

# NEWS OF THE INDUSTRY

## GCSAA Pension Plan Closer to Reality

Necessary steps are now being taken to formulate a pension plan for the 3,700 members of the Golf Course Superintendents Assn. of America. It is hoped basic plans can be drawn up for discussion at the executive committee meeting of the association at the GCSAA International Turfgrass Conference and Show Feb. 16-21 in New Orleans.

Congressional approval of the pension reform bill has enabled the GCSAA to begin formulating plans for a pension plan for its members. A GCSAA spokesman said the association is now in the process of accepting bid-type proposals from three different companies that handle these type of pension plans, although no timetable has officially been set for enacting a plan.

The problem before passage of the pension reform bill was the portability of pension for an individual superintendent. When a superintendent left a particular job, he lost all his pension benefits. Under the new law an individual can set up

an "IRA," an Individual Retirement Account.

The GCSAA would possibly serve as a financial passthrough and would hold the "mother" account wherever the superintendent chose to work, and the pension funds would stay with the individual superintendent. The government has said up to \$1,500 a year can be put into an IRA, and a superintendent might negotiate with his employer for a percentage of this to be paid by the employer.

A recent survey by the GCSAA has indicated there is a tremendous interest in a plan of this sort among its members. It is hoped that plans can be drawn up within a year at the latest to get a pension plan actually working for superintendents.

After the GCSAA accepts a proposal from one of the companies it is negotiating with, approval must be obtained from both the Internal Revenue Service and the Dept. of Labor.

## Wage Abuses Can Cause Club Problems

On January 1, the minimum wage increased to \$2.10 per hour, and the Federal government is conducting investigations of violations of this new law.

Investigations are conducted on complaints received, a spokesman for the Federal Div. of Equal Pay and Employment Standards of the Wage-Hour Div. told GOLFDOM. The spokesman also said investigations arise from complaints that point to industry-wide employee underpayments.

For example, last year the Wage-Hour Div. received 40,000 complaints that led to 60,000 investigations. The major portion of the additional investigations was a

result of complaints indicating certain widespread underpayments for employes in particular areas and industries.

The spokesman warned that it is up to club officials to raise wages to applicable rates to the club situation under the Fair Labor Standards Act. And once again, on Jan. 1, 1976, the minimum will increase to \$2.30 an hour for most employes.

During the first quarter of fiscal year 1975, the Wage-Hour Div. found minimum wage underpayments in excess of \$5 million involving nearly 40,000 employes. Millions of dollars in back wages have been paid by employers already in the past 15 months.

## New Food Management Book Focuses in on Menu Theme

Luring the customer into a dining room has been one of the principle problems for the foodservice industry for years, but a new book on the market might have a few answers for restaurant operators.

"*Management by Menu*", the latest work by Lendal H. Kotschevar emphasizes the role of menu planning in foodservice operations. The author identifies the menu as a purchasing guide and work order to the kitchen as well as a merchandising message to the customer. Long regarded as the key to success, the menu stands as the restaurateur's tool in planning his enterprise. The book attempts to give the foodservice executive a clear answer to the questions facing them, whether they are concerned with getting the most out of their budget or making a profit.

The book is being published as a service of the National Institute for the Foodservice Industry and is being utilized as an integral part of its current food management course. Further information on the book and its related course can be obtained by writing the NIFI at 120 South Riverside Plaza, Suite 856, Chicago, Illinois 60606.

## Club Execs Begin to Realize Golf Cars Are Moneymakers

With money worries becoming more of a problem every day for golf clubs across the country, management is looking for more ways to make money with their existing facilities.

One Eastern club has worked out a plan with use of its golf cars that has proved both beneficial to the club and to the pro. The pro used to run the golf car concession by himself apart from the club. Now the club has taken over control of the cars, and the pro still realizes 15 percent of the concession in exchange for minor bookkeeping chores.

"We have almost 40 cars," an official of the club told GOLFDOM. "It is a moneymaking proposition, there are no two ways about it. The pro still gets 15 percent, and he doesn't have to worry about the cars as he did before and he can devote more time to the pro shop."



