

News

ASSOCIATIONS

Allied association group is now reality

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PEOPLE, 20

It was a monumental task to organize, but the first meeting and establishment of the new Allied Associations of Golf (AAG) went off without much of a hitch last month in Chicago.

Two years of conflicting schedules, lack of organization, and indifference on the part of several associations, which eventually decided to join anyway, had blocked any significant effort to get all the groups that deal with the game and business of golf around a table to discuss their mutual interests and problems.

Not everyone showed up in the end, but enough did make the meeting at the O'Hare International Airport that this time it worked.

Coordinated by Golf Course Superintendents Association of America Executive Director Conrad Scheetz and his counterpart in the National Golf Foundation, Don Rossi, the summit eventually included representatives from the Professional Golfers' Association and its Tournament Players Division, the Club Managers Association of America, the United States Golf Association, National Club Association, American Society of

Golf Course Architects, and the Ladies PGA.

Marshall Dann, executive director of the Western Golf Association, was brought in as chairman and moderator of the session, which lasted the entire day.

In what served as a getting-to-know you period, each association presented its programs and problems for the coming year. Prominent in most of their presentations was the continually rising cost of club operations.

Speaking for the CMAA, President Harry Gray talked about the membership problems his organization has run into and the expansion project it has in the works. Emphasis is still on the general manager concept, something about which the CMAA has been at odds with the other associations.

Scheetz also talked about the membership problem the GCSAA was having, attempting to get more superintendents into the association. Biggest area of concern for the turfgrass people in the coming year is the growing amount of government regulation on the horizon —

most notably OSHA, EPA, lack of greenbelt legislation, and the development of new chemical restrictions.

Restrictive admissions policies were on the mind of National Club Association's Executive Director Jerry Hurley. Hurley discussed his group's attitude on a recent case concerning California's Bank of America and its dropping of all corporate payments for its employees at private clubs. Hurley dubbed this an overreaction to "trial balloons" the Department of Labor has let rise on its policies concerning sex and racial discrimination at private clubs.

Mark Cox, executive director of the PGA, took a mild approach to the problems facing the industry. He said the PGA did not look at the issues as "severe." He pointed to the steady rate of increase in PGA membership, but failed to note the problems the association has had getting jobs for members in the last 2 years.

High costs were also mentioned by Cox, who cited a higher minimum wage as a real evil for the club professional. Cox pointed to the fact that as costs increase,

Photographed by GOLF BUSINESS at the first AAG meeting in Chicago were (left to right) Paul MacDonald, NGF president; Marshall Dann, WGA executive director and chairman of the meeting; and Jerry Hurley, NCA executive director, and Donald Padgett, PGA president.



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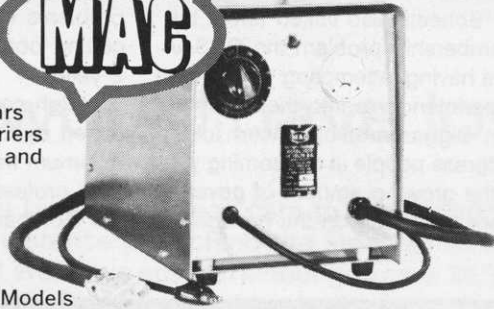
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members/customers at courses are hesitant to continue to pay escalating fees. Golf professionals have become the game's promoters, Cox noted.

"A responsive and flexible attitude toward the game," were the words of Harry Easterly, Jr., president of the USGA, describing his association's attitude. Although the USGA is more involved in the playing aspects of the game than in its day-to-day business, many in the group felt the success of the allied association project hinged on the serious acceptance of the outside world. The USGA presence bolstered that chance.

Easterly was quite aware of the public relations problems his group was having. For example, research surveys done for the USGA on public awareness have shown a real lack of knowledge of what the group is and does.

The USGA president took an old-fashioned, but practical, view of the advances the golf car has made in the game over the last decade. "We don't want to suppress technology," he said. "We do look at the game losing some of the basic camaraderie that walking around a course brings about."

