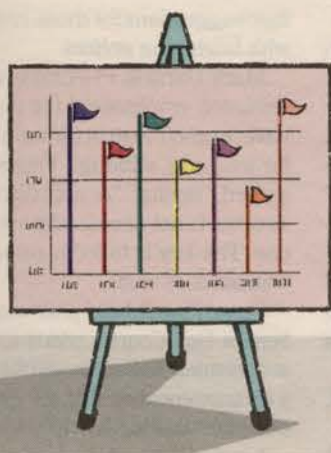


Briefs



JAPANESE WILL INVEST IN DYE

A spokesman for Dunlop Japan Ltd., which owns 33 percent of Dye Designs International, said his company intends to invest "much more" into the American firm.

Two months ago it was reported that Dunlop Japan had suspended negotiations to increase its ownership of Dye Designs to 49 percent.

But Eddie Morimoto, advertising director for Dunlop Japan, said in November that Dunlop had in the past agreed to increase its investment in Dye Designs. And, he said: "Once we make an agreement we never give up because of tiny problems. We will overcome the tiny problems."

Morimoto added: "Everything we do is based upon trust. This is a necessity... I'm sure we've never given up this project. In the long run it will benefit us much."

Dye Designs President Perry Dye said he isn't worried about Dunlop buying another 16 percent, one way or the other.

"It makes little difference," he said. "If they do, it will make our year better. We won't have to pay interest on a \$3 million bond they gave us. That \$300,000 interest is equivalent to 10 days' income to us. That's a lot but not terrible."

Morimoto said part of Dunlop's interest in Dye Designs stems from the fact Dye builds many courses in Japan. Dye said he has 11 under construction in Japan.

Dunlop Japan Ltd. is a subsidiary of Sumitomo Rubber, which also owns Dunlop Sports Enterprises and is the biggest golf industry firm in Japan, selling apparel and coordinating most of the major professional golf tournaments in Asia.

LAKEWOOD GC RETAINS KEMPER

LAKEWOOD, Ill. — This community has retained Kemper Sports Management to manage and operate Lakewood Golf Club, an upscale daily-fee course that opened earlier this year and which the village bought on Oct. 1.

"We're very excited about our relationship with the Village of Lakewood," said Robert L. Wallace, Midwest regional manager for Kemper Sports Management. "The course layout and its use of open spaces and natural areas make Lakewood a unique and enjoyable course."

"And the fact that it was built as a private facility provides a level of quality not normally found at a public facility."

Lakewood Golf Club was designed as a private club by Roger Packard and was built over 240 acres of rolling countryside in McHenry County, northwest of Chicago. The course features 60 acres of marsh and wetlands preserved in their natural condition.

It has two island greens and one island tee, plays to four different yardages and each hole has as many six separate tees, many of which are elevated. The par-72 course plays between 5,400 yards from the red tees to 6,920 yards from the back tees.

Summit focuses on women in golf

Progress of women's role in golf will be re-checked at 1993 gathering

By Kit Bradshaw

The inaugural Women in Golf Summit in Orlando, Fla., on Oct. 24-26 opened the door to several issues and set an agenda that will take several years to more clearly define, to formulate solutions and coalesce into action.

This summit's success was illustrated by the promise for a second conclave in 1993.

Women honored at Florida golf conclave

Two outstanding women were honored during a special awards dinner at the Women in Golf Summit.

Judy Bell, treasurer of the USGA Executive Committee, won the Leadership Award for Women in Amateur Golf. She was presented the award by Lyn St. James, president of the Women's Sports Foundation.

Betsy Rawls, LPGA Hall of Fame honoree, received the Leadership Award for Women in Professional Golf from fellow Hall of Famer Patty Berg.

Bell accepted the award "on behalf of all volunteers at the club, state and regional levels of women's golf."

Berg described Rawls as a "true ambassador of the game of golf—a lady with the heart of a champion."

Rawls told those at the awards dinner that "it seems strange to get an award for something that was so much fun."

Also honored for their work with the Women in Golf Summit were summit organizer Kerry Graham, and keynote speaker Kathleen Sullivan.

Five key issues emerged from the summit during the two days of speakers, panels and audience interaction.

1) Women golfers are a potent economic and social force in golf, representing 1.3 million golfers, and a buying clout of \$1.6 billion a year. But as quickly as women enter the golfing population, they retreat from it, constituting a challenge to those in the industry.

What can be done not only to attract women to the sport, but to keep them interested in golf?

