Women’s issues a major concern

Experts warn golf industry of shortcomings in attracting ladies

By Mark Leslie

Shifts in the workforce will “dramatically” increase the spending power of women, the golf industry must address some major shortcomings in order to attract this huge number of potential clients, according to various experts.

Ladies Professional Golf Association President Judy Dickinson, LPGA Teaching Division Director of Education Betzy Clark, professional Shirley Englehorn, Market Facts Inc. Chairman and Chief Executive Officer Verne Churchill and others agreed at Golf Summit 90 that the industry has failed to effectively draw women into the sport.

Women could bring tens of millions of dollars into golf courses’ pockets if some crucial needs are met, the experts told the 600 attendees at the Palm Springs, Calif., event.

Speaking on a panel on women’s golf, Dickinson said: “The U.S. is about to undergo a dramatic shift in the composition and quality of its workforce... The prediction is that two-thirds of the workforce will be women starting or returning to work. It is also projected that only 9.3 percent of all new workers will be male, white, non-Hispanic and U.S.-born men from whom traditionally nearly all our top corporate managers have sprung.”

She said more women will be moving up the corporate ladder. “Conservatively, we believe women will not only have a larger portion of the economic pie and increased spending power, but will also have a greater political influence.”

Churchill, whose firm surveyed 1,300 women golfers for the LPGA, found that though women play only 18 percent of the total rounds in the country, frequent women golfers play more, travel more and spend more than frequent male golfers.

The shortcut, he said, is that while women constitute about 40 percent of all new golfers each year, three of four new female starters have failed to stay in the sport. Whereas 4 million women have taken up golf in the last five years, he said, the net growth has been only 1.4 million because so many have dropped it.

“For the good of the game and the industry, it’s important to find out why and what we can do,” Churchill said.

He and other panel members had their own suggestions on how to attack the problem.

Churchill recommended:
• Helping women improve their performance.
• Three of five are dissatisfied with their game

Continued on page 34

Playing habits of female U.S. golfers

<table>
<thead>
<tr>
<th>Golfer's Rounds played</th>
<th>Spending Habits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low frequency</td>
<td>Avg. frequency</td>
</tr>
<tr>
<td>75</td>
<td>60.1%</td>
</tr>
<tr>
<td>50</td>
<td>23.1%</td>
</tr>
<tr>
<td>25</td>
<td>16.8%</td>
</tr>
</tbody>
</table>

Source: NGF

Continued on page 35

Public course officials nationwide cite 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 Golfer’s Championship Awards, the foundation’s highest honor. The 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.

"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 National Golf Foundation launched its awards program.

Continued on page 35

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 cart 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 Intrieri, a PGA master professional with more than 20 years experience in the golf course industry. Intrieri is coming to Shalimar Pointe from Penn State Golf Club, a 36-holes facility at Pennsylvania State University in University Park, where he was 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. Petersburg, Fla.

Continued on page 35

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

Continued on page 35

January 1991 33
Award winners are: Marriott's Camelback Golf Club (daily-fee) in Scottsdale; Joe Shershenovich, Manager; Marriott's Desert Club (daily-fee) in Yuma, Jim Harland, park superintendent.

California — Riverside Golf Course (municipal) in Fresno; Mike Catunesi, PGA pro; Gary Rodgers, agronomist; Menifee Lakes Country Club (daily-fee), Rich Bartlett, assistant pro; The Colony Country Club (daily-fee) in Murrieta, Judy Smith/Joel Grillo, managers.

Colorado — Foothills Metro Recreation & Park District (municipal) in Lakewood; Dan Hysson, manager of golf and Raccoon Creek Golf Course (daily-fee) in Littleton, Jack Wilcox, director of golf.

Connecticut — Orange Hills Country Club (daily-fee) in Orange; Judy Smith/Joel Grillo, managers.

District of Columbia — East Potomac Park Golf Course (daily-fee), Leigh Taylor, PGA.

Florida — Brevard County Board of County Commissioners (municipal) in Melbourne Beach; Mike Skovran, professional; director of golf; Marriott's Orlando World Center (daily-fee), Troy Sprister, head pro; Metro West Country Club (daily-fee) in Orlando; Brad Haver, head pro; Mangrove Bay Golf Course (municipal) in St. Petersburg; Jeff Hollis, director of golf; Twin Brooks Golf Club (municipal) in St. Petersburg; Jeff Hollis, director of golf; Sandridge Golf Club (daily-fee) in Vero Beach; Bob Komarnitz, director of golf.

