



Swinging around golf

by Herb Graffis

School is for all seasons

Now we're about in the middle of school days in golf business. Far gone is the time when "b' guess and b' god and let nature take its course" was adequate operating policy for any department of the now billion-dollars-plus golf business.

The United States Golf Assn. as usual got off with the correct keynote, "Economy in Golf Course Maintenance," at the Green Section annual conference on Golf Course Management, January 24, which preceded the USGA annual meeting by a day. Who would have thought 20 years ago that the Green Section in any of its high-level deals would star superintendents such as Tom Sams of Audubon and Ray Hansen of Essex County? And the way superintendents now stand up and sound off with considerable sense in these meetings is worth millions to golf clubs.

If you want to see how far golf course maintenance has come as a business operation, read "Turf for Golf Courses" by Piper and Oakley, published in 1917 by The MacMillan Company. In it Dr. Walter S. Harban of the U.S. Department of Agriculture and Columbia CC at Washington, told the history of starting course construction in 1909, and how many things got screwed up because of ignorance and economy. I have seen, maybe 1,500 golf courses burdened with extravagant maintenance costs because of so-called construction economies. I've belonged to some of those clubs and saw fellows who didn't know what it

was all about try to save construction money and end up costing the club heavily in corrective alterations, several years of satisfactory play and temporary loss of superintendents' reputations.

You've got to give Henry Russell, USGA Green Section chairman and his predecessors credit for seeing that superintendents get spotlighted because they are the guys who lose their jobs or go on to better ones depending on how

the course is. Green Section staff for years has been far more valuable than it has been rated publicly for its scientific leadership, its working guidance and coordination of superintendents and their employers and for its amazing correlation of the state experimental work on golf turf.

The Golf Course Superintendents Assn. of America's annual conference and exhibition of equipment, although always trying to focus on a phase of course management as a convention theme, seldom hits a subject as sharply as the Green Section.

The conference program at Miami Beach did have a questionnaire which asked men attending the sessions the size of their maintenance budgets (under \$50,000 . . . \$100,000 . . . over \$100,000), whether the course has an automatic or manual irrigation system and whether the superintendent is

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responsible for golf cars and swimming pools.

Informal sessions at GCSAA where superintendents get together and discuss their baffling troubles often seem to me to be the conference feature that offsets the amount that most clubs spend in sending their men to the meetings. The intimacy, close cross-examination by various superintendents and suggestions and citations by material and equipment men such as Charley Wilson, Leo Cleary, Stan Frederiksen, Bob Miller, Tom Mascaro, Jim Watson and the Green Section and state agriculture experts have solved more problems than chairmen or course owners or other executives realize.

There's a tremendous geographical factor in course management problems that, despite programming efforts, forces a general view in GCSAA schooling. The association does as well as can be expected in moving around its annual

meetings to meet operating problems in turn at short range. GCSAA 1970 annual conference will be at Houston.

Club Managers' Assn. annual convention at Dallas, February 11 to 15 is pretty much a review of the CMAA workshops in which almost 800 managers attended last year. The managers' study program presents financial, building and property management, food and beverage management and personnel management study with an

overall plan of certifying graduates of the three-year organized schooling as club managers. There have been about 5,000 enrollments in the CMAA study programs since they were started in 1955.

Club financial management is accented in the CMAA courses. Club books are kept in the clubhouse and not too often can club officials or members get a clear idea of what the club's financial score is.

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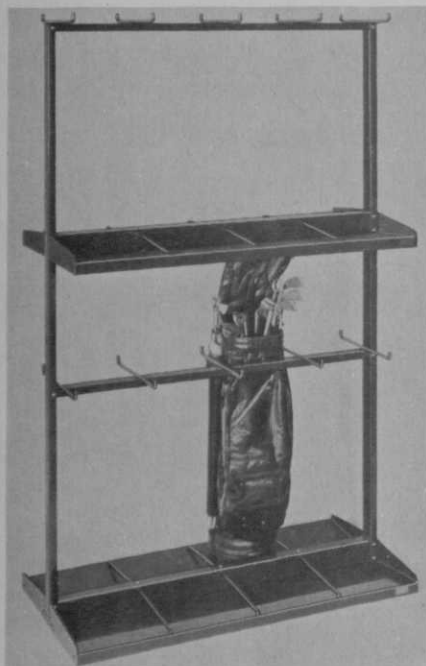
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Stan Metsker of Boulder (Colo.) CC and Ken Voorhies of Columbine CC, Denver, last fall were the first men to be designated as Certified Golf Superintendents by the Rocky Mountain GCSA.

