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This is the first in a continuing series of columns written by working golf course superintendents. Paul Voykin leads the way for future authors with a refreshing viewpoint of interest not only to other superintendents, but to everyone in the golf business.

## **11 News**

## Features

#### MUNICIPAL COURSES: GOLF FOR THE MASSES

Statistical survey results show the relative size of this portion of the golf business — number of courses, number of golfers, how much money is made and spent — while people in the industry comment on the problems and advantages of municipal courses.

#### **22** GOVERNMENTAL GOLF: TIME TO STOP GIVING IT AWAY

The supervisor of golf for one of the nation's largest and most successful municipal systems tells what he has found to be wrong with most such facilities today — and what his operation has done to set things right.

#### NGF STUDIES AVAILABILITY OF PUBLIC COURSES

A study conducted by the National Golf Foundation relates the population characteristics of the census bureau's standard metropolitan statistical areas to the number of golf courses available to the public.

#### GOLF CARS ARE LATECOMERS TO NATION'S BUSIEST FACILITY

Bethpage State Park on Long Island, New York, has five golf courses which were drawing 300,000 rounds a year. But business was falling off until park management finally made golf cars available for rent to golfers there.

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#### ANALYZE YOUR OPERATION

If a club or course doesn't have enough members or customers, it's probably high time management found out why. GB asks an expert to explain how to go about analyzing the operation of a golf facility — from finances to physical plant to community relations.

#### FLOODPLAIN GOLF COURSES

Wet lands formerly written off as virtually unusable for anything worthwhile can, with proper engineering, be made into playable and profitable golf courses. Architect Mike Hurdzan tells how.

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#### A DOZEN IDEAS FOR SHOP KEEPING DISPLAYS AT PEAK EFFICIENCY

Good displays can make a great difference in pro shop sales. Here are some helpful hints for pros and shop managers to follow in making the most of effective displays.

#### EXCLUSIVE INTERVIEW WITH GCSAA PRESIDENT TED WOEHRLE

The third installment in a continuing GOLF BUSINESS series reveals the direction President Woehrle is leading the Golf Course Superintendents Association of America.

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