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For more information on Subdue MAXX and the rest of the Novartis line of turf products, call 800-395-TURF for the name of your Novartis Sales Representative. **Or you can visit our website at www.cp.us.novartis.com.**



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Established First Florida CC joining fight

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MEMPHIS, Tenn. — Members who banded together to buy the former First Country Club for \$1.5 billion in 1997 have now joined to help pay more than \$1 million into the state's natural resources fund to help pay for the purchase of the old First Country Club and to help pay for the purchase of the old First Country Club.

Palm Springs site gets environmental nod

MEMPHIS, Tenn. — The proposed Palm Springs site for a new 18-hole golf course has received an environmental nod from the state's natural resources department. The project, which would include a clubhouse, parking area and 50 bunkers, is located on a site that has been previously developed.

PALM SPRINGS, Calif. — An environmental impact report for a proposed 18-hole golf course has been approved by the state's natural resources department. The project, which would include a clubhouse, parking area and 50 bunkers, is located on a site that has been previously developed.



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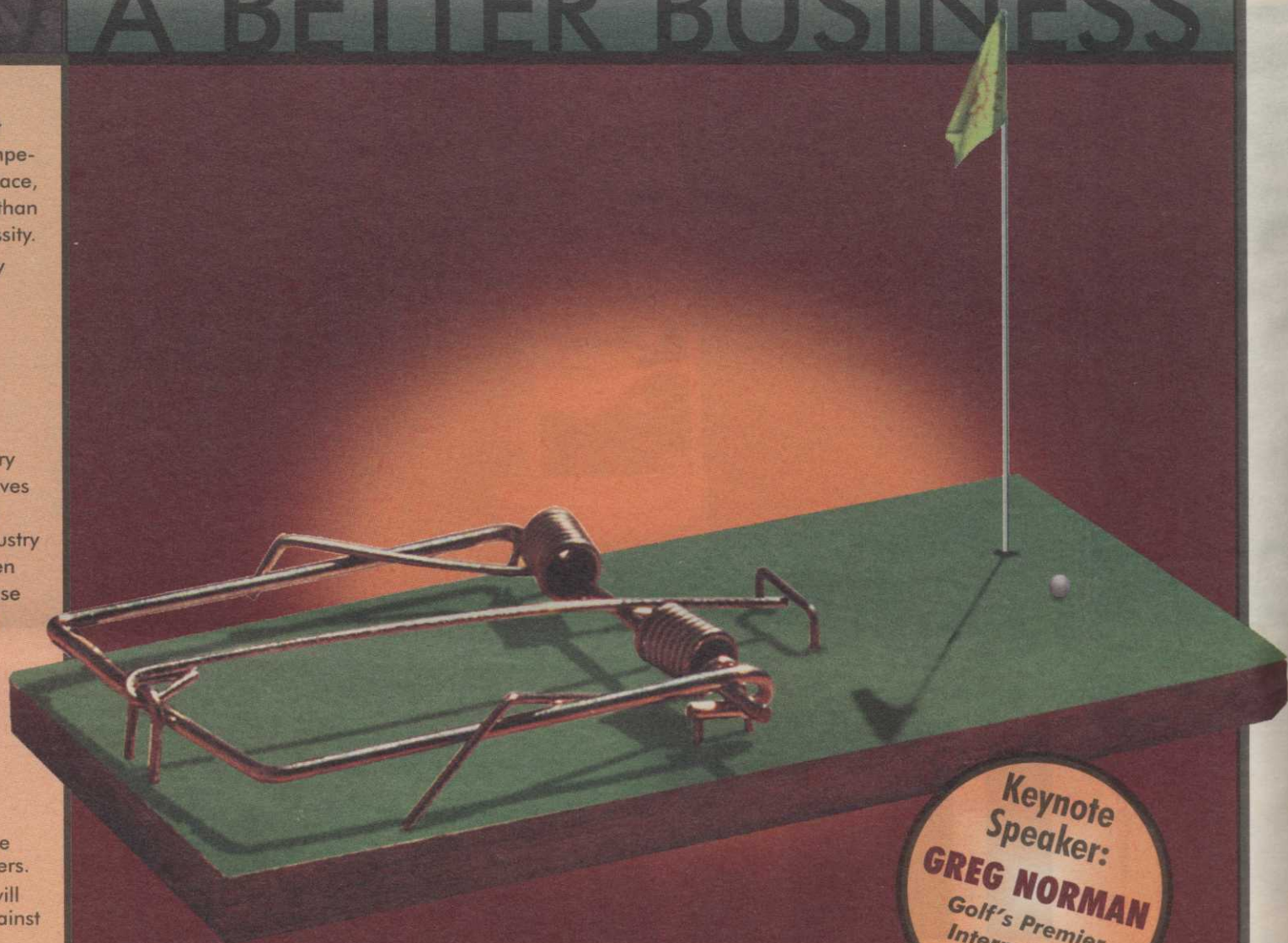
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- Run a tighter ship—make better business decisions, motivate your employees, strategize for measurable results.
- Find products, equipment and technology that will help you maximize efficiency.
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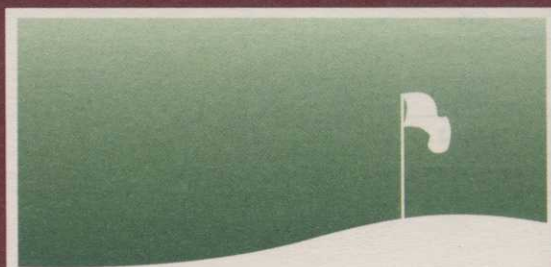
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Upfront Prep

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Construction philosophy 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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MAKE THE
CALL!

