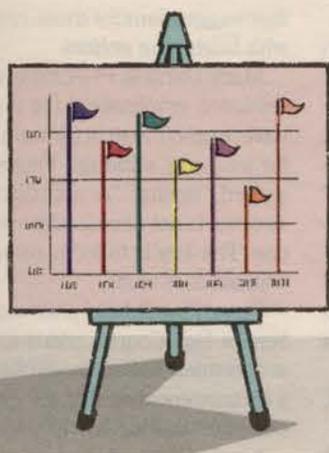


## Briefs



## 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.

Continued on page 28



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.