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5 Idea file

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8 The old pro

This is a new regular column in GOLF BUSINESS, but it's written by a seasoned veteran of the industry. Every column promises to give fresh insights — tempered by hindsight — into the golf pro's life.

9 News

The city of San Francisco decides to let the citizens in on running its municipal golf system after losing more than \$300,000 in 1976 . . . turfgrass was covered thoroughly at the Midwest Regional conference last month at Purdue University . . . golf professional Tommy LoPresti celebrates 50 years in the industry at age 68 at his Sacramento, Calif., municipal course . . . Chicopee offers free tee towels . . . officers gain control of Grafalloy . . . New Jersey seed firm gets USDA approval on two seed types . . . Hahn finally out of financial storm . . . National Club Association and appraisers group sponsor research competition on taxes.

Features

20 PROFILE OF THE INDUSTRY

For the ninth straight year, GOLF BUSINESS surveys the market and reports on its research effort. Editor Dave Slaybaugh focuses in on the whys and wherefores of 1976 in the pro shop, the dining room, the course and how the owner/operator is faring at the public operation. GB looks at where the business was last year and where it's heading.

30 EXCLUSIVE INTERVIEW WITH NEW PGA PRESIDENT

Managing Editor Nick Romano hooked up with new PGA President Don Padgett in an in-depth session that sheds new light on many areas in the association and the industry. Padgett tells what direction the PGA is headed during his administration, especially in the area of employment. Must reading for the golf professional.

40 WHAT MAKES A GOOD CLUB MANAGER?

Foodservice Management Editor Herman Zaccarelli analyzes the qualities that make up club managers as the foodservice experts they must be in the business today. Zaccarelli also describes the signs of managers on their way up and on their way down.

43 HEAVY PLAY DICTATES REGULAR PREVENTIVE MAINTENANCE

When you're director of operations for two heavily played 18-hole golf courses, like Dick Slivinski in Pompano Beach, Fla., you can't afford to lay back on maintenance procedures. Here's how he runs a strong preventive maintenance program to keep his turf in shape.

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