2) Women, juniors and minorities share

some of the same problems, and represent some of the same opportunities for the industry. These include how to provide positive introductions to the game and access to courses, and how to translate this potential into interested, long-term players.

3) In the "niche" mentality of marketing, women golfers offer a rare opportunity to hone in on a specific segment of the population. This can be valuable to companies whose buying profiles correlate to those of women golfers, and can provide a needed infusion of funds into women's golf.

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Judy Bell left, treasurer of the United States Golf Association, receives the leadership award from Lyn St. James, president of the Women's Sports Foundation.

ABC sports commentator and author Rhonda Glenn closed the dinner with a brief

history of the first women's golf tournament, the 1893 Women British Amateur.

GCSAA offers educational session for club officials

A program tailored for golf club directors and green committee chairmen is scheduled for Feb. 15-17, at the 1992 International Golf Course Conference and Show in New Orleans, La. The annual conference and show is sponsored by the Golf Course Superintendents Association of America.

The program begins Saturday, Feb. 15, with an afternoon at the GCSAA Trade Show at the New Orleans Convention Center. More than 600 exhibitors will display the latest golf course management innovations at the show. Participants in the program will also attend the trade show Sunday morning, Feb. 16.

Next on the program will be the Green Chairman Session scheduled for Sunday af-

ternoon from 1 p.m. to 4 p.m. The session will feature six presentations on legal, environmental, business, and golf course management issues:

- "How Important is Your Superintendent's Education to your Club"
- "Deciding When a Course Needs Restoration"
- "It's Time We Put the Green Back in Green Speed"
- "Environmental Issues, Liability, Hiring and Firing and Workers Compensation"
- "Communication, communication, communication"
- "A Pension Plan for the Golf Club Staff"

THE LEADERBOARD, the new bimonthly newsletter published for golf and club lead-

ers by the Center for Golf Course Management, is sponsoring the Green Chairman Session. CGCM is the marketing research subsidiary of GCSAA.

Rounding out the schedule is the United States Golf Association Green Section session, "Practical solutions for Today's Problems," which is scheduled for 8 a.m. to noon on Monday, Feb. 17. The agenda includes coverage of USGA/GCSAA research results, USGA green specifications, environmental and wildlife concerns.

Registration for the entire program is \$225 per individual. To register or request more information, contact GCSAA at 1421 Research Park Drive, Lawrence, Kan 66049-3859 or telephone 913-841-2240.

Penn State program to address management shortage

UNIVERSITY PARK, Pa. — A new Pennsylvania State University program will address the shortage of golf management professionals.

Dr. Frank B. Guadagnolo, coordinator of the golf management program, said it was introduced this fall as a specialization for students in leisure studies. It is one of only four such college-level efforts nationwide endorsed by the Professional Golfers' Association of America.

"We plan to admit 40 to 50 new students each year until we cap the enrollment at 200," said Guadagnolo. "As part of our recruitment efforts, we hope to attract substantial numbers of women

and minorities — the two fastest-growing segments of the golf playing population."

According to estimates, about 42 percent of all new golfers are female and the number of Black/African-Americans playing the game has nearly tripled since 1984.

"As an industry, golf is expected to grow from a \$25 billion- to a \$40 billion-a-year concern in the 1990s," Guadagnolo said. "Tremendous opportunities exist for persons with the kind of classroom and on-site training Penn State now offers."

In addition to general education requirements, students will take courses in leisure studies, business, hospitality, turf manage-

ment and communications. Practice in the game itself will be available on the university's two 18-hole courses, both of which are scheduled for redesign and expansion.

"Freshmen with a golf handicap of eight or lower can be admitted directly into the program at University Park," Guadagnolo said. "Successful completion of the program will provide 24 of the 36 credits required for Class A PGA membership."

A series of extensive co-op experiences will also be required under the supervision of a Class A member of the PGA. Training will take place at a variety of private and public golf facilities, the PGA headquarters, and regional PGA offices.

Women golfers provide many of same opportunities

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4) Media views women in golf as a market segment, but not as potent as is needed to have a high profile in the marketplace. For women in golf to create this higher profile, more women must be in the game; more events must be televised and reported; and more women must support LPGA events.

5) Finally, although women in golf are viewed as a burgeoning market, their numbers need to grow, they need to become more adept at promoting their events and their concerns, and, in the words of one of the panelists, "get their act together" in order to succeed.

