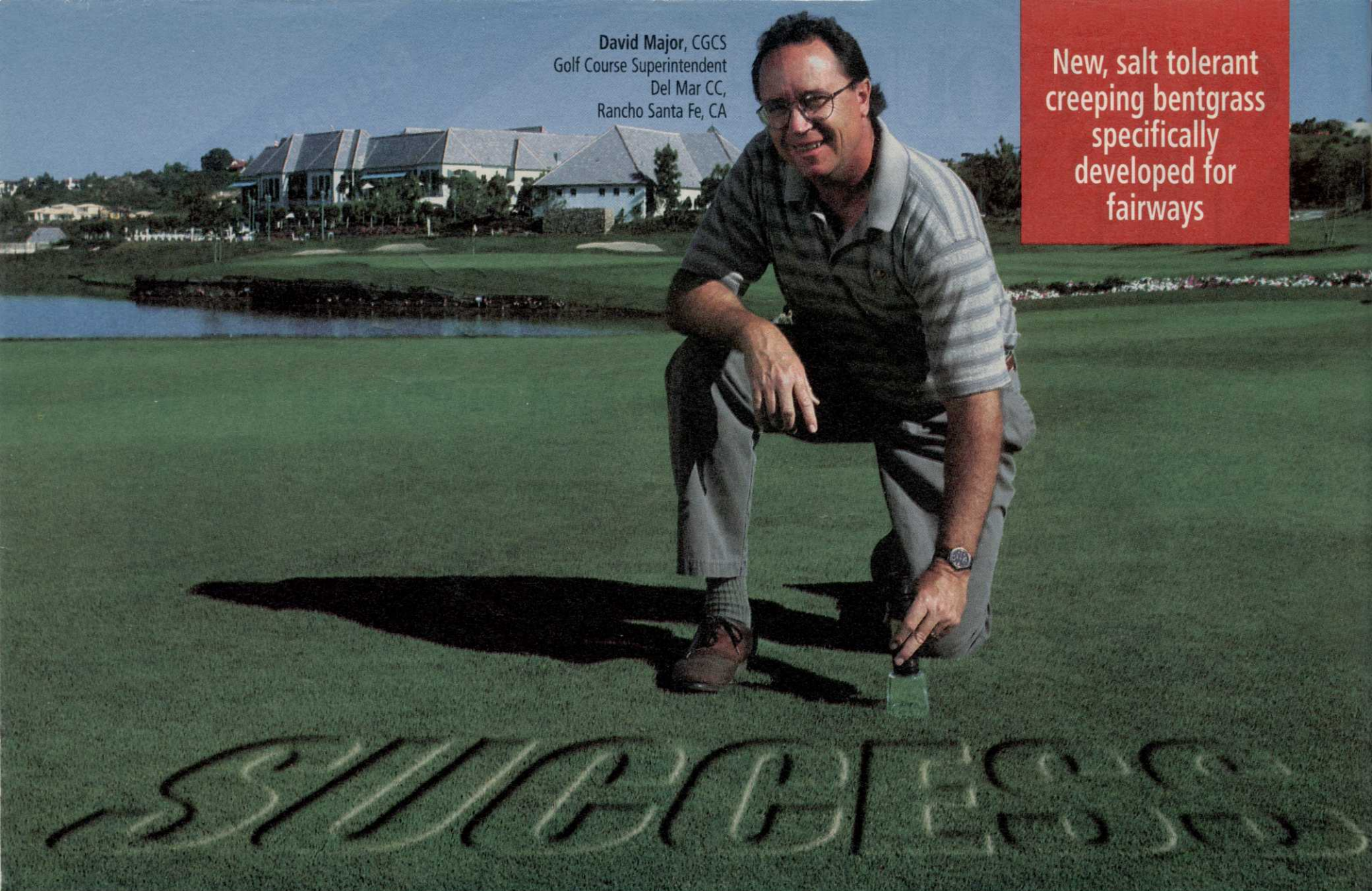


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Golf Course Superintendent
Del Mar CC,
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Ninth hole, Del Mar CC; Joe Lee, architect

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Seaside II has success written all over it.
- David Major

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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 Science?

