

WHAT'S GOOD FOR THE GAME

by PAUL McDONALD, *NGF President*

The editors of GOLFDOM have asked me as President of the National Golf Foundation to provide you with an update on some of our current activities and our people. Knowing that GOLFDOM reaches people who earn their living from golf exclusively, I believe that you uniquely share the Foundation's interest in the game's health and continued growth.

Too, it seemed especially appropriate that such an article be published in GOLFDOM, which like the National Golf Foundation was founded by Joe and Herb Graffis, golf's oldest brother act. The Graffis brothers, both of whom have devoted over 50 years to the game, have probably done more than their fair share to upgrade your profession, whether you are a course superintendent, a club manager or a golf professional. They have also left

the Foundation a legacy of integrity and accomplishment that we and future golf generations strive to not only uphold but to further.

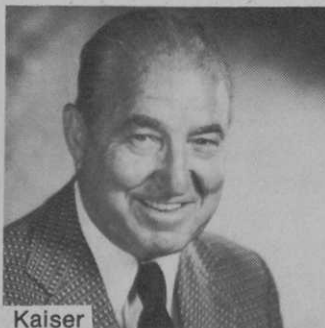
Being involved with golf you undoubtedly are already familiar with the reason the Foundation was founded in 1936 as well as its long record of service and contributions to the game, especially its influence in getting more courses built and promoting the continuing flow of new players into the game so that today the United States leads the world in this sport.

As a regular reader of GOLFDOM, you may recognize the Foundation's long-time marketing research efforts, such as the annual Audit of Facilities, players and rounds of golf played. You may have read the GOLFDOM article about the Foundation's survey of

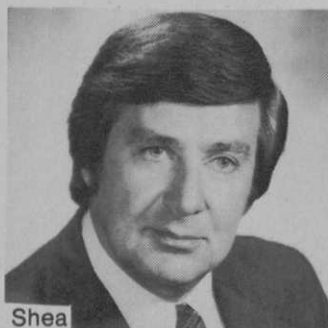
The legacy of the National Golf Foundation has spanned four decades. The group's direction intertwines with the future of golf.

"open-to-the-public" courses related to the country's population. You know about the many articles in all golf magazines about "slow-play", a problem that the Foundation's research predicted ten years ago would stifle the game if not corrected. New research studies are now being programmed to further analyze strengths and weaknesses of the game.

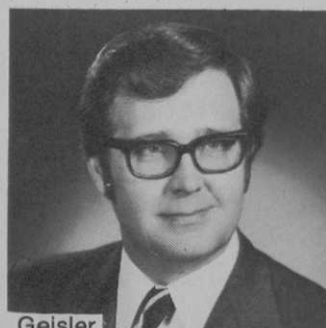
If you are earning your living from golf, you undoubtedly belong to one of the major professional organizations; such as the PGA, GCSAA, CMAA and the like. You know that the Foundation has acted as the game's catalyst in alerting all the leading organizations and the media about golf's potential problems. In many instances we have in turn initiated pilot programs to meet these problems before they became critical, such as



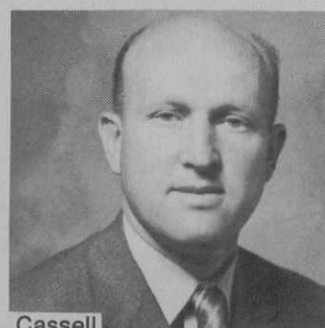
Kaiser



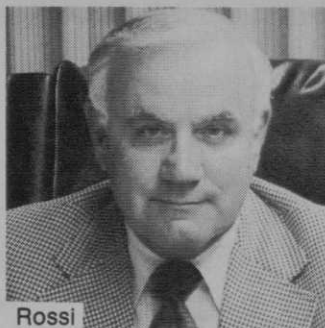
Shea



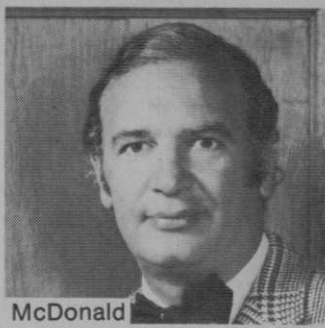
Geisler



Cassell



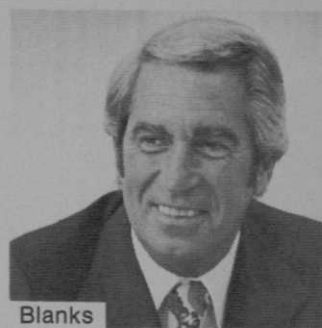
Rossi



McDonald



Butz



Blanks

our "Speedy" campaign against "slow-play" several years ago. In other cases, we have become partners with these other major organizations in applying the preventive medicine needed.

