

Professional Golfers Association and Wilson against a golf speciality shop in New Orleans in a similar anti-trust suit. The initial verdict in that case went to Golf City, but Wilson's appeal is set to be heard in January in the Fifth Circuit Court of Appeals in New Orleans. At stake for Wilson is nearly \$293,000 in damages it would have to pay if it loses.

Commenting on the Chicago verdict to GOLF BUSINESS, Klein said he was not "fazed" by the decision and Mages would be appealing it. In a rough estimate, Klein noted that a decision in the Seventh Circuit Court of Appeals in Chicago on the case would probably be a year away.

Mages has insisted the annual net profit loss to his business due to the "pro-only" edict has been more than \$532,000 a year. "I don't think the jury clearly understood what is involved in an anti-trust suit like this," Klein said. "They could not understand how manufacturers have conspired to injure such merchants by such 'pro-only' attitudes."

On the other side of the case, Wilson Vice President of Marketing Phil Odeen told GOLF BUSINESS the decision was a major breakthrough for the companies that believe in the pro shop. "This should make some people in the field that have considered suing us and others think twice about it."

In a statement issued by Don McClure, vice president and chief counsel for Wilson, the company indicated it had full confidence in the legality of its policy and felt vindicated by the jury's verdict.

Cases are still pending against Wilson and other companies along the same lines. Odeen told GOLF BUSINESS new suits in Buffalo and Kansas City still need settlement. The Buffalo case, which is set for trial starting February 1, involves Henry Klein again, this time representing Joe Charles Sports Shop.

### NGF's MacDonald sees good future

Although the view was somewhat futuristic, National Golf Foundation President Paul MacDonald took an optimistic approach to the next decade of golf in this country at the NGF's fall meeting in Palm Springs, Calif., last month.

"The game in the year 2000 will be strong," MacDonald said to his audience at the autumn luncheon at the Canyon Hotel. The Dunlop Sports executive pointed to four areas which would have a direct effect on the growth of the game. Population, buying power, increased leisure time, and mobility were the keys, according to MacDonald, to added acceptance of golf. "All these areas will see dramatic increases by 1980," the NGF president predicted.

MacDonald also revealed a current ongoing project by the foundation which was a complete report on where the market is now and where it is going. Prime objectives of the survey are to reveal new course development and the number of new players coming into the game, plus the open space planning and study now being done in the nation as it will affect golf.

The speech was not all rose-colored, though. Ever aware of the growing problems of private country clubs in this county, MacDonald shifted the emphasis of the NGF toward the public golf facility, stressing that the foundation would not ignore the municipal course. "We must strike a popular nerve," MacDonald insisted.

In an effort to answer some of those problems, though, the NGF is sponsoring a meeting in Chicago, set for December 1, which will have on hand the decision-makers for the Professional Golfers Association, the Golf Course Superintendents Association of America, the Club Managers Association of America, the National Club Association, the United States Golf Association, and

the National Association of Public Golf Courses. The only problem with the meeting is it is closed to the press. Bob Rickey, public relations director for the NGF, told GOLF BUSINESS anything pertinent coming out of the talks would be released and future meetings of the allied association group would be open to the press. This first get-together will be an organizational meeting.

In conjunction with the October NGF meeting, the National Association of Golf Club Manufacturers, the Golf Ball Manufacturers Association, and the Golf Products Manufacturers Association also had their autumn meetings at the Palm Springs site.

One member of the golf ball association has dropped out of the market: Shakespeare. According to B. J. Lavins, vice president for the sports products division, the firm has phased out production completely at its Plymouth Meeting, Pa., factory.

The infant manufacturers association is the GPMA and President Don Van Pelt of Sahara Slacks told GOLF BUSINESS his group was putting together a campaign to lure other members into the fold. There are plans to add component manufacturers, such as shaft and grip producers, into the association, which for the most part is composed of softgoods and shoe firms.

The NGF's Rossi also announced that the foundation's move to its new home in Florida would be completed by November 1. Those now wishing to contact the NGF can write to 200 Castlewood Dr., North Palm Beach, FL 33408 or call 305/844-2500.

### H.R. 1144 passage upstages NCA

Although the National Club Association put on a dynamic educational program at its annual convention in Los Angeles, the star of the show turned out to be a piece of legislation the NCA has been working on for more than three years.

