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Fourteenth hole, Valderrama, Marbella, Spain. Ryder Cup '97 golfers play on Pennncross, 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.

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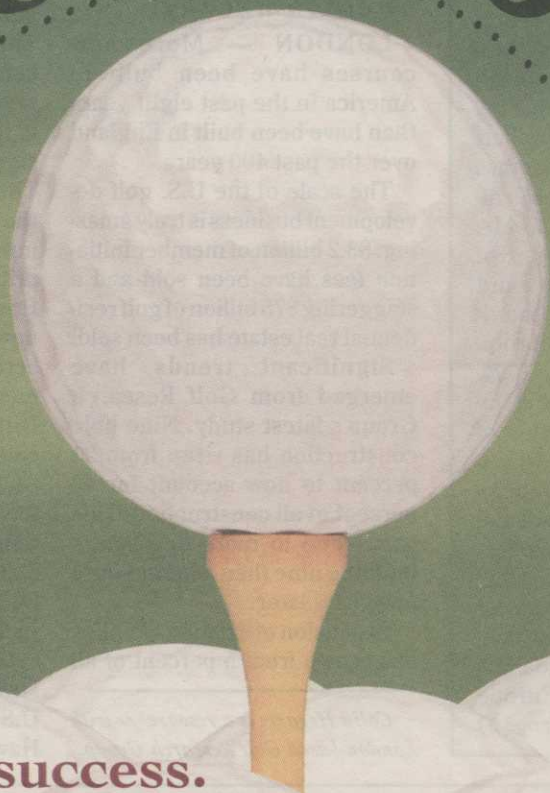
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If you want to get—and keep—your competitive edge, make plans now to attend Public Golf Forum '97. Sponsored by *Golf Course News*, this national conference is tailored to the needs of owners, managers and superintendents of public-access golf courses who are feeling the pinch of the crowded market.

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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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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: Facelifting 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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Audubon Int'l streamlines campaign, goes primitive

Elkington takes reins of global spokesman... while sanctuary certification made smoother

BY MARK LESLIE
SHELKIRK, N.Y. — With a former golf course superintendent now in its field, the Audubon Cooperative Sanctuary System (ACSS) has streamlined the certification process and made it look "less scary" to potential members.

The ACSS boasts 2,500 active members, including 107 that are fully certified, and it hopes the program change will boost new



Photo: Audubon

BY MARK LESLIE
SHELKIRK, N.Y. — Featuring PGA Tour star Steve Elkington as its international spokesman, Audubon International is launching the Audubon International Golf & the Environment Campaign in October in an effort to educate golfers globally on the benefits of the game, stewardship of the rules and stewardship of the environment.

"The awareness will get golfers to think about the history and heritage of the game, its link with nature, and the fact that it's a walk with wildlife — the whole system," said Al



The new system "won't necessarily be a lot different but less confusing," said Lee Markum, who left an assistant position at Shaw Creek (Mich.) Golf & Country Club to become ACSS director. "We combined our expertise at the same time as the environmental golf course can get right into the certification process."

Elkington would Bill out the course's

Continued on page 10


DALLAS — When greens and grounds superintendent Paul Price departed The Northwood Club here this spring for a new position, Scott Kohn, a present good-looking club, came to the realization that once you work and take care of golf courses and maintenance vehicles.

Facing dead grass on the edges of the putting green, Price installed pieces of fabric on various stages and sizes to the edge of the paths.

"The results, Kohn said, are excellent and 'eliminated the worst problem while keeping the balls aesthetically pleasing.' The fabric was installed two ways, both of which worked well.

"The soil was stripped and the fabric installed in place," Kohn said.

"Concrete was poured between all the pieces of fabric to hold them firmly in place."



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BRIEFS



19th SEMINAR SCHEDULED
PHOENIX — The major concepts of a sound Integrated Pest Management program will be presented by Dr. Earl Darnell at the 19th State University here.

Sept. 4 Presented by the Cactus and Fine Golf Course Superintendents Association and Golf Course Superintendents Association of America, the seminar will focus on managing insects and environmental stress as well as pest management and pest control. Advanced registration is required and includes lunch and a reference manual. People may call 602-735-7878 for more information.

PROGRESS ASSESS PROGRESS REPORT
OILAND, Fla. — The Florida Turfgrass Association (FTGA) has announced the continuation of its most aggressive public service campaign, creating two new Florida's most realistic environmental resources — wetlands. The FTGA has developed 30- and 60-second public service announcements for television and radio to air in 34 markets throughout the state. The FTGA's leader, professional golfer Lee Jaxon, explains the benefits of turfgrass.

WHO AM I REMAINS DATE
CHICAGO — Reversing a decision announced earlier this year, the Midwest American Horticultural Trade Show (Mid-Am) has abandoned plans to change the show's 1998 dates, confirming that it will now take place Thursday through Saturday, Jan. 15-17. Earlier, the Mid-Am board of directors had announced plans to change the show's dates to Jan. 12-14.

