



FOURTH ANNUAL SOUTH CAROLINA TURFGRASS CONFERENCE, Clemson House, Clemson, S.C., July 10-11.

CMAA CONTINUING EXECUTIVE EDUCATION PROGRAM, Advanced Management Techniques, Denver, July 16-18.

OHIO STATE UNIVERSITY TURFGRASS FIELD DAY, Columbus, Ohio, August 7.

CMAA CONTINUING EXECUTIVE EDUCATION PROGRAM, Personnel and Motivation Management, Haverford, Pa., August 13-15.

RHODE ISLAND TURFGRASS FIELD DAYS, University of Rhode Island, Kingston, R.I., August 22-23.

TURF AND LANDSCAPE DAY, Ohio Agricultural Research and Development Center, Wooster, Ohio, September 11.

MICHIGAN TURFGRASS FIELD DAY, Michigan State University, East Lansing, Mich., September 13.

TURFGRASS FIELD DAY, Ornamental Horticulture Research Center, Urbana, Ill., September 18.

PROFESSIONAL GROUNDS MANAGEMENT SOCIETY ANNUAL MEETING, Wilson Lodge, Ogelbay Park, Wheeling, W.Va., September 19-22.

MIDWEST TURF FIELD DAY, Agronomy Farm and Campus, Purdue University, West Lafayette, Ind., September 24.

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play golf should be regarded as the sole motivation for youth golf enthusiasm.

Hebron has had a large measure of success with his golf camps at Smithville Landing. "Kids meet here one day a week for eight weeks. We don't want to saturate their interest with too rigid a program. Our classes run from 12:30 to 5 p.m., and they have plenty of time to fish or do other things.

"Being natural hams, they particularly like to view the periodic films we take of their progress. We try to keep the fee for our summer camp to the minimum we can function with (\$50)."

Hebron regards his youth program efforts as an investment in the future of golf as well as a bid to motivate juniors to participate in a worthwhile sport. "They benefit and golf benefits. The player and the sport are the same," he says.

Hebron urges the establishment of more inexpensive clinics, the financing of which could come from private sponsors. "The main thing is recruiting interested people to get these sponsors and follow the programs through. People will often give money but not their time. We need both."

Jimmy Jackson is another man who has not been selfish with his time. This fall he is again scheduled to teach golf to underprivileged youngsters through a series of clinics at six junior high schools in New York's South Bronx, one of the most depressed areas in the city. (See article appearing on p. 34.)

The National Golf Foundation published this year a booklet, authored by Gary Wiren, educational director of the Professional Golfers' Assn., wherein he stated the NGF feeling about youth and the future of golf: "Junior golf means working with young people, and working with young people means an opportunity to shape the future of golf.

"Qualities such as courage, perseverance and self control," Wiren continues, "which are elemental parts of achieving playing success, are values which can be strengthened in the youngster's character under competitive golf situations."

Wiren also stresses that the teaching of golf skills makes juniors enjoy the game more.

GUIDELINES

It may prove beneficial to country clubs in evaluating the strengths and weaknesses of their junior programs to ask themselves the following questions:

- 1) Does our golf course have a regular junior day or morning that is scheduled each week during summer months?
- 2) Do our juniors have an organization with a statement of purpose?
- 3) Is there a schedule of events or seasonal program for the juniors that is posted or printed?
- 4) Are lessons or clinics offered on regularly junior players?
- 5) Is there a substantial weekly junior turnout at our club?
- 6) Is there an area, a room or a bulletin board set aside specifically for juniors?
- 7) Is there an active junior golf committee at our course, which is representative of the adults, the directors or owners, the golf course staff and the junior players?
- 8) Are our juniors required or given an opportunity to take tests in skills and on rules and etiquette to achieve certain privileges at the course?
- 9) Does our junior program produce players who participate on high school golf teams or who distinguish themselves in district or state competition?
- 10) Does our golf course hold an annual junior championship for its own players?

It should be remembered that the single most important component in a successful youth program is the dedication of the adult club coordinators.

It would be unfair not to report that there are those in the industry who have expressed doubt that junior membership drives and special rate stimulants for young adults will be productive as a device to fill the member rolls of the future.

The future of the golf industry and country club life is hard to predict, but one thing seems certain: Little can be hurt by taking a hard look at successful clubs and implementing what appears to work. □