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President's Message



As your President, I must admit I've always had difficulty trying to write a quarterly message for *The South Florida Green*. I would usually procrastinate and hope for divine providence. When this failed, I would read other publications with President's messages for inspiration. So naturally one would think I would be ecstatic, this being my final message. No, I am not resigning as President, nor have I found another job and am moving, but *The South Florida Green* is.

As was discussed at our last meeting, *The South Florida Green* will become the new state magazine effective with the July issue. At our State Meeting on April 7, 1980, I made the motion *The South Florida Green* become the state magazine. This motion was unanimously approved. It was then followed by another motion that the same guidelines used to run *The South Florida Green* be continued. It was generally agreed upon that income generated by the magazine's first several issues would be set aside to insure the magazines solvency as well as its quality.

We in South Florida have seen *The South Florida Green* grow from a simple six-page magazine to its present national status. This transformation was not achieved overnight, nor was it solely the work of one person. So it is only natural for those of us who have been associated with this magazine to feel a little melancholy with it leaving South Florida. I guess one could compare the growth of the magazine to the growth of a child. Now the time has come for the child to leave home and though we hate to see it go, we know if it is to continue to grow and be successful, it will need the support of more than just the superintendents in South Florida.

I do want to thank all of the members of the South Florida Superintendents Association for the unselfish stand they have taken on this issue as well as other issues this past year. I know it is not always easy to make a sacrifice or change in the name of a greater cause. The Board and I have mixed emotions about some decisions we have had to make this past year. They have not been easy. I do hope, however, they have been the right ones.

Farewell *South Florida Green*, we will miss you, but we wish you continued success in your new role as a communications tool for all the superintendents throughout the state of Florida.

Alan Weitzel

The South Florida Green

The Official Bulletin of the South Florida Golf Course Superintendents Association
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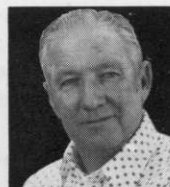
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ABOUT OUT COVER

Shown seated, center, Betsy Rawls, LPGA
 Tournament Director.

Standing left to right Betty Burfeindt, Kathy Young,
 Mary Dwyer and Barbara Moxness.

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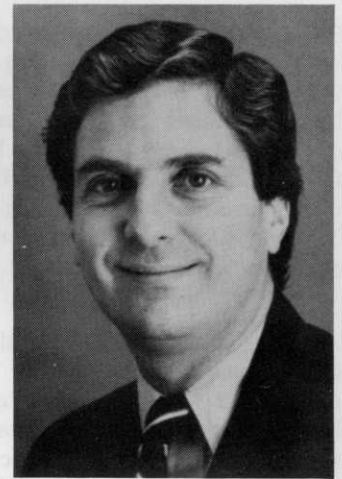
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The Future of the LPGA

By RAY VOLPE



The question that the LPGA Staff and I seem to get asked most frequently involves the growth of the LPGA Tour over the past five years, so I relish this opportunity to take a look into the future, trying to determine what the next five years or so might have to offer.

Nevertheless, I think it's important to begin any analysis of the future with a look back. There is no denying that in the past half-decade the LPGA Tour has experienced remarkable growth in all areas: purses, galleries, media interest, number of players and quality of play. There are a number of reasons for this, but suffice it to say that these improvements were overdue, and that now the LPGA is recognized as a viable and significant entity in the world of professional golf.

One of the dangers we face in the coming years is that people will expect the growth to continue at the same rate as it has in the recent past. It is important that the players, the media — everyone — recognize the fact that this will not be the case, that the rate of growth is going to level off. The business proposition the LPGA has with its sponsors is sound, perhaps the best in professional sports, and we don't want to jeopardize the solid foundation we have built by promoting purse escalation just to keep up with past performance.

If the past five years have been a time of growth, then, the next five will be a time of stability and balance. We will have to determine what is the optimum number of tournaments and length of the tour. Do we schedule 35 or 42 events each year? Do we play for eight months or year 'round? More importantly, we will be striving for balance in the rise in purses. As our sponsorships solidify and become more long-term, our goal is for each event to increase its purse by \$25,000 each two or three years, giving the tour an average rise in total purses of about \$500,000 every two years, which we feel is a reasonable rate of growth at this point. The success of the LPGA Tour has been built on the premise that each event must be a solid business proposition for each individual sponsor, and we can do nothing to undermine that premise without damaging the structure and the future of the Tour.

The future of golf on television — specifically the position of the LPGA on the major networks — is perhaps the most important facet for continued growth of the Tour. Team sports

get massive newspaper coverage nationally because there are teams in virtually every major city with a constant supply of home games to insure continuous coverage. An individual sport like golf, though, has to rely primarily on television as its only form of national coverage; radio and golf certainly do not mix, and newspapers provide coverage only on a local basis, with the national wire services modestly filling in the holes.

There are many signs that golf will continue to weaken in the eyes of the networks, and that consequently network coverage will lessen in the coming years. The PGA Tour is the most vulnerable to this trend, since it has many more events telecast than does the LPGA. If the number of PGA Tour events on network TV is reduced in the next few years, the LPGA will be riding a double-edged sword. Knowing Madison Avenue as I do, the prevailing attitude among advertisers will likely be: "We failed with the men, why take the same chance with the women?" They will probably be reluctant to pursue professional golf as a viable advertising medium.