High demand for sod 53

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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.

COURSE MAINTENANCE

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Elkington eyes niche in landscape/design 25

COURSE MANAGEMENT

Meadowbrook stock offering aids expansion 26
Private Toronto market service 27

PLAYERS SURVEYED ON SUPERS' ROLE

Image enhanced but golfers insist on 'green' look

BY PETER BLAIS

ORLANDO, Fla. — Most golf superintendents as trained professionals and the person most responsible for course conditions — news course superintendents should find encouraging national efforts to elevate their image. Disturbingly, however, few superintendents' national efforts to elevate their image. Also troubling was the unwillingness of most golfers to accept poorer conditions in exchange for reduced water use on their courses. According to a recent survey conducted by the National Golf Foundation, 62 percent of superintendents surveyed said they would accept poorer conditions in exchange for reduced water use on their courses. According to a recent survey conducted by the National Golf Foundation, 62 percent of superintendents surveyed said they would accept poorer conditions in exchange for reduced water use on their courses.

STUDY SHOWS:

Name designations pull higher dues and green fees

BY PETER BLAIS
HARRISBURG, Pa. — Private courses do command higher fees

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SENSITIVE STROKES

Architect Rox Carl 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).

on course costs

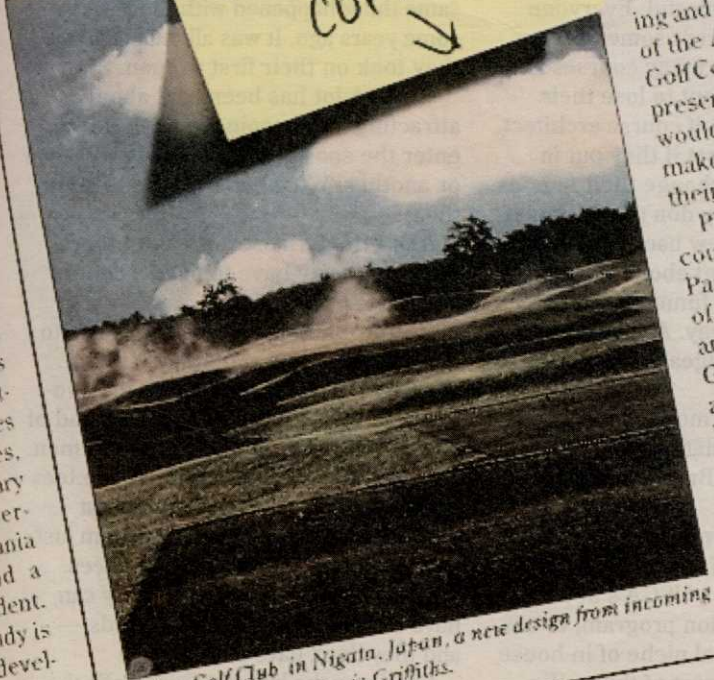
BY MARK LESLIE
Worried the cost of golf is starting to drive people from the game, the incoming and outgoing presidents of the American Society of Golf Course Architects have presented arguments that would lead developers to make harsh choices about their projects.

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

Continued on page 46

Griffiths



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

Ciba-Sandoz deal creates new firm: Novartis

New for Turf and Ornamentals . . .

