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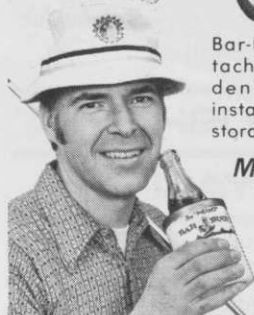
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26 GOLFDOM MAGAZINE 5/76

NEWS OF THE INDUSTRY continued

LA, Chicago, Cornell sites of club management seminars

The National Golf Foundation will conduct four three-day Seminars for club officials, directors and committeemen, according to Jerry Marlatt, Director of the Foundation's Club Management Division and past president of the Club Managers Association of America.

Recognizing that many of the country's golf clubs are facing many critical problems that will force them to be operated more efficiently, the Foundation has scheduled seminars at the following sites and dates:

June 11-12-13, Riviera Country Club, Los Angeles, Calif.

October 1-2-3, Cornell University, Ithaca, N.Y.

November 19-20-21, University of Chicago, Chicago, Ill.

Participants in the seminars will

be addressed by top experts in the golf management field on pertinent subjects including: John P. Jaeger on club accounting; Wesley A. Clark on the duties of club officers, directors and committee chairmen; Richard D. Baker on risk management — an alternative to insurance; Jerry Hurley on legal and legislative problems of today's club officials; Bob Williams on everything you wanted to know about a golf superintendent, but were afraid to ask; Hubby Habjan on knowing and understanding your golf professional with Don Rossi, NGF Executive Director and Marlatt acting as moderators.

For further information, write the National Golf Foundation, 707 Merchandise Mart, Chicago, Ill. 60654.

Public course association chooses regional directors

William Saunders, president of the recently formed Association of Public Golf Courses, announced that eight members have been selected to act as regional board of director members. They are as follows: Northeast — H. Bailey Trull, Tewksbury, Mass.; Southeast — Art Young, Stuart, Fla.; Midwest — Larry Snodde, Alliance, Oh.; Rocky Mountain — James Dorian, Derby, Kan.; Pacific Northwest — Wallace Staatz, Rodeo, Ca.; Pacific Southwest — Pat Markouich, Rodeo, Ca.; Mid-Atlantic — Charles Lynch, Alexandria, Va. and Southwest — Dick Forester, Jr., Houston, Tex.

Mild Augusta facelift made play tougher during Masters

During the recent Masters, superintendents and pros watching the tournament in person or on television might have noticed a mild facelift over Augusta National from the previous year.

According to Masters chairman Clifford Roberts, Augusta came up with new sand for all its bunkers and a herringbone-type of french tiling was installed in 18 bunkers in order to eliminate pools of water quickly after heavy rains.

Tees on 2,4,6,11 and 17 had been completely rebuilt to allow better drainage and uniform surfaces. Probably the most extensive work

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was done on 13, since it was moved back 10 yards. The green also underwent some rebuilding. There had been problems on this hole in the past because of a sour soil condition, resulting from too much shade. A new pin placement area in the far left section of the green became available, after remodeling.

Biggest improvement, though, throughout Augusta might have been the new winter grasses established on the fairways and greens. Through research at Rutgers and Penn State, a combination rye grass and a superior type of fescue will aid the course noticeably.

GCSAA selects manufacturers to industrial advisory panel

With the idea of discussing industry problems and ideas, the executive committee of the GCSAA has formed an Industrial Advisory Council, composed of manufacturers within the turf business and including members of the GCSAA's executive board.

Members of the council are Conrad Scheetz, GCSAA executive director; Lou Haines, director, Denver Country Club; Richard Malpass, president, Riverside Golf and Country Club, Portland, Ore.; Ted Woehrle, vice president, Oakland Hills Country Club, Birmingham, Mich.; Gordon Witteveen, director, Board of Trade Country Club, Woodbridge, Ont.; John Kinkead, National Mower Co., St. Paul, Minn.; Tom Haschen, Du Pont Co., Wilmington, Del.; George Horn, O. M. Scott & Sons, Marysville, Oh.; James Latham, Milorganite, Oak Creek, Wis.; Robert Moore, Aquatrols Corp. of America, Pennsauken, N.J.; Theodore Smith, Jr., Smithco, Inc., Wayne, Pa.; Roger Thomas, Jacobsen Manufacturing Co., Racine, Wis.; James R. Watson, Toro Co., Minneapolis, Minn.; and Vernon Worrel, Cushman-Ryan, Lincoln, Neb.

