

# NEWS OF THE INDUSTRY

## Club admission policies probed

A recent development in the nation's capital has left some clouds hovering above those private clubs in the nation that continue to have restrictive admissions policies.

Although, not directly related to the club industry, a case involving a private school in Arlington, Va., may have some implications on the ability of clubs to admit anyone they wish.

The Supreme Court has heard arguments from both the school and the attorneys for two black children who were denied entrance. Attorney Louis Koutoulakos, speaking for the school, has said that if parents of children can pick schools where their children can attend, then schools have the right to decide whom will

be allowed into their classes.

Koutoulakos' arguments were met with a chilly reception before the high court. In fact, lower courts have always held with the students in such prior cases. If private schools stand to lose their restrictive admissions policies, the same fate could fall on the private club. This is especially true, where so-called minority businesspeople are becoming as affluent as their white counterparts.

The courts are not the only place this issue will be fought pertaining to clubs. Both the Treasury and Labor departments have launched investigations into federal contractors that may pay fees for employees as members at such clubs.

## Congress going after EPA, OSHA

Although there has been a lot of talk about what the government can and can't do to industry, agencies such as OSHA and EPA have probably brought on the most criticism in the golf business. Several decisions by these bodies have moved superintendents, club owners and managers to wonder out loud just how far the government can go.

There has been an outcry for some sort of damper to be put on the two agencies and that outcry has prompted action in the legislative branch. To insure a stronger vote for those in business, pending bills in the House may have an affect on the authority of the bureaucratic pair.

Two pieces of legislation, H.R. 8231 and H.R. 9001, sponsored and co-sponsored by Rep. Ralph S. Regula (R-Ohio), hold special note for golf business and its dealing with regulatory federal groups.

H.R. 8231 would require any officer or agency in the executive branch to get Congressional approval on all rules and regulations involving any U.S. law or regulation under proposed law. The proposals, accompanied by an explanatory report, would go to appropriate committee to be reported upon within 60 days.

Rep. Regula's office told GOLFDOM these agencies such as EPA or OSHA won't crumple to dust as a result since Congress already has that power through annual appropriations. But the bill is designed to follow the people's will. A taxpayer could complain or praise a federal program, laud it or loathe it but know, if something is wrong, Congress would have the power to act. The federal government, Rep. Regula believes, can create less responsive or unnecessary programs and little can stop this. The signifi-



Spork

## NGF's second Graffis award to California teaching pro

Dedicating 30 years of her life to the instruction of golf, Shirley Spork has been named the winner of the 1976 Joe Graffis award by the National Golf Foundation.

A charter member of the LPGA, Spork is stationed at Tamarisk Country Club in Palm Springs, Calif., as one of its top instructors. With a crammed schedule, Spork still finds time to work six to eight NGF teaching seminars into her schedule. Spork served as a full-time consultant to the NGF from 1966 through 1973.

cance for golf business is EPA and OSHA decisions would fall under greater Congressional study.

H.R. 9001 or the Zero Based Budgeting Act would also affect EPA and OSHA and other federal agencies and programs since the bill would empower Congress to review every federal program at least every six years. It is similar to the Government Economy and Spending Reform Act of 1976, sponsored by Sen. Edmund Muskie (D-Maine) which calls for four year intervals for review.

Its criteria aren't fluff, either. The Zero Budgeting Act demands:

- A program or agency must prove its program objectives are still relevant.
- Show whether it followed its original or intended purpose.
- A measure of its impact for solving problems and objec-

tives designated in its program.

- Its effect upon the operation and freedom of private domain of the economy.
- Whether other programs and practices could better handle the problems with improved

cost effectiveness.

- The program's relations to government and private programs regarding the problems the program studies and how well the program or agency is evaluated according to pending Congressional

legislation, existing laws, private work and if public effort will hinder or aid private efforts.

Besides tightening up inefficiency and waste in agencies, the bill seeks to give Congress a closer eye and watchdog responsibility.

## Course starts slowed in '75, '76 same

While no one anticipated record-breaking openings of new golf facilities in the nation during 1975 due to economy-related circumstances, the total number of new courses, including additions to existing facilities, that opened for play last year was just 21 courses (8 percent) less than reported for 1974.