Keynote speaker Kathleen Sullivan, well known for her television sports reporting, set the theme for the meeting when she asked, "How do we harness that force of women golfers in the market today?"

LPGA Commissioner Charles S. Mechem Jr. noted, "Important and exciting things are beginning to happen at every level of women's golf."

And National Golf Foundation President Joe Beditz struck a chord with the nearly 400 attendees when he said, "Fan the flames. The torch is already lit."

Statistics show women represent

approximately one-quarter of the golfing population. NGF's Karen Fountain and Coopers & Lybrand's Michelle Mace gave a statistical profile of the women golfer.

Mace's research broke female golfers into three categories: the occasional player, 59 percent; the average core golfer, 23 percent; and the avid core golfers, 18 percent.

Mace noted that women begin playing golf for social, athletic or business reasons. They plan to play more as their business and family obligations diminish. However, they would also play more if they played better.

Jim and Melissa Emory of Viewfinder Research and Consulting conducted focus groups of women golfers to discover the people behind the statistics.

When the Emorys asked these women to describe their first golfing experience, such adjectives as awkward, anxious, nervous, self-conscious, frustrated, clumsy, inadequate and incompetent emerged. Although some in the focus group said they were eager, challenged and even happy with the experience, these women often felt their introduction to golf was difficult and frustrating.

This is in contrast to men golfers,

many of whom view their first golf experience with such words as competitive, bold, powerful and proficient.

This difference was accented during a later session with leadership trainer and author Pauline Lyttle. She noted: "Men and women view things differently. Men tend to have a set of skills called influencing skills, while women see the world through relationships."

The Emorys' discussions with women golfers also revealed that many go directly to the course, with no practice or introduction to the game. No one explains the rules; and they don't know they've broken a rule of etiquette until they are reprimanded. They use borrowed or hand-me-down clubs, have no idea how to play on a course, and are certainly not ready to hit their first tee shot in front of a crowd.

PGA Master Professional Craig Shankland, and a panel composed of Pat Lange, S. Annette Thompson, Chuck Hogan and Peggy Kirk Bell all focused on this learning experience.

They agreed the learning experience has to be a positive one for women. "The game should be kept a game," said Hogan. It is also important for women golfers to first practice and take lessons before

heading out to the course.

"Women need help and encouragement to hit the ball better," said Shankland. "They need to be made more comfortable and we need to relate golf to their other experiences and to motivate them to play better."

Lange, an LPGA master professional, emphasized proper equipment. "The clubs need to be fitted to the golfer," she said, "and the industry needs to create options in good quality equipment."

Pine Needles owner Bell said, "Anyone can learn to play golf."

Thompson, former LPGA Teaching Division president, said: "Teachers must employ the skills that golfers already have. Some women feel they will never create a swing that is good enough to use on a golf course."

This sense of inferiority was noted in other panel discussions, especially in relationship to women playing golf in business situations.

Nell Frewin, general manager of American Golf Corp., said: "It seems there is a value judgment for men golfers, but not for women. For women in business, there is a minimum skill level before they can play golf. This doesn't hold true for men."

Other panel members had fur-

ther suggestions for those involved with beginning golfers.

Mark Darnell, PGA master professional, emphasized the need to have women instructors available for teaching, although Frewin disagreed, saying: "A successful instructor is not necessarily a female one. The key is to focus on what a woman does well."

Renee Powell, head professional at Seneca Golf Course, added it is important to teach etiquette and the rules, a recommendation that the Emorys made in evaluating their focus groups.

Laurie Glass, of the USGA, said, "There must be a supportive golf professional at the local level."

THE COURSE AS A FACTOR

The golf course itself came under scrutiny. While architect Alice Dye advocates forward tees to help women, juniors and senior golfers have a more successful golf experience, architect Jan Beljan said, "Multiple sets of tees are common now, but they must be properly designed and constructed."

Judy Bell, treasurer of the USGA, pointed out that women players themselves sometimes thwart the change to multiple tees. Some don't want to play on a shorter course.

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and share same problems as juniors and minorities

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"Some would rather have a par-5 hole than a more reasonable par 4. We must convince women the new tees are more fun, and that all golfers should be playing from the tees that are best suited to their game."

Golf course designer Pete Dye cited the changing requirements of golf course construction, and course superintendent Tim Hiers reminded the attendees that "golf courses must be maintained every day. It is necessary that the women at a club become involved in the greens committee and understand club maintenance."

INSTRUCTING JUNIORS

The problem of instruction is not limited to older women golfers. It affects junior golfers as well.

