

# Beditz

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"In five years, we hope to improve at least as well as in the past five years when the membership jumped from 1,800 to 3,600," he says. "We think we can beat that goal with our newfound research and bigger staff."

"Five years ago when we really started digging, there was not as much information to go by. Now, we have advanced our technology where we can face problems with a good idea of what causes them and how to fix them."

The board believes Beditz is the man to lead the NGF into the challenging years ahead.

"I personally believe (Beditz) may prove to be one of the most dynamic and far-sighted leaders the NGF has ever had," said board Chairman W. Morris Walton, president of Burton Manufacturing Co., in announcing Beditz's appointment.

"The foundation has grown significantly in both scope of services and stature over the past five years," Walton said. "Dr. Beditz has not only been an integral part of this story but has also demonstrated exceptional leadership qualities during his tenure as a senior staff member."

Beditz, who was promoted to executive vice president in 1987, joined the NGF in 1984 as director of research. Last winter he was named chief operating officer of the National Golf Corporation, a for-profit subsidiary that the NGF formed to stimulate golf course construction through feasibility

studies and other planning and development services.

Beditz says the NGC doesn't have nearly enough resources to carry the whole load, and if it breaks even financially, it will hold up its end.

"The profit was negligible if at all," he said, "although it helped cut into expenses. Mostly, we give free help to members of the foundation, and, unless it's a big problem using 300 or 400 hours, we rarely charge."

Beditz had to carry both workloads when Hueber resigned to join the Ben Hogan company. And over the next three months a committee of six board members interviewed candidates for the post.

"Both the selection committee and full board were unanimous in their belief that Dr. Beditz was indeed the best qualified to lead us into the 1990s," Walton said.

A recognized authority in golf market research and development in the United States, Beditz has been a major force in the NGF's emergence in recent years as a major source of U.S. golf course planning, development and operational information and expertise. Under his direction, the NGF has created a statistical database that is being used by manufacturers, architects, builders and developers and golf course management consulting firms.

"We're searching for some qualified men to help us now as we have our hands full of research and golf course development," Beditz says. "At the Golf Summit (last No-

vember) we explained the industry plan to develop the potential of the golf industry over a decade. We have approximately 1,800 courses now and we expect to have 3,600 courses within five years. And to double that amount in the next five years.

"And, if the membership continues to grow and we get the needed financial support, there is no reason why we cannot lay out the fundamentals to getting a golf course built."

Beditz said an important part of the research "is to make sure the conservationists are satisfied, that we are doing everything in our power to educate golf architects, developers and builders to the need to protect nature."

The NGF figures 400 courses a year will be developed, up from 150. But it has to work closely with the Golf Course Superintendents Association of America on environmental issues. The old courses didn't take that into consideration, so it falls on the foundation and other interested parties to correct the old courses as well as direct the new ones, he said.

"When you think about the people who are involved in golf and get many returns out of building a golf course, you expect that the foundation should bulge financially," Beditz says. "There are 1,500 chartered companies with vested interests. There are golf manufacturers, turf producers, publishers, golf associations, golf course architects, builders, consultants, ad infinitum."

"If everyone just does a little bit or more, there will be plenty of funds. The more funds, the more research. The more research, the more golf courses. You can't beat that."

Bob Drum is a longtime golf writer and television commentator.

## Family Golf Week promoted

The National Golf Foundation has designated week of July 3-9 as national Family Golf Week as part of its fourth annual summer-long campaign to encourage golfers to share the experience with family members and friends.

This year's campaign will include advertisements in leading golf magazines; posters that will be distributed to the nation's 13,400 golf courses, and presentation in June of the 1989 Jack Nicklaus Family Golf Award.

NGF President Joseph F. Beditz pointed out that research shows that one of the main reasons today's golfers do not play more often is because it takes them away from their families.

"Therefore," he said, "the goal of our family golf program is two-fold: To introduce more non-golfers to the game and to increase the frequency of play among established golfers."

## Jacobs Management company is sold

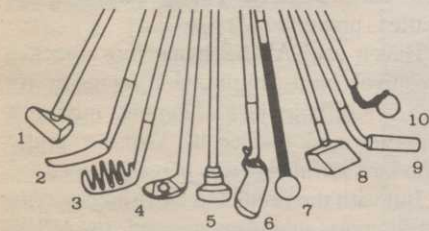
John Jacobs' Golf Management, with offices in Buffalo Grove, Ill., and Scottsdale, Ariz., has been purchased by Ram Thukkaram, a businessman based in Illinois.

Thukkaram will be chairman and CEO.

Tim Miles, a founder of John John Jacobs' Golf Management, will be executive vice president and chief operating officer.

Miles said, "The new association will be looking for a greater involvement in golf facilities for real estate development, both as managers and turnkey developers."