According to National Golf Foundation records, 256 new golf courses opened for play in 1975. Of these, 207 were regulation length layouts, 33 were executive type and 16 were par-3's. Operationally, 74 (29 percent) of the 256 new openings were private clubs, 149 (58 percent) were for-profit, daily fee courses and 33 (13 percent) were municipal. Comparative percentages for the 277 new facilities opening in 1974 were private clubs 22 percent, daily fee 64 percent and municipal 14 percent.

Many of the courses opening during 1975 went under construction two or three years ago as part of real estate developments. National Golf Foundation records reveal that of the nation's course openings in 1974 and in 1975, 52 percent were associated with planned residential developments or resort operations.

**What's Happening in Golf Course Development.** The fact that golf oriented residential developments have ground to a halt in the country does not mean golf course construction will do likewise.

Construction began on 132 courses in the United States during 1975. And the good news is that 40 percent of these new starts are additions to existing facilities. This denotes stability in the golf business.

It is quite likely that by the end of 1976 another 200 or more golf

courses will have opened for play in the country. An acceptable yardstick for a privately owned daily fee or a municipal golf course is one 18-hole operation for every 20,000 to 25,000 persons in a given area not being served by such a facility. NGF's guide line for the development of an 18-hole private equity club is 200 to 500 families who are agreeable to paying their proportionate share of the development costs and annual dues in sufficient amount to cover cost of the club's operation.

Based on the 1970 census, the country as a whole now has 18 holes of golf for approximately every 22,000 persons. However, there are numerous states that fall far short of the aforementioned guide line.

The golf/real estate development boom of recent years, followed by financial difficulties of many of the developers, has caused serious operational difficulties for some of the golf courses involved therewith. Developers rarely sought consultation when planning a new town or golf course as a sales tool in getting a top dollar for home sites and usually hoped to dispose of the golf course as soon as land sales were accomplished. The state of the nation's economy also brought operational problems to some daily fee and private country clubs.

**Development Outlook.** While no great upsurge in new starts is expected in 1976, there are many indications of increased activity in certain areas of the golf facility development business.

The least active area will be golf oriented vacation homes and resort developments. It will take some time to clean up the situation created by massive overbuilding during the boom. Lenders are holding back un-

til they get out from under past bad loans.

### **Growth in Municipal Courses.**

The federal government has approved \$175,840,000 for the Bureau of Outdoor Recreation's (Dept. of Interior) use in implementing the nationwide 50 percent matching grant program for approved outdoor recreation projects initiated by the states. Fiscal year 1976 apportionments to the 50 states range from \$12,179,558 for California to \$1,491,123 for Wyoming.

Since the BOR program was authorized in 1965, \$62,630,000 has been approved for almost 400 golf related projects. This amount of federal grant money, when matched by state or local political subdivisions, results in a total of \$125,260,000 for golf courses, pro shops, maintenance buildings and equipment, etc. Many municipalities throughout the country have developed or acquired existing golf facilities with the aid of BOR matching grants. This practice is expected to continue in the immediate years ahead. The numerous changes in golf course ownership currently taking place should also stimulate many remodeling and renovation projects.

### **Upswing For Course Additions.**

The trend in construction of an increasing number of golf course additions, noted for 1975, should continue for some time. Analysis of NGF's inventory of the nation's golf courses reveals that 49 percent are 9-hole courses. Operationally, the percentages are private 43 percent, daily fee 55 percent and municipal 42 percent. Experience has shown it is usually far easier to raise capital for an established course already in operation than it is to finance a new facility.

Harry Eckhoff—NGF

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### New film on golf etiquette offered to clubs thru USGA

"Move Along . . . Enjoy Golf," a new film on golf etiquette, starring Arnold Palmer and Amy Alcott, has been announced by the United States Golf Association.

"Slow play is golf's disease. It can cripple the game," says Palmer. "There is no reason in the world why four players, whether they're shooting 65 or 115, should require as much as four hours to play a round."

The official USGA film runs 28 minutes and shows the most common time-wasting mistakes made by scratch player and duffer alike, and recommends quick and easy solutions to speed the game and make it more enjoyable.

