

by Ken Emerson

ACCENT ON MANAGEMENT

Club problems are everybody's concern

The recent proliferation of critical articles and essays concerning private golf clubs has had at least one positive result. It has aroused the concern of the individual private club member.

Commencing with the appearance of the greenbelt articles in both GOLF and GOLFDOM Magazines, the first to call attention to the pyramiding problems of golf clubs, it has become evident that club members are willing to pursue solutions to their problems once aware of what they are.

From the volume of mail received by the National Club Assn., it is apparent that most club members are eager to become involved in supporting their clubs during their difficulties. In only a very few instances have individual members insisted that all the articles were wrong; that everything was still fine within the golfing industry.

Indeed, some of the points made in one or two of the stories appearing in some national publications may have been overdrawn, but these are areas of very real concern. Because of the desire for information and because of the immediacy of the problem, NCA has developed a series of special information seminars designed for the club officer, treasurer and manager. NCA is making the seminars available to concerned people within the private club industry.

Three of these seminars have already taken place in Los Angeles,

Dallas and New Orleans. Three more are still to come: June 6 to 8, Seattle, Wash.; June 9 to 11, Lake Geneva, Wis., and June 13 to 15, Washington, D.C.

The programs include in-depth discussions of the Tax Reform Act of 1969, the tax on unrelated business, using the skills of a club's professional staff, developing club financial programs, property taxes and green belt legislation and accounting problems under the new tax law.

Participants include Jack P. Janetatos, general counsel for NCA; Arthur Iredell, senior partner in the law firm of Harris, Kerr, Forster; Cyril F. Brickfield, president, NCA; Ben Chlevin, executive director, and Richard C. Blake, president, Golf Course Superintendents Assn. of America; Warren Orlick, president, and Robert F. Creasey, executive director, Professional Golfers' Assn., and David Ripper, president, and Edward Lyon, executive director, Club Manager Assn. of America.

Interested club executives, who wish to participate, may contact NCA's Washington office at 1522 K Street N.W., Washington, D.C. 20005.

Other groups are also exploring the club problem: the Practicing Law Institute recently held a four-day seminar in New York City; the International Assn. of Golf Administrators reviewed the issues at their fourth annual meeting in Palm Beach Gardens, Fla., and individual local chapters of club managers have invited club officers to attend meetings to hear speakers from the national association.

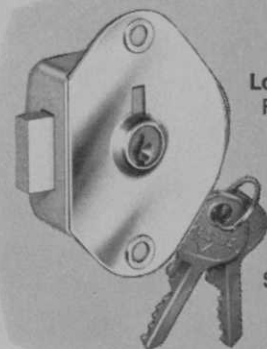
Although a few voices continue to predict total doom for the club industry and a few more insist that no problems exist, it is encouraging to note that the majority are participating in seeking positive solutions. □

Toro expands Moist O'Matic plant

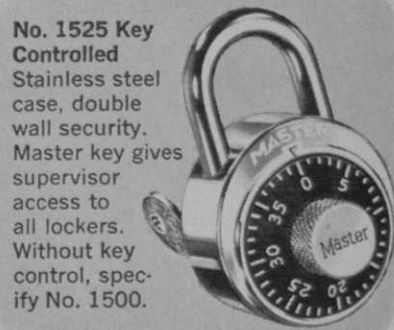
Toro Mfg. Corp. has completed a 17,700-square-foot addition to their Moist O'Matic underground sprinkler facilities in Riverside, Calif. The \$250,000 expansion will increase facilities for the irrigation line. According to Edwin Hunter, vice president and general manager of Toro's Riverside operation, "Since Toro took over Moist O'Matic in 1962, we have had an increase in sales of 20 to 30 percent a year. This growth record has made the expansion . . . necessary."

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