

THE NATIONAL GOLF FOUNDATION

ITS PURPOSE — ITS PROGRAMS

By Harry C. Eckhoff
Executive Director
National Golf Foundation

Nine million golfers, over 8500 golf courses and the surge in golf equipment sales to more than \$140 million a year is an astonishing testimony that golf, indeed, is the game of a lifetime.

Those of us concerned with interesting more people to play golf and involved with the development of more needed golf courses for use of the nation's fast growing population should be pleased indeed that we are a part of a program that is largely accepted by everyone.

Each year an increasing number of individuals take up the game and a growing number of developers build needed golf courses. Anyone interested in golf will want to know what the National Golf Foundation is and how it operates to promote golf play and more golfing facilities.

Purpose of the Foundation

What is the National Golf Foundation's purpose and where does it fit into the over-all golf picture? The National Golf Foundation was organized in 1936 as a nonprofit corporation by the leading manufacturers of golf playing equipment. Originally, its chief purpose was to stimulate over-all golf activity and provide information, by mail, on the organization, financing, construction, maintenance and operation of golf courses.

Today—30 years later—these same sponsors and others interested in enhancing a sound and continued growth of golf make possible the numerous activities of the Foundation.

Throughout the years the role of the Foundation has retained a fluid and vibrant quality. This flexibility has enabled the Foundation to diversify and gear its resources and effort toward three major areas: to stimulate golf activity, to assist in the development of additional golf facilities of all types wherever they are needed, and to offer both service and information pertaining to the instructional aspects of the game.

The Foundation's current annual budget of almost \$400,000 illustrates its consistent growth. In 1948 its annual budget was less than \$40,000. During the past 18 years the Foundation has spent almost \$3 million to promote golf.

In the accomplishment of its purpose, the National Golf Foundation coordinates its efforts with all the major national groups associated with golf. Among them are: the United States Golf Association, The Professional Golfers' Association of America, the Golf Course Superintendents Association of America, the Club Managers Association of America and the American Society of Golf Course Architects. It is not our desire to duplicate functions that are already being accomplished by another organization. It is our aim to be the national clearing house for golf information and to initiate and operate needed programs that will enhance the growth of golf.

Educational Services

Due to many requests from the nation's schools, colleges and other organizations, the Foundation initiated an educational services program in July, 1964. Qualified personnel of NGF's educational services staff are available as consultants and instructors for
(Continued on next page)



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clinics, workshops, in-service training sessions, camp and recreation programs. The purpose of this service is to further golf knowledge and interest of the participants through a sound presentation of the fundamental skills and methodology of group instruction.

The response to this program has surpassed all expectations. Over 6700 individuals attended the more than 50 clinics and workshops conducted in 22 states and the District of Columbia during its first year of operation.

Due to its nationwide popularity, an expanded educational services program is now in effect. In addition to the Foundation's own staff, qualified individuals in various regions of the country are being used to conduct educational clinics and workshops in their respective areas under the general supervision of and format established by the National Golf Foundation.

Golf Course Development Services

Assistance in planning and developing new golf facilities is one of the most critical and demanding areas of the National Golf Foundation services. The Foundation's field service was initiated in 1953 when new golf course construction was almost at a standstill. Less than 250 new courses had been built in the eight years following World War II. Since 1953 over 3200 new courses have opened for play in the nation.

At the present the National Golf Foundation has five field representatives with offices in strategic areas of the United States. What do they do? Their duties include:

1. Meeting with individuals, private groups, or community organizations to assist in their preliminary planning of new golf facilities;
2. Providing over-all guidance in determining need, feasibility and potential use of planned facilities;
3. Presenting facts and figures on construction costs, methods of financing and operation;
4. Keeping abreast of golf course needs in their respective areas and providing information and services that will enhance a sound, continued growth of golf.

Aids In Planning and Instruction

The National Golf Foundation has numerous planning publications, among them: Planning and Building the Golf Course, Planning Information for Private Golf Clubs, Organizing and Operating Public Golf Courses, and Planning the Golf Clubhouse. It is constantly up-dating such publications. In recent months the Foundation has developed 25 new Information Sheets in the field of golf facility planning, financing and operation.

Likewise, the Foundation has developed numerous golf instruction materials including full-color motion pictures, loop films and filmstrips. In the production of such materials there is always close coordination with the USGA, the PGA or other appropriate organizations. Members of the PGA Educational Committee were consultants on all the Foundation's golf instruction films now in use.

Inventory on Nation's Courses

The National Golf Foundation is taking an inventory of the nation's golf courses. Over 7700 of the country's 8500 courses have already replied to our detailed questionnaire. The information received on these operations is now on magnetic tape master files at our data processing center. This is proving most helpful in accomplishing needed research.

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