

# GOLF COURSE NEWS

THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

A UNITED PUBLICATION  
VOLUME 10, NUMBER 1  
JANUARY 1998 • \$5.50

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#### JACOBSON SETS SIGHTS ON SUCCESS

A protégé of Wadsworth, Nicklaus and Nugent, Rick Jacobson is stamping his own trademark on the world of course design. See Q&A, page 47.

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CONFERENCE AND SHOW PREVIEW  
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## Accessible, sustainable golf gets its due



The newly renovated 6th hole at East Lake Golf Club will play host to one of Atlanta's most ambitious junior golf initiatives to date.

### • The First Tee takes giant step forward

By M. LEVANS

ST. AUGUSTINE, Fla. — The First Tee, launched in November in a national publicity wave headlined by George Bush and Earl Woods, has managed to pull together the golf industry's heaviest hitters in what is being called the most significant concerted initiative to create acces-

sible golf facilities for minority and junior golfers.

According to The World Golf Foundation, The First Tee's founding organization, the initial focus will be on developing financial support to acquire locations for the facilities. To supplement these acquisitions, The First Tee plans

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### • East Lake: Atlanta's inner-city gem

By PETER BLAIS

ATLANTA — It's too early to say exactly what the effects will be of the \$100 million East Lake Meadows project here. But the private/public partnership that resulted in the renovation of the historic East Lake Golf Club, construction of a new executive length golf course and

building of a 500-unit residential community looks like a boon for the Georgia capital's inner city.

The initial focus was the famous East Lake Golf Club, where golfing legend Bobby Jones learned to play the game. The club had deteriorated badly since the late 1960s when

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## Reaction to ADA gauged

By BOB SPIWAK

The Americans with Disabilities Act (ADA) appears to have consequences in the world of golf which go well beyond disabled golfers. Courses may be forced to change facilities as well as policies, such as the "Cart Path Rule."

To get a superintendent's take on ADA, *Golf Course News* spoke with Jerry Coldiron, superintendent of Lassing Pointe Golf Club in Boone County, Ky.

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#### TALKING STICK SPEAKS VOLUMES

Coore & Crenshaw's Talking Stick, two 18-hole courses built on Salt River-Pima-Maricopa Indian Community land, promises to bring a little Scotland to Scottsdale, Ariz. See story page 54.

#### MAINTENANCE

## Genetic engineering could drive seed costs up

By MARK LESLIE

COLUMBUS, Ohio — Remarkable advances in genetic engineering of turfgrass will bring new cultivars to the marketplace more quickly. But seed costs could go up markedly, particularly because different companies own patents on the various techniques and genes that drive the discoveries.

Future release of new turfgrass varieties will be punctuated by negotiations "to see who gets what out in the marketplace," said Dr. Virgil Meier, a plant breeder responsible for turfgrass development at O.M. Scott.

Meier explained that to  
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