New Quaternary Amine Product Stops Algae and Disease



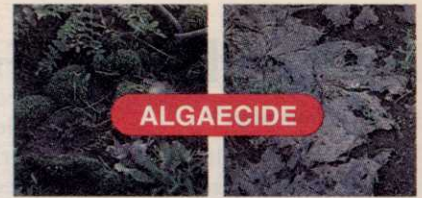
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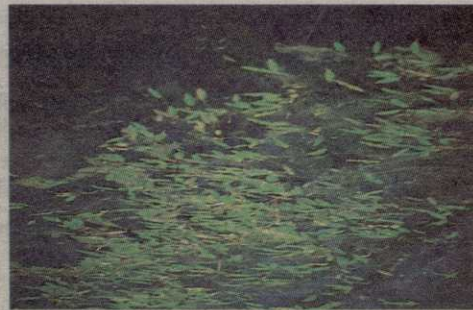
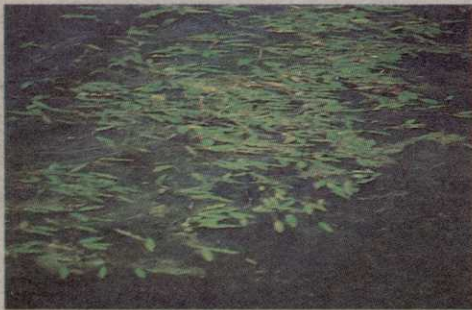


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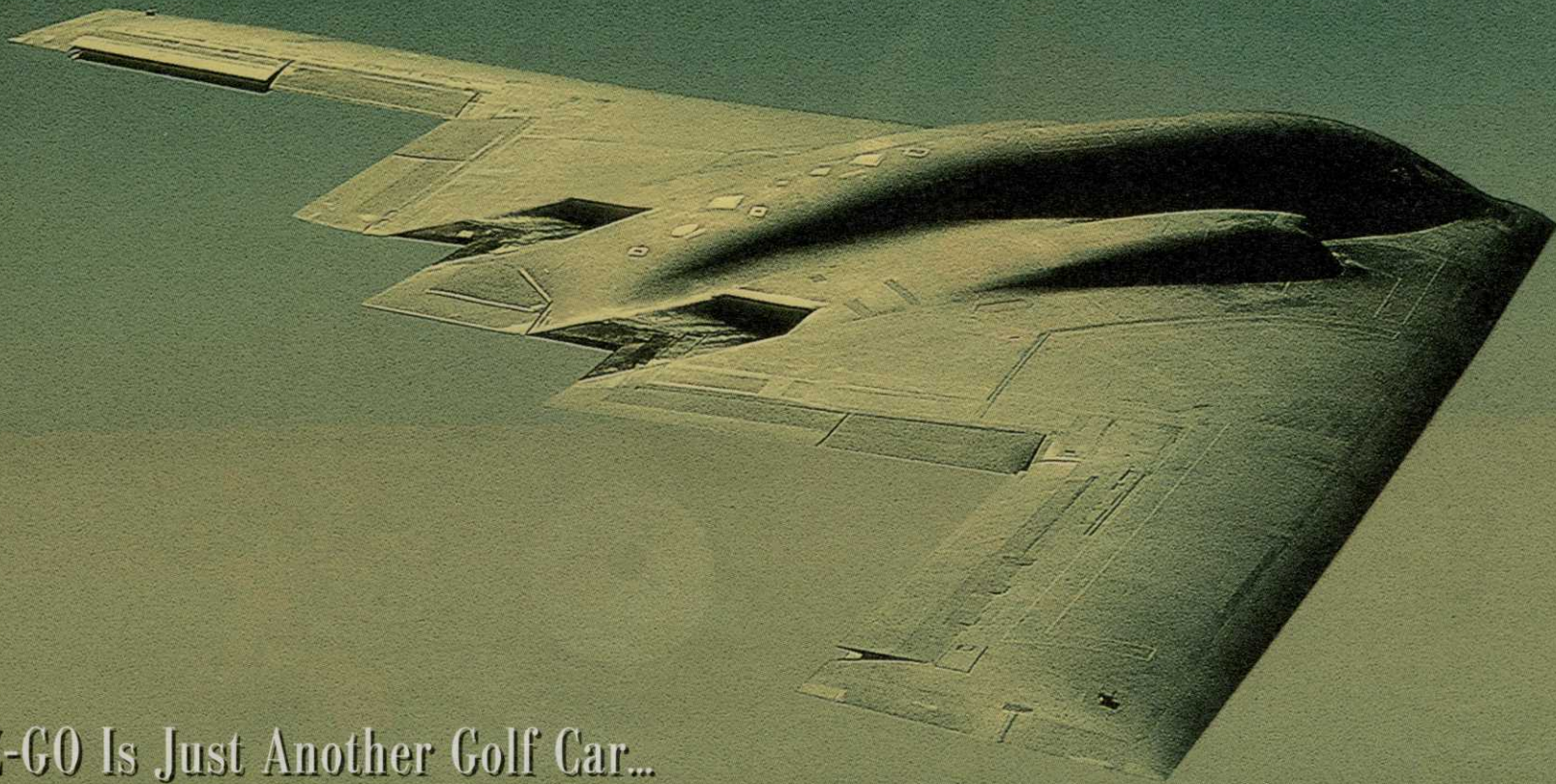
The GCSAA Foundation ROBERT TRENT JONES ENDOWMENT FUND

