Contents

January/1981 Volume 55/Number 1

Feature Articles

Marketing a 9-hole Course
The small golf course operator can no longer expect
golfers to beat a path . . you must bring them in ........................................... 9

Program: 52nd GCSAA Conference
We list times, subjects and speakers for your convenience
and to allow you to plan ahead for the most value ........................................... 15

Floor Plan: 52nd GCSAA Trade Show
Again, take time to plan which exhibits you want to visit.
Use the exhibitor listing for booth numbers ......................................................... 16

Exhibitors: 52nd GCSAA Trade Show
Use this list to locate who you want to see, where they are,
who will be there and what they'll have ............................................................. 18

How To Use Trees To 'Focus' a View
French and Korbobo explain how to pick the right trees and
where to put them to frame the vistas on your course ...................................... 30

Why Does a Course Cost So Much?
The architectural firm of Joseph Finger & Associates explain
why you cannot "get a Cadillac for a Chevy price" .......................................... 40

Departments

Clippings ........................................... 4
Idea file ............................................. 6
News ................................................... 6
Publisher’s point .................................. 7

Classified ........................................... 66
Advertiser index .................................. 66
Sales offices ....................................... 66

EDITORIAL:
RON MORRIS, Managing Editor
RAYMOND L. GIBSON, Graphics director
KRIS TAPIE FAY, Graphics assistant

FOUNDERS:
HERB GRAFFIS
JOE GRAFFIS (1985-1979)

BUSINESS:
DAYTON H. MATLICK, Publisher
JAMES R. BROOKS, Associate Publisher and National Sales Manager
JEFF LAPIN, Circulation manager
DAVID HARMON, Research manager
CHRIS SIMKO, Advertising production

CORPORATE OFFICERS:
A. VAL BRADLEY, President
DAYTON MATLICK, Sr vice president
CHARLES QUINDLEN, Sr vice president

GOLF BUSINESS (USPS 049210) [formerly Golfdom], published monthly and copyright©
1981 by Specialized Agricultural Publications, a division of The Harvest Publishing Com-
pany. All rights reserved. No part of this publication may be transmitted or reproduced in
any form or by any means, electronic or mechanical, including photocopy, recording, or
any information storage and retrieval system, without permission in writing from the
publisher. Address: 7500 Old Oak Blvd., Middleburg Heights, Ohio 44130. Subscriptions
sent free to qualified management personnel at golf facilities. All others, including elec-
ted club officials: $18 per year in U.S. and Canada; foreign, $24 per year. Single copy
price: $1.50. Send subscription requests and change of address notice to above address.
Controlled circulation paid at Cleveland, Ohio. Postmaster: Send Form 3579 to GOLF
BUSINESS, Circulation Dept., 7500 Old Oak Blvd., Middleburg Heights, OH 44130.

FRONT COVER: A perfect example of two key trees providing a frame for
this green on the South Course at Canoe Brook Country Club in Summit, New
Jersey.