

News

GOLF CARS

Manufacturers move toward safety standard

NEWS, 7
PEOPLE, 16
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With the government on hand to put in its opinions on the subject, the biggest golf car makers met in Chicago in December to nail down some industry safety standards.

As liability problems begin to loom larger in the market every day, the car companies have been sped along in their collective surge toward safer vehicles by the U.S. Consumer Product Safety Commission. John Liskey, from the CPSC's voluntary standards division, was on hand in the Windy City to see what the manufacturers had come up with. The process, though, has dragged on for more than 6 years.

On hand for the companies were James Wenzel, Don Dickman, and Jack Woods from AMF Harley-Davidson; L. A. Benton from Johns-Manville; R. Davis Taylor from Taylor-Dunn; John Dwyer from Polaris E-Z-Go, and representatives from HMK-Marketeer and Pargo.

In all, the government and the manufacturers discussed 26 separate areas of contention on the proposed standards. Both sides made compromises, as the manufacturers strive toward having the standards adopted and then published by ANSI (American National Standards Institute),

national clearinghouse for all such safety material.

The gathering was instituted by the National Golf Foundation, which has been involved directly with the companies since the ineffective American Golf Car Manufacturers group disbanded in 1973. The manufacturers met in Chicago as a subcommittee of the NGF and not as a committee for writing ANSI standards. Such a group of manufacturers was organized in 1970 and dubbed the "Z-130."

To prepare for the meeting, Liskey took the manufacturers' proposed standards and circulated them around the various bureaus and divisions of the CPSC to get other staff opinions on the code.

A major disagreement between the government and the manufacturers came on the rate of acceleration achieved by the vehicles. Engineers for the commission felt the average rate of 15 feet per second was excessive, but the manufacturers stood pat, contending a major redesign of the vehicles would have to be accomplished to decrease the acceleration capability. Liskey conceded that testing had not established the present rate of acceleration to be a direct cause in

any accidents.

On new 1977 models, the manufacturers will be placing a warning label on the cars indicating to drivers several items they should be aware of when operating the car. One item the CPSC recommended and adopted was to tell the driver not to start the car until all passengers are seated in the vehicle.

Liskey and the government did try to underscore the need for more visible safety features on the car itself. Some sort of handholds and body restraint system will become standard equipment on models in the immediate future.

Cars may eventually also be inspected by the government or an "independent third party," Liskey told GOLF BUSINESS. All in all, Liskey was optimistic about the movement the car people had been making toward safer cars, and the Chicago meeting was another step in the right direction.

Harley-Davidson's Wenzel is in charge of making the contact with ANSI now and filing the safety proposals with them. ANSI personnel will then analyze the standards through its bureaus and will look at each standard individually, accepting or rejecting each.

Attempting to simulate every conceivable golf car accident, a test crew from Johns-Manville gives one of their units a 360-degree roll to check the structural integrity of the car. One check done afterwards was to see whether the batteries stayed in place.



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GOVERNMENT REGULATION

Justice backs NCA in contractor case

With what must be a collective sigh of relief, the private club industry can relax for the moment, as the Labor Department's Office of Federal Contract Compliance suffered a setback in its plan to achieve further access to clubs with admissions policies restrictive to blacks and women.

In a December opinion by the Justice Department on the OFCC thinking, the Labor Department's policy of getting more minorities into such clubs, through threat of voiding federal contracts to employers that pay for executives' dues and fees, fell apart. In a letter to Solicitor of Labor William J. Kilberg, Assistant Attorney General Antonin Scalia found the Labor Department's proposals on handling of restrictive admissions were too broadly based.

At the forefront in the fight against the government was the National Club Association and its executive director, Jerry Hurley. "We feel the Justice Department has vindicated our position, reinforcing that the Labor people were indeed very broad based in what their policy was going to achieve," Hurley told GOLF BUSINESS.

Labor has asserted that the fact blacks and women did not have access to such clubs prevented them from making the same advancements their white, male colleagues could make. Disputing this, the NCA held such advancement was not denied because employees were denied membership in such clubs. If an employer was doing this to retard the advancement potential of an employee, then the employer, not the club would be at fault.