Sandy LaBauve, an LPGA/PGA teaching professional, discussed an innovative program that introduces girls to the game of golf, and enables them to become gradually acquainted with the course before moving on to actual nine-hole play. "The goal is to have the girls learn to play," she said.

Junior girls and their older counterparts share some similar fates when learning golf, according to those in this panel. USGA Women's Committee Chairman Ann Beard noted that "while junior boys think

it's funny to make mistakes, junior girls are embarrassed. When this happens, they just give up and play another sport."

Because of this dearth in young female golfers, high school programs see few girls on golf teams. This is a problem for colleges, who view the junior and high school programs as a feeder system for college players.

Diane Thompson, president of the Golf Coaches Association, said: "The girls need to have good instruction. They need a place to play. And they need people to play with. There are not enough junior players coming into the college level."

The problem of instruction is only compounded when you are both young and a member of a minority, according to Rose Elder, president of Rose Elder & Associates, Inc.

Unlike other sports, schools are not a point of entry for golf, Elder said. Adding to the problem is a negative image of golf and the lack of equipment.

"We need funding for programs for African-American junior golfers," she said. "And we need to compile data showing the number of African-American golfers in the United States, to demonstrate the impact this group can have."

Elder estimates there are 6 million African-American golfers in the

country.

Paul Miner noted that his PGA Met Section has been involved in inner-city junior programs since 1989, and in 1992, this program will involve 2,500 juniors.

Lynn Marriott discussed the Amateur Athletic Foundation program in Los Angeles, which was created from profits from the 1984 Olympics.

"This program is the largest of its kind in the country, and it has drawn blacks, Hispanics, Asians and whites," Marriott said.

The program's success hinged on the partnership with parents, parks and recreation departments and local and regional associations. It also depended on an organized transportation system and training of teachers. Finally, there was an emphasis on rules.

"The kids have to exhibit proper behavior to continue in the golf program," Marriott said.

BUSINESS REALITIES

Although the juniors in this program were able to overcome the problem of access to courses, many women and certainly juniors overall have difficulty getting on a course to play.

The Minnesota Model, which couples tax breaks with course access, has been successful, but not without cost, according to Reed and

Jane MacKenzie. Clubs had to restructure their memberships, with some women players finding they could no longer afford a membership.

However, overall, the model gave access to courses, with only one club declining the tax incentive.

The business realities of women in golf showed a divergent view.

Those in the vacation and real-estate markets feel women are a dynamic force in decision-making, and that focused marketing is needed to cater to women golfers. They agreed it is important to ask women what they want, to act upon their suggestions, and to continually monitor changes in the marketplace.

Those who manufacture apparel, shoes and golf equipment face a changing scenario. The manufacturers of apparel are involved in a fractured market, which changes quickly, according to Izod/Lacoste's Chuck Sakmann. Even those who have entered the golf market recently, such as Nike, are seeing challenges.

"Women are active, and this helps our image with women golfers," said Mark Bisbing. "But the challenge is to understand women's needs in a retail market that is apathetic."

Equipment representatives Chuck Yash of Spalding, George

Nichols of Square Two Golf and Robert MacNally of Tommy Armour Golf cited other challenges.

Nichols pointed out that the demographics for emphasizing women are attractive, but it is important to listen to the customer to learn just what women want in their clubs.

McNally said fit is vital, but a good, simple system to fit clubs is needed in the market.

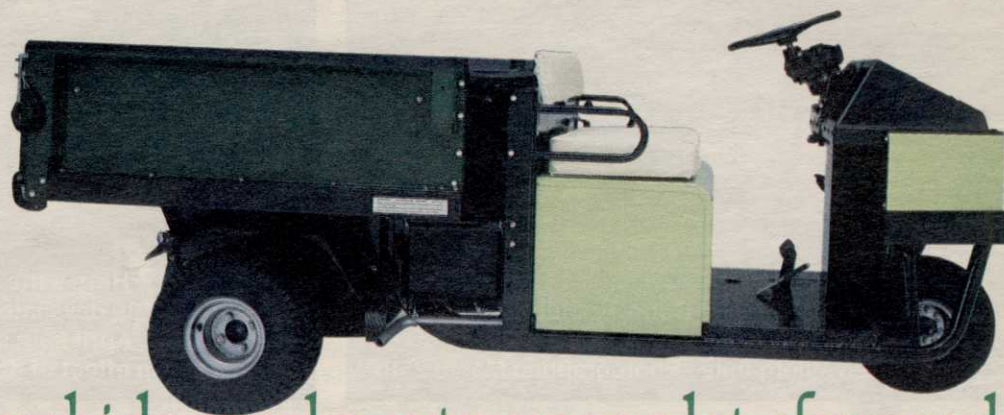
And Yash added that technology in golf balls has changed rapidly, and many women are not aware of the difference in trajectory of golf balls which would give them a golf ball to suit their game.

