

NEWS OF THE INDUSTRY



When you have the responsibility of promoting two golf courses, you sometimes take matters in your own hands. That's the case for Ed Stotereau, when he joined the city work crew to install 27 directional signs to Anaheim, California's two public golf courses. Signs tell how to find Anaheim Hills, including the country club and restaurant in the Santa Ana Canyon, and the H. G. Dad Miller Course. In addition to the colorful 'arrow' directional signs, golfers will welcome freeway directional signs which have been installed to get them on their way home after playing the two 18-hole courses.

Public course owners form national association

In a meeting held on March 3 in Chicago, the owners and operators of the country's public golf courses formed a new national organization to be called the National Association of Public Golf Courses.

In this initial organizational meeting, the over thirty owners in attendance approved their by-laws and elected officers. Chosen to lead the organization were; President — William Saunders, Honolulu, Hawaii, Vice President — William Lyons, Canal Fulton, Oh., Sec-Treasurer — Roy Moore, Seattle, Wash.; Directors-at-large, Darl Scott, Richmond, Mich. and Joe Jemsek, West Chicago, Ill. The officers will function as an Executive committee and will select eight Regional members to serve on the Board of Directors.

The need for such a national organization was revealed at the two Public Golf Course Workshops conducted by the National Golf Foundation in late 1975. In these two workshops, in which the future of the public fee golf course was reviewed, it became apparent that these facilities were faced with common problems, regardless of their size or locations.

For further information about the NAPG and its functions, write the National Golf Foundation, 707 Merchandise Mart, Chicago, Ill. 60654.

USGA sets ball distance standard

The United States Golf Association has adopted, effective immediately, a radically different method of testing whether golf balls conform with the USGA's Rules of Golf. The method, using a mechanical golfer on an outdoor range, is known as the Overall Distance Standard for Golf Balls.

It is designed to establish, for the purpose of play in accordance with the Rules of Golf, a limit on the distance advantage that may be gained solely through technological advances in the manufacture of golf balls.

The Overall Distance Standard

for Golf Balls, under development for nearly three years, will not render as non-conforming under the Rules of Golf any brand of ball now on the market.

According to Arthur W. Rice, Jr., Chestnut Hill, Mass., Chairman of the USGA Implements and Ball Committee, "It will, however, prevent any future form of arms race in golf balls under USGA Rules." Rice said, "The standard is being adopted to assure golf courses will remain as valid, difficult and enjoyable 5, 20 and 50 years from now as they are today."

Rice said an Overall Distance

Standard for golf clubs is now being developed. Until now, there has never been an attempt to regulate the performance of clubs.

The new USGA Rule, which will be part of Rule 2 of the Rules of Golf.

"A brand of golf ball, when tested on apparatus approved by the USGA on the outdoor range at USGA headquarters under the conditions set forth in the Overall Distance Standard Procedure for Golf Balls on file with the USGA, shall not cover an average distance in carry and roll exceeding 280 yards, plus a tolerance of 8%."

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Recent ownership changes most in history, says NGF

There were probably more changes in golf course ownership throughout the nation in recent months than in any period in history. An NGF survey of East Coast states from South Carolina through Maine reveals 13 golf facilities changed ownership during the year. Eleven were purchased by municipalities which now operate them; two were private courses converted to daily fee facilities.

North Carolina and Massachusetts each had three such transactions. Burlington, N.C. purchased the Ellis Maples designed, 18-hole Indian Valley Golf Course, part of a financially troubled golf/real estate venture, for the amount of the indebtedness — \$425,000.00. Burlington qualified for a Federal Bureau of Outdoor Recreation grant of 50 percent of the appraised course value.

The city of Wilson, N.C. acquired the 18-hole Wedgewood daily fee operation including 189 acres for \$300,000.00 with the aid of a BOR 50 percent grant. The Wilson Country Club moved to new facilities which had been built by a developer and sold its old club. New owners changed the name to Willow Springs Golf Club and converted it to a daily fee, profit oriented operation.

Ludlow, Mass., acquired the 18-hole Westover Air Force Base golf course for \$1 due to the phasing out of the local military facility. Norfolk County, Mass., purchased the old 18-hole Wallaston Golf Club located at North Quincey, Mass., for \$1.9 million with the aid of Federal BOR funds. The county is converting the facility to an 18-hole executive layout. Wallaston members have built a new 18-hole, George Fazio designed course near Milton, Mass. New club was financed by each of the 400 members purchasing a \$3,300 bond and paying a \$1,000 initiation fee. Annual dues are \$1,050.

