JAPANESE WILL INVEST IN DYE

A spokesman for Dunlop Japan Ltd., which owns 20 percent of Dye's US and international business, said his company intends to invest "much more" into the American firm.

Two months ago it was reported that Dunlop Japan had suspended negotiations to increase its ownership of Dye Designs to 40 percent.

But Eddie Morimoto, advertising director for Dunlop Japan, said in November that Dunlop had in the past agreed to increase its investment in Dye Designs. And, he said, "Once we make an agreement we never give up because of tiny problems. We will overcome the tiny problems."

Morimoto added: "Everything we do is based upon trust. This is a necessity... I'm sure we've never given up this project. In the long run it will benefit us much."

Dye Designs President Perry Dye said he isn't worried about Dunlop buying another 16 percent, one way or the other.

"It makes little difference," he said. "If they do, it will make our year better. We won't have to pay any interest on a $3 million bond they gave us. That $300,000 interest is equivalent to 10 days' income to us. That's a lot but not terrible."

Morimoto said part of Dunlop's interest in Dye Designs stems from the fact Dye builds under-construction in Japan.

LAKEWOOD OC RETAINS KEMPER

LAKEWOOD, Ill. — This community has retained Kemper Sports Management to manage and operate Lakewood Golf Club, an upscale daily-fee course that opened earlier this year and is elevated. The par-72 course plays between 5,400 yards from the red tees to 6,920 yards from the back tees.

Five key issues emerged from the summit during the two days of speakers, panels and audience interaction.

1) Women golfers are a potent economic and social force in golf, representing 1.3 million golfers, and a buying clout of $1.6 billion a year. But as quickly as women enter the golfing population, they retreat from it, constituting a challenge to those in the industry.

2) What can be done not only to attract women to the sport, but to keep them interested in golf?

3) In the "niche" mentality of marketing, women golfers offer a rare opportunity to focus on a specific segment of the population. This can be valuable to companies whose buying profiles correlate to those of women golfers, and can provide a needed infusion of funds into women's golf.

ABC sports commentator and author Rhonda Glenn closed the dinner with a brief history of the first women's golf tournament, the 1893 Women British Amateur.

Briefs

Progress of women's role in golf will be re-checked at 1993 gathering

By Kit Bradshaw

The inaugural Women in Golf Summit in Orlando, Fla., on Oct., 24-26 opened the door to several issues and set an agenda that will take several years to more clearly define, to formulate solutions and coalesce into action.

This summit's success was illustrated by the promise for a second conclave in 1993.

Women honored at Florida golf conclave

Two outstanding women were honored during a special award dinner at the Women in Golf Summit.

Judy Bell, treasurer of the USGA Executive Committee, won the Leadership Award for Women in Amateur Golf. She was presented the award by Lyn St. James, president of the Women's Sports Foundation.

Betsy Rawls, LPGA Hall of Fame honoree, received the Leadership Award for Women in Professional Golf from fellow Hall of Famer Patty Berg.

Bell accepted the award "on behalf of all volunteers at the club, state and regional levels of women's golf."

Berg described Rawls as a "true ambassador of the game of golf—a lady with the heart of a champion."

Rawls told those at the awards dinner that "it seems strange to get an award for something that was so much fun."

Also honored for their work with the Women in Golf Summit were summit organizer Kenny Graham, and keynote speaker Kathleen Sullivan.

GCSSA offers educational session for club officials

A program tailored for golf club directors and green committee chairmen is scheduled for Feb. 15-17, at the 1992 International Golf Course Conference and Show in New Orleans.

The annual conference and show is sponsored by the Golf Course Superintendents Association of America.

The program begins Saturday, Feb. 15, with an afternoon at the GCSSA Trade Show at the New Orleans Convention Center. More than 600 exhibitors will display the latest golf course management innovations at the show. Participants in the program will also attend the trade show Sunday morning, Feb. 16.

Next on the program will be the Green Chairman Session scheduled for Sunday afternoon from 1 p.m. to 4 p.m. The session will feature six presentations on legal, environmental, business, and golf course management issues:

• "How Important Is Your Superintendent's Education to Your Club?"
• "Deciding When a Course Needs Restoration"
• "It's Time We Put the Green Back in Green Speed"
• "Environmental Issues, Liability, Hiring and Firing and Workers Compensation"
• "Communication, communication, communication"
• "A Pension Plan for the Golf Club Staff"

The LEADERSBOARD, the new monthly newsletter published for golf and club leaders by the Center for Golf Course Management, is sponsoring the Green Chairman Session.

CGCM is the marketing research subsidiary of GCSSA.

Rounding out the schedule is the United States Golf Association Green Section session, "Practical solutions for Today's Problems," which is scheduled for 8 a.m. to noon on Monday, Feb. 17. The agenda includes coverage of USGA/GCSSA research results, USGA green specifications, environmental and wildlife concerns.