Al B. Anderson

### Sporting Goods Market Can Be Economic Barometer

Will the sporting goods market be a good barometer for economists to gage what's in store for the economy? That was the question asked at the 46th National Sporting Goods Convention and Show In Houston in late January.

According to NSGA president Al B. Anderson, "this industry is one of the the economic strongholds in times of economic hardship." Anderson suggested that the rate of buying for spring and summer merchandise, which is usually vigorous, may be a clue to the future of the nation's overall economy.

Anderson noted that man's greatest joy is his chosen leisure activity and that it seems unlikely that he will sacrifice it to the economy until absolutely necessary. Many industry watchers have maintained that if the small retailer, in this case the golf shop merchandiser, is to survive, they must buy judiciously to weather the economic decline.

### California Fertilizer Assn. Supports Turf Research

The soil improvement committee of the California Fertilizer Assn. has presented the Southern California Turfgrass Council with \$1,000 to bolster its trust fund for turfgrass research.

The Council established the fund last year and has contributed \$6,000 to a research program now underway at the South Coast Field Station in Santa Ana, Calif.

## Make Tennis A Plus, Says Consultant

Though a very high percentage of clubs have tennis courts, the lack of proper initial planning of these facilities is quite often the cause of member apathy, according to Dennis Van der Meer, top teaching pro and industry consultant.

According to Van der Meer, hundreds of hours are spent on planning golf facilities, but the same doesn't run true for the tennis operations on the same courses. "Either you have to trudge up a dirt road to find a couple of courts on a wind-swept knoll or you mend your way down into a wet gully where shadows and leaves are always on the playing surface," Van der Meer said.

The industry consultant insists that tennis players, much as golfers concern themselves with the course, place a high priority on an immaculate court. Courts that are cracked, dirty, dusty, or are leave-strewn are not inviting to play on and should be renovated and maintained regularly. "Lack of maintenance of courts is one of the prime reasons that tennis does not boom at many golf clubs. Yet the remedy is low-cost and simple," Van der Meer remarked.

Musts for the modern court include wind screens, benches and umbrellas. Nets should be in good repair.

## 'Pentagon Golf Pricetag Steep': Proxmire

For years, congressmen have accused the Pentagon of playing around with the taxpayers money and Sen. William Proxmire might finally have some proof. The Wisconsin lawmaker has discovered a \$20 million overrun in the Defense Department's budget for the upkeep of golf courses on military installations.

Proxmire announced his findings on Jan. 20, after receiving a report he had requested from the General Accounting Office on the matter. The GAO found the Defense Department had spent \$13.9 million of its appropriated funds for the course operations and an additional \$20 million of non-appropriated funds had been added.

United States military installations with golf facilities number 300 throughout the world, although only 30 are overseas. Ron Tammen, Proxmire's legislative assistant told GOLFDOM that the Senator's investigation was based more on the "improper" use of nonappropriated funds for the maintenance of the courses, instead of a dislike of the game.

"The Senator thinks golf is a great pastime and that recreation facilities on the bases are essential, but he does disagree with such a large cost overrun," Tammen said.

Proxmire has insisted that since the Defense Department continually repeats its cry for more money,

how can it justify such expenditures for recreation. In short, where are the priorities of the Pentagon. Added to this, is the Senator's assertion that if cost overruns occur, the courses should be open to the general public, since the taxpayers are left to make up the deficit.

Figures indicate that over \$113,000 is the standard yearly expenditure per course, which roughly fits into the national average. Indications are that Proxmire will bring the course matter up at the annual Senate hearings on military spending later this summer. In a Senate speech, Proxmire reiterated that the use of federal funds to run military courses was a waste of the taxpayers money in a time of inflation, compounded by recession.

"Construction of an additional 77 courses is now underway including a figure of \$24,000 being spent by the Army out of research and development funds and \$63,000 from the Air Force family housing appropriated funds," the Senator noted. In addition to the existing 300 facilities, the GAO disclosed that the military has 163 driving ranges, 178 practice greens and 19 pitch and putt courses.