PLAYERS SURVEYED ON SUPERS' ROLE

Image enhanced but golfers insist on 'green' look

By PETER BLAIS

ORLANDO, Fla. — Most golf superintendents as trained professionals and the person most responsible for course conditions — news consumers should find encouraging national efforts to elevate their image. Disturbingly, however, few recognized the Golf Course Superintendents' Association of America (GCSA) as the national organization. Also troubling was the unwillingness of most golfers to accept poor conditions in exchange for reduced maintenance and water use on their courses. According to a recent survey conducted by the National Golf Foundation,

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SENSITIVE STROKES
Architect Ron Carl 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 16).

Griffith.



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 Brauer 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

Continued on page 46

Shiun Golf Club in Nigata, Japan, a new design from incoming ASGCA president, Denis Griffiths.

on course costs

By MARK LESLIE

new firm: Novartis

Ciba-Sandoz deal creates new firm: Novartis

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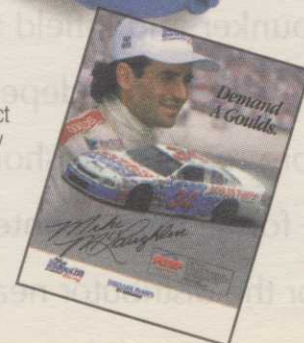
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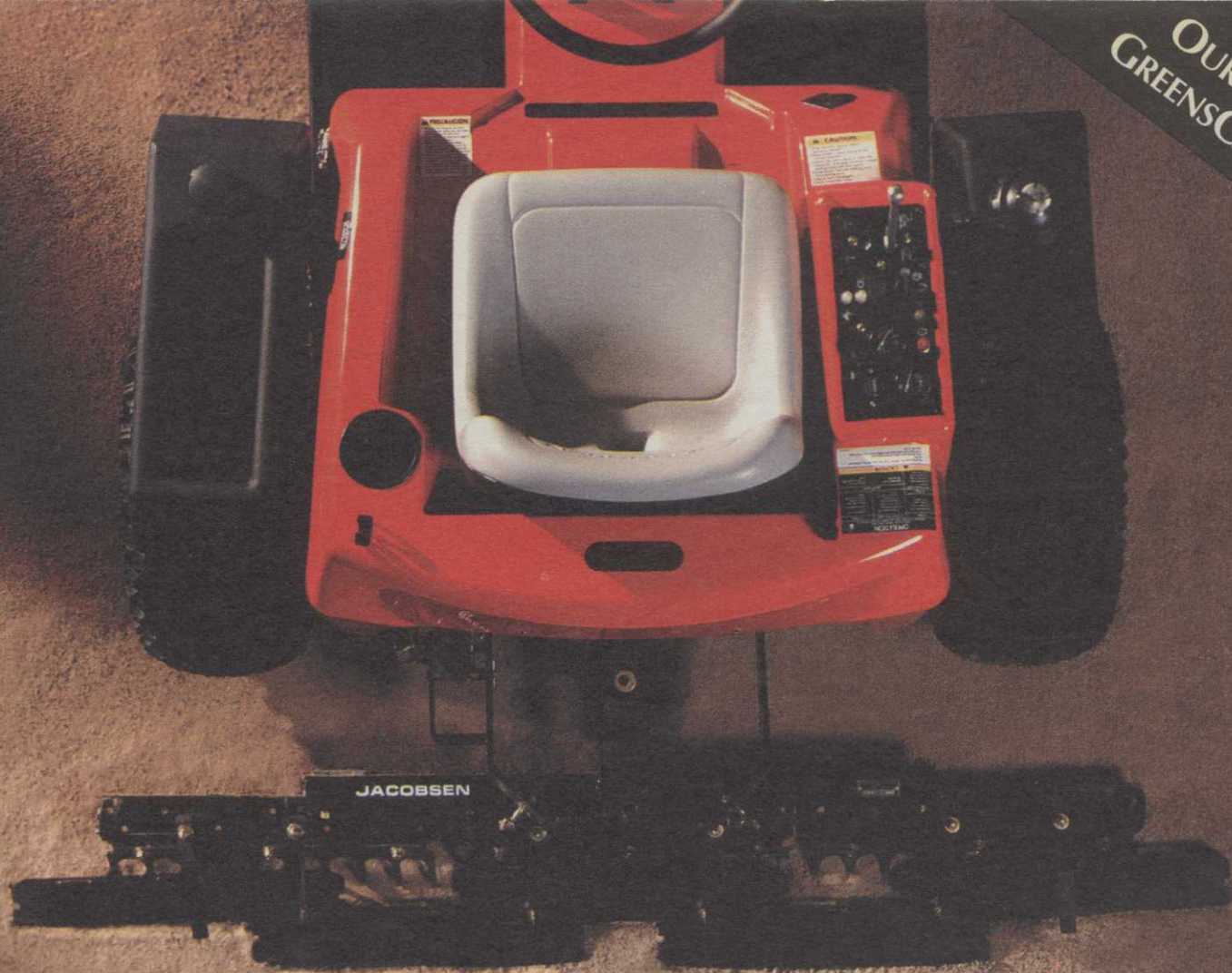
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