

NEWS OF THE INDUSTRY

Burning controversy rages in grass seed industry

A crisis may soon fall on golf courses throughout the nation because of some pending legislation in Oregon. An arbitrary phase-out of open field burning in that state's turfgrass seed industry could cause a general deterioration of all grasses.

Since inferior seeds will probably be produced without the open-burning process, new diseases and some old ones may resurface. The open-burning process has helped to enhance regrowth and ridded the ground of stubble.

The controversy over the process has raged for months between those in the Oregon industry and state governor Robert Straub, whose critics are convinced has bent over to the environmentalists in his state. The ban is based on the pressure of the ecology groups.

Of course, Oregon is probably one of the biggest states in the grass seed business, but industry people see a decision in that state sure to effect the business in the neighboring states of Idaho and Washington.

Poe speaks on recertification

With the month fast approaching when the PGA will see how effective its recertification program is, national president Henry Poe once again hoisted the storm warnings to those members lacking points. The association will probably show little sympathy to those missing the passing grade.

Recently quoted, Poe spoke about the program as something conceived to get PGA members more motivated in their business and better educated in their competitive field. The end result, in Poe's mind, would be more income and security, especially in view of the many young people starting up in the business now.

The compulsory program gives

the PGA professional three years to earn the nine points that will qualify him as an active member. Unfortunately, many pros throughout the country have failed to get into the program and face inactive status when their qualification period ends.

Even with the apathetic attitude that many pros have shown, section officials at the PGA annual business meeting last year in New Orleans balked at talk of more time for those showing lack of motivation to shoot at recertification. Poe himself is not for dropping members. Unless, they change their minds, section officials are ready to clean the association of those not involved in the program.

Unemployment abuse: clubs ripped off?

Last winter, Ray Bolo decided there probably wouldn't be too much for his assistant Brent Stuckey to do in the pro shop at Western Golf & Country Club, near Detroit, so Stuckey headed for a season of sun in Florida and a chance to work on his game.

Now this isn't unusual in itself, many assistants from the north and for that matter many head pros probably head south when the snow falls, but while there, Stuckey was featured in a story on CBS-TV's *60 Minutes* recently.

The story dealt with unemployment compensation abuses and Stuckey's relative lack of desire to find other or any employment. Although, the law states that an individual on unemployment should attempt to find a job in his trained area, it's common knowledge in the industry that a golf pro looking for work in Florida in the winter has about as much chance of finding a

position as the aluminum shaft coming back.

Since the federal government has so much say in unemployment compensation funds for various states, an interstate benefit claim is available to residents of states, visiting other states. Granted, Stuckey's week claim of approximately \$80 is not much to live on, but it beats poverty.

Commenting to GOLFDOM, Bolo defended his assistant and was not critical of Stuckey's trip down south. Law provides for an employer, such as Bolo, to pay additional funds into the unemployment pool that his employees, such as Stuckey, draw on when they stop work. So Bolo, a veteran of 16 years in the golf business, has put his money where his mouth is.

Not happy about the situation and the way it may have given golf professionals a bad public image is Michigan PGA section treasurer

Jim Applegate. Speaking from his shop at Washtenaw Country Club in Ypsilanti, Applegate told GOLFDOM the Stuckey case was not unique in the section and for that matter the nation. How widespread the practice is among assistants is something further research would have to reveal.

Applegate mentioned that the assistants association in the Michigan section had discussed the practice of unemployment compensation before and the topic of trips to Florida in the winter had been brought up with no one in the organization talking the practice down.

At a larger level, national PGA secretary Don Padgett commented to GOLFDOM that the Stuckey case was not unique to golf professionals, as *60 Minutes* showed. "Our system of government allows this kind of thing to happen. I can't say whether this was right or wrong,

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but the law is written, so it seems legal. The PGA, though, would never encourage anyone to violate the law," Padgett said from his office in Callaway Gardens, Ga.

Whether or not it makes any difference to Stuckey, because he is back in Detroit now, but the Michigan state government through its

Employment Security Commission has cut off the young assistant's unemployment compensation if he plans to file in the future.