Walpole (Mass.) Country Club members moved to a new 18-hole, Al Zikorus designed facility. Its

former 9-hole layout has been renamed Royal Crest Country Club and is now a daily fee activity.

The Northern Virginia Regional Park Authority (greater Washington, D.C. area) purchased the Potomac Electric Company Recreation Center—516 acres including an 18-hole regulation golf course — for \$2 million-plus. Facility has been renamed the Algonkian Park Golf Course. Virginia Beach, Va., purchased the 18-hole Bow Creek Golf Course, formerly a daily fee operation, and changed the name to White Sands Golf Course.

The town of Marlton, N.J., purchased the 18-hole Indian Spring Golf Club for \$1.8 million. Town received a grant of \$890,000 from the state's Green Acres program which made the acquisition possible. The Union County Park Commission (Elizabeth, N.J.) acquired the area Oak Ridge Golf Course and converted it to a municipal operation.

California turf groups team up for research fund

Both the Southern California Chapter of the GCSAA and Pacific Sod Farms recently made donations, of \$700 and \$500 respectfully, to the Turfgrass Research Fund of the Southern California Turfgrass Council at the Council's recent meeting. The monies have been earmarked for turfgrass research at the University of California's South Coast Field Station.

To highlight the meeting Alan Dennis, Council President, turned over a \$2,000 donation from the Turfgrass Council to the University of California — South Coast Field Station. John Van Dam, U.C. Extension Turf Adviser, was present to accept this turf research donation for the University.

Reciprocal club agreement set up by Chicago groups

For the first time in the Chicago area and maybe the United States, a privately-owned, suburban country club and a private city social club have entered into a reciprocal agreement for their respective members.

Brookwood Country Club and the Illinois Athletic Club have begun a three-year affiliation program. The program provides ex-

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NEWS OF THE INDUSTRY continued

change associate membership in both clubs for their current and future members. Brookwood is located in suburban Wood Dale and

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the I.A.C. is in downtown Chicago.

In their joint announcement of the unique program, Lawrence G. Malanfant, a partner of Brookwood, and Arthur C. Hutton, president of the I.A.C., said Brookwood members will have use of all I.A.C. athletic, dining and social facilities offered to I.A.C. members. I.A.C. members will have use of Brookwood's 18-hole golf course, tennis, pool, social and dining facilities. Brookwood and I.A.C. members also will have use of member clubs where reciprocal agreements are in effect throughout the United States.

Malanfant said he was most pleased that such a program could be worked out for the mutual benefit of both clubs. "Where else could one membership create so many additional benefits for members and their families? Brookwood's golf course, outdoor pool and tennis courts, the outstanding athletic facilities for which the I.A.C. has been noted since 1904, the combined year-round social events, coupled with in-city and suburban dining facilities of both clubs complement each other throughout the year."

Mile High course outlook stalled by low economy

The rise and fall of golf course development in Colorado in the 1970's has provided a mirror image of the national economy. Consider this roller-coaster of golf course project statistics in the Mile High state:

1973—Open for play, 16; New construction starts, 14.

1974—Open, 17; Under construction 5.

1975—Open, 4; Under construction, 5.

1976 (expected)—Open, 4; Construction starts, 4.

Several economy-related factors are involved in the slowdown. Most important, the housing market has dropped way off and about 60 percent of all course prospects and those under construction are part of residential developments. Without real estate to sell, few investors can handle the up-front capital requirements plus high interest rates for a new golf facility. Federal funds are next-to-impossible to obtain for golf — only two Bureau of Outdoor

Recreation matching grants were awarded in Colorado for 1975-76.

The recent recession has postponed or stopped at least 20 housing-connected courses including Roxborough Country Club, Broomfield Country Club, Walnut Creek Golf Course, around Denver; and Ptarmigan near Dillon, Indian Mountain near Jefferson, Windsor Square at Windsor, Steamboat Lake near Steamboat Springs, and other mountain resort communities.

On the plus side, Colorado's growth rate and population gains have slowed recently. Except for 2 or 3 more good municipal or daily fee facilities in suburban Denver, there is no serious shortage of places to play. The state has 90 public and 50 private courses for 2.2 million population.

