ASSOCIATIONS

PGA opens in cold and sunny Orlando

It was a little bigger and a little better this year, as the PGA Merchandise Show kicked off another season for the majority of professionals in attendance at the Disney World site.

Going into the show's third year at the Florida resort, show coordinator John Zurek was smiling a little easier since the PGA has worked the bugs out since its first visit in 1975. But the cold winds of January were blowing all the way to Orlando, and the weather threw a chill into an otherwise well-run affair.

Total attendance edged up a little from the previous year with Show Director Tom Boyle counting 9,399 people winding through the maze of more than 240 exhibitors during the 4-day run. The figure represented an increase of 240 from the '76 show.

In direct relation to the total increase, a record 2,529 golf professionals made the rounds, 164 more than a year ago. Boyle had no number breakdown available in the categories of buyers, guests, or exhibitors. Golf professionals, some of which were non-buying assistants, made up nearly 27 percent of all the people at Disney World.

With no hope of hastening its planned convention complex's 1980 completion date, the PGA signed another two-year contract with the Disney organization to have the show there in 1978 and 1979. Solid dates for the '78 run are January 28-31. PGA officials told GOLF BUSINESS that Disney World had asked for a significant increase in price over the '77 show, and chances are good the difference will be reflected in next year's exhibitors' fees.

Among the 1977 exhibitors, there were fewer complaints about show positioning than in years past. The annual meeting of the Golf Manufacturers and Distributors...
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USGA meeting shows 28,000 Associates

In the USGA annual business meeting — which dispensed with the rollcall, minutes, and several of the committee reports — the men in blue blazers and striped ties that make up the executive committee paraded before the crowd on hand to focus on the year the association had in 1976. First, Jack Crist, Charlotte (N.C.) CC, told how the Rules of Golf committee had added a new consultant in club professional Hubby Habjan, replacing Joe Black, who was recently elected national treasurer of the PGA. Habjan and Black are

Starting another year in the presidency of the USGA was Harry Easterly as he took the podium at the association's annual meeting in Atlanta in January.