

USGA GREEN SECTION EDUCATIONAL PROGRAM

To Be Presented on March 14 in Chicago, Illinois,
Sheraton Chicago Hotel, 505 N. Michigan Ave.

SUBJECT:

A BUSINESS APPROACH TO GOLF COURSE MAINTENANCE

Each USGA Member Club is cordially invited to have two representatives at the meeting, preferably the Chairman of the Green Committee and the Golf Course Superintendent. Each Club is limited to two representatives. Admission free. Meals optional, at cost.

Reservations must be sent to: United States Golf Association, 40 East 38th Street, New York 16, New York. List Names of those attending and whether they will be staying for dinner.

The Chairman of the Session will be Charles N. Eckstein. The program is divided into two sessions.

FIRST SESSION — 2 to 6 P.M.

Primarily for Golf Course Superintendents

1. Principles of Organization (30 minutes) - Robert M. Williams, Supt. Bob O'Link Golf Club, Highland Park, Illinois.
2. Personnel Management - panel (45 minutes) - James L. Holmes, Moderator; Chicago, Illinois. Paul Dye Jr., Indianapolis, Indiana. John A. Frederiksen, Moline, Illinois. Roy W. Nelson, Supt. Ravislo Country Club, Homewood, Illinois.
3. The Superintendent Serves Golfers (20 minutes) - Dr. Fred M. Adams, Birmingham, Michigan.
4. Simple Accounting Methods and Budget Preparation

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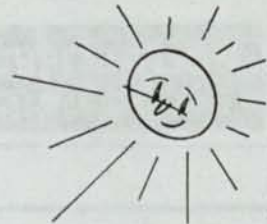
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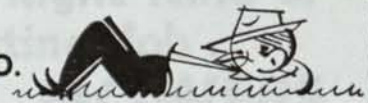
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tion (25 minutes) - Alexander M. Radko, Highland Park, New Jersey.

Recess (15 minutes)

5. How to Maintain a Healthy Job Outlook - Panel (45 minutes) - William H. Bengueyfield, Moderator; Garden Grove, California. Ward C. Case, Columbus, Ohio. Marion Mendenhall, Superintendent, Kenwood Country Club, Cincinnati, Ohio. Paul W. Neff, Superintendent, Scioto Country Club, Columbus, Ohio.

6. Questions, Answers and Discussions (60 minutes).

SECOND SESSION — 8 - 10 P.M.

Primarily for Green Committee Chairman

7. Where Does the Club Dollar Go? (20 minutes) - Charles N. Eckstein, Chicago, Illinois.

8. Keeping up With Research is Good Business (20 minutes) - Dr. Marvin H. Ferguson, College Station, Texas.

9. Don't Overlook Public Relations (20 minutes) - Allen M. Oakley, Quincy, Illinois.

10. Questions, Answers and Discussion (60 minutes).

This meeting of the USGA should be a must for all Superintendents. We should all make an effort to understand the financial picture of our respective Clubs. There will be a time in the very near future when the Superintendent will be asked for support in the management field and he should be prepared to help. This is one method in educating yourself for this responsibility.

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