Jerry Clausen, NGF.

Club locker manufacturer enjoys 75th year in market

In this, America's Bicentennial year, Lyon Metal Products, Inc. of Aurora, Ill., is enjoying a double celebration.

In addition to being the nation's 200th birthday, 1976 also represents Lyon's 75th anniversary. The firm was founded in 1901 by the Waters brothers as a small sheet metal job shop located in the basement of their parent's home.

From those humble beginnings, Lyon has grown to become the nation's foremost manufacturer of steel locker and storage equipment for clubs/and, more recently, a leading manufacturer of top quality office products. In the early years, Lyon manufactured anything from gutters and downspouts to cuspidors and fireplace equipment.

J-M irrigation centers to service east and west

A new and sophisticated test facility which accurately reassures the performance of irrigation products, is now in operation in the Fresno, Calif. plant of Johns-Manville.

Douglas A. Bruce, manager of product development for J-M's Ag-Turf Division, describes the testing equipment as accurate to one hundredth (.01") of an inch. Tests result in a profile or graphic illustration of how a sprinkler head dis-

tributes water. Performance is electronically measured and a visual readout is produced.

Purpose of the new facility, according to Bruce, is two-fold. Its initial purpose is to insure irrigation industry customers get equipment performance in line with specifications. Beyond this, J-M plans to develop programs that will permit analysis of an irrigation customer's needs, taking into account such basic variables as climate, soils, and type of turf or crop.

Johns-Manville has also announced plans to establish a service facility in northern New Jersey to serve the eastern irrigation market, according to William J. Christman, division general manager.

The new center, which the company expects to have in operation during the first half of 1976, will serve as a physical distribution point for a complete line of sprinkler products.

"This center, in conjunction with our new California brass foundry, should enable us to give better service to the irrigation market on the east coast," said Christman. "We recognize the importance of this market, and that's why we're gearing up to do something about it," he added.

Club Management Institute sets up workshop program

Another comprehensive calendar of events is planned by the Club Management Institute this fall, according to institute chairman Mead Grady, who announced the 1976 Workshop Program at the recent CMAA Chapter President/Regional Director Program in Bloomington, Minn.

The program calendar:

Advanced Beverage Management,
Sept. 27-29, Seattle.

Carnegie in Club Management,
Sept. 13-15, Dallas.

Coping with People Problems,
Oct. 25-27, Jacksonville, Fla.

Creative Food Management, Oct.
11-13, Denver.

Executive Self-Improvement,
Sept. 11-18, Bermuda.

Leisure Activities Managements,
Nov. 3-5, Florida International University

Managerial Psychology, Oct.

18-20, Cornell University, Ithaca, N.Y.

Symposium I (open attendance),
Oct. 5-7, Chicago, Ill.

Symposium II (CCM's only),
Sept. 20-23, Woodlands Inn.
Houston.

Grady also explained in detail the various educational services available to the chapters from national headquarters, educational material from the Bookmart, film library and the seminars recorded on cassettes.

He demonstrated one of the educational films, "Employee Theft." This 16mm motion picture illustrates how employee thefts occur, and suggests measures for control. This film and many other educational presentations are available through the national office for chapter program use.

Irrigation line highlighted in new '76 catalog from Toro

A 54-page book giving complete information on features, specifications and performance of Toro's full line of 1976 irrigation equipment for either hydraulic or electric systems is now in print.

The line includes 43 models of automatic controllers, 18 different automatic valves, and sprinklers ranging in size from bubblers and shrub sprays to a 690 series rotary sprinkler capable of discharging 82 gallons of water a minute over a 225-foot-diameter circle.

Other products categories covered are: impact sprinklers and quick-coupling equipment, back-flow preventers and installation tools and accessories. Details of Toro Irrigation's limited one-year warranty and seven-year extended parts coverage are also included. Copies of the catalog may be obtained by writing: Catalog Department, Toro Irrigation, P.O. Box 489, Riverside, Calif. 92502.

Ledeboer tops speakers at Arizona turfgrass conference

Dr. Fred B. Ledeboer, director of research, Lofts Pedigreed Seed Co., will headline the 1976 Arizona Turfgrass Conference scheduled for May 5 and 6 at the Doubletree Inn, Tucson. Ledeboer will discuss cool sea-

son grasses.

