

Publisher's Point



The "new look" in size and format which begins with this month's issue is primarily the result of constructive feedback from you, the readers. During the past several months, we've been asking many of you for your comments and suggestions as to how GOLF BUSINESS could better serve you in 1981. In the course of receiving your input, one suggestion was almost universal: return the magazine to a smaller and more convenient size. We sincerely hope that the "new" GOLF BUSINESS meets with your approval.

Size and format will not be the only changes in GOLF BUSINESS for 1981. In 1980, the amount of editorial material increased by 30 percent over what was presented in 1979. Our commitment in 1981 is to boost the editorial content by an additional 20 percent... with pertinent articles, useful how-to-ideas, research reports and up-dates, and timely commentary on economic trends that are affecting our industry.

Rest assured that the numerous comments and suggestions offered by many of you have been incorporated into our editorial plans for the coming year. GOLF BUSINESS will increase its coverage of sound management principles; incorporating the ideas and practices of superintendents who have developed successful management practices.

Seeking out and reporting your ideas and successes regarding all aspects of golf course maintenance operations will be a dominant theme in GOLF BUSINESS throughout 1981. With your individual help, we will put the sharing of these experiences on a nationwide basis.

As we start out the year, GOLF BUSINESS joins you in the hope that 1981 will be a better and more stable year for the golf maintenance industry.

viewed by many to be inflationary. Stating that "too many companies with pay scales above the minimum feel that increases are not their problem, Robinson added that "minimum-wage hikes also fuel inflation by helping push up the wage rates of other workers, even those earning well above minimum-wage rates." He also made the point that higher rates may actually hurt workers with limited skills. "When minimum-wage rates reach uneconomical levels, employers cut back on those workers by substituting more experienced and skilled workers or through automation or reduction in hours or service."

REAL ESTATE

Mayer wants to buy 2nd N.C. golf complex

Mayer Investments, Inc., the community developer which already owns Foxfire Village in Pinehurst, N.C., is currently negotiating to purchase another major residential/recreational complex in the Sandhills/Pinehurst area of North Carolina. The property being considered is Lake Surf, a 2500-acre private lake and golf community near Southern Pines. Lake Surf has the region's largest lake (1130 acres) and an 18-hole golf course designed by Ellis Maples.

Chairman of the Board Henry D. Mayer said, "Our original enthusiasm about this area, which is unquestionably the 'Golf Capital of the world', has only increased since our original involvement here began in 1978. Our immediate and continued success at Foxfire reflects the need and demand for additional quality recreational communities in this area."

IRRIGATION

Annual show will have 200 irrigation exhibits

The Second Annual Agri-Turf Irrigation Exposition and Technical Conference, to be held in Salt Lake City, Utah from February 15th through 18th, is expected to attract

over 2000 visitors. Sponsored by The Irrigation Association, in cooperation with the Idaho Irrigation Equipment Association, approximately 200 industry exhibits are expected to virtually fill the vast Salt Palace, and give an opportunity to visit with the largest number of irrigation industry manufacturers ever gathered under one roof. All facets of the industry will be represented among the 100 or more firms exhibiting their products, including surface, drip and sprinkler irrigation equipment.

The conference will open on Monday morning with a Keynote Breakfast and special address by David McLaughlin, Chairman of the Board of The Toro Company.

Detailed programs, registration information and hotel reservation forms are available from The Irrigation Association, 13975 Connecticut Avenue, Silver Spring, MD 20906, telephone: 301/871-1200. Preregistration is open until January 30. Registration fees, which include admission to the Exposition and all Conference sessions and meals, are \$125 for members of The IA and the Idaho Association, and \$175 for non-members. Special registration will also be available on a daily basis for those wishing to see only the Exposition portion of the meeting at a daily ticket charge of \$10.00 per person.

SOIL

Scotts sets up data bank of 100,000 tests

A central computer data bank of results from some 100,000 soil tests made on the nation's golf courses is being set up by the ProTurf division of Scotts, working with Harris Laboratory of Lincoln, Nebraska. Once the data is assembled, the computer will be able to produce a summary of soil characteristics for particular regions of the country. While recommendations will be based on individual course soil traits, the data bank will give the Scotts technical representatives a broader knowledge of an area's soil history, including any possible trends, to use in a soil test interpretation.