Produced by Transworld Productions, "Move Along . . . Enjoy Golf" is sponsored by the USGA in cooperation with Purolator Services Inc., and United Airlines. It will be made available to the USGA's 5,000 member clubs and through special distribution by Purolator and United.

### NGF field staff bolstered, Holman Griffin to southwest

Holman G. Griffin has joined the National Golf Foundation as a regional director in the southwestern region which includes Texas, New Mexico, Oklahoma, Arkansas and Louisiana. Griffin, who prior to joining the NGF had spent the past 15 years with the USGA Green Section, the past four as their Mid-Atlantic Director.

A native of Dallas, Griffin, his wife Mary Jo and their two children, have relocated in that area and can be contacted through the Foundation's Chicago headquarters. In his new capacity as a regional director, Griffin will function the same as the other seven regional field people in assisting individuals and groups interested in building golf courses and also helping existing facilities operate with greater efficiency. The Foundation's field staff have also recently expanded these duties to being involved with

its Educational Program, especially on the promotion of junior golf. The Foundation plans to take full advantage of Griffin's rich background in agronomy in their workshops for club officials.

### Restoration of famous No. 2 course set for Pinehurst

Rated as one of the greatest courses in America, the famed Number Two at Pinehurst will be restored to its original state by golf course architect Peter V. Tufts, it was announced recently.

Making the statement for the North Carolina resort was president of Pinehurst, Inc., William C. Brent Jr. "We made this decision in order to restore and preserve the quality and character of a course, which has become internationally famous," Brent commented on the site of the \$200,000 World Open.

Number Two was originally designed by the late Donald J. Ross and was completed, in its present form, in 1923. Through the years most of the world's greatest players, amateur and professional alike, have tested its 18-hole challenge.

The restoration program, as outlined by Tufts, includes the complete removal of all "love grass" and the establishment of the wire grass-sand rough around the entire 7,007-yard layout. Fairway lines will be maintained at their original position which will, in most cases, widen the driving and approach areas.

Tufts also plans to restore several sand bunkers to sod and wire grass depressions, remove and sod over a few other newly added bunkers and enlarge at least two existing bunkers. Other architectural alterations include the rebuilding and contouring within the dog-leg of a par four hole and the relocation and construction of a new ladies tee on the seventh hole.

"We feel these transformations and improvements," notes Brent, "along with the barring of golf cars from the layout — which was instituted last year — will help to preserve the great tradition of the course."

Brent says the work will begin immediately and there will be no interruption of play during the remodeling. Tufts stated the goal

Circle 111 on free information card

was to complete all work by mid-summer — in time for the World Open in September, but cautioned it would probably take a couple of years to completely restore the wire grass and hard sand rough.

### Maintenance equipment line reviewed in Hesston catalog

Featuring a wide range of grounds equipment, a new color brochure is now available from the Lawn Equipment Division of the Hesston Corporation.

The brochure includes features and attachments for its Front Runner GMT, front Runner Turf Truck and the Front Runner Three Wheeler. The units are designed from the ground up with up-front features and attachments for a variety of maintenance chores in every season.

All three models are available in either a 19.8 hp or 23 hp engine. Attachments include three choices of mowers, two vacuum pickup units, snow blower, two angle backfill blades, cab, spreader, and sprayer. The Front Runners handle a variety of pull-type allied turf attachments.

For a free copy, write Hesston Corporation, Lawn Equipment Division, 1504 Sadlier Circle South Drive, Indianapolis, Indiana 46239.

### Slow cash flow, economy add headaches to clubs

With golf experiencing many of the problems other industries have in the area of "cash flow" and decreasing available funds for capital expenditures, some innovative suppliers may find that "30-60-90" day billing for products such as paper goods, locker room supplies, glassware and cleaning chemicals may be the inducement needed this year for "pre-season" supply sales in quantity.

Many clubs are normally forced to borrow "operating capital" during the peak months due to high labor costs and expenditures coupled with 30 to 40 days needed to collect accounts. Good operators will not want inventories accumulating additional interest charges to pay for normal "pre-season" purchases. "Order Now — Pay Later" may be the theme in 1976 in this area.