1998 DATES CONFIRMED
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AI Elkington plan educational campaign

Education from page 12
program that will capture their
attention and attention.
"With this in mind, AI and
Elkington are taking a multi-
phase, multi-tiered approach."
Elkington said. "It will start out
with awareness, then move to
how, then understanding and
finally action. It may take
months or years to get to the
point."

AI will begin full-scale next
spring.
The campaign, Elkington
said, will be a
four-color insert in links and
opportunities for golfers to regis-
ter their own packets in the
Andover Cooperative Sustain-
able Forestry, or form an
Andover club specifically for
golfers.

chitects and subcontractors
he said.
"Down the road," DeLeon
added, "we will try to create an
opportunity for golfers to regis-
ter their own packets in the
Andover Cooperative Sustain-
able Forestry, or form an
Andover club specifically for
golfers."

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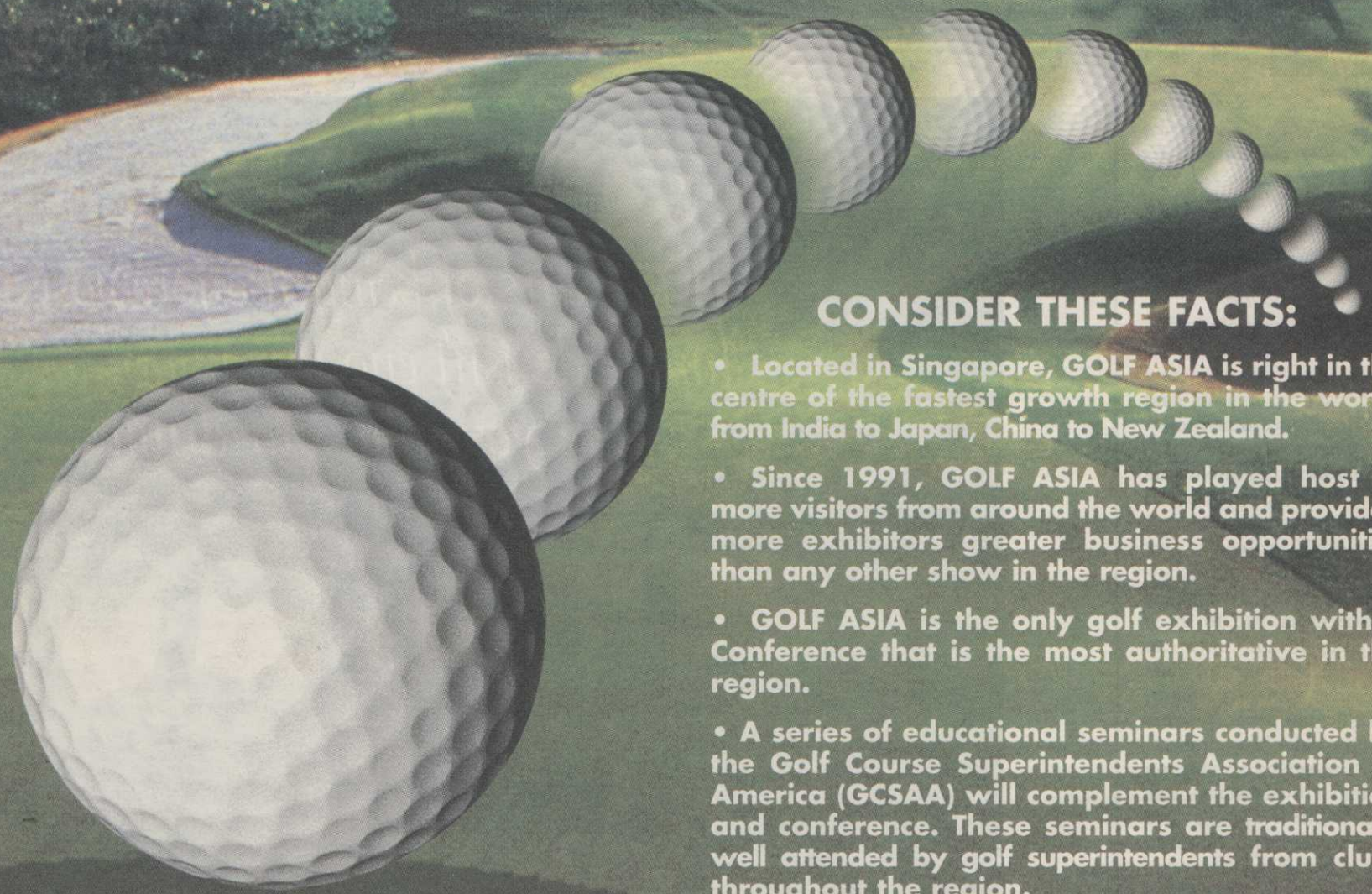
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- A series of educational seminars conducted by the Golf Course Superintendents Association of America (GCSAA) will complement the exhibition and conference. These seminars are traditionally well attended by golf superintendents from clubs throughout the region.
- Organised jointly by Connex and IMG, the world's leading sports management and marketing group.