Studies have shown that the military has built its own facilities even when comparable public operations were nearby. Asked about the GAO report, a Defense Department spokesman came up with the usual, "no comment."

## NEWS OF THE INDUSTRY continued

### Bayou Swamp to Top Course In a New Orleans Year

A little over a year ago, Eden Isles development in Slidell, La., outside New Orleans, was a bayou below sea level, covered with water, swamp grasses, cotton mouth water moccasins, alligators and mosquitos.

Today it is the site of a championship 18-hole golf course, according to Howard E. Williams, vice president of Golf Courses by Iberia, Inc., Iberia, Ohio.

The entire project, when started, was 1 1/2 to two feet below sea level. In order to raise the course site, fill dirt was needed. To secure the fill dirt, 23 lakes were designed into the course and by going to a depth of up to 40 feet, 600,000 cubic yards of dirt was generated to raise the entire

site from a plus two feet to 15 feet allowing for contouring and giving the course rolling terrain in an otherwise wet, flat area.

All of the lakes were tied together with culvert and channels thus being able to keep the water level the same in all 23 lakes and also utilizing them for irrigation giving many acres of water to draw from. The lakes had to be kept separate from the boat channels, bayou water and Lake Pontchartrain as these waters have a salt content which is not conducive to good grass growth. All the water for the lakes will come from run-off making the only fresh water on the project.

This is the first course Williams knows of that is entirely built from fill dirt. All the roughs, fairways, tees and greens are completely man-made. The soil taken out of the lakes is an unusual type and runs the same for a depth of 5,000 feet with no rock. By using the soil from the lakes the original soil was covered which contained salt but this only went down about 12 inches. From there on there was no salt problem.

Dr. Coleman Ward, of the department of agronomy at Mississippi State College ran a percolation test on the soils being used and came up with a surprising fact. Absorption was zero. All rain or irrigation water had to dissipate by run-off, so contouring had to be right or there would be problems. They eliminated the settling problem before they got it by having everything built higher than the architect called for in his prints.

The soil would only dry down about four inches and from there on it stayed wet. The only way they could dig the lakes and move and spread the dirt was with draglines working on mats and some of the time double mats. After the draglines placed the dirt to within six inches of finish grade and it dried some on top, they would shape with bulldozers, but only four inches at a time making for rather slow progress.

Another fact that did not help construction was that in the first four months of construction, it rained almost every day and that means three to 17 inches. Edmund Ault, a golf course architect from Bethesda, Md., designed the course to run through the housing develop-

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ment and it covers about 134 acres. The course is over 7,200 yards with a par of 72. It has 54 sand traps, the greens average 7,500 square feet and the tees average 6,500 square feet, not to mention the 23 lakes. The superintendent is E. J. Alleman and he is assisted by Daryl Robinson.

### Electrical Wiring Problems For Golf Course Builders

When burying underground electrical wiring in the construction of a golf course, how deep should cable tunnels be dug — 24 inches as prescribed by present electrical underwriters codes, or 12 to 18 inches?

Members of the Golf Course Builders Assn. hope to find an answer to this question in discussion at their annual meeting at the

46th Annual GCSAA International Turfgrass Conference and Show Feb. 16-21 in New Orleans.

Nick Siemens, Fresno, Calif. golf course builder says that in open spaces such as golf courses, underground wiring should not have to be buried a full two feet. He and other association members are drawing up proposals to present to the underwriters to get the present recommendations changed. The association also hopes to get other associations connected with the industry involved.

The golf course builders will meet the night of Feb. 19 in the Holiday Inn in New Orleans for their annual meeting. Frederick B. Ledebauer, director of research and agronomy for Lofts Pedigreed Seed Co., will speak discuss turf problems with the builders. There will also be a discussion of golf course maintenance problems from the design standpoint of a course.

### Fanny Fern Davis Receives USGA Green Section Award

Dr. Fanny Fern Davis, of Valparaiso, Fla., has been named recipient of the 1975 USGA Green Section Award, presented in recognition of distinguished service to golf through work with turfgrass.

Dr. Davis accepted the award at the USGA's Annual Conference on Golf Course Management at the Biltmore Hotel in New York late last month.