Norm Isotalo, a spokesperson for the MESC told GOLFDOM Stuckey was in violation of the law since he did not attempt to find other employment while down in Florida on an active basis.

The real story, though, is not with Stuckey. It could be with the employees at all northern clubs that

may stop work in the winter when the clubs close down and go on unemployment until the season starts again in the spring.

Seasonal employees such as those at clubs in the north probably won't go to Florida for the winter, but still, many in the industry probably don't attempt to find other work in the cold downtime.

As a result, the employers (the clubs) pay a larger share of their funds into these unemployment pools and profitability is indeed decreased. Bartenders, waiters, waitresses, kitchen help, maintenance crews, assistant golf professionals and other employees are all in the seasonal category and probably could get involved in the unemployment compensation systems of their particular states.

Of course, the abuses of unemployment compensation go well beyond the golf industry. As the MESC's Isotalo says, "Even though we require people to state their last full-time occupation on our forms, no one has even thought to research them to see where most of the unemployed are coming from."

Chances are, the revelations of **60 Minutes** and other investigative reporting might start the states looking and in the golf business, employers might begin to question the integrity of their employees and whether the unemployment funds are unfair to seasonal employers.

HarleyDavidson moves car facility to Pennsylvania

AMF Harley-Davidson will establish golf car assembly operations at its assembly plant in York, Pa., it was recently announced by Ray A. Tritten, corporate vice president.

The York plant is the primary assembly facility for AMF Harley-Davidson. It has automated assembly lines for motorcycles. The golf car operations are being placed in currently unused space at the plant.

"The opening of a golf car assembly facility at York will enable us to better meet growing competition in golf cars, and also will put us nearer to our prime market in the Southern portion of the country," Tritten said.

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facility at Oak Creek, Wisc. The cars are assembled from parts made at AMF Harley-Davidson plants in Tomahawk and Milwaukee, Wisc. These plants will continue to supply components to the assembly operation in York.

The York plant, in addition to being able to provide automated assembly for the golf car operations, also offers modern painting capabilities and access to a new \$2 million in-plant plating facility. The Oak Creek plant, on which the lease will expire this year, assembles both the gas driven golf car and the new electric drive model.

Suncoast chapter newest in Florida GCSAA lineup

Twenty-eight superintendents in the Venice-Sarasota-Bradenton, Fla., area have recently formed another GCSAA chapter, named the Suncoast GCSA.

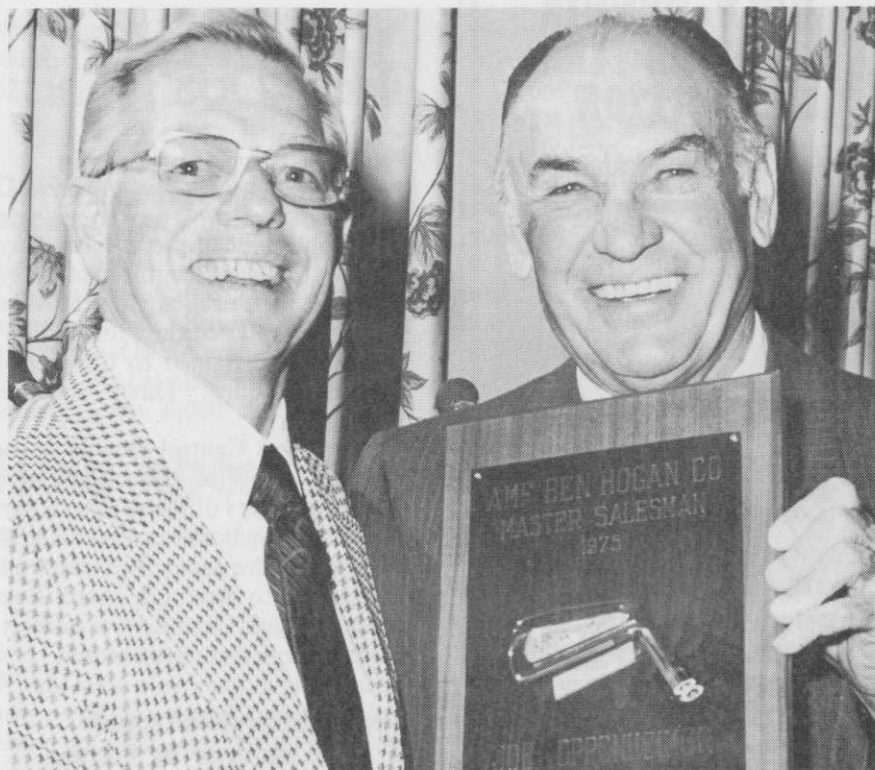
Bud Pearson, superintendent at Palma Sola Golf Club in Bradenton was named president of the new chapter. Pearson had been former president of the Florida GCSA and Florida West Coast GCSA. Mac Baugh, Longboat Key, Sarasota; was named vice president and Gary Smithers, Sunrise National, is secretary-treasurer.

