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Play 'em! You can see... hear... and feel the difference!
by Herb Graffis

SWINGING AROUND GOLF

Education is badly needed

By getting Dr. Paul Alexander as director of education, the Golf Course Superintendents Assn. of America was lucky as well as foresighted. Alexander was at Clemson (S.C.) University from 1958 to 1969, then went with the United States Golf Assn. Green Section as agronomist for the Mid-Continent area. He knows the problems of golf turf managers from grass to people. Alexander's assignment is to conduct a “clearing house for the educational needs of the golf superintendent on the job.”

The responsibilities, ambitions and investments involved in the work of superintendents warrant an immense budget for the program, but the painful fact is that there isn’t anywhere near the amount needed. The GCSAA Scholarship and Research Fund, Inc., in 1969 was slightly over $21,000, of which the GCSAA supplied only $3,678; Toro and Jacobsen distributors each gave $2,000; the National Golf Fund grant from the Professional Golfers' Assn. of America’s National Golf Day campaign was $11,440 and other contributors provided about $1,300.

This year the National Golf Day grant for the scholarship part of the GCSAA program is $14,300. The USGA Green Section gets $15,400 to allot to various turf research projects.

Figures such as the foregoing are nothing compared to the immense annual operating costs, increased investments, tax payments and other player spending. But they tip off every good businessman in golf that the educational programs in golf are far behind what is required.

Pat Williams, PGA’s education director, probably has already been worth millions to pros and their players. Pat, himself, will admit that he has taken his classes beyond the kindergarten stage of business schooling in an exacting, unique field.

What golfers rarely realize is that all the club usually does is give the professional the chance to make a living in a limited, short-season market. And for what the pro earns, his services at a private or fee course determine just how well that course does financially.

What may prove to be the most profitable business educational group operation done in golf is the conference of secretaries and officials of the multitude of sectional associations. There were previews of this sort of work when the USGA Green Section put its road show around the country several years ago. Club presidents, green chairmen and owners of courses and superintendents got together, so that subjects discussed were to the top level.

Top level education is what is needed with the $2 billion annual spending in golf business that GOLFDOM’s survey indicated. That figure is conservative considering the ramifications of the golf course-real estate developments.

Club Managers Assn. of America has been pushing its educational and screening program, and it is advancing. How much the CCM (Certified Club Manager) rating will be reflected in club financial statements will be the real test of the plan.

Continued on page 14
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Graffis

On September 1st the PGA's rating plan becomes effective with the Master professional getting top billing. The Apprentice entry to the PGA roster revives the original procedure of a youngster's basic training in pro golf.

GCSAA has not been able to devise a grading system, simply because if a course is in good condition, most of the time the man who runs it is a super superintendent; when the course isn't okay, regardless of explanations and GCSAA classification, the man in charge is out of luck.

In studying bales of information about the educational programs of the professionals, managers and superintendents, it will be noted that a lot is said about what the schooling will do for the three classifications of golf workers, but little is mentioned about what good will be done for the golfers, who eventually pay the bills.

There hasn't been nearly enough attention paid lately to the immense and rapid increase in the cost of golf. At private and fee courses prices have mounted so that millions of young people are being ruled out. Perhaps the awakening will come in time before golf itself through high costs kills its next bumper crop.

For the golf business man who wants to think five years ahead there are the pleasant present facts that playing equipment has the lowest price increase in golf and that the golf selling and playing season has extended. The longer the year for golf is due to the work of pros and golf resort owners. Golf playing equipment manufacturers, with few exceptions, have not been active in extending the selling, hence playing, season.

National Golf Day last year got a record $110,000 to be distributed to golf improvement, welfare and relief funds. About 75 per cent was passed along to golf educational funds, such as the 26 regional cad...
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die scholarship funds, scholarships of the superintendents' association and Green Section scholarships and turf research and PGA Educational funds. The remainder was directed for use by the PGA funds for relief of indigent pros and their families, the United Voluntary Services and National Amputee Golf Assn., mainly for golf therapy of injured servicemen.