Registration for the entire program is $225 per individual. To register or request more information, contact GCSSA at 1421 Research Park Drive, Lawrence, Kan. 66049-3859 or telephone 913-841-2240.

Penn State program to address management shortage

UNIVERSITY PARK, Pa. — A new Pennsylvania State University program will address the shortage of golf management professionals in the industry.

Dr. Frank B. Guadagnolo, coordinator of the golf management program, said it was introduced this fall as a specialization for students in leisure studies. It is one of only four such college-level efforts nationwide endorsed by the Professional Golfers' Association of America.

"We plan to admit 40 to 50 new students each year until we cap the enrollment at 200," said Guadagnolo. "As part of our recruitment efforts, we hope to attract substantial numbers of women and minorities — the two fastest-growing segments of the golf playing population."

According to estimates, about 16 percent of all new golfers are female and the number of Black/African-Americans playing the game has nearly tripled since 1984.

"As an industry, golf is expected to grow from a $25 billion to a $40 billion-a-year concern in the 1990s," Guadagnolo said. "Tremendous opportunities exist for persons with the kind of classroom and on-site training Penn State now offers."

In addition to general education requirements, students will take courses in leisure studies, business, hospitality, turf management and communications. Practice in the game itself will be available on the university's two 18-hole courses, both of which are scheduled for redesign and expansion.

"Freshmen with a golf handicap of eight or lower can be admitted directly into the program at University Park," Guadagnolo said. "Successful completion of the program will provide 24 of the 36 credits required for Class-A PGA membership."

A series of extensive cooperative experiences will also be required under the supervision of a Class A member of the PGA. Training will take place at a variety of private and public golf facilities, the PGA headquarters, and regional PGA offices.
Women golfers provide many of same opportunities

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4) Media views women in golf as a market segment, but not as potent as needed to have a high profile in the marketplace. For women in golf to create this higher profile, more women must be in the game; more events must be televised and reported; and more women must support LPGA events.

5) Finally, although women in golf are viewed as a burgeoning market, their numbers need to grow, they need to become more adept at promoting their events and their concerns, and, in the words of one of the panelists, "get their act together" in order to succeed.

Keynote speaker Kathleen Sullivan, well known for her television sports reporting, set the theme for the meeting when she asked, "How do we harness that force of women golfers in the marketplace today?"

LPGA Commissioner Charles S. Mechem Jr. noted, "Important and exciting things are beginning to happen at every level of women's golf."

And National Golf Foundation President Joe Beditz struck a chord with the nearly 400 attenders when he said, "Fan the flames. The torch is already lit."

President Joe Beditz struck a chord with the nearly 400 attenders when he said, "Fan the flames. The torch is already lit."

Continued on page 29

To produce the only completely proven, longest lasting, hardest working, and most stylish golf course...
and share same problems as juniors and minorities

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"Some would rather have a par-5 hole than a more reasonable par 4. We must convince women the new tees are more fun, ... It is necessary that the women at a club become involved in the greens committee and understand club maintenance."

INSTRUCTING JUNIORS

The problem of instruction is not limited to older women golfers. It affects junior golfers as well. Sandy LaBarve, an LPGA/PGA teaching professional, discussed an innovative program that introduces girls to the game of golf, and enables them to become gradually acquainted with the course before moving on to actual nine-hole play. "The goal is to have the girls learn to play," she said. Junior girls and their older counterparts share some similar fates when learning golf, according to those in this panel. USGA Women's Committee Chairman Ann Beard noted that "while junior boys think it's funny to make mistakes, junior girls are embarrassed. When this happens, they just give up and play another sport."

Because of this dearth in young female golfers, high school programs see few girls on golf teams. This is a problem for colleges, who view the junior and high school programs as a feeder system for college players.

Diane Thompson, president of the Golf Coaches Association, said: "The girls need to have good instruction. They need a place to play. And they need people to play with. There are not enough junior players coming into the college level."

The problem of instruction is only compounded when you are both young and a member of a minority, according to Rose Elder, president of Rose Elder & Associates, Inc.

Unlike other sports, schools are not a point of entry for golf, Elder said. Adding to the problem is a negative image of golf and the lack of equipment. "We need funding for programs for African-American junior golfers," she said. "And we need to compile data showing the number of African-American golfers in the United States, to demonstrate the impact this group can have."

Elder estimates there are 6 million African-American golfers in the country.

Paul Miner noted that his PGA Met Section has been involved in inner-city junior programs since 1989, and in 1992, this program will involve 2,500 juniors.

Lynn Marriott discussed the Amateur Athletic Foundation program in Los Angeles, which was created from profits from the 1984 Olympics. "This program is the largest of its kind in the country, and it has drawn blacks, Hispanics, Asians and whites," Marriott said.

