

## Convention Flashback

# CMAA



### Convention Notes

The 43rd conference of the Club Managers Assn. of America followed the trend that began late in 1969 and continues into 1970: a bringing into focus broad and diverse problems, which will ultimately affect the club industry.

Today, a club manager must know about the problems of labor, but he must also know about the problem of narcotics. Not only must the manager know what wine to select, he is expected to be aware of the current unrest on America's campuses. He must plan exciting menus, he must know about taxes. Simply put, a club manager must be as familiar with national problems as he is with the problems that are peculiar to his profession.

It was this type of awareness on the part of the association that prompted it to hold meetings covering areas, which at first glance, might seem to go beyond its jurisdiction. Titles such as "Americanism and Space," "Narcotics—Can You Spot an Addict?" "Teenagers—In Your Club?" mingled with the traditional areas of concern to managers: "Eliminating Dullness from Your Menu," "Club Insurance Policies Contain Sand Traps" and "Step into Wine Country."

This moving away from the

traditional problems of managers into the broader arena of national issues indicates that the association recognizes that it can no longer operate successfully in isolation from the rest of the country.

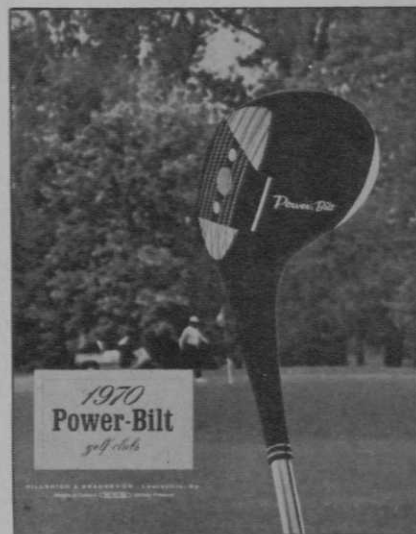
### Elections

William A. Tucker, Lauderdale Yacht Club, Ft. Lauderdale, Fla., was elected president. David H. Ripper, Detroit Club, Detroit, was elected vice president, and L.T. Hall, Pinehurst CC, Littleton, Colo., was elected secretary-treasurer. Re-elected as directors were Josef Auerbach, Wichita CC, Wichita, Kan., and Peter A. D'Angelo, Hampshire CC, Mamaroneck, N.Y. Newly elected directors were John R. Simmons, Tacoma G & CC, Tacoma, Wash., and L.J. Griffis Jr. Vestavia CC, Birmingham, Ala.

### Idea Fair Winners

First place went to Charles Bjernold, Hillcrest CC, Los Angeles for a party-planning guide. Runners up were: Thomas J. Rice, St. Paul Athletic Club, St. Paul; Claude W. Gallaway, California Club, Los Angeles; Harry Barba, Beverly Hills Tennis Club, Beverly Hills, Calif.; and Bruce C. Lloyd, University Club of Los Angeles, Los Angeles.

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# PGA



## Show Notes

The spectacular, immense, bewildering success of the Professional Golfers' Assn. Merchandise Show at the PGA National GC, Palm Beach Gardens, Fla, was far ahead of anything else that's happened in the trade division affairs of professionals, superintendents and club managers.

A veteran in golf business said to me at Palm Beach Gardens: "This is the revolution. We came in wondering how to sell. Now we wonder what to buy."

How right he was. Because of the wealth of golf fashion merchandise displayed at the show, there was confusion and danger for many professionals.

"What should I buy out of all this clothing to sell to women at our place?" was the query of hundreds. The answer isn't easy, and if the pro doesn't get it, he'll get stuck with plenty of merchandise he will have to sell at less than

overall cost before his season closes.

Pat Williams, PGA educational director, heard much about the buying problem, and his listening and hunting for solutions will be reflected in the professional association's business school program. Despite the progress professionals have made in clothing, shoe and headwear merchandising at private and fee clubs, their success mainly has been the result of having wives with fashion foresight or women shop assistants who knew what to buy.