Other speakers include Clyde Elmore, extension weed scientist, University of California at Davis, who will speak on weed control for ornamentals; and Jack D. Butler, extension turf specialist, Colorado State University, Fort Collins, Colo., will serve as conference keynoter.

Thomas J. Meeks, regional director for the United States Golf Association, Far Hills, N.J., will describe "Getting a Golf Course Ready for a Tournament." Andy A. Bertoni, of the W. A. Cleary Corp., will be keynote speaker at the annual banquet.

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Training assistant is task of club management

Developing an assistant is one of the challenging jobs a club professional, superintendent or club manager can have. Good business practices learned and accepted as a

trainee in management will probably be adhered to when the individual takes over a head position.

Here are several criteria in attempting to develop an assistant:

- **Give him the facts.** See that your assistant has all the necessary facts about his responsibility. Give him a clear picture of what he is to do and how he should do it. Tell him how much responsibility and authority he is to have. One way to

start is by helping him develop a description for his new job.

Tell him with whom he will be working, and personally introduce him to them. Make certain they understand they are to deal with your assistant and not with you in the future.

- **Smooth his path.** Request employees who will work with your assistant to cooperate with him. You can smooth his path by spelling out for them the areas of responsibility you've given him. Then impress on him the importance of his earning the respect of other employees even when he has to reprimand them.

- **Share knowledge.** Share your own knowledge with your assistant. If he is to do a good job, you must keep him informed of your plans, their progress and your reason for making each move. He should also be warned of problems that might arise. See that he learns the ins-and-outs of working with the other people working for you.

Failing to give your assistant such background information handicaps him. By keeping him partially in the dark, he sells him and his job short in the eyes of those with whom he must work.

- **Add responsibility gradually.** Give your assistant responsibility gradually. Let him get the feeling of his job. By assigning him additional responsibilities in small doses, he learns to handle new problems. Thus he is continually absorbing additional knowledge and growing as a manager.

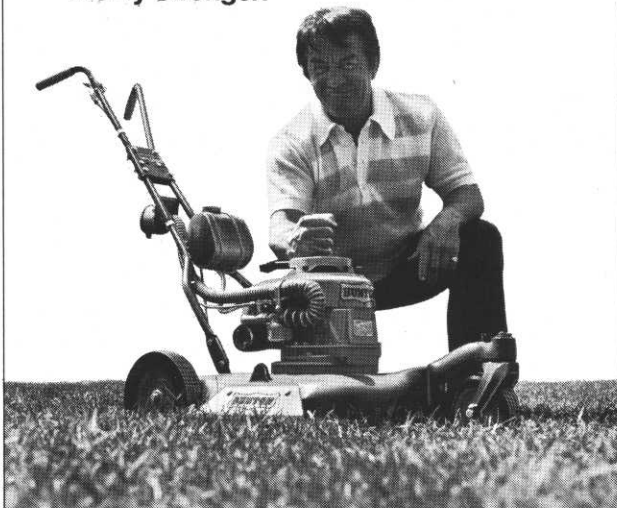
- **Hold a loose rein.** Some course management personnel make the mistake of trying to keep their fingers on every move made in their operations. Their constant checking may make their understudies nervous, and slow down their development. Rather than cause an assistant to lose confidence in himself, and sometimes his initiative, it is better to hold a loose rein.

- **Give him authority.** Follow the management-by-exception principle when you give your assistant responsibility for a certain task. Give him the authority for getting the job done, and encourage him to bring problems to you only if something seems wrong or out of line.

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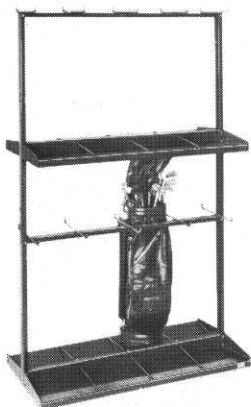


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Royal Golf Equipment national sales manager Bill Neuguth (left) watches General Manager Art Young draw the name of pro Robert Hauer, Crest Hills Country Club, Cincinnati, as the winner of a 1976 Chevette Sports Coupe, in the Royal Master Sweepstakes during the recent PGA Merchandise Show at Disney World in Orlando, Fla. Also pictured are, from left, area managers John Popp (Maryland) and Bill Lunnie (Mass.).

NEWS OF THE INDUSTRY continued

one or more suggested solutions to the problems he brings to you. You help him develop by guiding him to make the correct decision.

• How much control for you?

