

PUBLIC COURSES**Top fifty U.S. public courses named by Golf Digest**

Golf Digest's first ranking of America's 50 Greatest Public Courses was announced in the magazine's March issue. The top ten are: Brown Deer Park GC in Milwaukee; Cog Hill GC in Lemont, Illinois; Edgewood Tahoe GC in Stateline, Nevada; Indiana Canyon GC in Spokane, Washington; Otter Creek GC in Columbus, Indiana; Plumas Lake G&CC in Marysville, California; Tanglewood GC in Celmmons, North Carolina; Torrey Pines GC (South) in La Jolla, California; Wailua GC in Kauai, Hawaii; and West Palm Beach CC in West Palm Beach, Florida.

Twenty-nine states have courses on the list. The states with the most courses represented are California with six and Florida with four. A complete listing can be found on page 67 of the March issue.

The authoritative rankings are determined by the sectional executive directors and secretaries of the PGA of America, the executive directors of 51 state and regional amateur golf associations and members of the USGA's two public links committees.

PRIVATE CLUBS**Congressmen to speak at NCA Legislative meeting**

The Hon. John M. Ashbrook, (R-OH) ranking minority member of the House Committee on Education and Labor, will speak during an afternoon session of the National Club Association's (NCA) Legislative Conference and Annual Meeting on May 19 in Washington, D.C. The session is devoted to a study of the recently signed Labor Department regulation banning federal contractors from paying employees' dues and expenses in organizations with selective membership policies. John Tysee, Director of Labor Law for the U.S. Chamber of Commerce will also be participating.

Representatives from the Labor Department are expected to be present for the discussion of that regulation, which was frozen by President Reagan until March 30.



On a recent flight from Cleveland to Atlanta, I had the occasion to ask a question of my golf playing seatmate, "Who's your golf course superintendent?" He thought for a moment and then replied with the same answer I had received from 21 previous golf playing seat-mates, "I don't know."

Twenty-two responses to the same question over a period of three years does not make a survey; but it can be food for thought when thinking about your image and visibility as a golf course superintendent. As the 1981 golf season gets into full swing, let's think about ways to use more public relations in our golf course maintenance operations. With some planning and time, each superintendent can enhance his own image and better educate the golfers to the important role of the golf course superintendent.

There are several suggestions which can help develop a better image, and build a better more informed golfing public, at your course or club. Have you ever considered having an open house in the maintenance building? Before you pass by this suggestion, give it some consideration. There are more people interested in knowing what kinds of equipment and products you use than you might think. How many club members or regular course players do you know that have an understanding of what you do and what it takes to maintain the course? Giving them the opportunity to find out at an open house can begin the process of educating them to a

maintenance point of view. Is your maintenance area too messy and dirty to seriously consider an open house? Maybe this is the excuse you've been looking for to clean it up!

A few superintendents schedule spring orientation sessions for regular members or players; particularly after the completion of a major project or renovation. The golfers are given a walking or driving tour of the course with explanations as to what has been done with their money to improve the course . . . and hopefully their game. Such orientation sessions can improve your visibility among the golfers and enhance the chances of getting a realistic maintenance budget approved next year. Don't get discouraged if few people take you up on your orientation tours the first time. Like anything new, it takes time for a new idea or approach to catch on.

The club or course newsletter is a valuable resource in increasing your visibility and image. It is also one of the best tools you have for educating the golfer who plays your course. Don't be afraid of writing, even though you don't consider yourself to be an author. Your purpose in writing is not to win a Pulitzer prize, but to regularly inform people of your golf course maintenance activities and why you are doing them. If you can't think of anything specific to say in a particular issue, write something positive about the important role the golf course plays in our

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NCA is working to have the regulation overturned entirely.

Speaker of the House Thomas P. "Tip" O'Neill, Jr. (D-MA) and House Ways and Means Committee Chairman Dan Rostenkowski (D-IL) are expected to join the Opening Breakfast and receive Certificates of Appreciation from NCA as a gesture of thanks for their support of the

private club industry. The morning session will be a legal and legislative update of all major issues facing the club industry today. A discussion of IRS issues such as unrelated business income and auditing will complete the afternoon. For more information, phone NCA at 202/466-8424.

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environment. Do your golfers know that golf courses are now in the forefront of green-belt planning? Conservation and ecology groups are giving increased recognition to the importance of golf course acreage. Golf courses offer no pollution problems and have a beneficial effect on air purification. If you're still stuck for something to say, look through copies of your local association's newsletters for ideas. Most associations encourage such "plagiarism".

Too often, the club bulletin board is void of information relating to maintenance operations personnel. Like the newsletter, this is an excellent way to keep you and "what's going on" in front of your golfers. There are a myriad of ways to use the bulletin board to your advantage. Soliciting suggestions can come from the bulletin board, or, recognizing the accomplishments of your crew members. Once again, the purpose is not to win a writer's award, but to keep you and the

importance of your activities in front of the golfer.

There are constant complaints and concerns that the golf course superintendent doesn't receive enough recognition for his efforts and professionalism. Such problems will undoubtedly continue, unless more superintendents take it upon themselves, individually, to better inform the golfers who play their course. With better informed golfers comes more visibility and better recognition of the important role played by professional golf course superintendents. The trade journals and superintendent associations can help to enhance the image of the superintendent, but the major gains will come, collectively, as each superintendent does more in his own behalf.

I'm not going to ask my standard question on any business flights until next year. When I ask, "Who's your golf course superintendent? for the 23rd time, I hope the answer will be the superintendent's name.



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