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Fourteenth hole, Valderrama, Marbella, Spain. Ryder Cup '97 golfers play on Penncross, the world's most specified putting green grass.

The development of creeping bentgrass greens, tees and fairways added a fresh approach to the ancient game of golf: Putting is now faster and truer, bentgrass fairways allow more roll, and along with tees, recover from divot and traffic damage more rapidly. Golfers get around, and today's global players expect bentgrass.

Now, more architects and designers incorporate the 'Penn Pals' from Tee-2-Green into their courses with outstanding results. Our bents contrast well when perennial ryegrass, Kentucky bluegrass or fine fescues are used in short and tall rough areas. It's no wonder today's turf professionals count on the

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In 1955 Professor Burt Musser, assisted by Dr. Joe Duich, released Penncross creeping bentgrass as a seeded bent for golf course greens. For more than 40 years Penncross has been specified for greens around the world and extended the boundaries of bentgrass adaptability.

Exceptional heat and wear tolerance plus recuperative ability are Penncross strong points. Forgiving nature and management latitude are more reasons for Penncross' long life, reputation and continued popularity.

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Bad news: your competition is growing as a result.

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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

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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.

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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: Facilitating 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
5:00 - 7:00 PM	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



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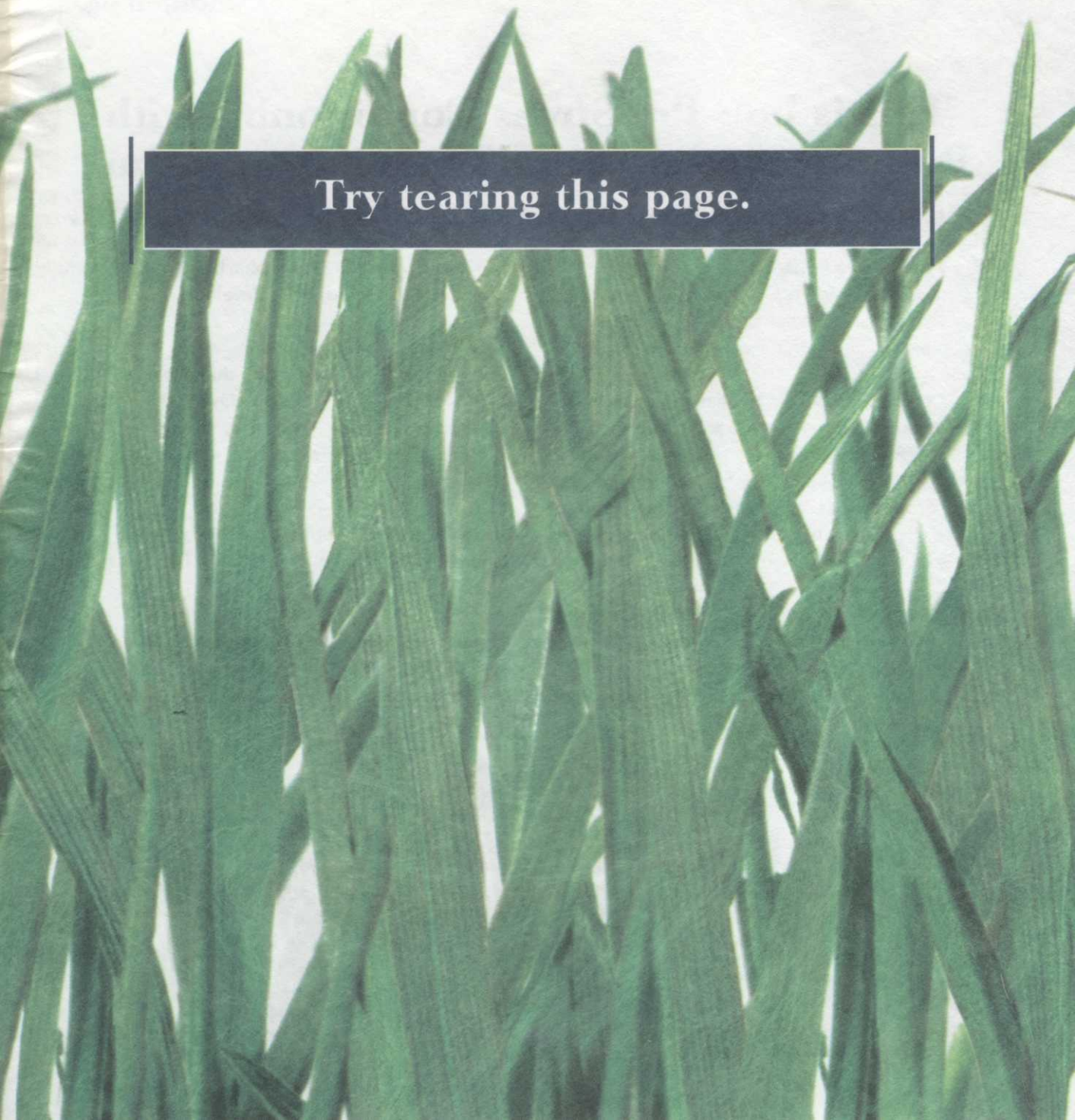
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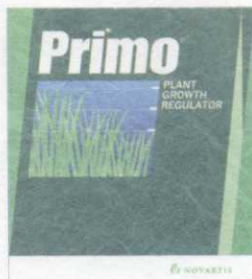
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ON THIS!

