

both members of the GOLF BUSINESS editorial advisory board.

Crist, who also heads the finance committee, said the money picture showed the association as solvent, having surplus funds of more than \$1,000. Elbert Jemison, Birmingham (Ala.) CC, chairman of the Associates Program, commented that the initial thrust had collected 28,000 new members in the program. The number was disappointing, in view of the public relations campaign the USGA had waged, utilizing Arnold Palmer as its spokesman. Jemison attempted to compare the money given to the Associates Program in the same vein as contributions to churches and charities. "When people give to them, they don't expect anything in return. Why should they from us?" The remark was somewhat questionable, since the USGA supplies Associates with a bag tag, a decal, a rule book, and a monthly copy of its magazine. Projections for the Associates effort for 1977 are an additional 47,000 members, raising the grand total to 75,000 by year's end.

Arthur Rice, chairman of the implements and ball committee, spoke about the finalization last year of the Overall Distance Standard for clubs. Rice noted a similar effort was being made in the ball area, but the USGA research effort was bogged down in the enormity of the project. In 1976, 53 items had been submitted to the USGA for its approval for use in play and according to Rice, 23 were rejected, while three were still pending for approval.

As is customary, the entire active existing executive board was retained, along with the officers which again will be headed president Harry Easterly, CC of Virginia, Richmond. Two new board members will be added to fill the vacancies brought on by the retirement of Prescott S. Bush, Jr., Greenwich, Conn., and the resignation of John D. Laupheimer, Bernardsville, N.J., who has become assistant director.

The new additions to the board are William C. Campbell, Huntington, W. Va., and Edward E. Marshall, Bethayres, Pa. Campbell is a former U.S. amateur champion and is returning to the committee on which he served from 1962 to 1964.

USGA Green Section warms up down south

Stepping down from what many in the golf business thought was becoming an ivory tower, the United States Golf Association left the familiarity of its eastern home and headed south for its annual Green Section conference.

Chilly Atlanta played host to the USGA, as its January meeting left New York City for only the second time in history. The rewards were great for the Green Section, as a record crowd of more than 500 people jammed the meeting room at the Hyatt Regency to hear varied panels talk on course management. Green Section National Director Al Radko told GOLF BUSINESS he had never seen such a large turnout for an annual conference in all his years with the USGA. The audience was a tribute to the USGA's new public relations effort to take its program to the industry by moving its annual gathering around the nation.

George Brodnax, president of the Atlanta Athletic Club, gave an elementary speech on what makes a golf course great. His presentation was somewhat obvious to an audience filled with experts. Brodnax did point out, though, that proper membership attitude is important if a superintendent is to make much needed improvements. Along the same lines, James Gabrielsen, one of Atlanta's most notable amateur players, spoke on the factors of play in relation to great courses.

Joe Dey, a past USGA executive director and former Commissioner of the Tournament Players Division of the PGA, discussed the preparation of courses for tournament play in an interesting presentation displaying his vast knowledge of the rules of the game and how they effect preparation.

Dey, who was later to receive the USGA's prestigious Bob Jones award for distinguished sportsmanship in the game, discussed in detail course preparation and the accessibility a golfer must have to the tee. "I have seen tournaments where the tees may be overhung with tree branches, impeding the golfer's upward swing."

One of the more interesting



Joe Dey, former executive director of the USGA, listens to tributes paid him during the presentation ceremony of the Bob Jones award. Dey also gave a knowledgeable talk at the Green Section annual seminar the day before.

parts of the program was presented by Tom Marquoit, general manager at San Francisco's Olympic Club. Marquoit's topic was the development and maintenance of a course budget. With more than 60,000 rounds a year, a fleet of more than 100 golf cars, and a 240-acre tract of land for golf, Marquoit works with his superintendent to keep up with a \$600,000 budget.

"Many budgets are padded for that margin of error," the Olympic general manager said. A sample of other clubs around the country by Marquoit found courses were still gambling when it came to determining what maintenance areas needed to be stressed.

Unknowns, as always, were the superintendent's biggest enemy in keeping a lid on costs, Marquoit told the assembled. "A financial analysis is important today. A budget has to be met and superintendents have to realize this."

With many clubs looking for outside revenues from groups composed of nonmembers, Marquoit warned that clubs must look into whether having such functions will cost more than they are worth. "We make such groups supply course rangers to supervise play and make sure golf cars do not damage our turf," Marquoit noted.

Green Section Western Director Bill Bengeyfield then moderated a discussion by Lloyd MacKenzie, superintendent at Augusta (Ga.) National Golf Club, and Golf Course Superintendents

Association of America past-president Richard Malpass on what makes a good golf crew at a course.

Keeping morale high was MacKenzie's key.

"The superintendent must keep his key employees for a long time. This will insure continuity among the crew and especially on long-range projects."

Malpass insisted crews must be "conscientious and careful." The superintendent of Riverside G&CC, Portland, Ore., noted new employees must be thoroughly checked for qualifications and references before they start for you. Communication with the crew is essential, Malpass concluded, "Don't keep your people in the dark."

A pair of superintendents Joseph Flaherty, Baltusrol GC, Springfield, N.J.; and Carlton Gipson, The Woodlands in Texas — talked about the problems of irrigation. "You have to go with mother nature these days," Gipson said, "Automatic irrigation can not do the whole job."

Both agreed there was no great secret to irrigation, but Gipson admitted the less he had to depend on his automatic system, the better off he was.

Architect Ed Seay and Atlanta Athletic Club Superintendent Bobby McGee took on the topic of the importance of maintaining bunkers and traps. Seay, from Ponte Verda Beach, Fla., volunteered that the days of the free-form bunker some architects had designed into courses were gone. "Each hole must relate back to the player," Seay said.

As the Green Section's day-long seminar went into its last session, the uncomfortably high temperature in the large meeting room had dispersed most of the large crowd to where there were less than 50 people in the room. The Green Section staff took on the question of golf car traffic on courses, but the high heat even forced them to distraction.

In a high point to the conference, retired golf course superintendent Edward J. Casey, Union, N.J., was presented the annual Green Section award for distinguished service by USGA president Harry Easterly and Green Section Committee chairman Will F. Nicholson.