Quoting from Scalia's findings, the assistant attorney general made it clear he was not looking at Labor's case in a specific instance and the position of the OFCC "does not seem . . . to be of such uniform validity as to support the categorical prohibition which the memorandum would base upon it. Although some clubs are substantially used for the transaction of

business or for the making of business contacts, I see no grounds for assuming that this is universally so, and thus that membership in a club automatically affects promotion and advancement potential."

Another contention the Labor Department made was that since companies were involved with such clubs, they, in actuality, were controlling the admissions policies of the clubs. This point was also dismissed by the Justice Department. The point made was that such club policies were not extensions of corporate doctrines.

Even with the issue seemingly settled, there is some concern in the industry that the new cast of Democratic characters may review the question of restrictive admissions policies.

This question could take on greater significance as Georgian Griffen Bell becomes the new Attorney General. Bell was forced to resign his membership to three private Atlanta clubs, which all had restrictive admissions policies. Once again, the national spotlight focused in on the club industry, at a time it can do without that kind of publicity.

Indications are that pressure groups for both women's rights and black rights groups will be keeping a watchful eye on the Carter White House and the new Congress to make sure no one is involved with such clubs. Such activists as Georgia's Julian Bond have made it quite clear they will not stand for such practices by politicians, be they appointed or elected.

For the moment, the parting shot of the Ford Administration on the OFCC and the clubs has quieted with the changing of the White House guard, but those in the club business will be keeping a watchful eye on the nation's capital this spring.

ASSOCIATIONS

NAPGC a year older, wiser in Year II

In any new organization's formative years, not too much gets accomplished except for the group getting its collective feet on the ground.

That is the best way to summarize the first year of the National Association of Public Golf Courses, as the group of public course owners goes into Year II of its existence.

St. Charles, Ill., outside of Chicago, was the site for the annual conference in conjunction with the National Golf Foundation's eastern workshop for daily fee operators. The Pheasant Run Lodge and its dinner theater even had Elizabeth Ray, former friend of former congressman Wayne Hays, on its marquee, but according to NGF Executive Director Don Rossi, the course operators had more than enough incentive to come to the seminars without Ms. Ray.

On that point, Rossi was right. More than 200 owner-operators from more than 15 states and Canada made it to the late fall meeting. All were interested in what was new in the business and how they could run their facilities better. Some just wanted to know how to save their facilities.

Probably the most sobering talk was presented by NGF Regional Director Jerry Claussen. Although Claussen saw significant growth in his Rocky Mountain region, he emphasized that the day of the small "mom and pop" operation was past and skilled, professional management would have to take over.

"From what I have seen, there is a lack of competent management in this market. And management, not market, is the key to success," Claussen stated.

New information was delivered in big doses, as such authorities as course consultant William Sherman, NGF Education Director

Carol Johnson, turfgrass expert Andy Bertoni, golf course architects Lawrence Packard and Jack Kidwell, and PGA Director of Club and Professional Services Gary Wiren paraded to various seminar podiums.

Sherman zeroed in on the evils of the golf course owner not being aware of how local zoning can directly affect them. He cited a case in San Jose, Calif., in which the city placed zoning restrictions on an owner who wanted to sell his course to a home developer. In reality, the municipality wanted to obtain the course itself.

Johnson, along with PGA professional and course owner Don Essig III, went in depth on how the operator could make better customers out of his golfers by making them better players. Through the institution of added instructional programs, golfers could become better players and would directly increase their frequency of play.

As the amount of golfers at public facilities increases, said Johnson, it would only be natural for owner-operators to put some sort of program into action. "There is very little golf taught at public courses," Johnson commented. Her point was well taken in view of the fact that at least 75 percent of all golfers now play at such facilities.

Essig pointed to the importance of establishing the beginning handicap for the novice and encouraging the less experienced to find out as much about golf as possible. "The owner or his professional must adopt an enthusiasm about teaching the game. If you aren't interested in instruction, your students will soon

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A packed house was on hand for the NGF's eastern daily fee workshop at St. Charles, Ill., last fall. A variety of topics were covered for the more than 200 on hand for the multi-day sessions.



The National Club Association's Steve Alberg talks taxes to course owner-operators during the National Golf Foundation's eastern daily fee seminar in St. Charles, Ill. Alberg summarized the effort his organization had been making in the private sector to fight higher taxes.

see that in your lessons."