H.R. 1144, a bill that in effect raises the percentage of non-member business clubs can do from 5 to 15 percent of their gross sales, passed the Senate at the 11th hour on October 5, during the convention. Since then, On October 21, President Ford signed the bill into law, closing the chapter on the first piece of legislation the NCA helped sponsor from start to finish.

Highlight of the convention was the luncheon speech delivered by Louisiana congressman Joe D. Waggoner, Jr. Waggoner had been H.R. 1144 sponsor throughout its four-year life in the House, when at times it had had other numbers on its journey around Capitol Hill.

Although a Democrat, Waggoner lashed out at Presidential candidate Jimmy Carter, who the day before had spoken at the convention site, the Century Plaza Hotel.

"I'll see [Carter] in hell with his back broke, before I yield to him on his tax philosophy," Waggoner told his audience. Waggoner went on to refute Carter's comments on adding more government programs



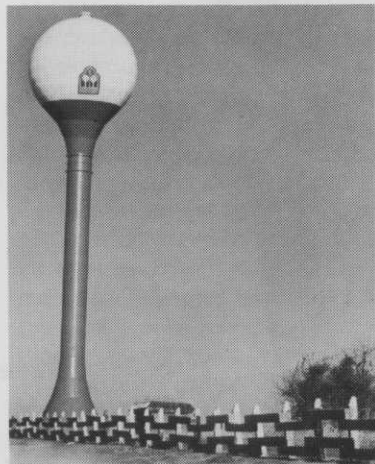
Picking up where he left off in Washington, Rep. Joe D. Waggoner took some strong pokes at Jimmy Carter's stance on taxes while speaking to a luncheon crowd at the NCA convention in Los Angeles.

to take care of the ills of the nation. "There is a problem with government spending. This country has exceeded its ability to pay for government. Unless we recognize that fact, we may fall with other former powers," Waggoner insisted.

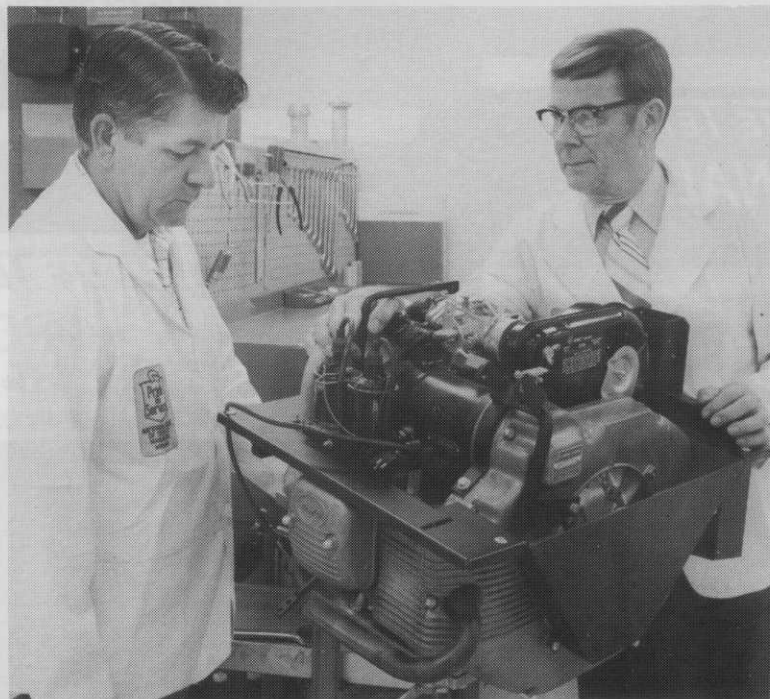
For the more than 200 managers attending the conference, the educational conference filled the core of the convention. The most stimulating was the seminar on tax and legal issues given by NCA legal counsel Tom Ondeck. Ondeck gave a two-hour primer on what the industry has to know to keep up on changing legislation. Such issues as liability, union troubles, and wage and hour battles were covered in the Ondeck session.

Eric Hansen, a certified public accountant with Laventhol & Horwath, Los Angeles, discussed the necessity of proper cost controls at clubs in another topical session, while Fred Schmid, a noted national foodservice facility designer, focused on the intricacies of how club layout and design will have an effect on profitability.

