

JANUARY 1977 Vol. 52 No. 1

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Allied Associations of Golf group finally becomes a reality at summit meeting in Chicago ... new agreement with developer to build PGA headquarters complex in Palm Beach area announced ... delegates to PGA annual business meeting vote to reclassify members who aren't recertified in allotted time ... National Golf Foundation, Sporting Goods Manufacturers Association, and two others dedicate their new home in Florida, to be called the Sports Associations Building ... Environmental Protection Agency restores mercury to list of chemicals acceptable for winter turf disease control ... state golf association in Massachusetts fights for greenbelt legislation ... Sawgrass course remodeled for Tournament Players Championship ... golf club at the Kingsmill on the James resort/residential development is doing so well, the clubhouse already needs expanding.

Features

TRIPLE CONVENTION/TRADE SHOW PREVIEW

GOLF BUSINESS previews programs, exhibits, and things to see at the PGA Merchandise Show, CMAA 50th Anniversary Conference, and GCSAA Turfgrass Conference & Show to be held this month and next in Orlando, Chicago, and Portland.



HOW TO GET THE MOST OUT OF YOUR CONVENTION OR TRADE SHOW

A humorous look at the ideal conventioneer accompanies some solid, serious suggestions by C.P.A. Joseph Arkin on taking a business-like approach to show-going. Read this before you go to the PGA, CMAA, or GCSAA.



IF FIRE DESTROYED YOUR CLUBHOUSE, WOULD YOU HAVE ENOUGH INSURANCE?

Kirtland Country Club's main building was virtually destroyed by fire, but reopened a year later — primarily due to insurance coverage. Editor Dave Slaybaugh interviewed insurance executives to find out what a golf operation should look for in buying property insurance.

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TAKE ADVANTAGE OF THE SALEMEN WHO CALL ON YOUR PRO SHOP

Golf product salesmen and manufacturers reps can offer a wealth of information on products and merchandising. But according to those managing editor Nick Romano spoke with, few pros take advantage of it. Here these reps and salesmen tell their side of the story — and offer some helpful tips as well.

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SOD A WHOLE GOLF COURSE?

That's what the Oakland County (Mich.) Parks and Recreation Commission did at Springfield Oaks. We tell how and why.

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