The men's sportswear pro shop pioneers, such as DiFini and Izod did a grand job of opening the pro shop market for women's apparel and have cashed in nicely. Ernie Sabayrac was saying at the show that his company last year sold 100,000 of the new Lacoste golf outfits for women through pro shops. At \$32.50 a dress, this compares nicely with any

one line of woods or irons.

One thing that has baffled pros is that what sells to women at one club won't at another club, two miles down the road. And when the specialists who buy women's wear for stores can't come up with the right answers, it's no wonder the pro worries about what to buy at a large show.

Henry Lindner, pro at Lost Tree Club, North Palm Beach, and one of golf's smartest businessmen, came along while I was listening to some pros telling of their indecision about buying at the show.

"Three-quarters of my dollar volume down here is men's and women's apparel. It wears out soon and without complaint, and fashions change. I wish we could say the same of clubs and balls, but they are such long-lasting big bargains that the customers seem to wear out first," he said.

—Herb Graffis





## Fashion Notes

It was obvious from the show that golfwear is moving into a place of importance not only at the PGA exhibition but back home in the pro shops. Buying was heavy, as more and more active sportswear manufacturers were offering golfwear lines to be sold exclusively to the pros.

Manufacturers are no longer concerning themselves with the total, coordinated look, but are concentrating their efforts on producing ready-to-wear and accessories that are not only functional, but fashionable. New among this year's merchandise are wrap skirts with matching short shorts underneath and wrinkle resistant Treviera polyester stretch

slacks designed with a diagonal weave. A new golf glove is now on the market made of Lycra spandex (the classic underwear fabric), which doubles as an exercise glove. Lightweight, water resistant golf hats are being featured made of Astrolon, the cloth used for the astronauts' uniforms. Also available are extremely flexible all-weather golf shoes with vinyl uppers.

Hopefully, manufacturers at next year's show will display their soft goods merchandise more attractively and give the pro more instructional guidance to help him choose clothes that would be appropriate for his particular club and his members' needs.

—Jean Conlon

## Exhibitor Notes

Exhibiting members of the Golf Manufacturers and Distributors Assn. met to discuss the fate of the Professional Golfers' Assn. West Coast Merchandise Show. Members present unanimously decided that they would not exhibit at the Western show, but would concentrate their attention on further strengthening the Florida show. They felt that last year's "poor attendance" at the show in Los Angeles revealed a lack of pro interest.

However, the PGA has not altered its plans for this year's

Western show, tentatively slated for September 27 through 29 in Oakland, Calif., according to a PGA spokesman. It still is early in the year, he said, and many manufacturers and distributors may change their minds when show time approaches.

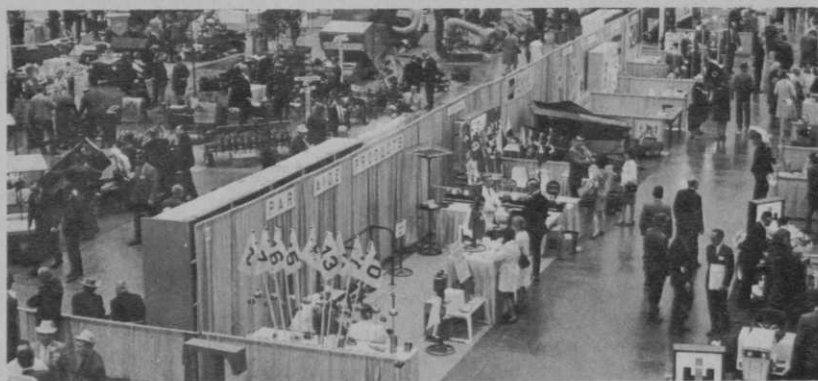
At the same meeting, members of the Golf Manufacturers and Distributors Assn. elected a slate of officers. John P. Murray Jr. of Atlantic Products will serve another term as president. Bill Kaiser of Hillerich & Bradsby and Jack Lust

of DiFini Originals, formerly on the advisory board, will be first and second vice presidents, respectively.

There apparently were no complaints about attendance at this year's Florida show. Some 4,600 people were under the "Big Top" at some time during the four days—an estimated 50 per cent increase over last year's total, according to a PGA spokesman. And it took 291 booths—33 more than last year—to display 1970's equipment and apparel.

