

NEWS OF THE INDUSTRY

Pro Shop Credit To Be Cut?

Industry sources have indicated a long romance might finally be on the rocks. Several manufacturers and distributors say pro shops might have a more difficult time obtaining credit on accounts if present trends continue. Many shops, some suppliers say, have become delinquent in their payments and companies are beginning to reevaluate their feelings toward pro shop merchandising.

"There is a real problem in collecting accounts right now in the business. A bad account stops my cash flow and hurts business all the way around," a California distributor recently told GOLFDOM.

Another West Coast equipment manufacturer related that some accounts his company handled were more than five months behind. With this ever-increasing problem, some manufacturers are seriously con-

sidering curtailing pro shop marketing and are taking a long look at the possibility of going toward discount houses on a more extensive basis.

Since the downtown discounter can handle the volume of mass merchandising, many manufacturers look to him as a sure bet to be able to pay the bills on time.

Although changing attitudes do prevail in the equipment business, there is reason to believe that manufacturers will desert the pros only as a last alternative.

"Pros have been the backbone of the equipment business for many years, it's tough to let an old friend go," a U.S. distributor recently remarked.

Old partnerships die hard, but certainly a new trend in equipment merchandising might be on the horizon.

Education Council to Meet At New Orleans Turf Show

The second meeting of the newly formed Educational Advisory Council of the Golf Course Superintendents Association of America will be held at the GCSAA's International Turfgrass Conference and Show Feb. 16-21 in New Orleans.

Eight of the country's leading turfgrass educators gathered at GCSAA headquarters in Lawrence, Kans. recently for the first meeting of the council.

The council represents the first opportunity GCSAA personnel and members of the academic community have had to assemble and consider all aspects of a golf course superintendent's educational needs.

Invited to join the council, review the educational programs of the Association and recommend appropriate actions to further educate

the nation's superintendent's, the members represent all facets of the technical profession through their various academic disciplines.

Coordinating the activities of the council was GCSAA director of education Bill Knoop. Present for the meeting were: Dr. James Beard, Michigan State University; Dr. Jack Butler, Colorado State University; Dr. William Daniel, Purdue University; Dr. George Estes, University of New Hampshire; Dr. John Hall, University of Maryland; Dr. Al Turgeon, University of Illinois; Dr. Coleman Ward, Mississippi State University; and Dr. Vic Younger, University of California, Riverside. Unable to attend the meeting was Dr. Herbert Cole, Jr., Pennsylvania State University.

Representing the Association's elected executive committee was Director Richard Malpass, chairman of the executive committee and

superintendent at Riverside Golf and Country Club, Portland, Ore.

During the two-day meeting the council reviewed the educational program planned for the New Orleans conference, the new pesticide applicator's seminar study manual and other educational materials. It also discussed the overall GCSAA educational program and reviewed future needs of the superintendent.

Chris Schenkel, ABC sports commentator, will be keynote speaker at the annual conference. Concurrent sessions will be held focusing on various areas of education for superintendents. Over 5,000 persons are expected to attend, and there will be more than 110,000 square feet of exhibit space.

There will also be a series of seminars during the pre-conference weekend. There will be classroom sessions with about 50 students each in such areas as pesticides, financial management, etc. The GCSAA will also offer its certification examination at the conference.

National Golf Foundation Announces 1975 Seminars

The National Golf Foundation will conduct three seminars for teachers during the summer of 1975, according to Lorraine Abbott, NGF director of educational services.

Two of these seminars will be designed for persons with beginning level experience, with academic credits offered by respective host institutions: Longwood College, Farmville, Va., June 22-27; and Stephens College, Columbia, Mo., Aug. 10-15.

The third seminar is designed for teachers with advanced level experience and is scheduled July 20-25 at Pine Needles Lodges and Country Club, Southern Pines, N.C.

All three seminars last five days, encompassing 40 hours of instruction with emphasis on the methods for golf instruction and golf program organization.

As in the past, sessions will be conducted by the NGF consultant staff, with guest presentations by some of the most prominent teachers in the game.

Jim Flick, Bill Strausbaugh and Gary Wiren have been confirmed as keynote instructors thus far.