Hartley is top club pro in Southern California

A veteran of 20 years as head golf pro at Camp Pendleton's Marine Memorial Golf Course, Bill Hartley was recently named the professional of the year for the Southern California PGA.

One of the top players and teachers in the section, Hartley has served the section board for six years, including a year as treasurer. He is also a past president of the San Diego chapter. Hartley has also qualified numerous times for the PGA Club Professional championship.

Hartley accepted the honor at the annual section banquet at Lakeside CC in Hollywood. In his speech, Hartley emphasized the importance of the relationship between the pro and his club officials.



Ben Hogan, chairman of the board of AMF Ben Hogan Company, presents the 1975 Master Salesman Award to Joe Oppenheimer, district manager for the company's southern California territory. The Orange, Calif., resident earned the honor by surpassing his quota in total bookings, shipments, in woods, irons and golf ball sales, and by setting a company record for shipments and bookings.

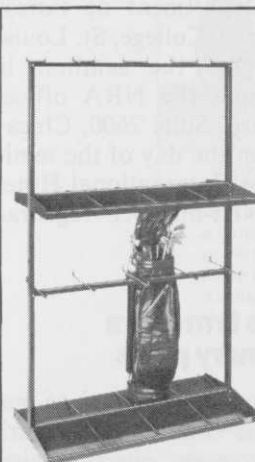
New J-M brochure features Club Car model for 1976

A new eight-page brochure describing Johns-Manville's Club Car — engineered to travel far on a single charge — is available from the manufacturer.

The four-color illustrated publication tells how the light weight J-M Club Car can carry two passengers over 100 holes on a single charge. In addition to low operating costs, the

brochure points out how Club Car is virtually maintenance-free, with an aluminum I-beam frame that resists corrosion. Photographs show the equipment and options of the vehicle with its contoured bucket seats. Safety features and warranty information is provided, as well as a full page specification list.

For a copy of the brochure (IR-78A) write to Vance Kniffin, Johns-Manville, Greenwood Plaza, Denver, Colo. 80217.



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Florida PGA chapter picks Tampa pro vice president

Hank Davis, head pro at Cove Cay, Clearwater, was recently elected new chapter vice president for the West Central chapter of the Florida PGA section. Also named to the section executive board, Davis succeeds Bob Keller.

The West Central chapter is the biggest of the Florida section's divisions. Members of the southern part of the chapter have requested a split because of the long distances travelled to get to meetings. Frank Reynolds, also of Cove Cay, was elected chapter secretary-treasurer.

Key to supervision topic of NRA seminar in Tampa

There is no magic formula that can resolve all the employee difficulties a club manager encounters. However, the all-important performance of the manager can be improved with basic principles and techniques.

For club managers in the south, Tampa, Fla., Monday, July 26, is the location and date of a comprehensive all-day seminar by the National Restaurant Association designed to answer some of those questions on supervision. Through lectures, discussions, case studies and problem solving sessions managers along with seminar director Jack Miller will attempt to help develop supervisory talents.

Miller is chairman of the Hotel-Restaurant Department at Forest Park Community College, St. Louis. Registration for the seminar is possible through the NRA office, One IBM Plaza, Suite 2600, Chicago 60611 or on the day of the seminar at the Host International Hotel in Tampa. Non-member registration is \$65.

