

GOLF COURSE NEWS

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The women's market is powerful and within reach for the golf industry. Karen Moraghan explains 9



MUNGEAM HITS HIS STRIDE

Like many young architects, Mark Mungeam started his career in construction. In 1987 he joined Cornish and Silva. Eight years later he was made a full partner. GCN spends a few moments with this rising star. See Q&A page 27.

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Audubon secures financial backers

By MARK LESLIE

SELKIRK, N.Y. — In its quest to develop perhaps 100 golf courses, the Audubon International Golf and the Environment Land Trust has found a number of individuals and two major federal government agencies offering land, and a partner has stepped forward to finance, develop and operate those facilities. Contracts could

be signed by the end of this year.

While the U.S. Army Corps of Engineers and the Bureau of Land Reclamation (BLR) are offering up tracts of land across the country, a newly created firm, The Golf Company, has stepped forward as Audubon International's (AI) colleague. The partnership promises to be the

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Fertilizer may reduce runoff, improve water

By LARRY LENNERT

MILWAUKEE — While Americans for years have feared that turfgrass fertilization may harm

groundwater, lakes and streams, groundbreaking new research shows that a dense, well-fertilized turf actually reduces nutrient runoff and may lead to improved water quality.

Prevailing wisdom has been that runoff during rains carried dissolved nitrogen and phosphorous from turf fertilizers into

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Diablo es Grande

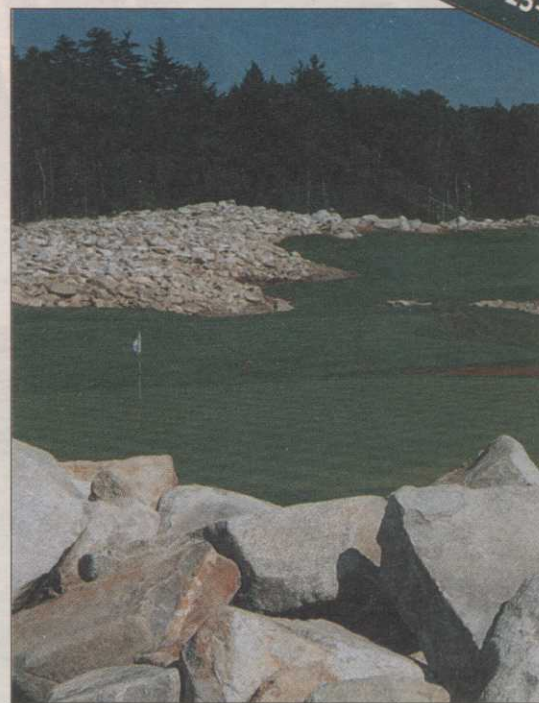
By M. LEVANS

WEST STANISLAUS COUNTY, Calif. — When Jack Nicklaus and Gene Sarazen team up on a course design, you know there's something big happening.

The two legends have put their heads together for the first time on the design of The Legends West Course, one of two courses in phase one of Diablo Grande development 20 miles outside of Modesto, Calif. The course is scheduled to open next month.

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PUBLIC GOLF FORUM PREVIEW
Product highlights and schedule, pages 25-26



ROCK ON, CLIVE

Clive Clark had a blast integrating the boulders in the design at Belgrade Lakes Golf Course. See story page 27.

Gagliardi highlights track

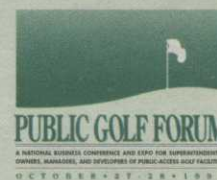
By PETER BLAIS

OAKBROOK, Ill. — He's started his own business, but that just means any renovations to the golf courses he operates will be of even greater importance

to Gregg Gagliardi, one of the high-profile Management/Marketing Track speakers scheduled to take the podium during the 1997 Public Golf Forum, scheduled for October 27-28 at the Oak Brook Hills Hotel & Resort here.

