

advancement of golf.

Strausbaugh is professional at Columbia Club in Chevy Chase, Md. He has been actively involved in the Foundation's educational program since its inception of 1966. That year Strausbaugh was honored as Professional of the Year by the PGA. He is presently national chairman of the PGA's Club and Professional Relations program.

The Joe Graffis Award was conceived in 1975 to honor the Foundation's first president. Joe and his brother Herb founded the organization in 1936. They founded GOLFDOM Magazine, the forerunner of GOLF BUSINESS, in 1927.

Previous winners were Patty Berg in 1975 and Shirley Spork in 1976.

FOOD & BEVERAGE SERVICE

Italian wines to receive honors

The Italian government is about to confer its supreme honor upon two wines. Effective with the 1978 vintage, Barolo and Barbaresco will become the first two wines to carry the DOCG (Denominazione di Origine Controllata e Garantita) seal, the highest control designation which can be granted for Italian wines.

Dr. Renato Dettori, director of the Italian National Association of Wine Producers, who broke the news at a recent wine seminar in New York City, commented: "The Italian government takes great pride in bestowing the DOCG because it singles out, in a more visible way, the highest quality Italian wines for American consumers who look for and appreciate the best."

The DOCG (controlled and guaranteed denomination of origin) is the highest of three classifications created by Italy's Wine Law of 1963. The others are DOC (controlled denomination) and DOS (simple denomination).

NEW GOLF COURSES

Pinnacle Peak opens — 1,000 feet up

Although located in the shadow of the McDowell Mountains 15 miles north of midtown Scottsdale, Ariz., Pinnacle Peak Country Club sits 1,000 feet above the valley. The cities of Scottsdale, Tempe, Mesa, and Phoenix spread out below golfers arriving to play this new 18-hole championship course.

Mike Pock, superintendent, cares for the fairways planted in lush Newport Kentucky bluegrass, tees and greens of smooth Pencilgrass bentgrass, and high-lipped traps of white silicone sand. Saguaro and other cactus dot the course, along with ironwood and palo verde trees and desert shrubs.

Club Professional Del Cochran said, "Extensive experience and research went into the course design. It will challenge a golfer without making it impossible to play. The length (just under 7,000 yards from the back tees) and hazards have been given careful consideration. The greens are not severely contoured, so that one will always have control of the ball. It is a par 72 course with a rating of 72.8."

Cochran's wife Ann will help him run the pro shop at Pinnacle Peak, which will be a private country club eventually comprising 400 equity memberships. Other facilities include driving range, swimming pool, and Southwestern-design clubhouse.

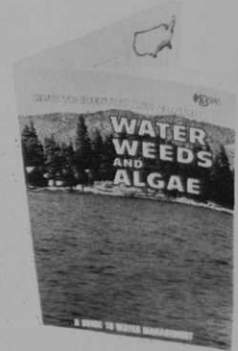
LABOR

Large youth force to work this summer

The youth labor force (ages 16 to 24) is expected to be much larger this summer than last, according to the Labor Department's Bureau of Labor Statistics. Based on statistics obtained by the Bureau of the Census in its current population survey, the number may reach a high of 26.6 million young workers. Department spokesmen have said

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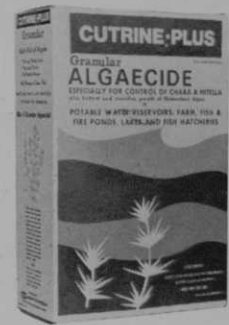


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