But if we are successful in opening up new advertising channels, we can benefit from the increase in available dates. In the past we have tried to avoid having an LPGA telecast on one network against a PGA Tour event on another; it doesn't attract a new audience, it serves only to split the existing one. With open dates, that competitive situation is eliminated.

The key, then, will be to interest new advertisers to invest in time on LPGA network telecasts. Hopefully we can lure companies targeted for the women's market — companies that spend millions each year on daytime television — to think on a broader scope and take an active role in sponsorship of LPGA events. There is a lot of territory we can cultivate.

At the same time we will have to invent new formats, new television innovations, to generate new interest in watching televised golf. Golf tournaments all tend to look alike on TV, and the lack of sustained action leaves a lot of dull moments. We need to come up with new approaches that command people to watch that particular event, yet continue to respect the game itself.

In the coming years we will also continue to delve into alternatives to network exposure. In 1978 we started the LPGA Syndicated network, in which we produce our own telecasts, clear the stations and sell the time. We are syndicating four tournaments in 1980, and look to more in the future. The amazing growth of cable TV in recent years opens up another possibility that we actively pursue; cable TV and all professional sports will be brought together more regularly in the future.

Another media-related problem that we hope to resolve in the months ahead is the failure of wire services and newspaper sports editors to recognize official names of LPGA events when they involve a corporate entity. When the Elizabeth Arden Classic, for example, shows up in a wire service story as "a \$100,000 LPGA tournament in Miami," it undermines all our efforts. The press seems to regard using a corporate name as free advertising, an archaic attitude considering the corporation may invest several hundred thousand dollars in supporting the event for the good of the game, with the bottom line being the great amount of money generated for the participating charity.

The inconsistency of the sports media astounds me when it comes to this very serious subject. What is the difference between corporate sponsorship and corporate ownership? Why does the Honda Civic Classic fall under this discriminatory policy and not the New York Yankees or the Miami Dolphins? Major league teams are commercial, profitmaking organizations. A sponsor of a golf tournament is lucky to break even, contributing substantial monies to charity nevertheless.

There is more to the growth of a sports organization than just money and media exposure, and in the coming years I expect the LPGA to grow in a number of other areas. For example, there should be a steady increase in both the quantity and quality of player coming onto the Tour. The advent of the women's movement in the past decade, the acceptance of women as athletes, the Title IX Bill and the resulting number of athletic scholarships now available to

women and the caliber of competition for women on the amateur and collegiate level have all served to better prepare players for the level of competition they can expect on the LPGA Tour. This trend will certainly continue.

I also anticipate a growth in women's golf internationally, with the LPGA participating. We have had in recent years tournaments in England, Japan, Canada, Australia, Malaysia, Singapore and the Phillipines and have had feelers from a number of other countries. The possibility of increasing our foreign schedule and perhaps having a "world tour" on a small level definitely exists.

I have saved for last an area that I consider of paramount importance to the future of not only the LPGA but the game of golf in general: the promotion of junior golf. All statistics in recent years indicate a severe decrease in the number of people playing golf, and this can only be changed by instituting a massive national program to get more junior players involved. The problem now is that each organization — the PGA of America, the National Golf Foundation, the USGA, the PGA and LPGA Tours — all have ideas, thoughts on what to do and programs that have been implemented, but it is clearly not working. We need to eliminate this fractionalization by joining all the groups together and coming up with a unified, powerful program nationwide. Egos and titles must not be allowed to stand in the way of the game of golf, or they will prevent the cultivation of new players at the grass roots level.

In summary, our goal for the early 80s is to establish a pattern of steady, intelligent growth and insure the relationship with each sponsor is a sensible business proposition. As for the LPGA players themselves, they will have to continually reassess their commitment to the Tour, never losing their respect for the game and their feeling for the paying public. We all — players and staff alike — must avoid falling into the Fat Cat Syndrome which I find so repulsive, not letting recent successes go to our heads to the point where we lose our enthusiasm. The LPGA Tour sustains itself on our constant and continued energies, and we must all appreciate where we came from and recognize the efforts of all who have helped us grow to where we are today.

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Boca Greens was built on 175 acres and features many spectacular water holes. It will be operated as a private club and will be surrounded by several hundred beautiful homes.

