

# Rupp targets international market for NGF

By Mark Leslie

The new chairman of the National Golf Foundation board of directors said the NGF will get involved in golf internationally while remaining active inside the United States.

Glenn Rupp, president and chief executive officer of Wilson Sporting Goods Co. in River Grove, Ill. said: "We are partly research-driven in terms of keeping track of course construction, golfers, et cetera... Our numbers for the U.S. are good, but the knowledge and integrity of our data is significantly less outside the U.S. We want that to change."

Rupp said the NGF's first international project is a study being planned with a firm in Canada "to get hard numbers on the Canadian market."

This extra research, he said, will not necessitate adding staff at the Jupiter, Fla., headquarters. "We have a well-run organization and a professional staff who can handle some extra challenges," he said.

Rupp was elected on Jan. 27, succeeding W. Morris Walton, chairman of Burton Manufacturing Co. Walton had had been chairman for two years.

Rupp, who served as vice chairman under Walton, is joined by Vice Chairman Charles J. Yash, general manager and corporate vice president for the Golf Division of Spalding Sports Worldwide; Secretary Wally Uihlein, president and chief executive officer of Titleist and Foot-Joy Worldwide; and Treasurer Peter Bonanni, publisher of Golf Magazine.

Officers serve one-year terms and can be re-elected for an additional term.

Rupp deflected some of the criticism leveled at the NGF for its optimistic projections of the demand for golf in the next 10 years. The NGF has said the country needs to add one golf course a day through the year 2000 to meet the demands of the increasing number of golfers. Some have called that estimate into question.

"We still believe—in spite of the criticism—that over the next 10 years, the (inadequate) supply of golf courses, particularly in large metropolitan areas, will limit the growth of the game and the ability of people to enjoy it," he said.

"I think the future will be bright. Over the 10-year horizon, the demographics and the very nature of the game itself will make it an increasingly popular sport. Particularly, one of our prime thrusts is to

## County board OKs \$4.2M loan

A plan to borrow \$4.2 million to build an 18-hole addition to the Brighton Dale Golf Course, Kenosha, Wis., met County Board approval, 22 to 1.

The 27-year loan will be paid with golf fees and other golf course revenues.

increase participation in public golf."

The NGF, through its consulting division, will continue to do feasibility studies and assist those interested in building a golf course, he said.

The foundation will also devote more attention to "environmental concerns that all of us in the indus-



Glenn Rupp

try have from the standpoint of existing golf courses and the environmental impact of future courses."

Rupp said of the effect of the recession and Gulf War on the industry: "It's difficult to predict. We surveyed rounds played in the third quarter of 1990 and it was up 2-3 percent.

"The consumer will probably be reluctant to purchase big-ticket items like clubs. That part of the industry may suffer. And I suspect the waiting lists to get into private country clubs will get shorter. They

had gotten quite long. Things like that will happen but I would hope we will continue to see solid numbers in terms of people participating in the game."

In regard to the NGF's affiliation with other golf associations, Rupp said: "We work closely with the Golf Course Superintendents Association of America and we are very, very pleased the USGA (United States Golf Association) has contributed a substantial amount of money to do research in the area of the environment.

"We welcome the opportunity to work with all interested parties, including the EPA (Environmental Protection Agency), in determining what is the net impact of golf courses on the environment, and, if there are problems, what can be done to correct them.

"This is a long-term issue and a serious one for our industry. And it is important for us to have the facts on it. It is such a complex issue scientifically. You can't just do a \$50,000 study and be done with it."



It can happen anytime. A sudden hydraulic oil leak. And before you know it, your green is a disaster.

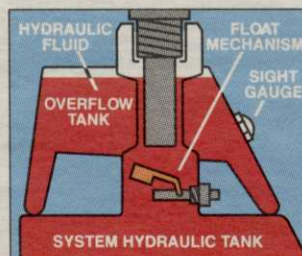
Not with Toro's new Greensmaster® 3100. It features our exclusive Turf Guardian™ hydraulic oil leak detector that protects your green's appearance and playability.

Here's how it works. As the oil warms, it expands. Causing its level to rise and lift a float. Then if a leak occurs, the level descends and the float reaches contact

points. Instantly, an alarm sounds and alerts you to move the mower off the green.

Of course, this does not replace routine maintenance. But it does give you greater peace of mind.

And, because Toro is committed to providing operators maximum comfort and ease of operation, the Greensmaster 3100 is exceptionally operator friendly. And proves it with power steering, conveniently



In normal operation, hydraulic fluid expands, running into overflow tank.



When oil leaks, fluid level drops, lowering float mechanism and setting off the alarm.