

New association to serve public golf

Curt Walker, former executive director of the Golf Course Association, has formed the Public Golf Management Association, intended to serve the management and educational needs of its members.

Walker said managers need information on profitability and efficiency; competition for a share of the recreational dollar should be focused on public golf; increasing management requirements for professional development and education in the business of golf suggest a need to share the best available information among widely dispersed managements; and better management skills should result

in better managed courses, better quality of play, and a realization of maximum profitability.

PGMA will serve as a network to increase skills in management, marketing, merchandising, or maintenance of public golf courses.

Membership in the new association will initially include a newsletter, special-topic and policy studies, and regional operations seminars scheduled for November and December, as well as the Forum on Public Golf Management next March.

Also, an informational library will cover major management topics to be available as members contribute

materials.

A board of advisors has been formed to help develop PGMA policies and member benefits. Members are Robert Carney, publisher, Golf Shop Operations, Trumbull, Conn.; Joe Jemsek, owner of St. Andrews Golf Course, West Chicago, Ill.; Joe Much, senior consultant, Golf Resource Associates, Monmouth, Ore.; Dennis Lyon, director of golf courses, city of Aurora, Colo.

Also, Bruce Waldo, director of parks, recreation and public property, City of Aurora, Colo.; Don Barnett, vice president and national marketing director, First Golf Corp.,

Denver, Colo.; Vic Wittgenstein, manager of special services, city of St. Paul, Division of Parks & Recreation, St. Paul, Minn.; Chuck Bennell, owner of Tam O'Shanter Golf Course in Canton, Ohio; and Tom Stine, publisher of Golfweek in Winter Haven, Fla.

A Founding Members Campaign will be launched in October, culminating in a founders' banquet presentation during the Forum on Public Golf Management, tentatively scheduled for next March.

For further information contact PGMA, 8030 Cedar Ave., Suite 228, Minneapolis, Minn., 55425; 612-854-7272.

Hughes new GCA director

Golf Course Association has selected Michael Hughes as its new executive director, effective immediately. The GCA is a national association of public-access golf course owners.

Hughes received a law degree from the University of South Carolina in 1980. He served as a lawyer with the U.S. Navy from 1980-1983 and was in private practice in Charleston, S.C., from 1984-1989, specializing in environmental and commercial litigation.

He received a master's degree in sports administration from Ohio University last April and served an internship with the U.S. Golf Association from May to July. He played golf collegiately at the College of Charleston, S.C., and holds a 4 handicap.

Hughes said: "I am very enthusiastic about being selected as executive director of the Golf Course Association. To be involved in the fastest-growing segment of this expanding sport is exciting and I look forward to guiding the growth of this organization."

Fred Tingle, president of the GCA, said: "We are certain that Mike Hughes' legal and administrative abilities will prove to be great assets as our organization meets the challenges facing the golf industry in the 1990s.

"These challenges include building and maintaining environmentally sound golf courses, water and land use, and providing access to the game for the growing golfing population."

The headquarters for the Golf Course Association is now at 19 Exchange St., P.O. Box 1061, Charleston, S.C. 29402.

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TOCA elects first officers

Jerry Roche, executive editor of Landscape Management, has been elected president of the new Turf and Ornamental Communicators Association.

Joining Roche as officers are Vice President Pat Jones, director of communications for the Golf Course Superintendents Association of America; Secretary-Treasurer Cindy Code, editor of Lawn and Landscape Maintenance; and Directors Dale Keller, president of R/K Communications Group and Bob Tracinski, division manager of media relations for Deere and Co.

Den Gardner, vice president of Mona, Meyer & McGrath in Bloomington, Minn., is TOCA executive director.

Bowyer on ASPA board

Dr. Tim Bowyer, president of Southern Turf Nurseries, Inc. in Norcross, Ga., was elected to the American Sod Producers Association's board of trustees at the group's recent annual convention in Ottawa, Ontario. Bowyer was elected to a three-year term of office.