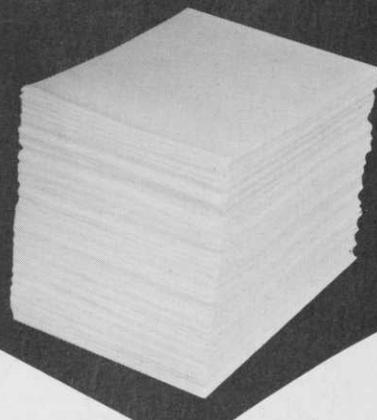
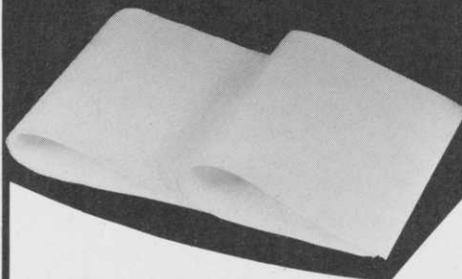
Robert Trent Jones, probably the most prolific designer of courses in this nation's history, was recently cited by the American Society of Golf Course Architects for his contributions to the game. Jones, a founding member of the ASGCA 30 years ago, is presented the award at the organization's recent annual meeting in Pebble Beach, Calif.

A couple of clubs in the Washington D.C. area are attempting to adjust their cash problems, while in the Far East, clubs in Japan are facing failure in the face of that country's increasing inflation.

Due to continued rising oper-

ational costs, Woodmont Country Club has assessed its members for the purchase of sand for the traps. The initiation fee at Woodmont is \$10,000. Congressional Country Club, another prestigious national capital area facility, has increased

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its initiation fee from \$4,500 to \$5,000.

Recession has put a crimp in Japan's golf boom. About 30 golf clubs filed for bankruptcy in 1975.

—Jerry Marlatt—NGF

### Fritz Myers is new leader of Polaris E-Z-Go unit

David F. (Fritz) Myers has been named president of the Polaris E-Z-GO Division of Textron Corporation. The division, headquartered in Minneapolis, manufactures Polaris snowmobiles and E-Z-GO golf cars. Myers joined Polaris E-Z-GO in January of 1975 as vice president of marketing. He was named executive vice president two months ago.

As president, Myers succeeds Beverly F. Dolan, who has been named president of Textron's Homelite Division. Myers, 40, holds BA and MBA degrees from the University of Michigan. Before join-

ing Polaris E-Z-GO he was national merchandising manager for the Lincoln Mercury Division of the Ford Motor Company. He was with Lincoln Mercury for 10 years.

### Club staffs can aid profit viewing wine training film

As part of its plan to aid clubs in the merchandising of wine, the Taylor Wine Company now offers a 15-minute, 16 mm color motion picture entitled "Opportunity." The piece illustrates to waiters and waitresses how they can give themselves a raise through selling wine.

The secret of upping take-home pay, as shown in the film, is to recommend appropriate wines to diners. This is the fundamental principle of Taylor's long-running "Check Booster Plan."

Following the premiere of "Opportunity" at The Taylor Wine Company national marketing conference in Miami Beach, Russell B. Douglas, senior vice president — marketing and a director of the firm, hailed it as another indication of the

