Mauck to paint positive club image

New NCA president seeks to overcome discrimination, pollution

By Peter Blais

Spreading the word that private clubs benefit society will be his most important task for the next year, according to Victor Mauck Jr., recently elected president of the National Club Association.

"Private clubs serve their communities well," Mauck said. "They do a lot of good things. There are some areas of club operations that should be reviewed. But private clubs are not bad things."

Private clubs have come in for a lot of abuse over the past few years. Charges of discrimination have bouded the industry since last summer's debacle at Shoal Creek. Private golf clubs have been targeted by environmental groups claiming golf courses pollute the environment with pesticides.

Lost amid those headlines, Mauck noted, are the private clubs that open their facilities free of charge for charity tournaments; the amount of money clubs pump into their local communities; and the many jobs the private club industry provides.

"It's a lot of public perception versus what people are doing," said Mauck. "There's a lot of behind-the-scenes work that needs to be done."

Mauck's lawyer said Dye Designs lost $14 million last year, but predicted it would post a loss this year because of the effect of the Persian Gulf War on overseas operations.

Dunlop's lawyer said Dye Designs lost more than $1 million last year on revenues of $13 million.

ASPA CONFERENCE HITS VEGAS

Las Vegas, Nev., will host the American Soc Product/Association Midwinter Conference and Exposition, Feb. 5-7.ball's Casino & Resort will be conference headquarters and house the educational program and exhibits. Seminar topics range from media relations to production alternatives, with an emphasis on marketing.

Manufacturers and suppliers of machinery, products and technology will be featured in three days of open displays. The exhibit hall will open Wednesday, Feb. 3, amid a welcoming reception and reopen Thursday, and Friday, Feb. 4-5, for extended luncheon hours.

An ASPA-sponsored, members-only seminar on advertising will offer techniques for marketing in varying economic conditions. Jim Whitt, a trainer and consultant with expertise in marketing, agriculture and turfgrass sod will conduct the seminar.

NCA REVISES CONFERENCE SCHEDULE

WASHINGTON, D. C. — The National Club Association has revised the Club Leadership Conference schedule in order to concentrate on the Pinehurst and Broadmoor conferences.


For registration information, write NCA headquarters, 3050 K St., N.W., Suite 330, Washington, D. C. 20007, or phone 202-625-2600.

Golf summit marks critical juncture for fledgling group

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sand dollars annually to operate effectively. The state golf industry, which funds the association's operations, has come up with just half that amount, he said.

"The economy is a problem in raising money," Mathis conceded. "But there are also a certain amount of apathy, especially among course owners. The feeling is 'I'm making money so I don't have to worry anymore.' But those are the people who aren't planning ahead, who are going to be hit the hardest by the increased cost of water, requirements to change to effluent and tax increases."

"A lot of courses don't know, for instance, that they have to renew their water management policies every few years. Many are going to have to change to effluent. But many clubs are run by green committees that simply don't realize what's coming. That's why we've geared many of the Golf Summit seminars to shock them into the reality of what's happening out there."

The first wake-up call will be delivered during Thursday's opening joint session with representatives of the state's five water management districts, which are also in town for their 10th Annual Conference on Water Management.

An opening panel discussion titled "Exploring Direction in State Water Policy" will include State Rep. Sandy Sadleym and House Dean W. C. Fred Jones, co-sponsors of a bill that would add a 10-cent tax on every 1,000 gallons of ground water used on golf courses. Joining them will be Carol Browner, secretary of the state Department of Environmental Regulations and Peter Hubbell, executive director of the Southwest Florida Water Management District.

The response panel includes representatives from major water users including Raymon Finch, chairman of the Florida Golf Council; Carl Looper, president of Florida Farm Bureau Federation; and Paul Parks of an association called For Everglades.

"It should be a real interesting session," said an Anonymous. A second opening morning panel entitled "How Do Golf and Water Mix" returns Browner and Sadleym along with Jacksonville University Golf Course and other Florida Farm Bureau representatives and Smiths and Florida Golf Course Superintendents Association President Thomas Benefield.

Other speakers and panelists during the two-day conference include Tom Fazio; Ed Seay of Arnold Palmer Design; Miller Rippey of Links Management; Mike Hughes of the National Golf Course Owners Association; and Rick Norton of the National Golf Foundation.