Most importantly, though, Essig stressed the effort the teacher must make to listen to his golfers. "They want to tell you about their game," he said.

Bertoni, a former superintendent and now employee of a turf chemical firm, spoke on how cheap maintenance can cost too much in the long run. "Well-conditioned courses make money. Preventive programs are important," Bertoni said. He alluded to the philosophy that golfers will not play a poorly maintained facility if they can go to one in good shape.

From the architectural side, Packard and Kidwell attempted to illustrate their belief golfers will pay to play more challenging, exciting layouts. A master plan of redesign can easily be adapted for any facility, according to Packard. Such a plan would take into account needed improvements on a priority listing, plus a significant focus on costs.

Wiren, who self-admittedly was the most commercial of all the speakers, made the biggest pitch to the owners. Backed up by a film presentation, Wiren made a strong sale for the PGA club professional at the public facility. His point was well taken, since his own association's figures show that of all the daily fee courses that could hire PGA pros, only a little more than 26

percent do. Daily fee facilities number the largest percentage of all golf operations in the nation.

There were even some success stories for the owners to look at as something to shoot for. John Coghill, Silver Lake Country Club, Orland Park, Ill.; Bob Billings, Alvamar Hills Golf Club, Lawrence, Kan.; and John Urban, Urban Hills Country Club, suburban Chicago, told of the prosperity enjoyed by each of their operations.

Hard data about the golf equipment industry was supplied by Phil Odeen, vice president of marketing for Wilson Sporting Goods. Odeen gave the owner-operators a bearing on where the equipment business is going in regards to their pro shops.

Litigation brought on by pro-shop competing sporting goods dealers had cut into much of the time of the manufacturers, but Odeen commented that a recent decision in a Chicago federal district court for the "pro-only" policy would have significant impact on pending suits in Buffalo and Kansas City and any other anti-trust cases against the manufacturers that may come along.

Property and real estate taxes remain the biggest headache for the course owner to handle and Steve Alberg from the National Club Association was on hand to tell how those same taxes were affecting the private club sector. Most startling aspect of the tax crunch was Alberg's figure that nearly 22 percent of the nation's clubs/courses are on the verge of liquidation due to the tax burden.

Many times, courses have not convinced local and state taxing authorities that they are an asset to their communities. This is especially true in the impact a golf course has in raising the value of homes in an adjacent area.

When all the seminars were concluded, the NAPGC sat down and went to work on its second national meeting in history. Many of the organizers of the group admitted not much had been accomplished the first year and the biggest problem many of them had was finding out what was going on in their own organization.

NAPGC President William Saunders, National Golf Courses, Inc., Honolulu, never really outlined what the organization was attempting to do, as much as emphasizing that the group's success hinged on getting more members. There are

less than 100 course operators involved now.

For continuity, the membership decided to keep the original set of officers and directors for another term. They are: Saunders, president; Bill Lyons, Lyons Den GC, Canal Fulton, Ohio, vice president; Roy Moore, Golf Management & Planning, Inc., Seattle, secretary-treasurer; Darl Scott, Gull Lake View GC, Richland, Mich., director-at-large; Joe Jemsek, St. Andrews GC, West Chicago, Ill., director-at-large; H. Bailey Trull, Trull Brook GC, Tewksbury, Mass., northeast region director; Art Young, Holiday GC, Stuart, Fla., southeast region; Lanny Snode, Tannenhauf GC, Alliance, Ohio, midwest director; James Dorian, Hidden Lakes G&CC, Derby, Kan., Rocky Mountain region director; Wallace Staatz, Hi-Cedars GC, Orting, Wash., Pacific northwest region director; Pat Markovich, Franklin Canyon GC, Pacific southwest region director; Duffy Moore, Cedar Valley GC, Guthrie, Okla., southwest director; and Russell Wiley, Washington, Pa., director-at-large.

Strength in numbers will be the focal point for the organization in '77. Saunders, the officers and the directors have pledged to make a concerted effort to get more courses involved. Each director will be working in his own region with the regional director of the National Golf Foundation to solicit more members.

Meeting the problems of the day in fighting higher taxes, additional government regulation, while finding better ways to do business are serving as the basics for the NAPGC. Some critics of the group have remarked that the weakness of the organization is its lack of state-by-state owner associations and how a national could be built through them, much like the PGA, CMAA, and GCSAA.