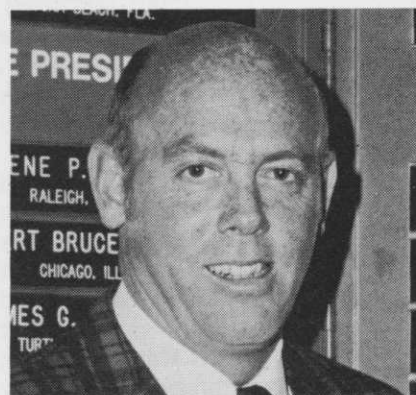
New Orleans firm offers free club laundry plans

Still wondering which way to go with getting the club laundry clean? A simple, two-page questionnaire from the Milnor Corporation might

help shed some much needed light on the laundry question.

The New Orleans company will prepare a detailed, on-premises cost analysis of your laundry needs free of charge. The report will show weekly, monthly and annual costs of all-premises service, as well as per-pound costs of items to be laundered. Fuel, supply and labor expenses and equipment suggestions are also made.

Layout service of an in-club laundry can also be provided. The questionnaire contains a grid sheet, so a rough dimensional sketch of the proposed area can be prepared. If you are interested in this free service write Milnor, P.O. Box 400, Kenner, La. 70063.



Seay

Seay reaches presidency at architects conference

Edwin B. Seay of Ponte Verde Bedra Beach, Fla., was elected president of the American Society of Golf Course Architects at the group's recent 30th annual meeting at Del Monte Lodge in Pebble Beach, Calif. He succeeds Geoffrey S. Cornish of Amherst, Mass.

Seay, who has been involved in the design of over 50 courses, is now working on projects in 15 states, Japan, the British West Indies, Central America and Europe.

Other officers elected at the meeting include William W. Amick of Daytona Beach, Fla., vice president; Rees L. Jones of Montclair, N. J., secretary; and Jack Kidwell of Columbus, Ohio, treasurer.

In addition to the officers and past presidents, others elected to the board of governors include: Arthur Jack Snyder, Phoenix; Gerald Mat-

thews, Laingsburg, Mich.; Mal Purdy, Livingston, N. J.; Richard Phelps, Lakewood, Colo.; Dave Gill, St. Charles, Ill.; Richard Nugent, Palatine, Ill., and Phil Wogan, Beverly, Mass.

Mark Mahannah, Miami; and William H. Neff, Salt Lake City; were elected fellows of the society. Both Mahannah and Neff have been members of the society for more than 10 years and have reached the age of 70.

Speaking before the ASGCA, Frank "Sandy" Tatum, vice president of the USGA, told the architects "your statements about the game are the ones that count most and the ones that last. You inscribe your views, thoughts and feelings about the game in the ground and those inscriptions will be there as long as the courses are there to tell the golfer what he has to accomplish to satisfy your view of the game.

"Courses you design, therefore, are relatively permanent inscriptions on and in the face of the earth that say what you think and feel golf is all about and also whether and to what extent you understand, appreciate and indeed love it."

NGF teaching clinics set for Dartmouth, Carolinas

Teaching pros in the east and south can pickup some new instructional ideas at a pair of teaching seminars put on by the National Golf Foundation this summer.

From July 5-10 at Dartmouth College, Hanover, N.H., and Aug. 1-6 at Pine Needles Lodge & Country Club, Southern Pines, N.C., some of the best teaching brains in the nation will be on hand to talk over new techniques and methodology.

Included in this staff are noted PGA pros William Strausbaugh, Jim Flick and Bob Toski along with PGA director of education Dr. Gary Wren. The Dartmouth seminar will focus on teaching at the beginning level, while the Pine Needles seminar will deal with teaching at advanced levels.

Those interested in attending these sessions should contact the National Golf Foundation immediately, since class sizes are limited.

Write the NGF at 707 Merchandise Mart, Chicago 60654 or call (312) 527-3564.

OSHA stats show citations at record clip, fines too

Recent statistics announced by the Occupational Safety and Health Administration show that during February, OSHA conducted a record 7,273 workplace inspections and issued nearly 6,000 citations alleging

over 31,000 violations of job safety and health standards.