In what he termed an overview on matters affecting the game and business, the NGF's Rossi brought up the sticky problem of inadequate junior golf efforts by all associations, including the efforts by the foundation. He pointed out that with more than 23,000 secondary schools in the nation, there had been no concerted effort to get more young people to play in the high schools. From where he sits, Rossi felt golf was indeed the worst taught of any sport in school.

Rossi called his organization

the "catalytic group" in the industry, eager and able to work with all others for the good of the game. In the initial stages of the AAG, that appears to be about the extent of what the new association will tackle.

In fact, Dann made it plain the AAG was not destined to be a group of much action in the next year. Each association is interested in hearing about the problems of the others, but it seems that is as far as it goes for the present. The biggest advantage the new group does have to offer, though, is the opportunity for each member association to be sure it is not duplicating the actions of another.

There will be no formal constitution or bylaws for the AAG. It will meet at least once a year and survey the problems of each association group and attempt to digest and focus in on the problems of the industry.

PGA headquarters agreement unveiled

Highlight of the annual meeting of the Professional Golfers' Association in Palm Beach, Fla., (see accompanying article) was the announcement that an agreement had been reached with developer E. Lloyd Ecclestone, Jr. to build a national headquarters complex for the PGA on one of five possible

GONE WITH THE WIND? The PGA has been headquartered in this building in Lake Park, Fla., for 3 years now, but is destined to move out in another 3 years—if everything goes smoothly according to the PGA's agreement with developer E. Lloyd Ecclestone, Jr.



sites in Palm Beach County. One of the sites under consideration is the property formerly discussed in connection with the agreement between the PGA and Voight Development Corp. The other four sites were not named, but the selection was to be made within 120 days (by about April 1, 1977).

The Ecclestone agreement appears to be about the same as the one the PGA had with Voight, who could not fulfill his part and had to drop out of the project.

Under the agreement with Ecclestone, the PGA will own an estimated 625 acres on which it will build its headquarters office. The developer will build the other facilities — three golf courses, clubhouse, PGA Hall of Fame, library, museum, education center, hotel, and a convention center expected to be large enough to house the annual PGA Merchandise Show — on land leased from the PGA. Pending approval of zoning and other legal matters, construction should start within a year and, it is hoped, will be completed in time for the PGA's winter tournament and merchandise show in January 1980.

It is expected that a community of from 2500 to 3000 or more acres will develop around the PGA headquarters complex.

New PGA class for the uncertified

Officials and delegates of the Professional Golfers' Association gathered at their annual business meeting from Friday, November 19, through Tuesday, November 23 — a departure from previous mid-week meetings in order to boost

attendance. Virtually all of the 80 delegates' and 24 executives' seats were filled for the meeting, which was highlighted by the announcement of a new agreement to build a new PGA headquarters complex (see accompanying article).

Other than that announcement, the most outstanding moments of the meeting were provided by the discussion and voting on a resolution to create a new classification for PGA members who fail to meet recertification requirements within the specified time period. Designated Class "F," the classification would mean loss of Class "A" professional privileges even while paying full dues. The idea behind Class "F" is to provide a punitive measure for delinquent members without forcing them out of the association. It passed by an 87-10 margin.

Several other resolutions were discussed heatedly during Friday's informal meeting, which was smoothly conducted by Temporary Chairman Howard Smith of the Southern California Section. One was a dues increase (up to \$75 from \$55 for Class "A" pros), which ultimately passed, but with opposition recorded. Several delegates were heard asking, "Why say we need more money, when many delegates fly first class instead of coach?" (The association pays delegates' travel expenses.)

Another closely debated resolution sought to protect the "legitimate apprentice and qualified professional" from unfair competi-

The Breakers Hotel was the site of the 60th annual meeting of the PGA of America—the first time the business meeting had been held in the association's Palm Beach home area since 1971.



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tion for jobs from retired military, postal, and government employees and other amateur golfers. It was pointed out that there are currently 4500 apprentices in the PGA education program, and about 1100 of them are head pros. The resolution failed by a 34-68 vote.