for scholarships and turfgrass research —
in your name.

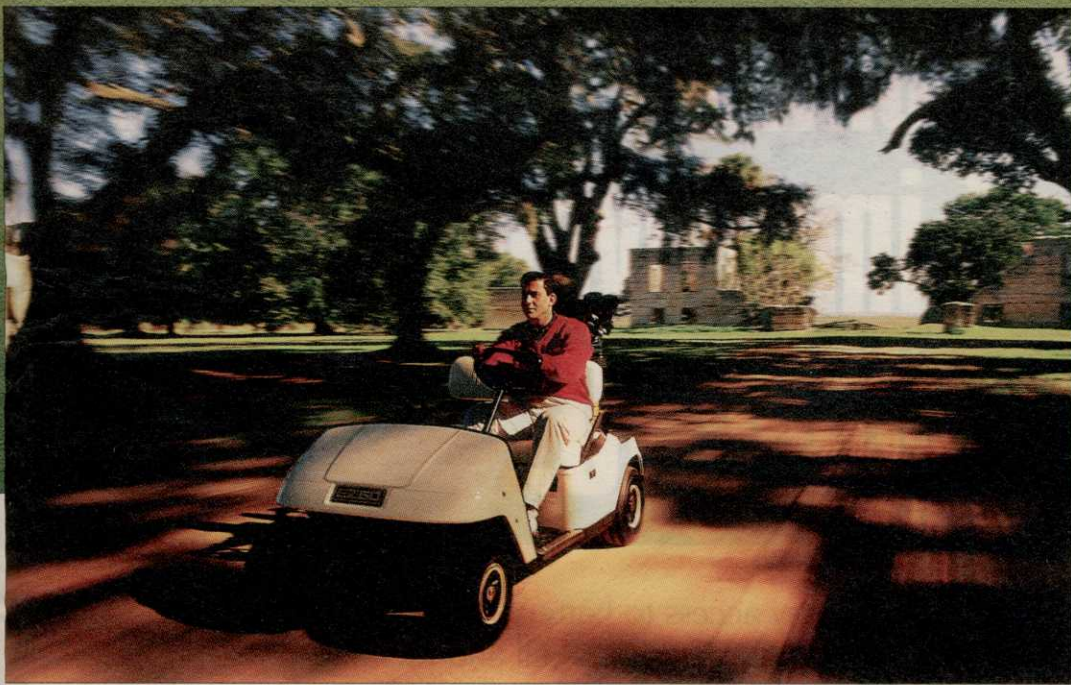
A list of all participating superintendents will be provided to The GCSAA Foundation when the donation is presented at the 1998 Conference and Show.

For participation certificates, or for further information on this unique program, call The GCSAA Foundation, or call us direct 1-800-821-7925.





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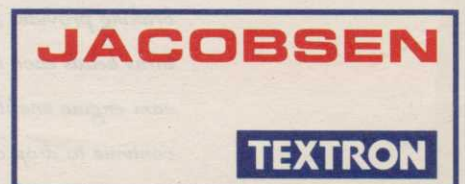
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