Another popular session was



*Water tanks, you must admit, are usually eyesores. But the Rolling Hills Golf and Racquet Club near Montgomery, Ala., turned its eyesore into an eyecatcher by painting it to look like a 34-foot white golf ball resting on a 100-foot red tee. It even appears to have dimples. So the tank not only stores 150,000 gallons of water for the course sprinkling system, club facilities, and 200 homesites, it also marks the entrance to the club. Brown Steel Contractors, Inc., of Newman, erected the tank and painted it with Koppers protective coatings.*



*Jack Northrup (right), Cushman-Ryan service training manager, and W. E. Kaarstad, service school supervisor, discuss the company's service training courses which are being implemented this fall in Atlanta, San Francisco, and Lincoln (Nebr.). The 2½-day classes are geared to mechanics in the turf care industry and will be conducted on a rotating basis through March.*

the one on club liability insurance given by Jim Favor, vice president of Fred S. James & Co., a Denver insurance firm specializing in club coverage.

Favor pointed to the fact that many clubs can budget in small "self-insurance" funds which may be needed throughout the year to cover minimal losses. A great amount of emphasis was placed on the idea that most clubs are underinsured. Favor insisted clubs should utilize qualified appraisal personnel to find out where they are lacking in coverage.

At the annual dinner meeting of the NCA, top priority was placed on the installation of the new president, Milton E. Meyer, Jr., of Pinehurst Country Club, Denver.

Probably the only lack of success in the NCA program was the organization's first excursion into the exhibit business. Some 15 companies were in the exhibit area, but due to the small turnout, failed to have enough traffic to show real interest in their products.

## Golden anniversary of CMAA in Chicago

In early 1927, the Club Managers Association of America got together for its first meeting in Chicago's Hotel Sherman. From February 7-11, 1977, the CMAA will meet near

where it all began, as the association commemorates its 50th anniversary at the Conrad Hilton Hotel.

According to CMAA Executive Director Horače Duncan, all 24 of the organization's living past presidents will be on hand at the celebration, which formally starts at a "birthday party" on Monday, February 7.

As always, the conference will include a number of interesting educational seminars for the club managers. On the speaking program are: Anthony Marshall, associate dean at Florida International University, "Smorgasbord of Legal Tidbits"; Dr. Howard Smith, head of the management department at the University of Georgia, "Management"; Dr. Earl Brooks, Cornell University, "Management Communications"; Mike Hurst, Florida International University, "Food for Thought"; Dr. Dean D. Miller, Physical Fitness Institute of America, "Fitness for Busy People"; and Don Thoren, Thoren Consulting Group, "Golden Rule Communication."

A number of panel discussions will also be available to CMAA members. These sessions will discuss such problems as golf cars, decorating, computers, taxation, insurance, and laundry/linen services.

Featured speaker at the conference is Dr. Norman Vincent Peale whose talk will be on

"Tomorrow" at a seminar on Thursday, February 10.

Duncan told GOLF BUSINESS that managers interested in attending the 50th anniversary meeting can still send their applications to 7615 Winterberry Place, Washington, DC 20034.

## Portland site hoped to draw for GCSAA

Attempting to boost lagging attendance of its annual conference over the past few years, the Golf Course Superintendents Association of America has planned with the educational aspect in mind for its 48th International Turfgrass Conference, set for Portland, Ore., February 6-12, 1976.

Association officials project more than 5,000 people will be involved in the show at the Memorial Coliseum and Exhibit Hall. How many of those will be association members will be the big question in the show's final analysis.

"Turfgrass Management: A Synergetic Approach" is the theme of the conference. The education program will focus on the interdependence and interrelationship of the many parts of golf course management. Although still heavily turf oriented, the educational program seems to be taking a turn toward looking into the superintendent's responsibility as a manager.

Nearly 60 speakers will address the 20 formal educational sessions at Portland, covering such topics as fertilizers, irrigation, effluent water usage, insects, construction and remodeling of courses, and soil testing.

Making the keynote address to the GCSAA will be CBS-TV sports commentator Heywood Hale Broun, speaking on "The Role of Big Games in Society."

As always, the association will hold certification and recertification examinations for superintendents prior to the conference's formal opening. A series of seminars on landscaping, management, pesticides, and turfgrass nutrition will also be offered on the pre-convention program.