Builder Siemens watches every detail

Nick Siemens is a man with a watchful eye. For more than 10 years and at more than 65 course sites, he has been a man who believes in carrying out specifications to the letter. There is little doubt he is one of the top course builders in the nation.

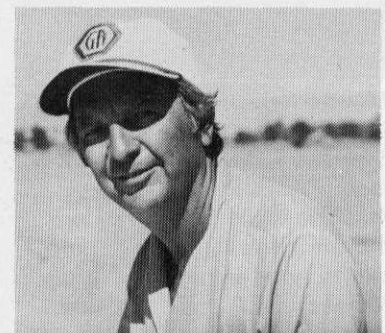
His colleagues were so convinced of his talent, they voted him

their association president this past year. Along with coordinating his busy schedule between job sites, Siemens has enjoyed his year as head of the Golf Course Builders of America.

This month Siemens ended a well-run term by handing his gavel over to the new chief executive of the GCBA, Eugene Brown of Greenville, N.C.



With more than 65 course construction projects under his belt in the last 10 years, Nick Siemens (above) is one of the most active builders in the industry. His term as president of the Golf Course Builders of America has been a fulfilling one, he says. Irrigation is the business of consultant Don Burns. Thought of as an expert in the field, Burns, a Nebraska native, is active on projects primarily on the west coast and Hawaii. He has worked with Nick Siemens on several courses.



"We consider ourselves a real friend of all in the business, especially the architects," Siemens told GOLF BUSINESS in an interview in Palm Springs, Calif. "Qualified builders are a necessity today. There are no shortcuts anymore and it is so important to know and be able to ask the right questions at the right time."

On this current job site, to be called Rancho Las Palmas, Siemens was building a 27-hole facility within a 360-acre tract for



Moving tons of earth is handled by the million dollar equipment Siemens rents out for his projects. This particular Caterpillar machine is one of the largest earth movers available. Massive pipe is laid to bring in the water to the Rancho Las Palmas course site. When finished, the 27-hole facility will be part of a resort hotel complex managed by the Marriott Corp. Siemens says irrigation is critical in the arid Palm Springs, Calif., area.

the Sunrise Corp. in conjunction with a resort hotel development of the Marriott Corp. "There are so many hidden benefits a course owner can get when hiring a qualified builder. An experienced man will only use quality and proper materials."

The influx of so many un-

qualified and what Siemens calls "non-golf people" into the building ranks over the last decade has seriously hurt the standing of those builders with experience. "A lot of these local contractors are not quality control conscious," the California native added.

One tip from Siemens to the owner or club thinking about additions or improvements. Be sure to get a builder who is bonded. There have been cases in the past in which a builder has gone bankrupt after the start of a job and an owner has had to pay bills twice: once to the builder before the financial problems, and then to the supplier, who may have not received payment from the builder.

Most notable in Siemens' operation is his attitude of getting the best people to supervise and coordinate his jobs. Marvin Orgill is the project manager on most of the sites, and his experience takes a lot of the day-to-day pressure off Siemens. Don Burns is an independent irrigation consultant Siemens has utilized several times on other projects, and Burns is probably one of the top two irrigation specialists in the nation.

Although the technology of irrigation would escape the layman, Burns' experience has pushed him into a pains-taking walk around many course sites. Burns treks around the site figuring out what he calls his "coefficient of uniformity." He makes sure each sprinkler head and its irrigation capabilities is directly related to every other head in the system.

Burns makes a detailed map of the system for the superintendent and course ownership, so they know where each head is located exactly. Many plans at many

courses today are not worth the paper they are printed on, but Burns' "As-Built" plan takes a lot of time and detail, and he stakes his reputation on it. Siemens does, too.

"Irrigation is such an exact science," Burns said, "the consultant must be sure the system is workable, especially in these dry climates. Today, poor workmanship and planning have the heads either too far apart or too close.

Watching over the specifications of the architect and spending hundreds of thousands of dollars on a project, Siemens is a demanding perfectionist and a man who questions owners and clubs that don't use professional builders. "There are always people around with a pickup and a wheelbarrow who try to pass themselves off as professional builders. Much to the dismay of the owner, when all is said and done, another second or third rate course is left on the market."