Superintendents, owners, operators and developers from throughout the country will attend the *Golf Course News*-sponsored forum aimed at

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DON'T GO LEFT

The 17th at Half Moon Bay was not designed for those who pull the ball. Natural land forms and the Pacific Ocean serve as the backdrop for this new Arthur Hills design. See story on page 31.

Audubon golf

Continued from page 1

most significant windfall of new golf course construction in the history of the game.

Saying that AI President Ron Dodson's forecast of 100 courses "is pretty aggressive," The Golf Company President Stan Waterhouse nevertheless added: "We will build as many as makes sense. We have the resources to do whatever's necessary."

Waterhouse, a former regional

vice president for ClubCorp. of America, said: "But by the end of the year, we will have signed some contracts for projects. They will be under construction next year."

"I don't know if we'll do one, two, or five at a time — it depends," said Dodson from his headquarters here. "We've already looked at properties in Missouri, Florida and Arizona."

The BLR and Corps of Engineers both operate under a mandate that they shall, as appropriate, provide public access and recreation to

lands under their management. The Bureau is responsible for water and works west of the Mississippi River and manages many thousands of acres, much of it along water corridors.

The Corps recently created a committee to see if there are opportunities to expand on its recreational mandate. Most of it now is water-based, but it owns many tracts of land around its water bodies. Dodson is advising that committee, and reported: "The Corps in Missouri is very excited

about working with us, not only on one particular project, but to move in the same direction as the Bureau is moving."

Waterhouse predicted many individuals will also offer land. One on the east coast of Florida has offered a 20,000-acre parcel.

The key link to all these groups is maintaining effective stewardship on every property:

- The Golf Company's corporate structure embraces Audubon environmental principles.

"It's personally important to

me and it's part of the basis for our company," said Waterhouse, who once managed a Canadian course and Robert Trent Jones Golf Course, both of which won Environmental Stewardship Awards. "We believe very strongly that golf and the environment are inextricably linked. The growth of the future of golf is clearly tied to how well we do our job with regards to environmental issues. If we don't, we won't be able to build any more. That's been pretty obvious..."

"The principles are simple. Basically, you do the right stuff with the land and resources. In a corporate sense, it doesn't make sense to build environmentally sensitive golf courses and then create radioactive waste."

- Each property would join Audubon International's Golf Signature Program — the organization's premier environmental plan which starts operating on a project before a course is sited and designed.

- An Audubon land trust team will be involved in a project from its inception. As Dodson said: "We essentially will become the environmental conscience of the project from the point of view of land-use management, habitat restoration and water and wildlife."

Dodson envisions a phased approach to development. Once a piece of property is proposed as a site, The Golf Company would inspect it and decide if, demographically and from a golfer's point of view, it is viable.

If the land gets a go-ahead, the company would perform an economic analysis and a team from Sienna College and the Audubon Institute would do "a full-blown environmental assessment encompassing the lay of the land, hydrology, geology, types of habitat and the watershed," Dodson said, as well as bring in an attorney to look at the permitting process and how it might affect the economics of the project."

After this phase Audubon will be able to say if the project should proceed or be dropped.

As Waterhouse explained: "Audubon is a participant, but they don't have the expertise or wherewithal to put a project together. They need someone on the business side of the deal, and that's the relationship we're trying to establish."

The intention is for all the courses to be public-access and affordable.

Asked what course architects might be involved, Waterhouse responded: "Anybody who expresses an interest and commitment to the concept..."

"The beauty of this deal is if we can build golf courses in different locales and they will benefit a lot of folks, in and outside the industry. And, of course, we're trying to spread the environmental concept."

Waterhouse added that response from everyone he has spoken with — landowners, developers, government agencies, everybody — has been very positive. "It's amazing."

Here's One Birdie You Don't Want To See On Your Course.



Golf was never meant to be a water sport.

But standing water, poor drainage and water waste are all symptoms of a larger problem—compacted soil. Water can't move through it. Roots can't grow in it. And surface moisture evaporates too quickly to do your turf any good.

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