

Summit experts suggest how to draw women

Continued from page 33

and 33 percent would play more if they improved," he said. Instruction and education are vital, he added.

- Welcoming beginners. Half the women surveyed said they would play more if beginners were made more welcome. Three of five said they would play more if tee times for beginners were established, he said.

- Providing special tee times for women in general.

- Being sensitive to cost. "Special incentives should be considered," Churchill said, adding that 70 percent of those surveyed said they would play more if given free lessons.

Women, he added, should be "viewed and treated with greater dignity."

That feeling was echoed by Clark, a former Ithaca (N.Y.) College professor who runs a golf school for women executives at Graysburg Hills Golf Course in Chuckey, Tenn. Clark said: "Golf esteem and self-esteem must be basic tenets of any solution to sustaining involvement of women in golf.

"We need to create a comfort zone for them so they can feel good about golf, the environment and themselves."

Clark said teaching should focus on skill fundamentals, which help in the transition from practice to play. "We are weakest here," she said.

She said teachers need to improve education about the importance of equipment, and the industry should make it "affordable and appropriate."

Rules and etiquette should also be stressed, she said.

Englehorn, golf director at Redhawk Resort in Temecula, Calif., said golf courses have been too long for women. "Fortunately, more women are getting involved in design," she said.

Englehorn suggested women be taught "from the green backwards to the tee." Juniors, women and beginners should first be taught to chip and putt. The middle-distance and driving games should follow, she said.

Sandra LaBauve, director of LPGA Pilot

A question of self-esteem and golf esteem



'We need to create a comfort zone for them so they can feel good about golf, the environment and themselves.'

— Betsy Clark



'Special incentives should be considered. Women should be viewed and treated with greater dignity.'

— Verne Churchill



'Get classified ads. Tell them, "We're out for fun." We need to say, "I have ladies' and beginners' tees, free instruction... it's simple and fun."'

— Jim Bailey

Programs and a teaching pro at Stonecreek in Paradise Valley, Ariz., recommended that courses start programs to teach females at "a very early age."

LaBauve, who coordinates the LPGA/Girl Scout Golf Program and Junior Girls' Golf Program of Arizona, said girls are generally not motivated by competition, so that kind of pressure should not be put on them.

She told manufacturers they should rework equipment for youths.

"First impressions are everything," she said. The experience "has to be fun."

Transportation to and from courses, social activities, and funding for children who can't afford to play, are all critical to developing the next generation of women golfers, LaBauve said.

Jim Bailey, an investment and golf consultant in Colorado who has operated public golf courses in Denver for 35 years, said: "There's always dead time on a golf course. Go after these ladies who are recreational golfers, who don't want to be tournament golfers.

"Get classified ads. Tell them, 'We're out for fun.' We need to say, 'I have ladies' and beginners' tees, free instruction... it's simple and fun.'"

Churchill said when he asked LPGA Teaching Division President Kerry Graham what she wanted to come out of the panel on women's golf "one of her principal goals was for women golfers to be viewed and treated with greater dignity.

"I thought that was a very eloquent expression. It represents not only a noble, but I think an achievable objective for us all. The female golfing population is a terribly important segment whose needs must be better indulged and whose response can produce rewards to every component of the industry."

Churchill said filling those needs will require "thoughtful attention, careful considerations of the options available to equipment manufacturers, facility operators, golf professional organizations and every other important constituent of the industry."

N.H. developer files for bankruptcy

WINDHAM, N. H., developer Ronald Ruggiero has filed for bankruptcy in connection with a 154-acre, 18-hole golf course he had been building off Londonderry Road in Windham.

Selectman Betty Dunn said the golf course is far from complete, adding that extensive excavation had taken place.

Ruggiero in 1988 said he had invested \$1.2 million in the golf course, and sought tax abatements.

Cows mow course

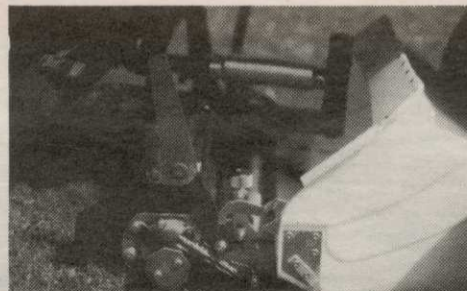
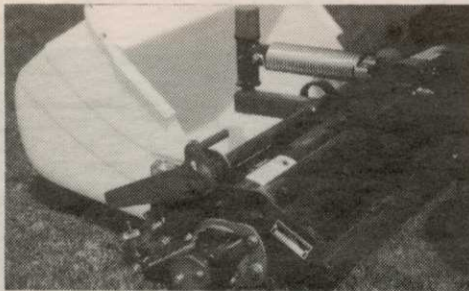
CEDAR RAPIDS, Iowa — Cows aren't confined to giving milk

Farmer Mack McPhillips uses them to help groom the greens on the 720-acre pasture he's turned into a nine hole layout he calls Cow Party Golf Course.

Last summer, McPhillips dug holes, planted flags, built a bridge, cleared parts of the pasture and induced Bossy to graze lightly on the putting surfaces. McPhillips had plywood signs painted with smiling, winking cows to mark each green.,

Timber Creek, which runs through the pasture, provides a natural water hazard. Ravines, tree limbs and holes where trees were uprooted by a tornado serve as sand traps.

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