GB EDITORIAL BOARD

Superintendent honor goes to Dave Harmon

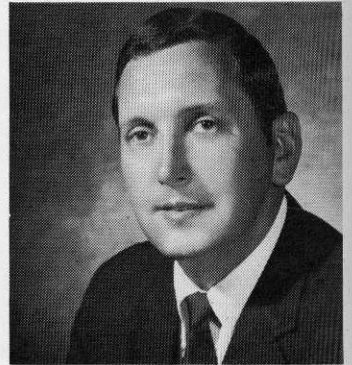
Adding to a number of awards he has already received, GOLF BUSINESS editorial advisory board member Dave Harmon was recently honored by the Old Dominion GCSA as its Superintendent of the Year.

In charge of recreational maintenance at Colonial Williamsburg in Virginia, Harmon's responsibilities include the upkeep of the Golden Horseshoe and Spotswood courses.

His award was given on the basis of work he had done on the local, regional, and national levels. He is currently president of the state turfgrass council, secretary-treasurer of the Old Dominion GCSA chapter, and a member of the GCSAA education committee.

Los Angeles manager new member of panel

Like anywhere else, people come and go in industry. The same is true for the golf business. When Tom Carroll left the ranks



James Brewer

recently, GOLF BUSINESS had to find a replacement for the club manager section of its editorial advisory board.

With 18 years in the business, James Brewer has served the industry well, especially since taking over in 1969 as general manager at the Los Angeles Country Club.

Among his accomplishments in the golf business, Brewer has served as the president of the Southern California CMAA, as a past director of the National Club Association, co-founder and current vice president of the California State Club Association, a past regional director of the CMAA, and current chef-training advisor at the Los Angeles Trade Technical School.

Brewer's addition to the board also gives the GOLF BUSINESS panel a better geographic distribution throughout the nation.

COMPANIES

Po-San project plus for Mallinckrodt

Fighting *Poa annua* gets to be a full-time job for many superintendents, but a free, introductory program instituted by Mallinckrodt might give turfgrass managers some much-needed assistance.

A growth retardant for post-emergent control of fairway *Poa*, Po-San will keep *Poa* down and give a better chance for overseeded grasses to take hold. The Mallinckrodt program offers a small package of Po-San free to superintendents looking into a control program.

Mallinckrodt says Po-San will hold back aggressive growth of *Poa*

that normally makes it almost impossible to establish bluegrass or bentgrass in a heavily-infested area.

Superintendents interested in receiving a free sample can write to Mark Alvey, Turf Products, Mallinckrodt, Mallinckrodt & 2nd St., St. Louis, MO 63147.

CLUBS & COURSES

CCA Florida course adds nine new holes

Nine additional holes will soon be part of the overall complex of the Walden Lake Country Club in Plant City, Fla. The facility is managed by the Club Corp. of America.

When completed the new nine will finish out the 18-hole course, measuring 6,785 yards with a par 72. Golfforce Inc. is doing the architectural work on the project, while the Wadsworth Construction Co. is the general contractor.

The plans will offer challenging, interesting holes that retain the integrity of Walden Lake's land use, according to development official Joseph Michal. Present design plans call for both grass and sand bunkers, four holes will have water hazards and a mixture of both wide and narrow fairways.

D. K. Kunkel is the facility's club manager and golf professional. Other services of the club include

tennis, the golf pro shop and a snack bar.

Seattle muni system plans major facelift

With more than 45 years of service to the Seattle area, West Seattle Golf Course will undergo a \$1 million major facelift this year, as the city initiates a major renovation program.

Architect Ron Fream, San Francisco, and irrigation consultant Carl Kuhn are collaborating on the project that will remodel and expand the present facility. Nine new holes will also be added to the existing grounds.

Kuhn, from Mercer Island, Wash., will be working on plans for a fully automated irrigation system.

Renovation will span a three year schedule. Plans are, though, to have at least 18 holes open for play during all phases of the project.

Upon completion, the three nines will measure approximately 3,000 yards each with a par 35. Seedbed improvements and improved fairway drainage will permit year round play with an anticipated increase in play of 67,000 to 100,000 rounds a year.