While we at the Foundation are not in any way pessimistic about the game's future, we are realistically aware that in 1975 it faces some of its greatest challenges since the mid-thirties. However, we also feel that there is not a problem facing the game that cannot be overcome if we in golf unite our efforts and take the necessary corrective action with new knowledge and vision.

Moreover, we believe that for golf to remain healthy, a major effort must be made to better utilize existing facilities, not only on the golf course but in the clubhouse. Also, because our research reveals that 84 percent of the over 11 million most active golfers in the country are non-country club members, we know that we must continue our efforts to encourage construction of more public and municipal courses. We strongly believe too that there never will come a time that we can afford to relax our efforts in attracting more young people to the game.

We know that to effectively combat the aforementioned problems the Foundation needs a wider range of support, encompassing more people and organizations, as it is no

longer feasible for the golf club and ball manufacturers to carry the majority of the load by themselves, either financially or physically. In fact, the time has come for others whose stake in the game's future is as great as the Foundation's major sponsors, to stand up and be counted.

Anyone who earns profits from the game rightfully should be a contributor to the Foundation's efforts.

As the Foundation's President, I have inherited an organization that has a long track record of accomplishment. Moreover, I sincerely feel that a key accomplishment over the 39 years existence of the Foundation has been in the type of people that it has attracted, for beginning with the Graffis brothers to our present staff, we have had people who placed golf's best interest above personal or selfish gains.

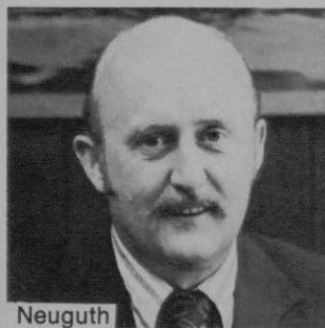
Don Rossi is now entering his sixth year with the Foundation as Executive Director. Don, who has been involved in various phases of sport throughout his career, has become very much at home in golf. In these six years Don has assembled one of the top staffs in golf and has provided the inspiration and leadership that has helped considerably with the growth of the Foundation.

Under Don's leadership, the Foundation's major activities are directed by Helen Kernander, Administrative Assistant, whose long

service dates back to the Graffis days; Lorraine Abbott, Director of the outstanding Education Services Program; and Bob Rickey, Director of Public Relations, who was my predecessor as President and a Board Member for over 25 years prior to joining us on a full-time staff basis last year.

Don also supervises our eight full-time Facility Development Consultants, all of whom bring a wealth of experience and expertise to their jobs. They are as follows: Col. Harry Eckhoff (Middle Atlantic Region), Jerry Claussen (Rocky Mountain Region), Larry Smith (Southeastern Region), Joe Much (Pacific Northwest Region), Buddy Johnson (Pacific Southwest Region), George Kerr (Southwest Region), Fred Stewart (Mid-Central Region) and Syl Wagansky (New England Region). These men, in addition to their well-known efforts in getting new courses built, are now spending an equal amount of time in helping existing facilities become more solvent, including conducting an excellent series of regional seminars for public and municipal course operators, not to mention the papers published on all phases of golf.

Under Lorraine Abbott's direction, Carol Johnson oversees our Educational program in the East, while Mary Ann Peter assists in coordinating the overall program.