The company has consulted in the construction and management of golf facilities.



All of the devices shown, now in the collection of Mr. Frank Hardison, were patented and manufactured in quantity around the turn of the century.

1. A three-sided putter. Each surface has a different loft for different heights of grass.
2. A combination practice club and grass trimmer developed for caddies to make productive use of their idle time.
3. "The Rake" was used in "getting through" sand traps and water hazards.
4. Not an undersized wood, this is the handle of a cane used by golfers when taking an evening stroll on the links.
5. A "no stoop" ball retriever.
6. The "Urquardt" variable-loft iron from the 1890's.
- 7, 10. Two variations of practice clubs used to develop a slow, smooth swing.
8. A dual purpose club. The flat face was used for putting. The angled face was used to negotiate "stymies," by lofting the ball over the opponent's ball.
9. A roller putter. A tubular roller revolves on a shaft, ensuring a smooth putt even with ground contact... in theory.

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## Designing women

### Beljan gains respect in the industry ...

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Beljan became a summer and weekend laborer on the golf course under her golf pro-superintendent father. Responsibilities included mowing greens and syringing, fertilizing and other general maintenance practices. "Of course," she underlines, "these were morning duties."

The afternoon saw a change of attire and a move inside to operate the pro shop (guest and cart fees, merchandising, pre-computer handicap calculations, event scheduling, etc.)

"What a wonderful way to learn golf — at such a young age and from the many support facets of golf!" she says.

When the family moved to Kingwood, W. Va., Jan enrolled in landscape architecture at West Virginia University on a scholarship.

She continued her love affair with golf, commuting to the university and working at Preston Country Club, initially as a pro shop attendant.

Beljan was on the course the next year as assistant superintendent. Her younger brothers and sisters worked in the pro shop. Fifteen to 20 years ago it was quite an oddity to see a woman maintaining a golf course, she recalls.

Jan and her sister Pat, five years her junior, were similar in appearance. "Guests often would be startled to see a woman operating equipment. Then they'd wonder how Pat changed clothes and got out on the course on a machine so quickly after taking their money in the pro shop."

Jan learned how a golf course could be maintained on a limited budget — with hard work, long hours and total dedication. Dawn till dark, seven days a

week, was common during the playing/growing season.

Most assistant superintendents do not have the opportunity to see "the other side" of golf, particularly from the women members' point of view, said Beljan. "As at every club, there are players, male and female, good and not-as-good. There was always a conversation about why the low-handicap women should play from the same tees as the high handicappers, because the former generally were young (35ish) and more athletic. So as much as half my life ago, I was introduced to a two-tee system for women."

A cum laude departure from WVU in 1976 and Beljan returned to her native Pittsburgh to work with the lawn care division of the Davey Tree Expert Co., Davey Lawnscapes.

A client was the chairman of the green committee at Oakmont CC, and a friend and Pro-Am playing partner with two of Jan's golf pro uncles. "When I left my card at his business, he knew I had to be related to either Carl or Willie Beljan (a good Slovenian name and quite rare.)"

"He expected to see a nephew and was surprised to find a niece instead. He took an interest in me because of my background, and arranged for me to meet Tom Fazio at the 1978 PGA Championship at Oakmont."

Fazio hired her immediately. The rest has been Beljan's delight.

"I've traveled to some of the finest courses in the U.S. and Great Britain to walk, play, take pictures and to educate myself beyond what has been written," she says. "The best part is that there are so many courses yet to see!"

### ... and Therrien, too, is at ease

landscape architects and land planners.

At N. C. State, she was fortunate to study with coastal ecologist Dr. Ernest Seneca. He and associates are widely known for their research on grasses used in salt marsh restoration and sand dune stabilization. She also studied work Dr. Joseph Diapola had been doing in the area of drought-tolerant turfgrasses, as well as the artistry of course designer Donald Ross at Pinehurst, N. C.

"Through it all, I have expanded my knowledge about the natural settings from which golf courses are born. It has been a complex process and at times very frustrating," she notes, "but I have acquired an ability to function comfortably at various design scales, and feel I know the golf course land-use inside out."

"I have seen golf course management and design work change from much manual effort to skills highly mechanized and technical. More surprisingly, perhaps, I've witnessed a male-focused culture give way to a more cosmopolitan one."

Therrien says she would be remiss if she didn't acknowledge other help along the "trail-blazing" route.

Included were scholarships from the Maine State Golf Association, and Metropolitan New York and National Golf Course Superintendents associations.

These were appreciated stepping stones en route to "The Call" from Cornish and Silva.

"Never in my wildest dreams did I imagine such an opportunity," exclaims Therrien. "I am very pleased to be able to continue the 'design phase' of my career in the region where it all began — New England."