

GOLF COURSE NEWS

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INSIDE

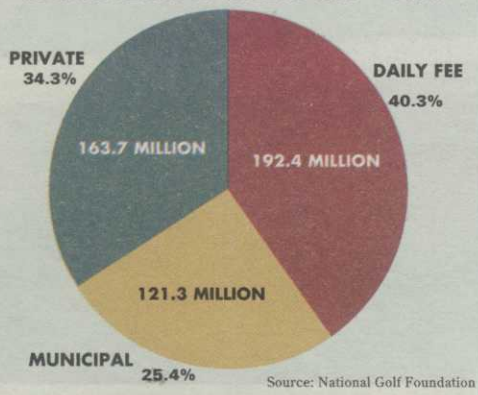
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It's a Small (Turfgrass) World

International scientists share findings on latest agronomic research 13, 20

ROUNDS PLAYED BY FACILITY TYPE — 1996



PUBLIC ROUNDS ON THE INCREASE

From 1986 to 1996, approximately two out of every three rounds were played at public-access golf facilities. The most growth occurred at daily-fee facilities, where the number of rounds increased by more than 23 percent.

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Audubon jumps into course development

By MARK LESLIE

SELKIRK, N.Y.—When Audubon International (AI) entered the world of golf, no one would have dreamed of the heights it is about to reach — no one except, perhaps, President Ron Dodson.



Ron Dodson

AI has created the Audubon International Golf and the Environment Land Trust to accept "real property interest" that will be used to facilitate development of Audubon golf

courses as environmental research and demonstration centers.

"We asked, 'Who better to implement our beliefs than us?'" said Dodson. "One of the criticisms we've had about our Cooperative Sanctuary System is that we

have no assurance that our

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One-stop equipment deals on rise

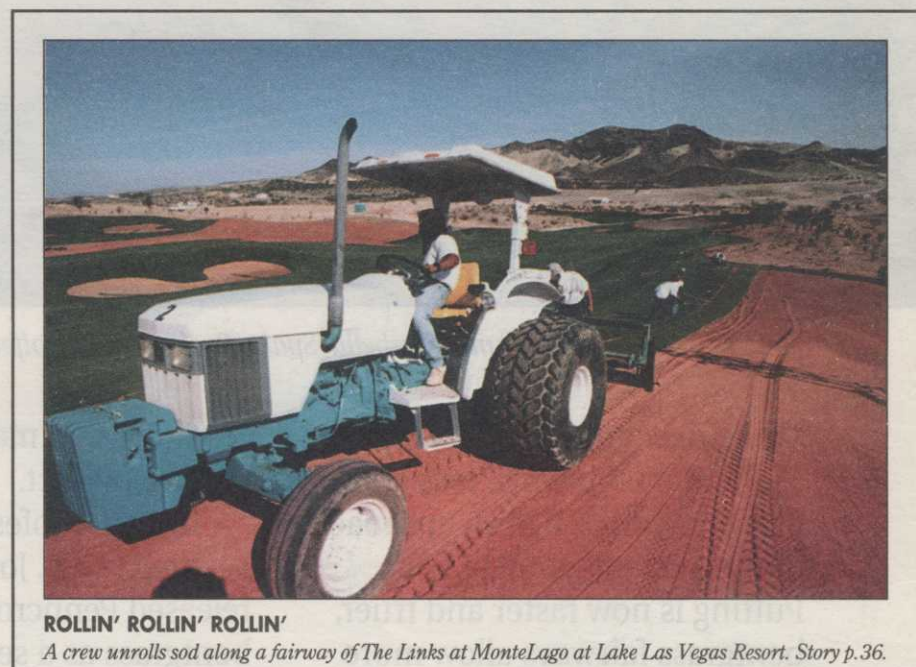
By M. LEVANS

BLOOMINGTON, Minn./LINCOLN, Neb. — As the industry sees more courses gathering under management umbrellas, the number of exclusive provider deals between management companies and manufacturers — including equipment, equipment maintenance and ancillary services — appears to be following suit.

In the past month, both the Toro Co. and Ransomes America Corp. have added substantial new agreements to their growing list of exclusive arrangements.

Toro cut a five-year deal with Whitbread/Marriott

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ROLLIN' ROLLIN' ROLLIN'

A crew unrolls sod along a fairway of The Links at MonteLago at Lake Las Vegas Resort. Story p. 36.



TAKING GOLF TO THE STREETS

MetroGolf Inc., a Denver-based developer of golf learning centers in major metropolitan areas, has unveiled renderings of MetroGolf New York, a golf center to be built atop the Port Authority Bus Terminal located in the heart of midtown Manhattan at 42nd Street and 8th Ave. See story page 40.

Public Golf Forum sessions take shape

Maintenance Track: Technology steps into the spotlight

By MARK LESLIE

OAK BROOK HILLS, Ill. — Pioneering technology for quickly "mapping" a golf course to optimize irrigation and chemical and fertilizer applications is one of several topics in a full package of maintenance sessions planned for the 1997 Public Golf Forum here, Oct. 27-28.

Golf course superintendents around the country, taking advantage of special registration offers, are ex-



A NATIONAL BUSINESS CONFERENCE AND EXPO FOR SUPERINTENDENTS, OWNERS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES

pected to attend the forum at Oak Brook Hills Resort for public-access golf course superintendents, owners, operators and developers.

Along with a half-day session on "Biological Controls: Current Status and Future Prospects," led by Dr. Eric Nelson of Cornell University, they

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Development Track: Player development can't be overlooked

By M. LEVANS

OAK BROOK HILLS, Ill. — Public-access golf courses are being developed in record numbers while player participation numbers remain stagnant.

Now, how are you going to develop a public course that will allow you to establish a solid customer base — and keep those customers coming back for more, giving you a faster return on your investment?

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