LPGA event-sponsoring companies, such as Mazda, have focused on the business woman golfer, because statistically this golfer is a key purchaser of Mazda cars.

This is a reflection of the change in marketing overall, according to Hill & Knowlton's Austin Tanner, who noted that the old reasons to sponsor events — ego-driven or event-driven — were being replaced by a market-driven scenario where the demographics, geography and lifestyle of the woman golfer match that of the sponsoring corporation.

Mazda's Janet Thompson agreed. The Mazda event, the LPGA Champi-

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Summit shows women as growing part of golf market

Continued from page 29

onship, was moved to the Washington, D.C., area to capture the professional women's audience in that location.

JC Penney's Ron Shuler added that the JC Penney Mixed Team Classic gave the company good exposure, but said, "The only valid reason to participate is because of the bottom line."

John Somsy of Gatorade/Quaker Oats Co. said his corporation's strategy has always been promotion-oriented, but the promotion has to be tied into incremental sales to be a success.

There are still some obstacles to sponsorship, according to the panelists. Included are development of long-term contracts with sponsors, offering options in sponsorship, maintaining the

charity tie-ins of the LPGA events, and most importantly, increasing exposure of the LPGA and other golf events in the media.

This latter goal is not going to be easy, according to the media panel, consisting of Sullivan, Golf magazine's Peter Bonanni; Golf for Women's David Cohen; Golf Digest's Don Wade; and ESPN's Rich Caulfield.

As Sullivan noted, "At the base of it all is the bottom line for business."

Bonanni and Wade said that although they support women's events, the majority of their readers are men.

"Remember that Golf Digest and others are businesses," Wade said. "This is an extraordinarily difficult time in publishing. Of

my 1.4 million readers, 85,000 are women. Any editor who says he'll edit away from his subscriber base is crazy."

Bonanni added: "There needs to be a fusion between amateur and professional women's events, and women need to support the LPGA events. I'd like to think we can all buy into this great game."

While only 10 percent of Golf's readership is women, 100 percent of Golf for Women's readership is female, according to Cohen. "We are involved because the number of women golfers is growing and the household income is going up," Cohen said.

