

# GOLFDOM

## THE MAGAZINE OF GOLF BUSINESS

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### ARTICLES

#### ON THE COVER

Situated some 25 miles northeast of Atlanta, near Duluth, Ga., the present site of the Atlanta Athletic Club has been in the business of serving its membership since 1963. Located on a tract of land 628 acres in size, the AAC is probably one of the most modern, all purpose facilities in the United States. It has 27 holes of golf, a complete health club that offers racketball, volleyball and badminton along with a weight room. Included is an olympic swimming pool and a tennis complex, featuring 13 courts. If that wasn't enough, 22 miles north of the club on Lake Lanier is a yacht club for the membership servicing 188 boats from 16 to 66 foot. Complete staff at the hilt of the season is 160. Jim Petzing is the AAC's general manager and works with superintendent Bob McGee and club professional Harold Sargent to make sure the facility is in efficient order for the Open and afterwards. Cover photo by Dale Richardson.

**FACILITY OF THE FUTURE** National limelight will bathe the Atlanta Athletic Club when it hosts this year's U.S. Open, but all the attention won't prevent the club from offering advanced services for its 2,150 members once the spectacle is over. Managing Editor Nick Romano interviews general manager Jim Petzing, club pro Harold Sargent and superintendent Bob McGee for a close look at this unique club **6**

**MUNICIPAL GOLF: DEFEATING THE DAILY FEE OWNER?** National Golf Foundation regional director Fred Stewart details the inroads municipal golf facilities are making against the daily fee owner. Faced with an increased tax burden, golf businessmen are forced to view municipal courses as a threat **12**

**THE PGA SPEAKS: CLUB SERVICES AND YOU** Here's an explanation of the new program the PGA wants to provide for clubs and its projected effects on their business, as written by the newly named director of professional and club services for the PGA, Bill Blanks **16**

**MARKETING FOR MEMBERSHIP** Brookridge CC in Overland Park, Kan. features a wide variety of services for members while maintaining a tight, controlled budget and a 15-year program of expansion and upgrading of service **18**

**NEWS OF THE INDUSTRY** Burning controversy rages in grass seed industry . . . PGA president Henry Poe worries after recertification . . . Unemployment abuse and whether clubs are being ripped off by seasonal workers . . . AMF Harley-Davidson moves its golf car plant to Pennsylvania . . . Suncoast chapter in Florida, latest in GCSAA lineup . . . Bill Hartley is club pro of '76 for Southern California section . . . Johns-Manville offers color brochure on Club Car . . . Tampa pro Hank Davis is new veep for West Central chapter of Florida PGA section . . . NRA seminar in south focuses on employee supervision . . . free laundry planning offered by New Orleans company . . . new president of architects association is Florida's Ed Seay . . . teaching pros can get pointers at NGF summer sessions in New Hampshire, North Carolina . . . OSHA stats indicate bigger crackdown on violators . . . architect Bill Amick suggests passing greens as answer to slower play, more profit for clubs . . . Schenley has free films for club managers looking to increase bar profit **22**

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