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. 29-30 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.

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) Women, juniors and minorities share some of the same problems, and represent some of the same opportunities for the industry. These include how to provide positive introductions to the game and access to courses, and how to translate this potential into interested, long-term players.

3) In the “niche” mentality of marketing, women golfers offer a rare opportunity to home in 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.

Women honored at Florida golf conclave

Two outstanding women were honored during a special awards 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 Flamer 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.

GCSAA 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 shows is sponsored by the Golf Course Superintendents Association of America.

The program begins Saturday, Feb. 15, with an afternoon at the GCSAA 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 6 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 LEADERBOARD, the 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 GCSAA.

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/GCSAA research results, USGA green specifications, environmental and wildlife concerns.

Registration for the entire program is $225 per individual. To register or get more information, contact GCSA at 1421 Research Parkway, Lawrence, Kan. 66049/3859 or telephone 913/841-2240.

Penn State program to address management shortage

UNIVERSITY PARK, Pa. - A new Penn State University program will address the shortage of golf management professionals.

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 42 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 $2 billion to a $4 billion-a-year concern in the 1990s," Guadagnolo said. "Tremendous opportunities exist for persons with the kind of class 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 co-op 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.