FIRM TO FOCUS ON CAROLINAS

Gary Schaal, PGA national secretary, has formed Palmetto Golf.

The Spartanburg, S.C., firm of which Schaal is president will focus on properties in North and South Carolina.

Other partners are Skip Corn, Jay Hammond and Ben Hines, all of Spartanburg, and Will Mann, Chapel Hill, N. C.

Palmetto Golf now is involved in six golf courses in the two Carolinas, acting as managers, course owners or consultants.

POG HIRES MARKETER

The Pennsylvania Golf Course Owners has hired William C. Bowen to visit prospective members courses and meet with current members.

Bowen, who retired in 1987 after a career with Westinghouse, has done consulting assignments for Westinghouse and managed the tennis facilities at Youngstown State Club in White Oak, Pa. He is a graduate of the University of Pittsburgh with a degree in business.

KRAUSE A MASTER PRO

Scott F. Krause, owner, manager and head PGA professional at Muskego Lakes Country Club, in Muskego, Wis., became the 77th PGA master professional, and first from Wisconsin, among some 13,000 PGA members and apprentices.

Krause chose the fields of The Rules of Golf, Teaching, and Buying/Leasing of Golf Courses as his areas of study for his master's thesis. His thesis was a complete golf course development and management course, his areas of study for his master's thesis. His thesis was a complete golf course development and management course.

Krause is a board member, co-founder and past president of the national Golf Course Association. He is also a co-founder of the Wisconsin Golf Course Association and a speaker at various golf industry conventions and seminars.

RMA HIRES ADAMS

PHOENIX, Ariz. — Becky Adams is the new director of retail at Resort Management of America (RMA), a company specializing in the operation and management of golf courses and resorts.

She will manage golf shops for Stonecreek, The Golf Club, and the Karsten Golf Course at Arizona State University. She also will coordinate retail responsibilities at other RMA properties.

Henry DeLooze, RMA president, believes hiring a director of retail to oversee more than one facility is a trend of the future. "The economic base for retail merchandising in the golf shop industry is tremendously. Adams has been a leader," he said.

PUBLIC COURSE OFFICIALS NATIONWIDE CITIED FOR PROMOTIONAL PROGRAMS

JUPITER, Fla. — Public golf courses have "risen to the challenge" of promoting golf, and the National Golf Foundation has recognized 50 facilities and municipalities for those efforts.

Each facility will receive the NGF's Public Golf Achievement Award this year. Last year, according to National Golf Foundation figures, 70 percent of all rounds played were at public facilities.

NGF President and Chief Executive Officer Joseph F. Beditz said the "impetus for the new awards program has been the reports which the foundation receives each year on how public courses are developing new and imaginative ways to promote play.

The NGF launched its awards program last June by asking member facilities to share their best promotional and operational programs. Those who entered were eligible for the awards.

"The submittals show that public courses have indeed risen to the challenge," Beditz said. "The reflect pride in their accomplishments and the NGF is proud to recognize them."

The Award recipients will be honored at a special recognition dinner in June.

ARKANSAS — The Arkansas Golf Association announced the winners of its 1991 awards. The winners were:

- Jack F. Bredell, NGF National Award winner
- Robert A. Goodwin, NGF National Award winner
- Jim M. Johnson, NGF National Award winner
- Mary B. Smith, NGF National Award winner
- Kevin T. Turner, NGF National Award winner

Most golf played at public links

Upwards of 70 percent of all golf rounds are at public facilities, according to National Golf Foundation figures.

Conscious of this swing to municipal control, the NGF has cited 50 facilities and municipalities across the United States for excellence in promoting public golf in their communities.

California, with seven, and Florida, with six, led the new Achievement Awards program.

Joseph F. Beditz, NGF president and chief executive officer, said the NGF receives reports each year on new and innovative programs.

S. Krause

U.S. Golf Properties buys Shalimar Pointe, will remodel


U.S. Golf Properties plans major renovations to the clubhouse area, including enlarging the golf professional shop, remodeling the club's food and beverage operation, new restrooms, adding lockers, and adding a parking lot and golf car storage building.

Shalimar Pointe Golf and Country Club was designed by Fingers, Dye & Shirley, of Houston. Located on Choctawhatchee Bay, the 18-hole championship course winds through white sand dunes and tall pines.

Heading up the management team at Shalimar Pointe will be club manager Robert McIntire, a PGA master professional with more than 20 years experience in the golf course industry. Interim is coming to Shalimar Pointe from Penn State Golf Club, a 36-holes facility at Pennsylvania State University in University Park, where he was the director of operations for six years.

While at Penn State, he initiated the idea of a golf management degree between the PGA of America and Penn State, which will begin with the fall 1991 program.

Shannon Shelton, a golf professional in the Apprentice Program of the Middle Atlantic PGA, is the golf professional at Shalimar. Shelton has six years experience, the last 2/2 as the pro at one of U.S. Golf Properties' public courses playing over 51,000 rounds per year.

John Kennedy is greens superintendent. He has 11 years experience, the last six at Mangrove Bay Golf Course in St. Petersberg, Fla.

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Summit experts suggest how to draw women

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and 33 percent would play more if they improved," he said. Instruction and education are vital, he added.

- Welcoming beginners. Half the women surveyed said they would play more if beginners were made more welcome. Three of five said they would play more if tee times for beginners were established, he said.
- Providing special tee times for women in general.
- Being sensitive to cost. "Special incentives should be considered," Churchill said, adding that 70 percent of those surveyed said they would play more if given free lessons.

Women, he added, should be "viewed and treated with greater dignity."

"We need to create a comfort zone for them so they can feel good about golf, the environment and themselves."

Clark said teaching should focus on skill fundamentals, which help in the transition from practice to play. "We are weakest here," she said.

She said teachers need to improve education about the importance of equipment, and the industry should make it "affordable and appropriate."

Rules and etiquette should also be stressed, she said.

Englehorn suggested women be taught "from the green backwards to the tee." Juniors, women and beginners should first be taught to chip and putt. The middle-distance driving games should follow, she said.

Sandra LaBauve, director of LPGA Pilot Programs and a teaching pro at Stonecreek in Paradise Valley, Ariz., recommended that courses start programs to teach females at "a very early age."

LaBauve, who coordinates the LPGA/Girl Scout Golf Program and Junior Girls' Golf Program of Arizona, said girls are generally not motivated by competition, so that kind of pressure should not be put on them.

She told manufacturers they should rework equipment for youths.

"First impressions are everything," she said. The experience "has to be fun."

Transportation to and from courses, social activities, and funding for children who can't afford to play, are all critical to developing the next generation of women golfers, LaBauve said.

Jim Bailey, an investment and golf consultant in Colorado who has operated public golf courses in Denver for 35 years, said:

"There's always dead time on a golf course. Go after these ladies who are recreational golfers, who don't want to be tournament golfers.

"Get classified ads. Tell them, 'We're out for fun.' We need to say, 'I have ladies' and beginners' tees, free instruction... it's simple and fun.'"

Churchill said when he asked LPGA Teaching Division President Kerry Graham, what she wanted to come out of the panel on women's golf "one of her principal goals was for women golfers to be viewed and treated with greater dignity."

"I thought that was a very eloquent expression. It represents not only a noble, but I think an achievable objective for us all. The female golfing population is a terribly important segment whose needs must be better indulged and whose response can produce rewards to every component of the industry."

Churchill said filling those needs will require "thoughtful attention, careful consideration of the options available to equipment manufacturers, facility operators, golf professional organizations and every other important constituent of the industry."