

## NEWS

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Robert Sommers recently told GOLFDOM.

Sommers indicated that his organization might have some sort of statement on the overall distance standard at executive committee meetings in either May, June or August.

Also included in the announcement is the possibility of where graphite shafts fit into the rule. Several months ago, the USGA began testing the shafts to see whether they would fall into the same category as the balls.

Some skeptics thought that the investigation into graphite might lead to the USGA outlawing the shafts, but preliminary indications from the organization reveal there is no cause for alarm and the shafts are thought of as acceptable for play.

### Otis Elevator Back to Work

After a four-month work stoppage,

Otis Elevator's Special Vehicle Division resumed production of its golf car line in mid-October in its Stockton, Calif. plant.

Western Regional Sales Manager James Folkedale told GOLFDOM that the company had a million dollar backlog in orders due to the strike and that the firm would have its work cut out for it to meet demand. Otis is currently marketing a 1975 model, the S 75, an electric, four-wheel car, priced around \$1,900.

### Exemption Lost if Club Opens Doors to Public

A recent Internal Revenue Service ruling has indicated country clubs are tax-exempt, but they lose that exemption if they throw open their facilities to the general public.

The ruling involved a country club that had corporate memberships as well as individual.

Because corporate members could designate which of their employees were to use the club, that

was like dealing with the general public, the IRS ruled.

By contrast, if a company merely paid a member's dues for him, that was still a bona fide individual membership.

However, it must be noted that if a club draws less than five percent of its gross receipts from the general public, there is no problem with the club losing its tax exemption.

### Corrections

In GOLFDOM's Fashion Preview '75 article last issue, an incorrect price was quoted for the AMF Ben Hogan Co. shirt pictured at right. The correct price is \$20.

Also, the author of "Turfgrass Research: A Management Tool," was incorrectly identified. He is Marvin H. Ferguson.

GOLFDOM regrets the errors.



## "Trade" School Pioneered in West

Pioneering the future education of the golf business person, the first school established to train people for management careers will open its doors in January on the West Coast.

Under the direction of professional Charles Pierce, the San Diego Golf Academy will couple a comprehensive academic curriculum in business with instruction in the game and its teaching methods.

"Our emphasis at the academy will be to give our students the best education, in order that they can excel in the golf professional field. To accomplish this, we must give them a well-rounded academic experience," Pierce told GOLFDOM.

Students will run the full gambit in the two-year business program. Pierce's instructors will offer classes in elementary accounting, general business law, office management, speech and human relations in business, food service, salesmanship, communication skills, sports theory and retailing.

Along with classroom work, which will fill at least four hours of

each scheduled day, four more hours will be spent on the golf course, learning the game and attempting to grasp its teaching methods.

Based at the 27-hole Whispering Palms Golf and Country Club in suburban Rancho Santa Fe, the academy plans to have one nine-month session a year with a limit of 150 students per period.

Supplementing the regular curriculum, a lecture series will feature experts in various facets of the golf industry from leading tour pros to equipment manufacturers. "We hope to bring the equipment people to the academy to tell our students what their products do and how they can eventually aid the pro when they are in a position to purchase," Pierce added.

Open to both men and women over 18 years of age, the academy screens applicants with at least a "B" average in high school study or the equivalent in business experience. A recommendation from a golf professional is also a necessity.

Entrance fee to the academy is

\$3,000 a year, which pays for all class fees and allows full use of the facilities at Whispering Palms. Pierce noted that the State of California has approved the concept of the program, but until classes are begun, no academic accrediting organization will focus attention on the San Diego operation.

After the first year is completed, the second nine month period will be devoted to more specialized courses in golf management. Included in this package are planning and organization of recreational activities, landscape and course design, turf management and advertising principles.

Preliminary indications look as if the San Diego academy will reach its student quota easily. Pierce pointed out that his organization is checking out the possibility of pupils receiving college credit or PGA sanctioning in the program. Pierce also indicated that he may solicit the advice of the National Golf Foundation on the project.