When you delegate authority and responsibility to an assistant, you are using his ability to think, to plan, to act and to evaluate. Of course, you have to keep control. Control is important so that you can blend his progress in with the overall activities of your business.

Check regularly on assignments you give your assistant. However, as mentioned earlier, you will want to avoid the mistake of checking each little detail.

A word of advice here. Your assistant probably will not do the job the way you would. His approach may be different from yours as his handwriting is different. It may even be better. So long as he gets the results you want, do not nag him about his methods.

Some push their assistants onto the sidelines when they think some thing is going wrong. This practice

tends to undermine their confidence. It also lowers their status with the employees under their supervision.

Pros can advise amateurs on new USGA regulations

Founded in 1894, golf's code of amateurism remains as valid today as ever, according to Elbert S. Jemison, Jr., chairman of the USGA Amateur Status and Conduct Committee.

It a recent release, the USGA has revamped its code on amateur status and indicated that the changes should be noted by club professionals and course administrators, so amateurs at their respective clubs would be made aware of the latest rulings.

A summary of these changes follows:

- **Gambling and Prize Money** — The USGA Policy on Gambling is appended to the code of amateurism. That Policy has been revised in an attempt to clarify what Mr. Jemison termed the critical distinction between "playing for prize money" (a violation of the code) and gambling, considered nefarious in some forms by the USGA and in-

nocuous in others.

Critical changes in the USGA Policy on Gambling are expressed in the following paragraphs:

"The USGA does not object to optional participation in betting among individual golfers or teams of golfers when participation is limited to the players, the players may only bet on themselves or their teams, and the primary purpose is the playing of the game for enjoyment.

"Organized amateur events open to the general public and designed to create substantial cash prizes are not approved by the USGA. Golfers participating in such events without irrevocably waiving their right to cash prizes are deemed by the USGA to be playing for prize money."

• **Personal Appearances** — Amateur golfers may now receive actual expenses in connection with appearances they make as golfers, provided they are not otherwise paid or compensated and no golf competition or exhibition is involved. For example, amateurs may now accept travel expenses incurred in the course of accepting testimonial awards or honors. Heretofore, they could not.

• **Professionalism** — The pertinent section of the code has been clarified to make it clear that golfers who continue to belong to professional organizations, such as the PGA of America, are not amateurs, even though they are no longer employed or playing as professionals.

• **Expenses** — The Expense Rule has been clarified by the addition of a sixth "Exception" which points out that an amateur may accept his expenses to play in a golf event when he is invited for reasons unrelated to his skill as a golfer. Examples would be guests in club-sponsored competitions, celebrities in pro-amateur events, and business associates or customers. Mr. Jemison stressed that the basic regulation concerning expenses remains as it has been, i.e., a player is not an amateur if he accepts expenses from any source other than one on whom the player is normally or legally dependent.

• **Golf Scholarships** — The Rules have long permitted accep-

tance of scholarships or grants-in-aid as approved by the National Collegiate Athletic Association. The scholarship rule now includes the same provision for the Association of Intercollegiate Athletics for Women.

• **Prize Values** — As announced earlier, the maximum retail value of a prize an amateur may win in any event is now \$250 — an increase from the former limited of \$200.

Educational seminar text now available from GCSAA

A variety of educational topics presented at the recent GCSAA Conference in Minneapolis are now available from the association's national headquarters in Lawrence, Kan.

An official proceedings paper on the conference is not being prepared this year, due to cost. All requests for individual copies of any paper should carefully specify the particular item which is desired. The association does not anticipate having papers of all presentations and may on occasion be unable to fulfill requests. According to Doug Fender, GCSAA director of communications, demand for the entire reprinting of the conference's seminars has decreased over the last few years.

Clubs closer to reality of federal tax relief

The Committee on Ways and Means of the House of Representatives has recently passed by unanimous consent HR 1144, a bill which will bring vitally needed financial relief to tax exempt clubs. Committee passage was announced by James J. Clynes, Jr., President of the National Club Association. Because the bill must still pass the full House and the Senate, NCA has urged the industry to continue maintaining a low profile.

Sponsored by Rep. Joe D. Waggoner (D-La.), the bill will permit an increase in non-member business from 5 to 15 percent of a club's total gross income; investment income guidelines will also be raised to 35 percent. The bill includes a prohibition against clubs with written membership policies which discriminate on the basis of race, color or religion.



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