Listings of nation's course builders in new directory

The new, 1976, annual directory of America's golf course builders and construction equipment suppliers is available free from the headquarters of the Golf Course Builders of America, 725 15th St., N.W., Washington, D.C. 20005.



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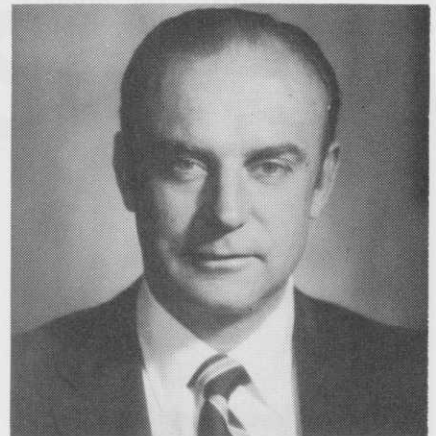
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NEWS OF THE INDUSTRY continued



Grimm

Colgate's leisure division to include Ram Golf, Eaton

Recently acquired by the Colgate-Palmolive Company, Ram Golf Corporation and the Charles A. Eaton Company have both been placed in Colgate's new Leisure and Entertainment division under the leadership of vice president John E. Grimm III.

Colgate properties also included in the new alignment are Bancroft Sporting Goods and the PAK Company, a women's sportswear firm under the Anne Klein for Penfold label.

Grimm will oversee this new operation, as well as coordinate worldwide efforts in sporting goods. Other personnel in the division include former Ram vice president of finance Paul Svanberg, who will be division controller, and J. C. Shinn, who will handle merchandising and promotion.

Pros in northern California meet to achieve 'image lift'

Attempting to better the lot of the golf professional in the northern California area, the PGA section there has launched a program to lift the image of the club pro in the eyes of his members.

Don Krivanek, president of the Sierra Nevada chapter, helped organize and plan the gathering, which had over 120 professionals in attendance at the recent meeting at

the Sunol Valley Golf and Country Club.

Discussions at the meeting pointed to the fact professionals had kept the service aspect of their job a secret for too long and some sort of promotion was needed to show this to club officials, owners and the golfing public.

Heavy emphasis was placed on the fact that pros should become more involved in the promotion of amateur and especially junior golf. Through clinics, pros in the section will attempt to turn the juniors into more accomplished players. Pros were even encouraged to get involved in the USGA Associate Program.

Expanded charity tournament schedule to aid Musser Fund

Greater impetus in the concept of raising funds for advanced turf-grass students was discussed during a recent annual meeting of the Musser Foundation in Minneapolis.

William L. Burdick, Canterbury Golf Club, Cleveland, described the plan to the board of directors of the foundation. Burdick, reporting for D. Frank Dobie, Musser Golf Tournament Director, said the plan involves a means of inviting players to participate in the annual tournaments on some of the nation's leading private courses and to do so without payment of green fees. The plan would be circulated to golf courses across the nation following approval by the board of directors.

Two new appointments to the board were ratified. They are: Burdick and Mr. W. Leonard Goldson, representing the Green Section of the Royal Canadian Golf Association, Ontario.

The 1976 Contribution of MITF to a research fellowship will be made to Dr. Harry Niemczyk, Ohio State University, for support of a Ph.D. candidate, studying control of the Dung Beetle. Other funding agencies involved in that research will be the GCSAA and the Cleveland District Golf Association.

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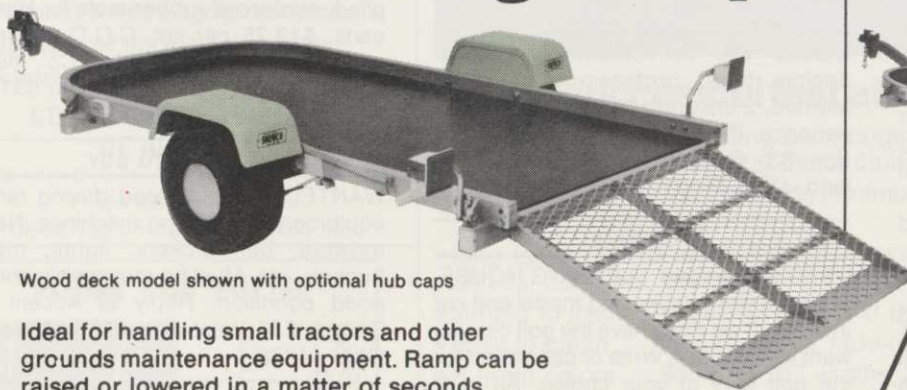


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