From its inception in April, 1971, OSHA has made nearly 300,000 inspections, resulting in over 211,000 citations alleging over 1 million violations totalling over \$28 million.

Of course, only a fraction of the total were within the golf business, but indications from OSHA are that maintenance facilities at courses will remain an area where inspectors will continue to focus on.

How about a passing green?

A passing lane on a highway is commonplace. Why not a passing green on a fairway?

Slower traffic on highways use one lane, faster traffic another. Would slow players on a golf course using one green and faster players using another on the same hole work?

"It's an idea I'd like to see tried," says William W. Amick, golf course architect from Daytona

Beach, Fla., and vice president of American Society of Golf Course Architects, who came up with the novel idea.

Amick's theory is to build "passing greens" on busy and crowded golf courses to enable faster players to play through slow groups, thus speeding up play, and as an inevitable by-product, produce more business for that particular course.

The greens would be built in

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front of and to the side of the regular greens. They would be smaller, but of the same consistency and family of grass as the primary greens on the course.

During busy seasons these greens would serve as an "alternate route," so to speak, for faster groups wanting to play through slower foursomes.

The faster players would simply elect to hit their approach shots to the passing greens, finish the hole out and proceed to the next tee ahead of the slower foursome.

While the passing greens would shorten the length of the hole, they would be competently designed to make them just as interesting because of their relatively small — about 5,000 square feet — size and contour.

These alternate greens would receive the same treatment as the regular greens, i.e., fertilizing, aerifying,

spiking, top-dressing, spraying, etc. They would be, in other words, a much more suitable playing surface than temporary greens as we know them. The second green could be utilized in many other ways even when the course is not inundated with golfers.

For instance, in the southern climes the alternate greens could be used while overseeding is being done on the regular greens and the winter-grass is still taking root. In the north, the passing greens could be used when weather conditions require the closing of the regular greens, especially in the colder months when the greens are most subject to permanent damage.

In all seasons, the alternate greens could be available for use when maintenance of the primary greens dictates that golfers avoid them for certain periods.

Assuredly, there will be extra costs involved in the construction of the second greens for they must be technically designed and sufficiently maintained to make them

acceptable for their intended purpose.

However, the benefits to be reaped could more than equate the expense, according to Amick, whose firm has designed or remodeled 40 courses during its 15 years of operation.

Speedier rounds, naturally, will enable more golfers to play a particular course. But the theory of second greens also means more business through the appeal of consistently puttable greens throughout the playing season.

Bar management films free to managers from Schenley

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Bar management is made simpler through the other film's tips on merchandising, training, inventory control and profit making suggestions. If you or your club employees are interested in obtaining the films, write to William J. Taylor, Schenley, 888 Seventh Ave., New York, New York 10019.



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Business' chance to aid charity is Golf Day drive

Throughout the entire month, club pros from around the nation will be involved in the most vital stages of the National Golf Day Charities Drive.

National PGA officials are hopeful that last year's goal of \$100,000 will be surpassed. Since its origin in 1952, the drive has brought in more than \$2.2 million to non-profit golf-oriented charities. Through the years, the effort has benefitted caddie scholarship programs, USGA turf research and education, the GCSAA scholarship fund, PGA educational grants, United Voluntary Services for veterans golf therapy and the National Amputee Golf Association.

Although the concentrated drive is targeted for a period from late May to mid-June, PGA officials indicated prize credit will be accepted through September 30 and through the end of the calendar year for final distribution. Plaques will be awarded to clubs with the largest individual contribution in each of the 39 PGA sections. Large prize contributions have made by the Admiral Corporation, Chevrolet Motor Division and Aldila, Inc.

The PGA has several suggestions to generate sustantial increases in the drive:

1. Asked for a minimum contribution of \$5.00.
2. Combined a club "Beat the Pro" with the National Best the Pro, and awarded local prizes.
3. Held a National Golf Day Tournament and special club dinner.
4. Generated National Golf Day contributions all week long (or all month). This seems to be a more common on public and semi-private courses.
5. Held a National Golf Day Auction of equipment from golf shop ... after a special dinner. All income over normal merchandise costs to be contributed to Fund.
6. Written special appeal notes to key donors for special large gifts.

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