The program's success hinged on the partnership with parents, parks and recreation departments and local and regional associations. It also depended on an organized transportation system and training of teachers. Finally, there was an emphasis on rules.

"The kids have to exhibit proper behavior to continue in the golf program," Marriott said.

BUSINESS REALITIES

Although the juniors in this program were able to overcome the problem of accessibility, many women and certainly juniors overall have difficulty getting on a course to play.

The Minnesota Model, which couples tax breaks with course access, has been successful, but not without cost, according to Reed and Jane MacKenzie. Clubs had to restructure their memberships, with some women players finding they could no longer afford a membership.

However, overall, the model gave access to courses, with only one club declining the tax incentive.

The business realities of women in golf showed a divergent view.

Those in the vacation and real-estate markets feel women are a dynamic force in decision-making, and that focused marketing is needed to cater to women golfers. They agreed it is important to ask women what they want, to act upon their suggestions, and to continually monitor changes in the marketplace.

Those who manufacture apparel, shoes and golf equipment face a changing scenario. The manufacturers of apparel are involved in a fractured market, which changes quickly, according to Izod/Lacoste's Chuck Saltmann. Even those who have entered the golf market recently, such as Nike, are seeing challenges.

"Women are active, and this helps our image with women golfers," said Mark Bisingh. "But the challenge is to understand women's needs in a retail market that is apathetic."

Equipment representatives Chuck Yash of Spalding, George Nichols of Square Two Golf and Robert MacNally of Tommy Armour Golf cited other challenges.

Nichols pointed out that the demographics for emphasizing women are attractive, but it is important to listen to the customer to learn just what women want in their clubs.

McNally said fit is vital, but a good, simple system to fit clubs is needed in the market.

And Yash added that technology in golf balls has changed rapidly, and many women are not aware of the difference in trajectory of golf balls which would give them a golf ball to suit their game.

LPGA event-sponsoring companies, such as Mazda, have focused on the business woman golfer, because statistically this golfer is a key purchaser of Mazda cars.

This is a reflection of the change in marketing overall, according to Hill & Knowlton's Austin Tanner, who noted that the old reasons to sponsor events — ego-driven or event-driven — were being replaced by a market-driven scenario where the demographics, geography and lifestyle of the woman golfer match that of the sponsoring corporation.

Mazda's Janet Thompson agreed. The Mazda event, the LPGA Champions...
Summit shows women as growing part of golf market

Continued from page 29

onship, was moved to the Washington, D.C., area to capture the professional women’s audience in that location. J.C. Penney’s Ron Shuler added that the J.C. Penney Mixed Team Classic gave the company good exposure, but said, “The only valid reason to participate is because of the bottom line.”

John Somsky of Gatorade/Quaker Oats Co. said his corporation’s strategy has always been promotion-oriented, but the promotion has to be tied into incremental sales to be a success.

There are still some obstacles to sponsorship, according to the panelists. Included are development of long-term contracts with sponsors, offering options in sponsorship, maintaining the charity tie-ins of the LPGA events, and most importantly, increasing exposure of the LPGA and other golf events in the media.

This latter goal is not going to be easy, according to the media panel, consisting of Sullivan, Golf magazine’s Peter Bonanni; Golf for Women’s David Cohen; Golf Digest’s Don Wade; and ESPN’s Rich Caulfield. As Sullivan noted, “At the base of it all is the bottom line for business.”

Bonanni and Wade said that although they support women’s events, the majority of their readers are men.

“Remember that Golf Digest and other developments are businesses,” Wade said. “This is an extraordinarily difficult time in publishing. Of my 1.4 million readers, 85,000 are women. Any editor who says he’ll edit away from his subscriber base is crazy.”

Bonanni added: “There needs to be a fusion between amateur and professional women’s events, and women need to support the LPGA events. I’d like to think we can all buy into this great game.”

While only 10 percent of Golf’s readership is women, 100 percent of Golf for Women’s readership is female, according to Cohen.

“We are involved because the number of women golfers is growing and the household income is going up,” Cohen said.

Caulfield added that even though more LPGA events (eight) will be televised in 1992, there is competition for the prime viewing times of Saturdays and Sundays.

“The LPGA needs to establish dates for events early and maintain them year after year. And the LPGA needs to come to the network and say, ‘We have the sponsors and the money for the production,’ so it is an attractive package for television.”

As Bonanni said: “Women have to grow and become more of a force in golf. The jury is the marketplace.”

Speare said the Women in Golf Summit was LPGA Teaching Division President Kerry Graham, assisted by Cindyissom, LPGA Director of promotions, and a steering committee comprised of the key organizations in golf.

New Publications From NGF

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December 1991