

PROFESSIONALS *continued*

president; myself, and Cliff Cook Sr., is treasurer. We also have legal counsel represented by William Balyeat and Oliver A. Thompson.

Another interesting note: We've hired Bill Nichols, who is the basketball and golf sportswriter for the Cleveland Plain Dealer to act as our media liaison. He will write our golf articles and see that all the pertinent information during the year involving the PGA and golf is disseminated through the proper media.

GOLFDOM: Has the move necessitated changes in the physical set up of your headquarters?

LAWRENCE: We have rented office space in a building with J. Edwin Carter, Inc., in East Cleveland, and we hope to run all our business out of it. We hope also that it will be the focal point of all our sectional activities. The proximity of the office in the Cleveland area, we feel, suits the greatest percentage of professionals in northern Ohio, because about 75 per cent of the member professionals live within a 25-mile radius of Cleveland.

GOLFDOM: What benefits do you think will come out of the arrangement?

LAWRENCE: We feel very excited about this new association. The Carter company will be able to utilize their professional techniques to help us create a better image in the community and a more efficient and disciplined organization. There are about 400 golf professionals in the section. With the continued paperwork and the complexities of running this type of an organization, it's obvious that the days of operating out of the trunk of the car or skipping from one professional's office to another, depending on who the officers were at the time, had to stop, if we were going to survive and have any type of organization at all.

In essence, you could say that we hired a professional management team to run our organization. They are golf-oriented; they've been involved in golf and golf-related activities since the inception of their organization.

GOLFDOM: Have any other PGA sections considered following

your lead?

LAWRENCE: I think it's common knowledge that a few sections now have headquarter offices with executive directors and secretaries. We just have gone further. Maybe our approach is a more progressive one; we do have the Carter people handling the majority of the responsible activities of the section. Our tournament program is active and exciting, but takes a lot of time to organize. We have secretaries at our disposal who can handle the bulk of the day-to-day correspondence. This frees Carter and Koehler so that they can spend their time dealing with the more significant duties within their capacities. In the future all sections eventually will have to come to some type of arrangement such as we have if they intend to keep pace with the changing times and keep their organization traveling consistent with the national office. The national organization is only as strong as its individual section. We would like to feel that we would be a leader in this area. Hopefully, we will be able to develop a very strong organization that not only can handle the golf professionals' needs, but also help in the development and promotion of golf.

GOLFDOM: What does this arrangement mean to sectional costs?

LAWRENCE: The financing of something like this is done through our dues structure. Most of the membership is quite willing to pay, say, an additional \$50 a year for this service. It only makes good sense. After all, everyone benefits from both a better internal and external structure. The \$50 cost is negligible compared to the results that can be realized by the formation of such an arrangement. □

PROFESSIONALS

FATHER'S DAY IS
JUNE 17th

YOUR
GIFT DISPLAY AND
PROMOTION PROGRAM

(See page 32K for tips)



CENTRAL PLAINS TURFGRASS FOUNDATION FIELD DAY, Minor Park, Kansas City, Mo., May 8.

FLORIDA NURSERYMEN AND GROWERS ASSN., The Breakers Hotel, Palm Beach, Fla., May 17-19.

CLUB MANAGERS ASSN. OF AMERICA CONTINUING EXECUTIVE EDUCATION PROGRAM, Food and Beverage Management, Chicago, May 21-23.

TURFGRASS FIELD DAY, Western Washington Research and Extension Center, Puyallup, Wash., May 23.

CMAA CONTINUING EXECUTIVE EDUCATION PROGRAM, Club Law and Internal Control, Vancouver, B.C., June 4-6.

RUTGERS TURFGRASS RESEARCH DAY, Dudley and College Farm Roads, College of Agriculture and Environmental Science, Rutgers University, New Brunswick, N.J., June 12.

INTERNATIONAL SHADE TREE CONFERENCE, Hotel Utah, Salt Lake City, June 17-20.

TEXAS TURFGRASS FIELD DAYS, Agronomy Field Lab, Texas A & M University, College Station, Tex., June 27.

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.