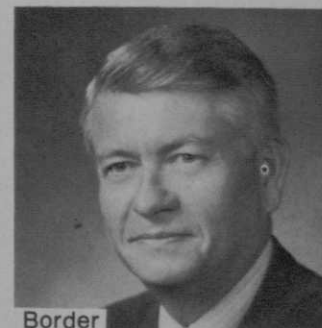
Neuguth



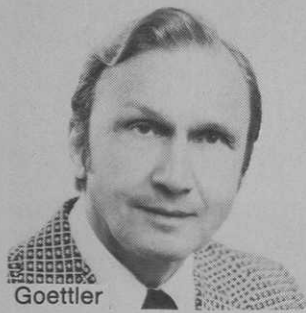
Kahn



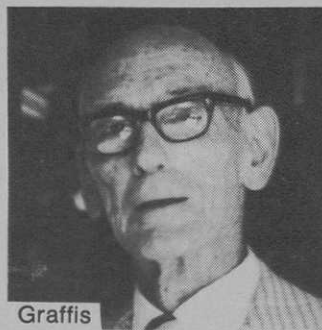
Sovey



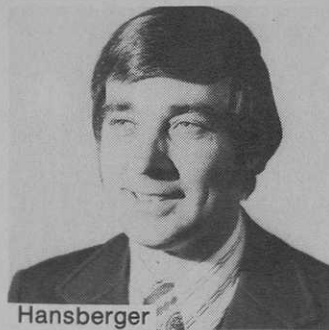
Border



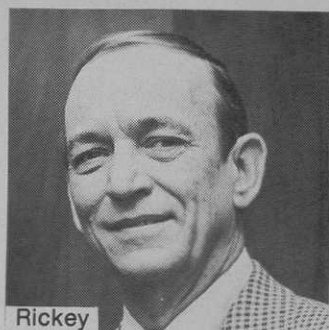
Goettler



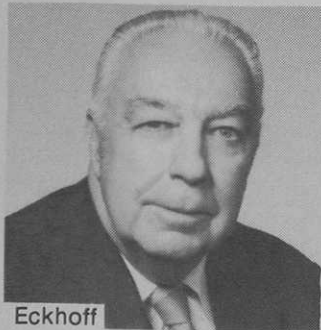
Graffis



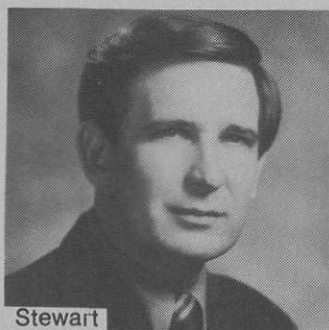
Hansberger



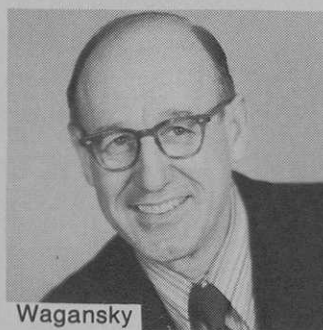
Rickey



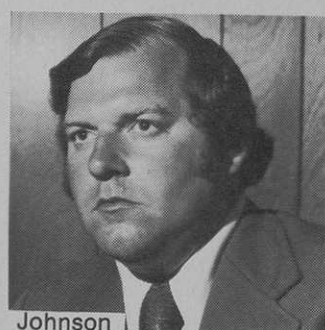
Eckhoff



Stewart



Wagansky



Johnson

GOLFDOM has had several recent articles about this program which was begun just 10 years ago to upgrade the teaching of golf in the nation's schools. One excellent cover article explained the Advanced Seminar held last year for our 60 area consultants who are responsible for supervising the seminars and workshops in their home areas. This group includes some of the game's most respected teachers whose unselfish efforts has dramatically improved the quality of teaching and should insure that the record num-

ber of youngsters being exposed to the game for the first time will find it attractive and a "game of a lifetime".

There is another group within the Foundation that has given unlimited hours of their time to provide the leadership that golf demands today more than ever before — our Board of Directors. These men, all of whom are top executives of the Foundation's major sponsors, include some of the best minds in golf and are as follows: William Blanks (MacGregor), Vaughn E.

Border (Outboard Marine), James Butz (Victor), Dean Cassell (Acushnet), Arthur W. Goettler (SGMA), Joe Graffis (GOLFDOM), James Shea (Faultless), James Hansberger (RAM), Fred Kahn (Wilson), William Kaiser (H & B), Bill Neuguth (Uni-Royal), Richard Geisler (Spalding), William Sovey (Ben Hogan).

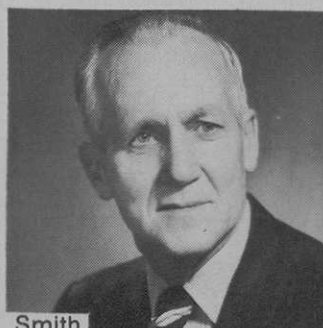
In conclusion, I hope you will agree with me that the Foundation has become an indispensable arm to the game of golf and the many ways it serves the game. □



Much



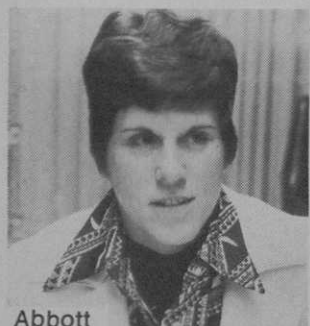
Kerr



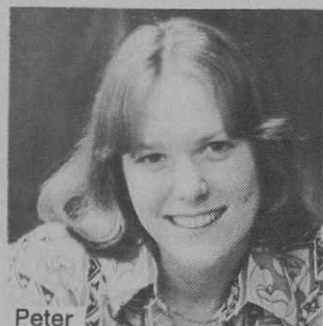
Smith



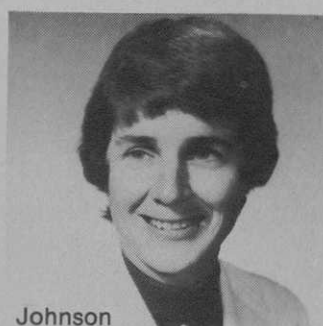
Claussen



Abbott



Peter



Johnson



Kernander