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GCN 98

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Stuart Cagle, CGCS
Old Oakland Golf Course
Indianapolis, IN



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James M. Taylor, CGCS
Hatsuho International Country Club - Dededo, Guam



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Eric Moore, President
Moore Landscape
Glenview, IL

"During the construction of this course in 1989-90, our owner bought a nearby tree farm, a spade truck and enough Transfilm for 2,700 Scotch pines 6 to 15 feet tall. Also, over 700 deciduous trees were planted. We were told to expect losses of around 300 trees, but thanks in part to Transfilm, our replacements totaled less than a hundred."

Frank Moran, GCS
Beaver Run Golf Course
Grimes, IA



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Dr. William Forello 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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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 recognize 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

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 and monthly dues. Architectural facilities green fees, preliminary study per Pennsylvania and a student. The study is designed to 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 Niagara, Japan, a new design from incoming ASGA president, Denis Griffiths.

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, says his fourth company is joining the new firm. Then came Ciba-Geigy, for

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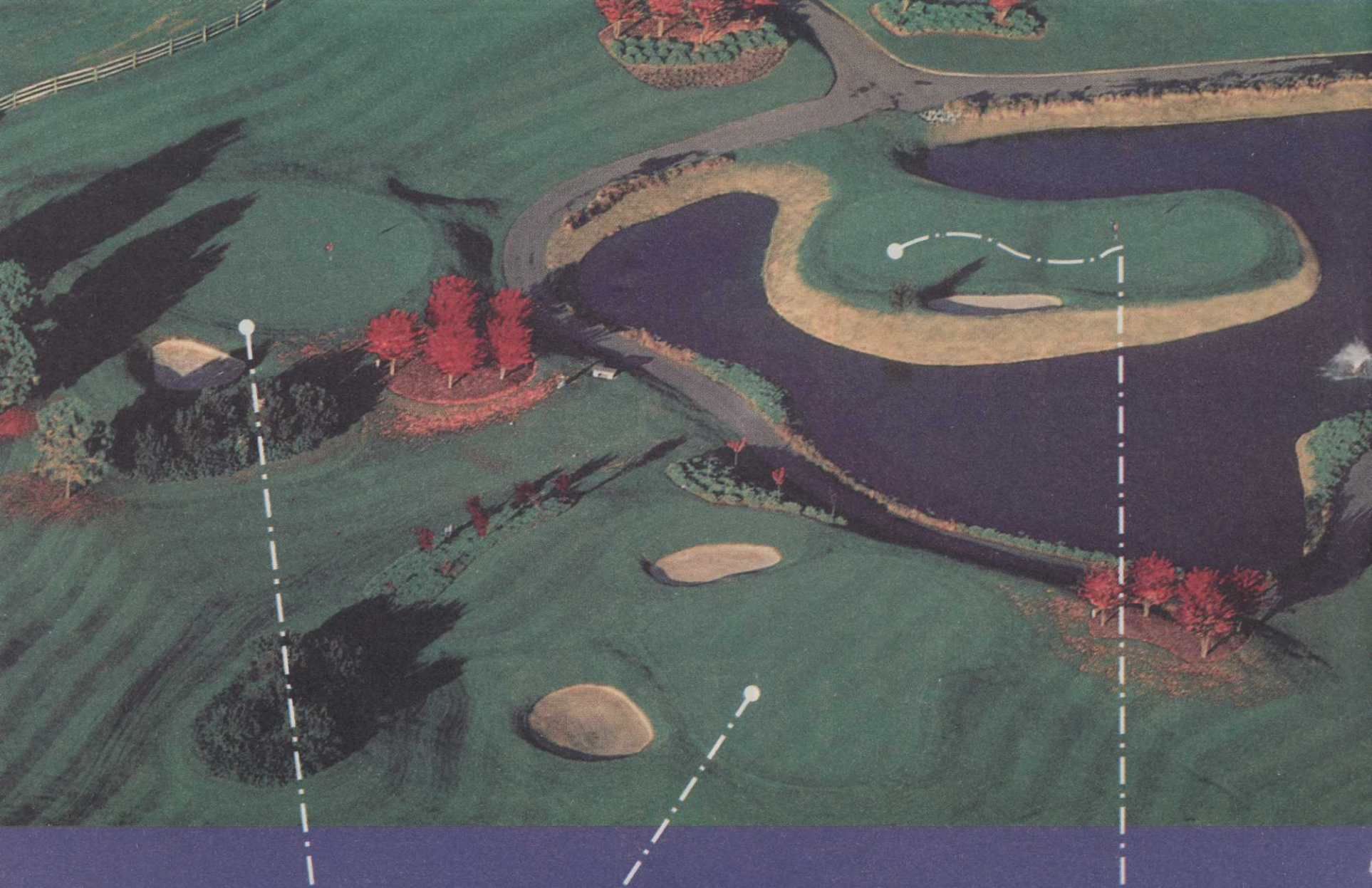
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