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-

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Tricky
someone
is
steering!

SENSITIVE STROKES

Architect Ron Gert 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 163.



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.

STUDY SHOWS:

Name designers pull higher dues and green fees

BY PETER BLAIS
HARRISBURG, Pa. — Private courses designed by signature architects command higher initiation and monthly dues.

Griffith

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Shinn Golf Club in Nigato, Japan, a new design from incoming ASGCA 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 Brainer 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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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-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 & Ornamental, was his fourth...
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...as easy. Then came Ciba-Geigy, lo...

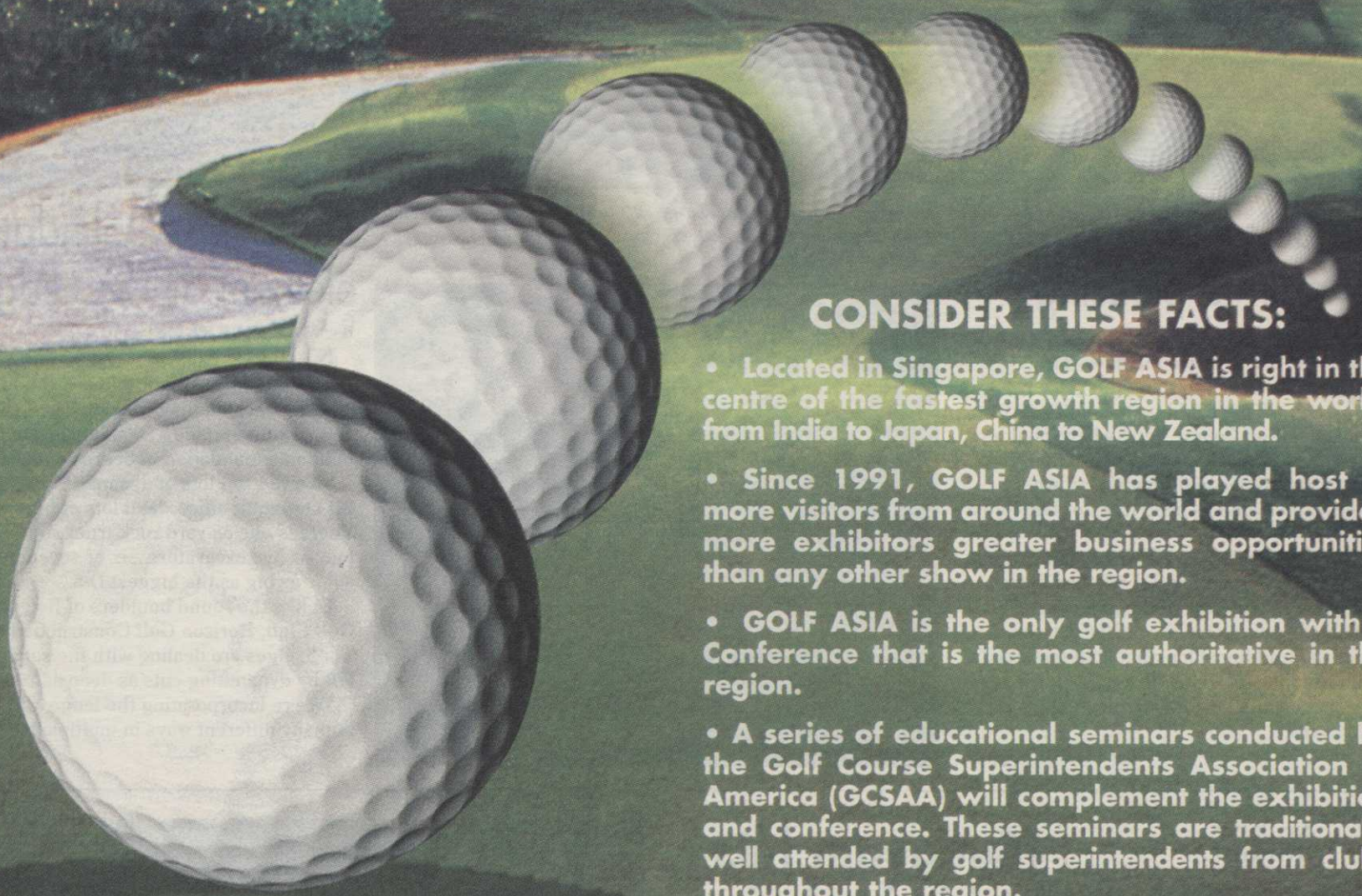
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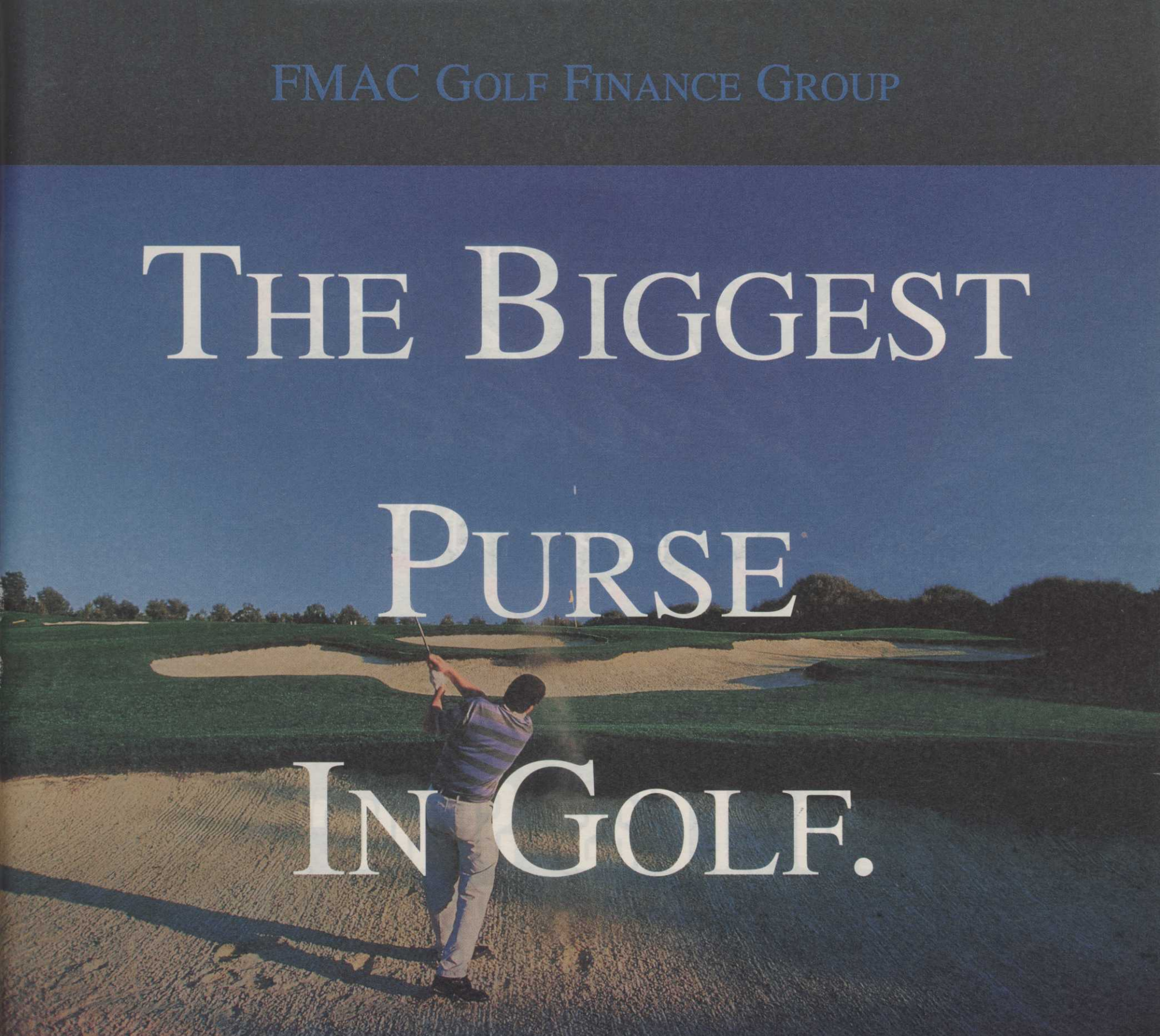
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