

# GOLFDOM

## THE MAGAZINE OF GOLF BUSINESS

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### ARTICLES

#### ON THE COVER

Typifying today's positive approach to golf business, Lochmoor Country Club in North Fort Myers, Fla., is a study in proven business attitudes with the accent on a family operation. In the foreground, from left, Lochmoor founder Les Bishop, golf director and club manager Charles Wiperman and owner Dale Bishop, son of Les. Immediately behind and to the right of Les Bishop is his grandson, Jim, the club's superintendent. The 7,000-yard course is currently in its third year of existence under the Bishop team with a membership of 200 on the 18-hole layout. Lochmoor is one of three courses owned by the Bishops. Adjacent to Lochmoor is El Rio, an executive operation, while Les Bishop has owned another course in Canton, Ohio for more than 25 years. Lochmoor's staff of over 30 recently hosted the Bill Branch LPGA Classic last fall. —Cover photo by Arthur Hill.

**SEVENTH ANNUAL MARKETING REPORT** The facts, the figures for the golf industry in 1974 are included in GOLFDOM's marketing research report. The report covers all facets of operating a golf course, including the pro, superintendent and club manager areas of responsibility. \_\_\_\_\_ **10**

**MASTER OF MERCHANDISE** Cincinnati's Bob Foppe is one of the top merchandising pros in the country. GOLFDOM traces his winter preparation for the spring push when the season opens, as Foppe outlines his philosophy, his proven plans and hints that can help any pro. \_\_\_\_\_ **16**

**PGA MERCHANDISING SHOW** It was the biggest show ever with over 200 exhibitors and 8,000 participants, and a buying atmosphere throughout the Contemporary Hotel complex in Disney World in Orlando. \_\_\_\_\_ **20**

**QUAIL HOLLOW TURNS TOUGH** Quail Hollow Golf Club, just outside Charlotte, N.C., has hosted the last six Kemper Opens and was known as a cream puff of the tour with pros posting scores like 18-under regularly. The club members wanted a course that was more pleasant and playable. So, the club voted for a program to tighten up the course and the project was completed in the last six months of 1974. Here is the report on how it was done. \_\_\_\_\_ **22**

**FREE FERTILIZER** With fertilizer prices soaring, Midwest superintendent Jack Hanson began looking for an alternative, and didn't have to go beyond his local waste disposal plant. \_\_\_\_\_ **26**

**SETTING UP SHOP** As New Mexico pro Joe McDermott looks forward to his third season, he recalls for GOLFDOM what it was like when he first started out. And as he concludes, there is a big difference when you have to make decisions for yourself and the bottom line becomes your own. \_\_\_\_\_ **28**

**BLACK TIES TO WHITE APRONS** From Count Basie and a congressional victory celebration at his club to washing dishes beside his kitchen help all in one night — that is the kind of club manager Charles M. Knisley of West Shore Country Club in Pennsylvania is. He has been with the 750-member club for 27 years, and he shares some of what he has learned in those years, including his ideas on promotion, a club minimum charge, and stocking special cigars and whiskey for particular members. \_\_\_\_\_ **32**

**MUNICIPAL GOLF COURSES: THE FACTS** With the country's increased need for additional recreational facilities, municipalities are probing the possibilities of tax-supported courses. The need is more pressing than some might think. Today, 5.4 million golfers are playing on fewer than 1,500 of these facilities. National Golf Foundation Consultant Harry Eckhoff looks at the past, present and future of the question. \_\_\_\_\_ **36**

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