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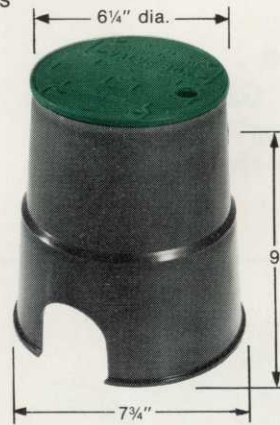
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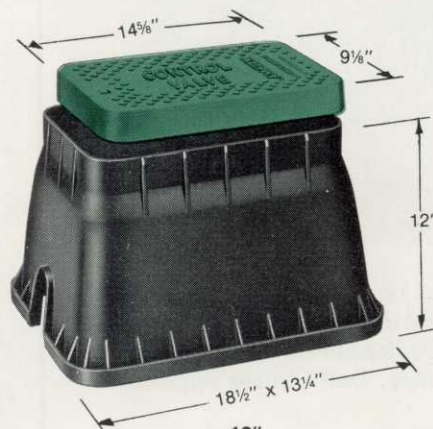
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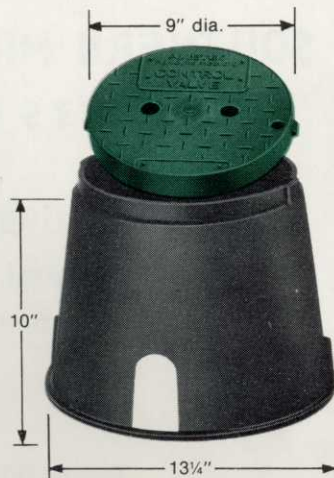
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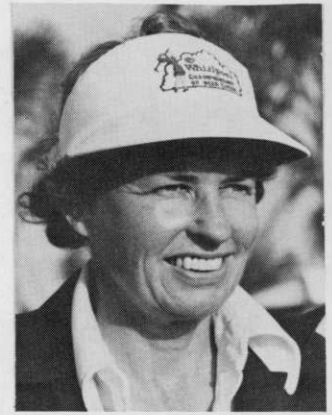


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CREATING A CHALLENGE FOR WOMEN GOLFERS

By BETSY RAWLS
PGA Hall of Fame / Tournament Director



About the Author:

Residence: Spartanburg, South Carolina

Became Professional: 1951

Career Earnings: \$302,664

Tour Victories: (55) Includes two LPGA Championships and four U.S. Opens.

Professional Career: Betsy had her best of many extraordinary seasons in 1959 when she won ten tournaments, the Vare Trophy and almost \$27,000, an enormous sum in those days. She was elected to the LPGA Hall of Fame the following year. She ranks third behind Mickey Wright and Kathy Whitworth in career victories with 55, among them the LPGA Championship in 1959 and 1969. Betsy also won

the U.S. Open four times, including her rookie year. She was twice a leading money winner and in 1953 was named Golfer-of-the-Year by the LA Times. Always a champion both on and off the course, Betsy retired from competitive golf in 1975 and in July of that year became the LPGA Tournament Director.

Personal: Took up golf at age 17 while in high school in Arlington, Tex. . . . Graduated Phi Beta Kappa from the University of Texas with a degree in math and physics . . . Was known as one of the game's greatest shotmakers and a wizard around the greens . . . In the early years of the LPGA she served as president of the LPGA Tournament Operations committee because of her knowledge of golf and its rules.

The LPGA tournament officials have a basic philosophy for women's championship golf. The aim in setting up golf courses is to provide for players a course that is challenging, interesting, and enjoyable. We want a course that will reward good shots and penalize bad ones. Low scores should be possible but should be the result of good shot making. A good course should test every facet of a person's game and character. It should test shot making skill with all clubs, as well as a player's awareness, imagination, intelligence, and emotional control. Our objectives are to reward excellence, promote improvement in the quality of golf that is played on our tour, and to encourage dedication and hard work. The following are some things that we consider in trying to provide a difficult but fair test for golfers.

First of all, we have to know the capabilities of our golfers, and especially in relation to the capabilities of men golfers, because most of the courses are designed and prepared for men players. Secondly, we have to have an understanding of the design of the course and what challenges the architect expected each hole to offer. It is important, also, to be able to adapt the set up of each hole to the existing conditions of the course.

Our testing has shown that the average length off the tee for a woman professional is about 220 yards, with 195 yards being carry and 35 yards being roll. I think it is worthy to note that in order to assure a roll of around 35 yards the fairways must be fairly dry. Men professionals get a larger percentage of distance off the tee from carry, therefore dryer fairways are not as important to them. In fact, soft fairways are preferable in a man's tournament because most courses are too short for such power hitters, anyway.

You can imagine who this relates to your ladies' day play, although I'm not suggesting bringing on a rash of wrist injuries from table top conditions.

For your information, the longest drivers on our tour carry the ball around 230 yards. Naturally this is with a higher trajectory and will produce less roll. On average fairways the end result will be drives of 250 to 255 yards!

The average woman professional hits a 5 iron around 155-160 yards and with that club will hit the green over 75% of the time. She will get within 30 feet of the hole 60% of the time and within 15 feet about 27% of the time. Incidentally, women professionals are very accurate drivers. 70% of their tee shots will land within 30 yard wide fairways.

Another factor to consider is how much height and back spin does the average women player get with each club. This determines how much roll we allow for when setting a pin. On a well conditioned green, with little or no slope to contend with, we would allow around 24 feet for a 5 iron to stop. I would guess the men pros could easily play to a cup within 18 feet of the front edge. Now, do you expect too much of your women members?

When appraising the course we have to consider what the architect wanted to require of a player and if that challenge is also presented to a woman golfer. I think it is safe to say that courses that are designed to reward accuracy rather than length have been more suitable for women's championship golf.

We have often recommended the building of new tees. For