

## Bengeyfield

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Despite his retirement, Bengeyfield plans on staying active rather than viewing the game from the gallery.

He is already involved in consulting projects in Spain and Japan and figures to do more overseas and domestic work in the future.

He and wife Betty will spend May through October running Frankfort (Mich.) Golf Course, a nine-hole "Mom and Pop" affair the couple purchased about 10 years ago.

Winters will find them holed up in their Caldwell, Idaho, home.

Bengeyfield also expects to occasionally be in touch with his replacement, or replacements actually.

Jim Snow is being promoted from

Northeast region director to national director. Mike Kenna, who joined the USGA from Oklahoma State University in mid-January, will be director of research, taking over many of the duties Bengeyfield had as chairman of the USGA/GCSAA Turfgrass Research Committee.

"It's reached the point where one man can't do it all," said Bengeyfield. "There are 13 agronomists on the staff now. We had 600 subscribers in 1981 and now it's up to 1,700.

"The research committee invested \$3 million this year. Next year we'll invest even more with all the environmental concerns. Both jobs are on the incline and I'm on the decline."

## Rossi

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Rickey said that after joining NGF, Don soon proved "a master" at working with diverse people with varied attitudes, and bringing those people together.

Don forever spoke highly of others in the industry. Asked his opinion of the NGF's move into the service field, he refused to pass judgment. "I think leadership at the NGF is extraordinary," he replied.

Rickey told the story of the near-collapse of the NGF shortly after Don took over its reins. At that time most of the funding for the foundation came from testing aluminum shafts.

When the aluminum shaft market collapsed, the NGF lost most of its funding and "Don had to go in and fire all these people we had just hired and trained, which is the toughest management assignment there is. Don had to cut the budget 50 percent. He not only managed that but built a very strong organization and handed over a strong organization on his retirement," Rickey said. "But what always remained with me and showed me the character of the man was the way he took care of the people we had to let go. The way he treated them and worked with them to place them in equal or even better jobs was masterful. He had so much compassion and was a fine human

being." The "sentimental Italian," Don called himself.

Rossi is credited with fashioning the Allied Associations of Golf largely by his own enthusiasm and his genuine love for other people.

Near the end he took that enthusiasm abroad for the golf industry.

As Fullmer said, "He brought the Rossi radiance to the entire world."

If something was good for golf, he supported it.

From the very beginning, he encouraged Golf Course News and me, not because of me or the newspaper especially, but because he knew that by its very existence, the paper would help the game.

And though he wisely tempered optimism with realism, you couldn't dampen his outlook for the golf industry. In our last conversation of length, I asked him: "What if the stock market goes boom?"

His reply: "During the Depression there was more golf played than immediately before or after the Depression because people had more time on their hands and golf was a great outlet."

Calling him a driving force in the industry might actually be underdoing it. Don Rossi was an accelerating force.

He will be missed dearly. But those of us who will be spending time with him in the future can look forward to that time with anticipation.

## Fazios

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erations," said Tom. An emphasis on quality was the most important thing Tom and Jim adopted from George.

"His favorite saying was 'I never want to hear you say that's good enough.' Every time I hear that expression it rings a bell about George," said Tom.

Added Jim: "He wanted to do a good job, no matter what the cost. He told us money was just a by-product of what you did in life. If you are good at what you do, the money will come. And if it doesn't, don't worry. The pride in knowing you do quality work is more important."

As for the future, would Tom want his children to follow in his family's footsteps?

"I look at Jim and his kids. I look at the Joneses. And I look at Pete Dye with his two kids. I guess it's a natural instinct. But I certainly wouldn't force it on them. I've seen enough to know it's not an easy business," he said.

## American Golf buys Riverside

American Golf Corp. has bought Riverside Golf Club outside Dallas Texas.

The par 72, 18-hole course, designed by Roger B. Packard, will be open to the public.

Its facilities include a clubhouse, golf shop, food and beverage facilities and driving range.



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