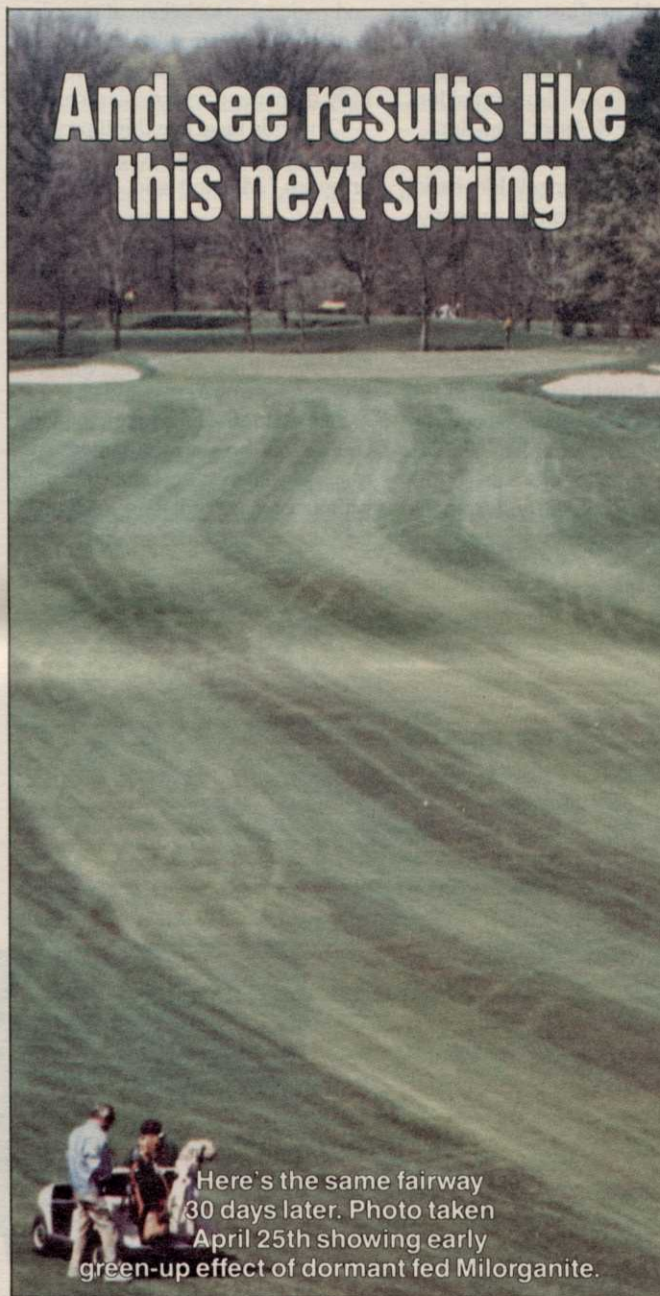
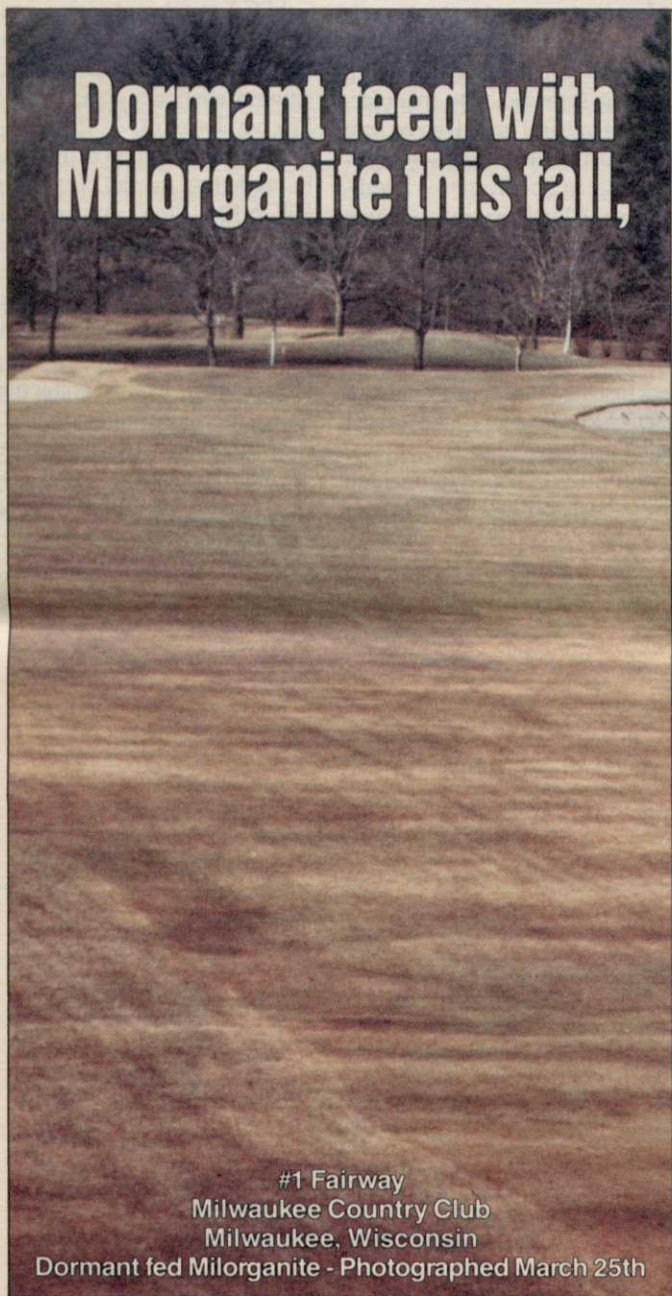
Caulfield added that even though more LPGA events (eight) will be televised in 1992,

there is competition for the prime viewing times of Saturdays and Sundays.

"The LPGA needs to establish dates for events early and maintain them year after year. And the LPGA needs to come to the network and say, 'We have the sponsors and the money for the production,' so it is an attractive package for television."

As Bonanni said: "Women have to grow and become more of a force in golf. The jury is the marketplace."

Spearheading the Women in Golf Summit was LPGA Teaching Division President Kerry Graham, assisted by Cindy Sisson, LPGA director of promotions, and a steering committee comprised of the key organizations in golf.



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