

## NGF Receives USGA Grant for Special Public Golf Course Development Program

JUPITER, Fla. — In an effort to help stimulate the development of public golf facilities across the nation, the United States Golf Association Foundation has made a one-time grant of \$45,000 to the National Golf Foundation.

The grant was made available through the USGA Foundation's President's Fund and will be used by the NGF in its development of an extensive promotion and information program designed to:

(a) Create among local government officials, developers, lenders and other key groups an increased awareness of the need and opportunity for public golf course development in the U.S.

(b) Help initiate actions that will lead to the development of these courses nationwide.

The program will involve creation and targeted placement of brochures, booklets and advertising messages.

"We are very pleased with this grant; not only because it will intensify the NGF's overall effort in this area, but also because it demonstrates the USGA's recognition of the importance of public golf course development to the future growth and enjoyment of the game in America," said Dr. Joe Beditz, NGF Executive Vice President and acting President and CEO.

"It is an outstanding example of the type of pro-active cooperation needed within the game to help the programs of the *Strategic Plan for the Growth of Golf* move forward," he added.

Speaking on behalf of the USGA, President William C. Battle said, "The USGA's President's Fund was created specifically to fund projects which are important to the game, but would not be part of our normal services.

"Encouraging the development of public golf courses is one of the reasons the USGA Public Golf Committee was created and we are delighted to assist the National Golf Foundation in this worthwhile project."

The Strategic Plan is a wide-ranging blueprint for collective action to maximize the game's growth potential into the next century. It was launched at Golf Summit '88 in November.

Some 400 golf association and industry leaders attended to review and begin implementation of a variety of specific action programs ... one of which focused on the fact that a growing shortage of golf courses could well be the greatest inhibitor to the future growth and enjoyment of the game in the U.S.

NGF research has indicated that the demand for golf in the U.S. is increasing at such a rate that the number of golfers could very well increase from its current level of 21.7 million to over 30 million between now and the year 2000. In order to accommodate this growth, researchers estimate that 300-400 new golf courses per year will be needed.

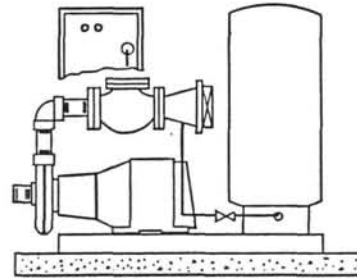
By comparison, the nation recently has been averaging little more than 125 courses per year.

An encouraging sign and a tribute perhaps to the recent efforts by the NGF and others is the fact that more than 200 new golf courses opened for play in 1988, as compared to a total of 110 in 1987.

"With this grant from the USGA Foundation, the NGF will be able to first target nearly 30,000 municipal officials,

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(Memorial Trees cont'd.)

## PLACEMENT AND LOCATION OF MEMORIAL PLAQUES

Metal plaques are often used to denote those whom the newly planted tree is memorializing. These plaques are usually attached to the trunk of the tree with nails. This method of labelling requires continued maintenance. Each plaque needs to be checked every year or two to avoid injury to the trunk. As the trunk of the tree increases in diameter the plaque needs to be pulled away from the bark. After being repeatedly moved, the nails often become loose, requiring placement on another area of the tree and results in another wound to the tree.

In-ground memorial plaques, although initially more expensive, require less maintenance than those that are attached to the trunk. Plaques of this type are imbedded into concrete which are placed at or slightly below grade so a lawn mower can pass over them without difficulty. Naperville Cemetery, Naperville, IL is successfully using in-ground plaques to denote memorial trees. These plaques are made of bronze and are slightly more than one square foot in size. They are set in a 15" x 15" block of concrete which is long enough to be set below the frost line to avoid heaving. Information about plaques can be obtained from B. Gunther & Company, 4745 Main Street, Suite 107, Lisle, IL 60532. The cost of each memorial plaque imbedded in concrete is approximately \$100. It is recommended to set a minimum fee for each memorial tree, so that the fee pays for the plaque and the newly planted tree.

## INITIATE YOUR MEMORIAL TREE PLANTING PROGRAM

In the fall of 1988, Carl Hopphan, Superintendent at the Evanston Golf Club, Skokie, IL reintroduced tree planting program to the members of his course. To promote the program, Carl held an evening meeting and explained it's organization to the members. Slides of each kind of tree were shown and the members were encouraged to ask questions. The members were given a list of trees from which to make their selection(s). This list included the approximate size of the tree and the price, which included the cost of the labelled plaque. The response of the membership has been beyond his expectations, and new trees have already been planted on the course.

Every golf club should offer a memorial tree planting program. It is an excellent method to generate additional money for new tree and replacement planting. Planting well-adapted kinds of trees in appropriate locations will help guarantee the continued presence of beautiful trees on your golf course.

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(NGF cont'd.)

developers and lending institution officers to encourage them to consider the many benefits of developing golf courses within their communities." said Dr. Beditz.

"Secondly, we will be following up this initial contact by distributing a new publication which will offer an overview of the items to consider when developing a public golf facility."

The new publication will be available later this year.

"We feel that this two-part approach will not only stimulate thinking about public golf course development," Dr. Beditz said, "but will also help stimulate action on the part of these key decision-makers. Ultimately, this is the goal of the program ... to have more and more cities, townships and counties develop golf courses for their citizens."

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