—Vincent J. Pastena

# GCSAA



## Show Notes

Future host cities for the Golf Course Superintendents Assn. of America Conference and Show are likely to be measured against Houston for the quality and convenience of their convention facilities. Superintendents and exhibitors at the 41st conference were delighted with the layout of the massive Albert Thomas Convention Center. Exhibits showed off to best advantage under the well-lighted ceiling of the hall, and the record traffic (some 3,600 people) moved easily and comfortably.

Attendance at the educational sessions also appeared to have broken previous records, perhaps due to the easy accessibility of the conference rooms from the exhibit hall. Some 35 speakers dealt with topics related to such themes as, For a Better World, Man and His Fellow Man, Research—A Basis of Progress, and Automatic Irrigation. Among the distinguished group were research scientists, agronomists, top golf course superintendents,

including John Campbell, Links Supervisor of the noble St. Andrews GC in Scotland.

Superintendents took time out to elect new GCSAA officers. Norman W. Kramer, superintendent at Point O'Woods CC, Benton, Mich., will serve as president and Richard C. Blake, superintendent at Mt. Pleasant CC, Boylston, Mass., will fill the position of vice president. Palmer Maples Jr., Charlotte CC, Charlotte, N.C.; Garold Murphy, Somerset CC, St. Paul; and Clifford A. Wagoner, Del Rio CC, Modesto, Calif., were elected to two-year terms as directors.

All was not business, however. At the close of Monday's session, superintendents and their families were treated to a glimpse of Houston's Western heritage at the host association's rodeo and barbecue.

Along with providing outstanding facilities, Houston even put its best foot forward with mild, sunny weather.

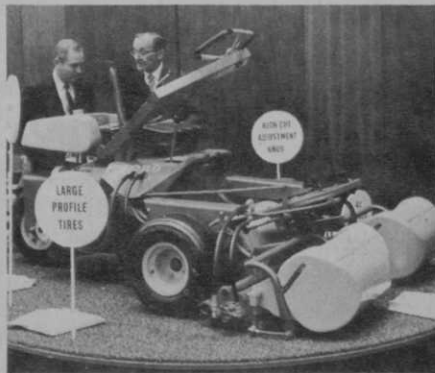
—Bill Smart



## A GCSAA Tradition

GOLFDOM once again recognized the heritage of many golf course superintendents, with its traditional Father, Son and Son-in-Law Luncheon at the Golf Course Superintendents Assn. of America conference. Association Executive Director Ben Chlevin introduced the GCSAA officials at the luncheon, and GOLFDOM's Associate Publisher Robert J. Abramson offered some startling predictions on the growing importance of the golf course superintendent during the seventies. GOLFDOM's and the industry's Joe Graffis Sr. and Andy Bertoni, superintendent at Rolling Hills G & CC, Davison, Mich., provided the humor and memorabilia.

Left to right: Jacobsen, Toro and Hahn-West Point



## Product Notes

Riding greens mowers took a big share of the limelight at the Golf Course Superintendents Assn. of America show. Large groups of superintendents were continuously surrounding the three entrants in this relatively new product category.

This was evident at the Jacobsen exhibit where the Greens King was prominently displayed. Since its introduction two years ago, the Greens King has received enormous response from superintendents.

In fact, supply still has not caught up with the demand, according to the company.

Across the exhibit hall, Toro unveiled its riding greens mower, the Greensmaster 3. According to the company, the new triplex mower is capable of cutting greens on an average 18-hole course in three to four hours. Toro expects to begin deliveries on the Greenmaster 3 about December, 1970.

Gathering crowds at the Hahn-West Point exhibit was

the new riding Triplex Greensmower. Among the features being emphasized by the company are smooth hydrostatic drive, self-lapping of cutting units, quick cutting-unit removal and a short wheel base for maneuverability. Hahn-West Point plans to begin deliveries during the fourth quarter of 1970.

All three riding greens mowers are priced at about \$3,000 without optional accessories.

—Vincent J. Pastena