National Golf Day, May 30 this year, is the largest of the professional athlete contributions bouncing back to the public. It has raised at $1 per amateur player and club pros. Playing pros never have had pleasant public relations value from this nation-wide operation, mainly because of a fault in the organization, which had the playing pros contributing only $77 in 1969.

That sort of sorry showing showing the astute Joe Dey, the journeymen's commissioner, is endeavoring to correct. He strenuously argues against the golfers' comment, "Why shouldn't there be a lot of millionaire pros; what do they give away?"

Dey is investigating the possibilities of tournament pros' tax exemptions for contributions from their prize money to their PGA National Golf Fund. Most of the circuit tournaments are for charitable enterprises after prize money comes off the top. Thousands of workers who sell tickets and do other work essential to the tournament spend their own time and money and get no deductions. That sets up the picture nicely for pro tournament prize winners' tax free contributions to the PGA's National Golf Day.

Tournament pros' managers, early beneficiaries of pro earnings, have been negligent in directing their clients toward the good public relations phases of charity tax exemptions. Gary Player with National Open prize money going to the Cancer Fund and the USGA junior golf program; Lee Trevino and Chi-Chi Rodriguez giving easily with only locker-room exemptions to various needly causes, and Billy Casper with the church tithe, are the known and admired givers. Other top fellows in pro golf have given, too, but either because of modesty, self-defense or incompetent public relations of their managers, they have not been recognized.

Helen Macdonald Hassinger died recently, age 72, at Fort Myers, Fla. Helen's first husband, the late Bob Macdonald, was rated by brother pros as a really great teacher. Helen managed Bob's golf school in the Leiter Building, Chicago, the world's largest indoor golf teaching and practice establishment. She later had a successful school of her own in Chicago. It was an attractively decorated, light, conveniently arranged, and notably neat place.
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A discussion on civil rights and the private club was the highlight of the Annual Conference of the National Club Assn. at San Francisco’s Mark Hopkins Hotel, February 2 to 4, which also elected its officers and directors for the year.

“Operation Aware: A Civil Rights Dialogue” was the subject of the February 3 afternoon session of the association. The panel discussion included Steve Early of Westchester County, N. Y., and Middlebury College, Vt., organizer of several recent protests against private social clubs in the New York area. Other participants in the panel were Harry J. Keaton, Esq., of Los Angeles and a spokesman for the conservative point of view. The panel discussed social versus civil rights as they concern private social and recreational clubs, raising the question of whether there is such a thing as a “right of private association.”

Other pressing questions from the world of private clubs that were discussed at the San Francisco meeting included: Will today’s young people seek membership in private clubs; What impact will unions have on the club industry; Does the Tax Reform Act of 1969 single out clubs for especially harsh treatment?

Representative John H. Dent (D-Pa.) and the association’s newly-elected officials were honored at a reception February 2.

The next day, February 3, association members heard Harry J. Keaton, West Coast labor attorney, discuss the problems involved in dealing with union organizers. At lunch that day Congressman Dent reviewed the new Minimum Wage Bill which he is sponsoring. The NCA was presented with a Distinguished Service Award for its work with the Office of Civil Defense.

On Wednesday, February 4, Jack P. Janetatos, Washington, D. C., NCA counsel, conducted a tax clinic during which he reviewed the Tax Reform Act and its impact on private clubs. Part of his talk covered the manner in which the taxes are computed:

“The computation begins with gross income. This includes all funds which come into the club. You then deduct from this your ‘exempt function income’ and then you deduct the expenses—the usual deductions—which were directly connected to the production of your non-member income.

“The main complexity concerns the determination of what is exempt function income. The new law has a complex and difficult definition for this term. It is meant to include income received from members or dependents or guests, for goods, facilities or services in furtherance of the club’s social and recreational purposes. This means that income received from non-members is not exempt function income. Thus, if the Rotary Club has a luncheon at your club, even though sponsored by a member, this income will be taxable, even where it falls within the permitted 5 per cent. Investment income will not be exempt. If you receive interest from a savings account or interest on Government bonds or dividends on stock, these funds will be taxable in all cases. If you sell stock held for investment, your club is taxed on the gain.

Continued on page 21
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