



# MID-ATLANTIC News Letter



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## NEXT MEETING

The next meeting of the MAGCSA will be held on September 15 (note the date change) at the Maryland Golf and Country in Bel Aire, Md. It will be our annual meeting with the Philadelphia group and should be well attended. Our host is Ron Hall who has been at the club 2 years.

## DIRECTIONS TO THE CLUB

Take Route 95 to the north side of Baltimore to Maryland Route 24. Turn north on 24 and go to Wheel Road. Turn right on Wheel Rd. and go north about 2¼ miles to McPhail Rd. Turn left on McPhail and go 1 mile. The Club is on the right.

## MEETING PLACES

September 15 Maryland Golf and Country Club.  
Host Ron Hall

October 13 Turf Valley C.C. Host George Riddle

November 10 Tantallon C.C. Host Jim Estep

December 8 Open

## SURVEY

The survey is now complete! The results and a few choice editorial comments and explanations will be published in length in next month's newsletter, so brace yourself and your Greens Chairman 'cause we're gonna lay it out face up for the whole world to see. Some of the results are good, many are bad and some are just plain ridiculous! But be that as it may, the results have been tabulated and they will be released next month, so watch out!!!

## IT'S HAPPENING IN GOLF

News and Trends in Golf Course  
Development and Operation  
by Harry C. Eckhoff

Facility Development Consultant Nat'l Golf Foundation

Golf, marching upward at a steady pace ever since the end of World War II, took off like a rocket during the last decade when the once exclusive game of the very rich became one enjoyed by all the people.

Daily fee courses experienced a meteoric rise of 85% during the 10 year period ending January 1, 1970; municipal operations increased 42% and private clubs 38%.

New golf course openings during the same period averaged 354 a year. Of the 9926 courses in operation on January 1, 1970, approximately 13% were municipal; 42% were daily fee and 45% were private membership clubs.

Golfers in the nation during the decade in question increased 110% going from 4,400,000 to over 9,500,000. NGF studies as to where golfers play indicate that 45% use municipal courses, 39% play at daily fee facilities and 16% are members of private country clubs.

An acceptable yardstick for daily fee and municipal courses is one 18 hole operation for 20,000 to 25,000 persons. When 300 or more golfers in a given area are willing to share the responsibility for building a country club complex and its operational costs through a realistic dues structure, the time is right for the development of a private equity type member-owned facility.

Operating costs at private country clubs have increased 65% during the past 15 years. Findings of a recent nationwide survey of 75 representative country clubs reveal that in 1969 the operating revenue per country club member averaged \$676 with \$320 representing food purchases, \$167 beverages, \$83 sports activities and \$106 all other purchases. In addition, annual dues averaged \$581 per regular member.

Golf course maintenance costs for 1969 at the aforementioned 75 country clubs averaged \$4,577 per hole of which \$2,824 was for salaries and wages and \$1,753 for all other expenses. Maintenance costs have increased 85% during the past 15 years.

Despite high costs, many country clubs are thriving. Cherokee Town and Country Club at Atlanta opened in 1956 with a \$500 initiation fee now charges \$3,000 and still reports a long waiting list. The Country Club of Virginia, a 45-hole complex at Richmond, reports a golfing membership of 850 (total membership of 5,600) and a sizeable waiting list. In Denver, Cherry

Hills Country Club has a \$6,000 initiation fee and dues of \$60 a month. It also has a two year waiting list.

But some private clubs are not prospering. This is especially true when projects were not adequately financed, management has not kept abreast of members' needs or dues schedules are unrealistic.

The United States, which leads the world in the continuing and apparently limitless expansion of the game, will see around four thousand new courses built in the next decade. So the golf boom of the 60's seems destined to continue in the 70's.

That this growth be intelligent and stable is one of the major concerns of the National Golf Foundation. Supplementing the work of its headquarters staff are full time regional consultants located in strategic areas of the nation who are available to golf course planning groups at no cost. NGF Information Sheet IS-2, describing this facility development consultant service, is available for the asking from the National Golf Foundation, 707 Merchandise Mart, Chicago, Illinois, or NGF's Eastern office, 1500 Arlington Blvd., Arlington, Virginia 22209.

#### HELP WANTED

A new job is opening up on the Eastern Shore at St. Michaels, Md. It is the Martinham Inn and Golf Club and is on the eastern shore of the Bay. It is a Sheraton Inn venture and they are now looking for a superintendent. The course will be a private resort, will have an automatic water system and the salary is negotiable. This will be a resort operation and the Club will pay health and life insurance.

For Information Contact:

Brian Farris  
Martinham Inn & Golf Club  
St. Michaels, Md.  
Phone 301-822-0738

#### KEEPING ON TOP

In the not too distant future, the Virginia Assembly is going to be re-considering a bill for passage concerning the partial if not total elimination from the consumer market of dieldrin, aldrin, heptachlor, parathion and other hard chemicals in the controversial chlorinated hydro-carbon family. This bill, or at least one similar to it was brought up earlier this year in Richmond and when the legislators saw the opposition to the bill, it was tabled until a later date. That later date seems to be soon, and it should be brought to everyone's attention, whether you are a commercial man, a tree or park man, a golf course man or even a club member, that passage of this bill could be fatal to our operations.

Sheldon Betterly, Lee Dieter, Sam Kessel and Alan Mock went to Richmond to lobby this bill and to vote against it earlier this year. Fortunately, others had heard of this at the last minute as we had and there were enough people there to get it delayed. But here it comes again, back for reconsideration and who knows what will happen? This seems to be the situation not only in Virginia, but in all the other states as well, that we as agricultural people are not looking out for our own interests. Sheldon mentioned he felt that had the anti-faction not been on hand that day, the bill might have gone through as it was written. As it was, nothing passed.

The government is our responsibility. If writing letters, carrying signs or going to the state capital will do any good, let's go!

"Oh, that's a waste of time," you say. "Nothing can be accomplished that way." Bull! If it hadn't been for a few people there to oppose it who knew some FACTS, these old fogies who have been in the Virginia government since the Year One and think a cut worm is a biology lab specimen would have shut off our supply of grub worm control and then where would we be? NOW is the time to do something about it.

#### UP, UP, AND AWAY

The following paragraph is from the August issue of Borden's Professional Turf News.

Golf Courses spent \$4,577 A HOLE for maintenance in 1969 according to a Wall Street Journal report. This compared to \$2,469 a hole in 1955, a whopping 85.3% increase. What the current recession will do remains to be seen. Farm Index source data says that golf courses annually apply an average of more than 2 tons of fertilizer per hole - equivalent to 527 pounds per acre. In northeastern U.S., such non-farm use probably accounts for about 30% of all fertilizer used.

#### RANDOM THOTS

By the time this reaches you, it will almost be September. September - it has a magic sound to it, doesn't it? Once we reach Labor Day, a whole different frame of mind comes over us. What a great time of year - shorter days, cooler nights, chill winds, leaves falling, mums blooming, football under bright blue skies, kids back to school - makes you almost forget what a mess this world is really in.

With September comes budget preparation for most courses. What a crazy time for this job!. They ought to come due in May or June when the place really looks good instead of in September when the members