

GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

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ARTICLES

ON THE COVER

Ten major ball manufacturers are vying for a piece of a \$70 million dollar pie. The market is currently slanted toward the East with Acushnet holding on to at least a 45 percent share. Pros are finding more and more of their shop customers moving toward the Surlyn cover ball and away from Balata. Durability might win over the heart of the golfing public, as the average golfer searches for the ball that will last longer. Pros and manufacturers alike response to GOLFDOM's questions on the market, beginning on page 8.

PRO BALLS: THE MAKERS, THE MARKET, THE FUTURE A \$70 million market, the golf ball business has prospered over the last few years and offers more success for its participants in the future. GOLFDOM surveys the industry, asking manufacturers their thoughts on the state of the business, then goes to the shops to see what the pros think. The report covers everything from Surlyn's surge to competition from discounters _____ **8**

KEEPING MEMBER INTEREST HIGH Denver Country Club has set up an active winter program for its members including indoor tennis and ice skating. Jerry Claussen reports on the high pitch of member activity all year round _____ **12**

LICENSING: WILL IT HELP OR HINDER THE PRO? The Florida PGA Section has put together a bill that has been introduced in the state legislature. If the bill passes, every golf club in the state will have to hire a golf pro licensed by the state. A lobbying firm has been hired to usher the bill through, and the Teamsters have even taken an interest in the outcome. _____ **16**

MASTER PLAN: CHANGING A COURSE'S COMPLEXION Looking to remodel your facility? Golf course architect Geoffrey Cornish offers some good arguments for a switch to the new look on greens, tees and fairways and it might save you more money than you think _____ **21**

CAN PROGRESS REPORTS WORK FOR YOU? Chicago-area superintendent Paul Voykin has been keeping his members and committees informed of his activities on the course for years with a series of progress reports spaced throughout the season. He explains the plan he recommends especially for young superintendents and those superintendents having trouble communicating with their club _____ **24**

THE ENEMY WITHOUT Vandalism is on the rise at courses all over the country. An assortment of damaging visits to the club are being made by non-golfers and owners are turning to security plans to put the odds back in their favor. GOLFDOM looks at the problems facing clubs from thieves and vandals and attempts to solve the costly problem _____ **28**

WINTER BATTERY CARE Golf car batteries stored at 0°F self-discharge very little over a four-month period, while the same batteries stored at 80°F need to be recharged once a month. More on winter battery care is included in this byline piece by industry executive Joseph Garvin _____ **34**

NEWS PGA's return to Orlando for the merchandise show draws favorable response . . . Foot-Joy majority interest acquired by General Mills . . . managers plan conference, negotiate a new headquarters site . . . credibility with employers will upgrade the superintendent . . . GCSAA profiles the average course and its costs . . . Georgia and Chicago check in to the growing divot controversy . . . Ohio Turfgrass Foundation gives \$19,000 for research . . . minimize turf compaction, turf researcher says _____ **38**

DEPARTMENTS

SWINGING AROUND GOLF _____	6	ARCHITECTS _____	55
COMING EVENTS _____	18	PRODUCTS _____	57
NEWS _____	38	PEOPLE IN THE NEWS _____	58
CLASSIFIEDS _____	54	ADVERTISERS INDEX _____	58

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