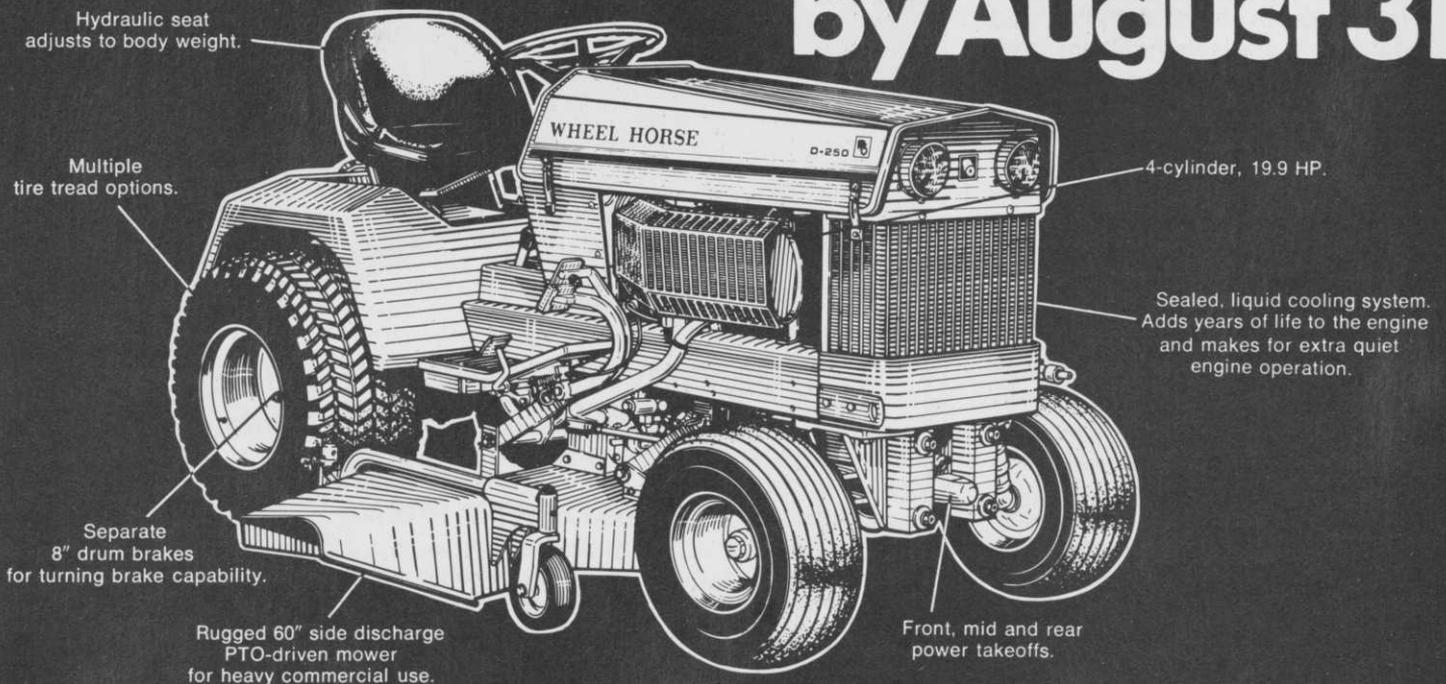
company's long-term commitment to provide education and information programs for the restaurant industry. The goal of the program, he noted, is to assist the club manager and his staff to know and serve their customers better, the key to successful restaurant operation. Douglas noted that 90 percent of all wines ordered in the U.S. bear American labels.

Taylor's sales representatives are scheduling showings of "Opportunity" before regional and local restaurant groups, as well as individual clubs. Managers interested in screening the film for their staffs can make arrangements with sales representative serving the club or by writing to National Sales Manager, Taylor Wine Company, Inc., 425 Park Avenue, New York, N.Y. 10022.

### San Diego business school moves into second season

Well into its second year of operation, the San Diego Golf Academy has tripled its enrollment, as it

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attempts to take care of the need for highly skilled and trained golf professionals.

According to academy business manager Jack Studebaker, the program currently has 35 students enrolled in the management phase that includes accounting, communication skills, office management, business law, introduction to business, human resource management, turf management, food and beverage purchase and control, pro shop management, sales promotion and purchasing.

More than 20 states are represented in the academy's enrollment. Director of golf for the academy is Thomas Speck, former head professional at Tallyho Country Club, Mundelein, Ill.

### Edmont-Wilson picks reps to sell gloves in east, south

Edmont-Wilson has announced the appointment of five sales rep organizations to assist in the national marketing for the company's sports products.

The rep firms will be calling on

retailers to sell Edmont "Super" Grip" vinyl impregnated golf gloves, deluxe leather golf gloves and lightweight stick golf bags. New Edmont-Wilson reps are:

- I.M.M. Corporation, 970 Dearborn Dr., Worthington, Oh., covering Indiana, Kentucky, Ohio, western Pennsylvania and West Virginia.

- Bob Bryd Associates, 2576 Lake Flair Circle, N.E., Atlanta, Ga., which will handle Alabama, Florida, Georgia, Maryland, North Carolina, South Carolina, Tennessee and Virginia.

