

Superintendent's Education Becoming More of a Factor

Many seasoned golf course superintendents around the country may be the last of a fading breed — those who rely strictly on experience in practicing their profession.

Dr. Joseph Troll of the University of Massachusetts does not completely agree with the growing trend to close the door on experience when a job opening is being studied. He maintains the practical aspects of the profession are difficult to overlook. However, he does admit that a good many turf schools are producing capable young men, and that this supply may become a major factor in the future.

Dr. William Daniel of Purdue said the expansion of the turf managing educational program is a signal that the superintendents of tomorrow will be those plotting the improvement of the golf course on paper rather than learning slowly in the field.

"There definitely has been a change in the past 10 years," Dr. Daniel told Gerry Finn for the newsletter of the Golf Course Superintendents Association of New England. "And I suppose the superintendent's profession has been responsible for it. In making the profession more attractive with higher salaries and increasing benefits, the young people of today are diving into turf management programs like never before.

"Now, they haven't stopped turning out turf management majors," he said. "So this market will become flooded and selectivity will be evident in replacing retiring superintendents." He recalls that the the golf course superintendent of years ago did not command the respect and attention he does today. Therefore, since he was hardly noticed, little thought went into replacing him. Usually, it was simply a matter of elevating his assistant.

"This problem comes right back to the old story of upgrading the profession," he said. "The sad part of it all is that fine, decent people are bound to get hurt. I include in my theory of advancing the superintendent's vocational position a slow but reluctant bumping off of the veteran."

Dr. Troll is not completely convinced the country club will put an

exclusive requirement of education on its turf job openings. "I guess I'm from the old school," he said. "I still think there's room for both in golf. However, I'm leaning to the fact that one can't work without the other. It has to be a combination of education and experience. So, in a way, I'm saying education is moving into a distinct qualification for the superintendent's profession. With so many people coming out of schools, the employers have to be influenced when a young man includes a college degree in his presentation."

Hercules Wins Market Award For "Be A W.I.N.er" Ad

A top award in the 1975 National Agrimarketing Awards competition for the southeastern region has been won by the Turf and Horticultural Products Division of Hercules, Inc.

The award was made for the Hercules "Be A W.I.N.er" Nitroform fertilizer campaign in Category 5A-Trade Papers — a campaign of single pages in two or three colors. The ad has run in GOLFDOM and other industry magazines. The campaign featured the use of "W.I.N." as an acronym for water insoluble nitrogen, an important ingredient of turf and horticultural fertilizers made with Hercules Blue Chip fertilizer.

Doris J. Watson was the account supervisor in the Hercules advertising department. The advertising campaign was prepared by Chesapeake Advertising Agency of Norfolk, Va., under the direction of Robert Stiffler, president.

USGA Region Director Named

Thomas J. Meeks, Carmel, Ind., will join the United States Golf Association staff on June 1. He will be regional director, a new position.

His duties will include periodic personal contact with regional golf associations, USGA member clubs and USGA committee members. The USGA said it has long felt the need for more personal contact with its constituents around the country. For three years Meeks has been executive director of the Indiana Golf Association and the Indiana section of the PGA.

Grafalloy Expands Facilities

Grafalloy Corp. has leased 9,400 square feet of industrial space at 1020 N. Marshall Ave. in El Cajon, Calif. to expand the manufacturing and warehousing of its graphite golf shafts, according to company president J. T. Sterry.

John Gibson of the San Diego office of Grubb & Ellis Co. represented the lessor, J. N. Ceazan Co., Inc., of Los Angeles, with Hill-Smyk Associates cooperating.

Johns-Manville Publishes Revised Golf Car Brochure

Johns-Manville's Club Car golf car is explained in a revised brochure recently published by the Denver company.

What the company calls operational advantages of using the four-wheel electric car are explained in color photos and text. Included in the brochure is complete specification data, including standard and optional equipment. For a copy of the brochure, IR-10A, write to Johns-Manville, Box 5705P, Greenwood Plaza, Denver, Colo. 80217.

Golf Club Company Expands

Diamond T Sports, Inc., a manufacturer of golf clubs, has leased an industrial building at 15557 Garfield Ave., Paramount, Calif., in order to expand its manufacturing operations. The announcement was made by company president Charles F. Hagemeyer.

The building contains 12,000 square feet of space and the grounds has parking for 15 cars.

Eating and Drinking Sales To Be Up 10% This Year

Total United States eating and drinking place sales reached \$41.8 billion last year, according to the Census Bureau.

With menu prices up at least 12 percent, there was no real growth nationally. Projections for 1975 are for a 10 or 11 percent sales increase.

One Way Course Maintenance May Change In Next 20 Years

Golf course superintendents may be regularly fertilizing only landing