She is the first woman to receive the award, which was first presented in 1961. She has made significant contributions in the field of turfgrass over many years, and she has had close connections with the USGA Green Section.

### Beef Supplies, Lower Prices 1975 Outlook for Managers

Club managers can look forward to plenty of top-quality beef at relatively bargain prices for 1975, beef analysts say.

The experts say prices such as the two-year low of 58½ cents per pound that choice beef sold for in Chicago late last year will continue. The reason is that there are a record number of cattle available now on the market.

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### Shortage Predicted in 1975 For Weed Control Materials

Due to shortages of materials needed for manufacture of herbicides, mainly petroleum and gas, experts predict 1975 will be another year of herbicide shortages. Prices are also expected to be 10 to 30 percent higher in 1975 than in 1974.

There will be very few new products in 1975, and superintendents are advised to determine what materials and what amounts he needs, and get his order in as soon as possible. "Except delivery as soon as possible," one agronomist told GOLFDOM, "this will protect a superintendent from shortages and any subsequent increases in price."

If a superintendent cannot find the herbicide he needs, there are substitutions that can be made, but Edward Stroube, extension agronomist at Ohio State University, urges the superintendent to be sure these

substitutes will do similar jobs. Also, if only a limited amount of material is available, he said, do not reduce the rate so you can use the material on more acres. Use the herbicide at a rate required for good weed control on the most seriously infested areas and depend on cultural practices on the remaining area.

### Superintendent Standard Set For Pesticide Application

The Environmental Protection Agency has announced rules and regulations governing the certification of applicators, including superintendents, who apply restricted-use pesticides.

It is important pesticide users who apply these pesticides become familiar with the certification requirements and the proper safe use of pesticides, according to David R. Miskell, associated state leader, agricultural industry, Ohio State University. He said that after Oct. 21, 1976, most pesticides classified for restricted use may be applied

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only by or under the direct supervision of certified applicators.

Each state must submit a plan to the EPA stating how the state will handle certification. It should be noted the EPA has yet to publish its list of pesticides for restricted use. There are two basic types of certified applicators as defined by the EPA — private and commercial. In addition, there are 10 categories of commercial applicator based on occupation, and golf course superintendents will most likely fall under the commercial heading of ornamental and turf pest control.

All commercial applicators will be expected to know a general "core" of information regarding the use of pesticides. This will include label and labeling comprehension, safety, environment, pests, pesticides, equipment, application techniques and laws and regulations.

The law provides certification will be done by the individual states. The EPA will approve state plans which meet standards, but will not certify applicators. It is hoped, of course, that neighboring states can arrive at a system so certification in one state will be valid in the neighboring state.

### Minimum Suggested Salary Upped by Club Managers

The cost of just about everything involved with running a golf course is up these days, and the salary re-

quired to get a top-notch club manager is no different.

The executive board of the Club Managers of America Assn. has unanimously approved that the minimum salary figure to be considered by its Executive Referral Service should be upped to \$15,000 from its previous \$12,000.

### National Club Association To Meet in Washington

The annual conference of the National Club Assn. is scheduled April 13-15 in Washington, D.C. according to Gerald F. Hurley, NCA executive director.

More than 300 of the officers, directors, managers and owners of private clubs in the U.S. along with leading supplier and developer representatives are expected to attend.

Special features of the two-day meeting include a Capitol Hill lunch in the Senate Caucus Room with Sen. Henry M. Jackson as the keynote speaker. The NCA seminars will center on management and administrative topics concerning both the Association and the private club industry. Federal legislation and regulation, particularly taxation, will receive heavy emphasis.

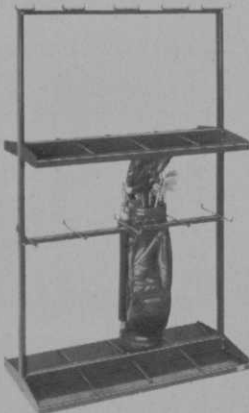
Conference registration of \$125 for members and \$75 for their spouses includes all receptions and meals. Representatives of private clubs who are not NCA members are encouraged to attend. For more information, contact the NCA, 1129 20th St., NW, Washington, D.C. 20036.

