



Attending the American Society of Golf Course Architects' 1964 meeting in Palm Springs, Calif. in February were front row, l to r) Mark Mahanna, Miami, Fla.; William B. Langford, Chicago, Ill.; Ellis Maples, Whispering Pines, N.C.; Robert F. Lawrence, pres., Tucson, Ariz.; Floyd Farley, sec., Oklahoma City, Okla. In the back row are: Ralph Plummer, Fort Worth, Tex.; William F. Gordon, Doylestown, Pa.; Robt. Trent Jones, Jr., Palo Alto Calif.; Arthur Jack Snyder, Scottsdale, Ariz.; William H. Neff, Salt Lake City, Utah; Ferdinand Garbin, Export, Pa.; William F. Bell, Pasadena, Calif.; David W. Gordon, Doylestown, Pa.; and C. E. Robinson, Toronto, Canada. Not shown but at the meeting was Lawrence Hughes, Palm Desert, Calif.

## Car Manufacturers Complete Basic Phase of Getting Organized

Five new golf car manufacturers joined The American Golf Car Manufacturers Association at the organization's meeting, Jan. 31, at the PGA National Golf Club in Palm Beach Gardens, Fla. The association's roster, including manufacturers unable to attend the January meeting but on record as being interested in joining the group, promises a future membership representing a majority of the golf car industry's total annual production.

Following are the association's officers: President — Aubrey Wright, Columbia Car Corp.; Secretary — David Metcalf, Versal, Inc.; Treasurer — William A. Dolan, Jr., with John Bozarth, Jato Mfg. Co. Edward Mardigian, Mardi-Car Corp., and Robert E. Schuler of The Huffman Mfg. Co. are directors.

### Constitution Is Adopted

In reviewing the association's progress since its formation in Denver, Colo., in 1963, Wright reported on the executive committee's work with the organization's counsel in developing a constitution and by-laws. These were accepted at a meeting of officers and the committee last

August. As mentioned in the approved constitution, one of the prime purposes of the AGCMA is "to foster, improve, and promote the golf car industry, and to promote education in the use of and safe operation of golf cars."

With the basic organization groundwork completed, the next move of AGCMA is to enlarge its membership.

Referring to the establishment of an association office and hiring a person to run it, Wright reported that many applications resulting from the placement of an advertisement for an executive secretary had been received. There is difficulty in appraising them, however, without personal interviews.

### Management Services Offered

Robert H. Kellen of Smith, Bucklin and Associates Inc. a professional management firm specializing in serving industry trade associations, told the AGCMA that his company supplies managers to work under the supervision of the association's officers, directors and members, maintaining the same relationship with outside interests as any other executive secretary.

Briefly reviewing the advantages of a multiple management organization, Kellen told of the group of executives widely experienced in business and association management his firm could bring to an industry. Detailed information on Smith, Bucklin and Associates' services were in-

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work. They are just as important in urban development as housing projects, and we shouldn't be leapfrogging them out beyond the city limits as we expand our metropolitan areas."

Loeben said the Montgomery county commission is convinced that golf courses are self supporting and in a number of cases provide revenue for other municipal recreational undertakings. "The bond underwriters apparently haven't looked very far into the potential of the public golf courses or they wouldn't take the stand they do," he remarked. Loeben added that in some states the construction of public courses is being hamstrung because cities and counties can't go ahead with these projects without state approval. Enabling legislation is needed in such instances to give municipal and county officials the necessary home rule authority to expand recreational facilities.

Francis A. Heitkamper, Portland (Ore.) GC, is the new president of the Pacific Northwest GA, succeeding Lloyd B. Avery of Spokane. William T. Stockton, Sand Point CC, Seattle, is secretary-treasurer. Ernest A. Jonson continues as executive secretary.

## Car Manufacturers' Meeting

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cluded in the report of the meeting mailed to all the country's car manufacturers and suppliers.

Following Wright's review and comments and those of the officers and directors, the meeting was opened for a general discussion. Among points developed in the discussion were: No member will have an advantage over another; there should be both car manufacturing and supplier members; and the budget should be determined by program requirements of the organization. Statistics for marketing guidance also were among the subjects discussed. It was agreed that the Association should have sufficient funds at the beginning to properly perform all functions agreed upon.

### Schedule Chicago Meetings

A luncheon meeting of golf car manufacturers will be held in Chicago at the Tavern Club at noon on Apr. 2 to complete organization details. Manufacturers not presently members of AGCMA are invited to attend.

At 6 p.m. on the same date, the manu-

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facturers will again meet at dinner in the Tavern Club in company with suppliers. The latter, at the meeting in Palm Beach Gardens, expressed willingness to participate in the AGCMA program.

Complete information about the Golf Car Manufacturers organization can be obtained from David Metcalf, secretary, c/o Versal, Inc., 1626 Werwinski st., South Bend, Ind.

## Houghton Increases Sales

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To handle all of the various bookkeeping tasks, Al originally had his records set up by an accountant. "Books set up in this manner are certain to include all the necessary figures used in year-end profit and loss statements and tax returns. It's simply good business to start off with an adequate record system," Al advises.

### 50 Years in Golf

Al's success at Prince Georges is based on 50 years in golf. Starting out as a cad-dy, he has moved up the line. During the 35 years he has been a member of the PGA, Houghton has served seven

years as president of the Mid-Atlantic section and three years as national PGA vice-president. During the '20s and '30s, Al made a name for himself on the circuit and four times won the Maryland Open and twice took honors in the District of Columbia Open.

"Over the years, I've seen this business become more and more complicated," Al comments. "Today it takes more than ability on the teaching tee to break even as a home pro. It takes long hours and very few days off, service and plenty of it, plus skillful promotion, careful book-keeping and sound business sense. It wasn't always this way. Sure, a lot of the glamor has disappeared but today a home pro can make a pretty decent living if he plays the game by the revised rules."

### Heads Ladies Auxiliary

Mrs. Massie Miller, Howell, Mich., is the new president of the PGA Seniors Ladies Auxiliary. Other officers are Mrs. Todd Houck, Fort Knox, Ky., and Mrs. Clarence Doser, Gaithersburg, Md., vps and Mrs. Paul E. Erath, Ligonier, Pa., secretary-treasurer. Mrs. Miller succeeded Mrs. William Taylor, Hyde Park, Mass.