- Wirth-Aiello Associates, Mineral Point Rd., Madison, Wis., whose territory includes Illinois, Iowa, Minnesota, North Dakota, South Dakota and Wisconsin.

- J. E. Anderson Associates, 100 Boyd Ave., East Providence, R.I., which will cover Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

- Roy Schneider Associates, 175 Fifth Ave., New York, N.Y., handling New York City and New Jersey.

### Job opportunity book latest in PGA employment library

Supporting the club pro looking for that first or another position, the PGA has added to its library of informative business digests with a book entitled, "How to Capitalize on a Job Opportunity."

Available from the officers or executive secretaries of each PGA section, the booklet attempts to outline the plan and procedure pros looking for employment can utilize to get that position easier.

Sections included in the publication include those on helping to evaluate a club, job description, applying for the job, how to arrange biographical data, guidelines for developing a contract, contract negotiations, and how they can apply to the private, daily fee and municipal types of facilities.

Included in the book is even a sample employment agreement in order to give the pro a better prospective on the differing types of items and elements that are included. Within this section, both the duties of the club to the pro and vice

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## NEWS OF THE INDUSTRY continued

versa are analyzed. When pros are facing their most competitive job market in years, such material is vital.

### Golf expo spotlights market for public, club pros in LA

For the first time in history, a public show featuring golf and tennis as its major thrust will be on tap at the Los Angeles Convention Center this fall.

Scheduled for Sept. 24-26 for the general public, the show will run an extra day, Sept. 27, so buyers and professionals may view merchandise without facing the press of the crowds.

According to show executive director Patrick Miller, other companies in the leisure-time field will also be represented. Firms in bicycling, fishing, boating, bowling, water sports and outdoor living accessories are expected to be on hand.

## Regional OSHA advice offered

Golf businesses in the western Chicago area and Florida have a special opportunity to learn about the federal OSHA Act and its regulations through a free community college program.

Triton and Valencia Colleges in River Grove, Ill., and Orlando, Fla., respectively, are offering OSHA courses for both workers and management.

Funded by the Department of Labor and a contract with the American Association of Community and Junior Colleges, the classes in OSHA training and inspection are presented in eight to 10 hour segments in one, two or three sessions on weekends, weekdays or evenings. Some sessions will study voluntary compliance with OSHA regulations, construction safety and health, employer-employee rights, and responsibilities, and safety programming. Campuses, industrial plants or other sites are used for class-

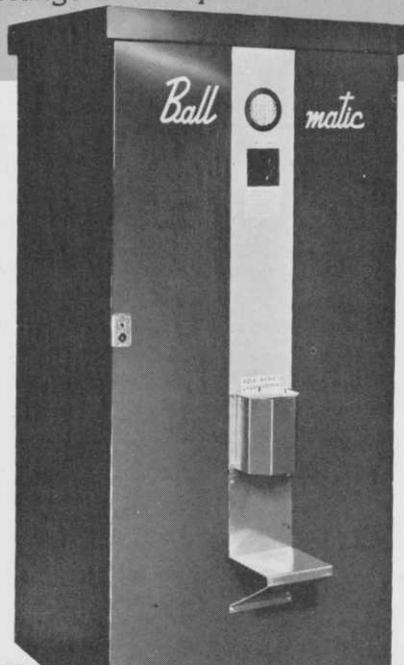
rooms and a certificate is awarded upon completion of the courses.

Triton College serves the Chicago and western suburban area and is available by contacting Peter Rickert at Triton College (312) 342-6720. Florida based businesses and workers should contact Sam Pierce at Valencia Community College (305) 299-5000, Ext. 419.

### Correction

In the May issue of GOLFDOM in the PEOPLE IN THE NEWS section, John C. Horton was identified as being the recipient of exclusive distribution rights for all Toro lawn and garden equipment in the province of Ontario. In fact, Horton, vice president and head of Toro's international division announced that Turf Care Products Ltd., Markham, Ont., was appointed distribution rights.

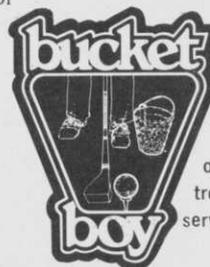
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