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continued

### 'Pro-Only' Suit Delayed By Judicial Backload

Bogged down by other cases pending in the same court, the "Pro-Only" suit has gone nowhere in the last month. A decision on the suit which involves a New Orleans retail

golf house, the PGA and Wilson has been left hanging, while other pressing cases on the docket of Judge James A. Comiskey are resolved.

A decision on the case, which has now spanned more than three months, was due on Jan. 7, then Jan. 14 and there was still no conclusion as GOLFDOM went to press in mid-January. Indications are that the suit might be decided before the second week in February.

### Restaurant Association Show

Over 610 exhibitors have contracted for over 210 square feet of exhibit space for the 56th National Restaurant Assn. Hotel-Motel Show to be held May 18-21 in Chicago.

The show will fill over three-quarters of the large McCormick Place exhibit area. One feature will be the NRA Problem Clinic, which was first introduced at the 1974 show.

### Agrico Marketing Group Redefines Sales Areas

A restructuring of Agrico Chemical Co.'s marketing department has been announced by Agrico group vice president of marketing R. R. Johnson. Agrico is a subsidiary of The Williams Companies.

Johnson said the new structure of the marketing group is responsive to Agrico's plans for increased production. Agrico's production is expected to increase by 50 percent by mid-1975 as a result of current expansion programs. The change, Johnson said, divides the marketing department into agricultural and non-agricultural sales areas.

### Name Change for Smith Turf

Smith Turf Irrigation, Inc., Milford, Conn., also doing business as Irrigation and Equipment Supply, has changed its name to I & E Supply, Inc., according to President Frichard W. Smith.

Smith said the name change and a move to larger quarters will facilitate the firm's move into the role of a more complete irrigation and industrial supply house, specializing in sprinkler irrigation equipment, industrial pipe, valves, fittings, industrial pumps and pump packages. The move represents a change from its former role of strictly an irrigation supply house, Smith said.

### California Fertilizer Confab

The 23rd Annual California Fertilizer Conference will be held at the Sheraton Inn, Fresno, March 20-21.

The conference is sponsored by the soil improvement committee of the California Fertilizer Assn. Conference Chairman Carl P. Spiva, chief agronomist for the Occidental Chemical Co. in Lathrop, Calif., has

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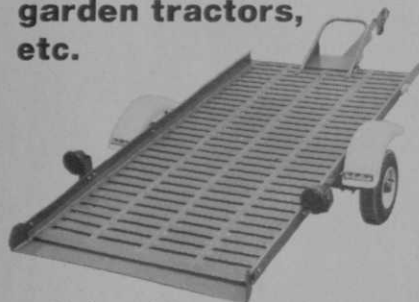
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## Planning Real Estate Course Explained in New Booklet

A new brochure, "Planning the Real Estate Development Course," may be obtained by writing the American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, Ill. 60601.

This eight-page brochure details the growth of golf in the United States, the popularity of leisure-oriented residential communities, the proper ways to plan and budget a golf course in a real estate development, and the various ways to operate a golf course built in conjunction with housing.

## NGF Conducts Workshops

Recognizing the need for greater emphasis on giving assistance to golf course developers and operators, the National Golf Foundation during 1974 co-sponsored more than 15 regional or state golf course workshops designed to provide information to individuals and groups concerned with planning, development, acquisition, administration and operation of municipal or privately owned daily fee golf facilities.

A recent one-day Virginia golf course workshop held in Richmond and attended by almost 75 persons interested in all aspects of golf course development and operation is typical of most workshops. The program included discussions on: the trend to public golf facilities; guidelines for planning a golf course; financing public golf courses; the golf architect's role; dealing with common turf problems; and golf course success stories.

Similar one-day co-sponsored golf course workshops are now being scheduled for 1975, with the help of the Foundation's staff of facility consultants located in eight strategic areas of the country and their services are available nationwide. For further information, contact the NGF headquarters, 707 Merchandise Mart, Chicago, Ill. 60654.