Maine — Shadow Valley Golf Course (daily-fee) in Boise; Judy Hutt, manager and Betty Stadler, owner.

Iowa — Finkbine Golf Course (daily-fee) in Iowa City; Lynn Blevins, golf director; Briggs Wood Golf Course (municipal) in Webster City, Russ Appel/Jo, director of golf.

Illinois — Marriott's Lincolnshire Golf Club (daily-fee) in Lincolnshire; Jim Zeh,.director of golf; Timarrack Golf Club (daily-fee) in Naperville; John Long, head pro; Peoria Park District Golf Courses (municipal), Shannon McLean, administrative assistant/marketing; Hill Woolard, coordinator of golf maintenance; Candy Guppy, coordinator of pro shops.

Kansas — The City of Overland Park (municipal), Sandy Queen, golf course superintendent; Smiley's Golf Complex and Executive Golf Course (daily-fee) in Shawnee; Dennis Tull, owner/president.

Massachusetts — Green Hill Municipal Golf Course (municipal) in Worcester; Bruce Dobie, PGA/Pro.

Maine — Marriott's Sable Oaks Golf Club (daily-fee) in South Portland; Kevin Sackville, head pro.

Michigan — St. Clair Shores Country Club (municipal), Jerry Comeau, manager.

Minnesota — Bunker Hills Golf Course (municipal) in Coon Rapids; Dick Tollefson, director of golf; Rich Acres (municipal) in Richfield; Mike Lanigan, head pro.

Missouri — Marriott's Tan-Tar—A Resort and Golf Club (daily-fee) in Osage Beach; Thomas Gray, head pro.

Nebraska — Grand Island Municipal Golf Course (municipal), Scott Brunzell, head pro.

New Jersey — Marriott's Seaview Golf Resort (daily-fee) in Absecon, Kevin Hammock, director of golf; Spring Meadows Golf Course (municipal) in Farmingdale; Ron Faaselt, manager; Somerset County Park Commission (daily-fee) in North Branch; Sarah Hanson, administrator/leisure services.

New York — City of Syracuse/N.Y. Department of Parks & Recreation (municipal), Gerald Wilcox, commissioner of parks & recreation; William O'Leary, golf program director.

Ohio — Yankee Run Golf Course (daily-fee) in Brookfield, Paul McMullin, professional/owner; Whispering Pines Golf Course (daily-fee) in Columbia, Roseann Schwartz, golf pro.

Pennsylvania — Pine Crest Golf Club (daily-fee) in Lansdale; Joe Max, head pro; Pennsylvania Golf Course Owners Association (daily-fee) in Murrysville, Susan Tantscher, treasurer; Juniata Golf Club (municipal) in Philadelphia; Jim Kealey, head pro.

South Carolina — Carolina Springs Golf & Country Club (daily-fee) in Fountain Inn, Vincent Huguen, co-owner.

Tennessee — Knoxville Golf Course (daily-fee), Frankie Miller, office manager; Smyrna National Golf Course (municipal), John Norman Miles, PGA pro/director of golf operations.

Texas — Southway Golf Club (daily-fee) in Pearland, Danny Silanoff, director of golf/general manager.

Virginia — Fairfax County Park Authority (municipal) in Alexandria, Ted Savia, manager.

Washington — Capital City Golf Course (daily-fee) in Olympia; Joe Thiel, professional/owner.

Wisconsin — Muskego Lakes Country Club (daily-fee) in Muskego; Scott Kruse.

SURFACE

Creeping bentgrass

With its superior true-line putting surface and dark bluish-green color, Putter creeping bentgrass is fast becoming the choice of some of the finest courses around.

Tested side by side with the best-known bentgrasses, Putter exhibited superior color and excellent growth habit. With outstanding turf vigor, fine-leaf texture and improved resistance to take-all patch and other diseases. Add Putter's dwarf growth habit, high-shoot density and aggressiveness against Poa annua, and you have a green that's as tough as it is beautiful.

Not to mention one that satisfies your straightest shooters.

Put Putter up against the old favorites and compare. Putter quality #1. Putter density #1. Putter color #1. Putter disease resistance #1. Now, order Putter for the new world-class greens.