Florida West Coast GCSA new president is Jack Graves of Longboat Key who succeeds Bud Quandt of Seminole Lake CC. Jim Svabek of Bradenton CC is vice president; Harvey Phillips of Belleview-Biltmore and Pelican CC at Clearwater, is secretary-treasurer.

Palmer Maples, Jr. of Charlotte (N.C.) CC was re-elected president GCAS of the Carolinas. Vice president is Charles P. Willimon, Bonnie Brae GC, Greenville; P. M. Alexander, department of horticulture, Clemson University was re-elected secretary-treasurer and Bennie Boatwright of Persimmon Hill CC, Johnston and Alton Buck, Charleston CC were elected directors.

Philadelphia Assn. of GCSA for 1969 is headed by Harry J. Mc-

Sloy, Wilmington (Del.) CC; vice president is Warren Bidwell of Philadelphia CC; secretary is Edward Etchells of St. David's GC; treasurer is Harry Holscher, Tumble Brook GC; and sergeant-at-arms is Louis J. Amadio, Jr., Philadelphia Electric Company CC.

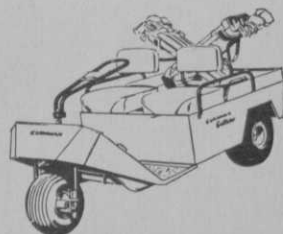
Bob Simmons, former pro-superintendent, now is working with architect Tom Barnes designing a project of six 18-hole courses near Pompano Beach, Fla.

Little Club, a new par three, designed and built by Joe Lee at Delray Beach, Fla., has George Kinsman as pro. George is at Newport, R.I., in the summer. The Little course is on very expensive land near the Gulf Stream GC.

Maurie Luxford, after an operation that cost him an eye and a historic tribute by 549 celebrants at Lakeside GC, Los Angeles, turned in another perfect performance as director of play for Bing Crosby's 28th National Pro-Am. Larry Crosby, general manager of the affair, and his staff, point out that about 350 volunteers give nearly 14,000 hours of work to



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each Crosby Clambake.

A great veteran, Roland Wingate, 72, lost the decision with a heart attack December 31, in a Jesup, Ga., hospital. He had been driving with Kay, his wife, to their home at Fort Myers, Fla., after visiting their children in the Carolinas. Roland was born at the Harborne GC in Birmingham, England, where his father was professional. Last December the club sent him the tie and buttons as an honorary member. His sister, Poppy, now Lady Raymond Hinchcliff, was England's first woman golf pro. After World War I Wingate came to the United States and served as pro at Stockbridge (Mass.) GC, CC of Brookline, Mass., Asheville (N.C.) CC and at Fort Myers (Fla.) CC from which he retired from a year-around job to become summer pro at Dublin Lake CC, Dublin, N.H. He was supremely happy there, and many of his pupils were children and grandchildren of men and women he'd taught in earlier New England jobs. At Fort Myers Wingate took over at a run-down

course of sound Donald Ross architecture, revived the layout, promoted golf and developed a fine successor, Al Patterson.

Pardon the suspicion that golf course cost figures, including those reported by the club accounting

firms, are not authoritative. GCSA ought to give this situation a cold hard look and see whether they can exercise a practical, helpful and authoritative position or continue to throw the course figures into the fan.



Heading up the Midwest Assn. of Golf Course Superintendents: seated (l. to r.) are Dick Trevarthan, first vice president; Edwin Wollenberg, president; Oscar L. Miles, secretary-treasurer, and Alfred Bertucci, board member. Standing (l. to r.) are: Berthram Jannes, board member; Harold Frederickson, board member; Joseph Canale, second vice president; Thomas Gillman, board member, and Theodore Sokolis, board member. Missing is Walter Fuchs, a board member.

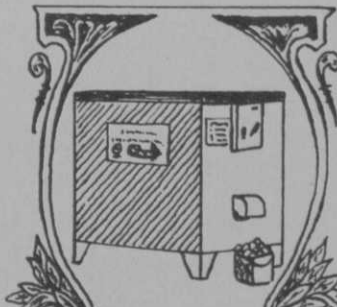
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