

News

ASSOCIATIONS

One organization needed to unite golf, says retiring NGF President MacDonald

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In a farewell speech after serving as president of the National Golf Foundation for 3 years, Dunlop's Paul R. MacDonald called on the Foundation to invite representatives of the "major organizations in golf" to become honorary members of the NGF board of directors. He specifically named the United States Golf Association, Professional Golfers' Association, PGA Tour Division, Ladies Professional Golf Association, Golf Course Superintendents Association of America, American Society of Golf Course Architects, and Club Managers Association of America.

"While golf is the most organized of sports in one sense," MacDonald said, "it is the least organized in another, as there is no formalized meeting or communication among all of golf's major organizations to provide the overall leadership this industry needs."

One reason the NGF is a likely candidate to be the leader among associations is that when its educational services division achieves exempt status, the Foundation "will be in a position to be considered for additional funding from many organizations not related to golf," MacDonald said.

"The Foundation should endeavor to represent all aspects of the game in its articulation and versatility," he added. "We have no axe to grind but the growth of golf."

MacDonald's speech was given at the annual membership meeting of the NGF, held in conjunction with the sporting goods industry spring meetings in Port St. Lucie, Fla. The names of newly elected officers and directors of the NGF and the manufacturers associations were also announced.



New NGF President Cassell



Ball manufacturers' Hansberger



Golf products' Tarlow



Club manufacturers' Phillips



Paul MacDonald: "In the fine tradition of foundation presidents . . . retired upon leaving office."

New NGF officers and their corporate affiliations are:
President/L. Dean Cassell, Acushnet Sales Co.
1st Vice President/James T. Butz, Victor Golf
2nd Vice President/P. Fred Kahn, Wilson Sporting Goods Co.
Treasurer/James R. Hansberger, Ram Golf Corp.

New NGF board members are:
James Wenzel, AMF Harley-Davidson
Karsten Solheim, Karsten Mfg.

A.C.B. Wells, Dunlop
Henry Bowen, AMF Ben Hogan
John Curran, MacGregor

Newly elected president of the Golf Ball Manufacturers Association is James R. Hansberger of Ram Golf Corp.; vice president is George Dickerman of Spalding; treasurer, William Neuguth of Uni-Royal, Inc.

President of the Golf Club Manufacturers Association is now Joe Phillips, Wilson Sporting Goods Co. His vice president will

be Karsten Solheim, Karsten Mfg. Corp.; treasurer, John Curran, MacGregor.

Richard Tarlow, Foot-Joy, Inc., is the new president of the Golf Products Manufacturers Association, aided by Vice President Don Van Pell, Sahara, and Treasurer Morris Walton, Burton Bag.

ASSOCIATIONS continued

Brown new president of course builders

Eugene M. Brown has been elected the 1977 president of the Golf Course Builders of America, national association of golf course contractors. Brown, 40, heads Hendrix and Dail, Inc., of Greenville, N.C., a soil fumigation firm which sterilizes greens, tees, and fairways.

The eighth president of the GCBA, Brown is the first subcontractor to head the organization. He was installed as chief officer at the GCBA annual meeting in Portland, Ore., earlier this year. Speakers at the



Continuing a GCBA tradition, Otto Mercer (right) of Bowie Industries, Bowie, Tex., presented new President Gene Brown with a mounted Bowie knife.

president's dinner were golf course architect Ed Seay and agronomist Alexander M. Radko.

Seay, now a member of the GOLF BUSINESS Advisory Board, spoke on the subject of contract specifications. "Our business has been tough the last 3 to 4 years,"

he told the contractors, "and it has separated the men from the boys. The men who have survived are those who have written, read, and followed contract specifications."

The consistently biggest problem in golf course design and construction, according to Seay, is irrigation — but not irrigation products. "The products today are super, as long as they are installed properly," he said.

Radko, national director of the United States Golf Association Green Section, talked about soil modification for golf courses. In particular, he said, "Putting greens and tees are the areas that most require soil modification on the golf course." He particularly advocated mixing sand and organic matter (well-rotted sawdust and Michigan peat are best) with the native soil — but not without first testing the soil for bulk density and water infiltration rate.

Radko's most rousing remark, however, came at the beginning of his talk, when he said, "It is the duty of everyone here to see that as any golf course is swallowed up by the macadam and cement, another is built in its place." Amen.

Sod producers' ranks reach all-time high

American Sod Producers Association (ASPA) President Norm LeFrande announced record membership of 324 in May. "We are extremely pleased with the growth our association is taking as we get more involved in matters which affect sod production," he said.

The association's growth is credited to development of new promotional aids, such as a customer brochure and a 5-minute slide-cassette presentation, as well as increased involvement in government and regulatory matters affecting sod growers.

ASPA headquarters is located at 9th & Minnesota, Hasting, NE 68901.



Dr. Gene C. Nutter (right), president, and Lee Record, vice president, review plans for ChemLawn Corp.'s new GolfScape services division. They each bring 25 years of turf experience to the business.

TURF MAINTENANCE

Lawn care company branches into golf

A new subsidiary offering contract management and maintenance services for golf courses has been established by ChemLawn Corp., a large national firm specializing in contract care of residential and commercial lawns. Called GolfScape, the new service will be introduced in selected markets later this year and will begin operations next spring. Headquarters will be in Atlanta.

ChemLawn Chairman Richard L. Duke stated that the division will be headed by Dr. Gene C. Nutter, well-known turfgrass science and golf course management authority and former editor and publisher of Turf-Grass Publications, Inc. Dr. Nutter will serve as president of GolfScape; vice president will be Lee Record, former director of the Mid-Continent region of the United States Golf Association Green Section.

Dr. Nutter said, "GolfScape will provide management expertise, labor efficiencies, and consolidation of services and equipment over several courses, in

a cluster concept with solid research backup.

"This combination of services will result in a more economically operated and beautiful course, with a potentially increased volume of play. Our cluster concept offers built-in efficiencies that simply don't exist with a typical 18-hole course."

The parent ChemLawn Corp. had annual sales of more than \$36 million last year, serving 400,000 customers from over 70 branch locations. Its other services include ChemLawn lawn care service, ChemScape tree and shrub care service, Poseidon irrigation systems, and ChemLawn commercial division.

MILESTONES

Strausbaugh wins Joe Graffis award

Bill Strausbaugh, Jr., has been named the 1977 winner of the Joe Graffis Award by the National Golf Foundation. The Graffis award is made annually for outstanding dedication to the educational