Fream participated in public meetings over an 18-month period to achieve golfer acceptance and approval of the masterplan.



Mrs. Eva Carr, of Northport, Long Island, N.Y., holds part of grand prize she won in Dunlop's recent "Max-imize Your Game" Sweepstakes — a set of 9 Maxfli Investment Cast Irons, 4 Woods, plus two dozen personalized Blue Max golf balls. Pro Ralph Camerlengo, left, looks equally pleased; as Mrs. Carr's club pro at the Tall Tree Golf Club in Rocky Point, N.Y., Camerlengo wins a duplicate Grand Prize. At right, Terry Murphy, Dunlop Territory Manager.

EDUCATION

Accrediting council okays PGA program

Getting the stamp of approval for its home study and seminar programs, the Professional Golfers' Association was grateful in getting recognition from the National Continuing Education Council recently.

Evaluating the quality of such instructional programs, the council made an on-site examination with the PGA, attempting to evaluate the educational courses.

Homer Kempfer, executive director of the NCEC, said, "Based on the report of our visiting team,

our commission can vouch for the quality of the PGA program." Kempfer went on to comment that the council had studied the PGA courses and had found the instruction was found to have a good reputation around the nation.

PGA President Don Padgett was happy with the high grade given his education division. "The executive committee and staff have worked to put new materials and programs into our educational efforts."

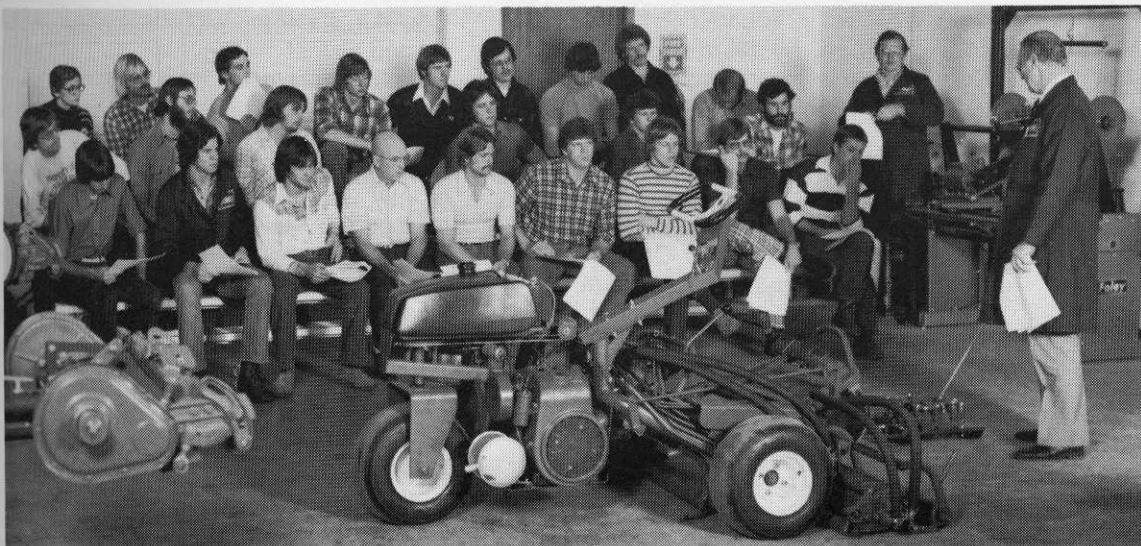
EMPLOYEES

Proposals on tap on hiring aliens

In an attempt to clean up some of the problems caused by illegal aliens working in this country, the Labor Department has some new ideas on the drawing board that could affect your course or club.

With the unemployment strain on the country, the Labor Department is trying to make sure all aliens working in the United States are here legally. The law currently provides for aliens to be allowed in, if the American workforce does not have enough skilled workers to fill the positions.

Legislation has been passed in the House of Representatives to make an employer responsible for hiring illegal aliens, but the bill has never been able to pass the Senate. States already with such legislation include California, Kansas, New Hampshire, Massachusetts, and Connecticut.



Michigan State University students received classroom instruction in the maintenance of turf equipment from Toro's manager of technical training for the turf service center, Dale Atkinson (extreme right). Twenty-one men and one woman participated in the 4-day seminar sponsored by The Toro Co.