Highlight of the meeting for Donald Padgett, Frank Cardi, and Joe Black was probably their election as the new president, secretary, and treasurer respectively. Padgett, last year's secretary, and Cardi, past treasurer, ran unopposed. Black, who is a member of the GOLF BUSINESS editorial advisory board, ran against three other pros for his post.

Outgoing president Henry C. Poe was honored at the President's Annual Dinner held Saturday evening. Poe in turn presented the Herb Graffis Trophy to the Michigan Section, leader in National Golf Day proceeds. Also honored at the dinner ceremonies were Ron Letellier, professional of the year; Jack Nicklaus, player of the year; and James Bailey, recipient of the Horton Smith Award for "devotion and service to the educational programs of the PGA."



Sports associations' building dedicated

The new Florida home of the National Golf Foundation, Sporting Goods Manufacturers Association, Tennis Foundation of North America, and The Athletic Institute was formally named the Sports Associations Building at a dedication ceremony November 19.

After opening remarks by SGMA President Howard J. Bruns of Victor Comptometer Corp., PGA Executive Director Mark Cox welcomed his association's new neighbors to the Palm Beach area and NGF President Paul MacDonald of Dunlop pointed out that it was natural only for the NGF to make Florida its permanent home since "golf may be Florida's biggest sales motivation factor. The state has used it to sell just about everything over the years, but especially real estate."

Among the guests of honor was Herb Graffis, co-founder and former editor of this magazine. MacDonald related the story of how, during the depths of the Depression half a century ago, Herb and brother Joe induced four sporting goods manufacturers to put up the then-grand total of \$10,000 to start the National Golf Foundation to promote the sport.

The ceremony continued with

Despite what the sign said when unveiled, this is the new American Sports Associations building in North Palm Beach: home of the National Golf Foundation, the Sporting Goods Manufacturers Association, and two other groups.



remarks on the history and thrust of their organizations by officials of The Athletic Institute, TFNA, and SGMA, followed by a cocktail party and tours of the new facilities. The offices, and even the storage areas, are clean and modern and well-organized. And who in Chicago ever had a channel from the Atlantic Ocean in their back yard?

The new address for the four organizations is now: 200 Castlewood Rd., North Palm Beach, FL 33408.

GOVERNMENT REGULATION

EPA, mercury firms restore registration

Seeing the reality of the mercury problem and the fact there truly was no substitute for the substance, the Environmental Protection Agency has caved in to legal pressures and restored mercury for use in certain golf course products.

O. M. Scott & Sons Co., Troy Chemical Corp., W. A. Cleary Corp. and Mallinckrodt, Inc., were the firms involved in the lawsuit challenging EPA cancellation of their products in February.

EPA had ordered a halt to use of the chemical based on the charge that human nervous system disorders were possibly caused by contact with mercury products. Russell Train, EPA administrator, was quoted on the settlement as saying, "This provides a certain end point of this lengthy and costly litigation and is in the public interest."

Manufacturers involved in the settlement have agreed to limit further manufacture of products to treat summer turf diseases. The limitation allows no more than the equivalent of two years previous production, which would amount to less than 50,000 pounds of pesticides all told.

Winter disease control was reinstated under certain restrictions. Such products are limited to professional golf course superintendents or persons under their direct supervision. Such products may only be applied to greens, tees, and aprons, but not within 25 feet of water bodies containing fish that may be eaten by people.

Train noted this effort would decrease the possibility of human exposure to unsafe amounts of the pesticide.

The settlement brought a close to the latest chapter of the EPA's involvement with the golf business. EPA issued a notice to cancel all registrations of pesticides containing mercury on March 22, 1972. Hearings on the issue began October 1, 1972, ending on November 15, 1975. An administrative judge ruled mercury pesticides pose no risk.

Indications from manufacturers are that no shortages should occur with the winter products, even though there were questions on production when the EPA ban put a cloud over the industry. Mark Alvey, turf products manager for Mallinckrodt, told GOLF BUSINESS the only inconvenience his company's customers might have a slight delay in delivery.

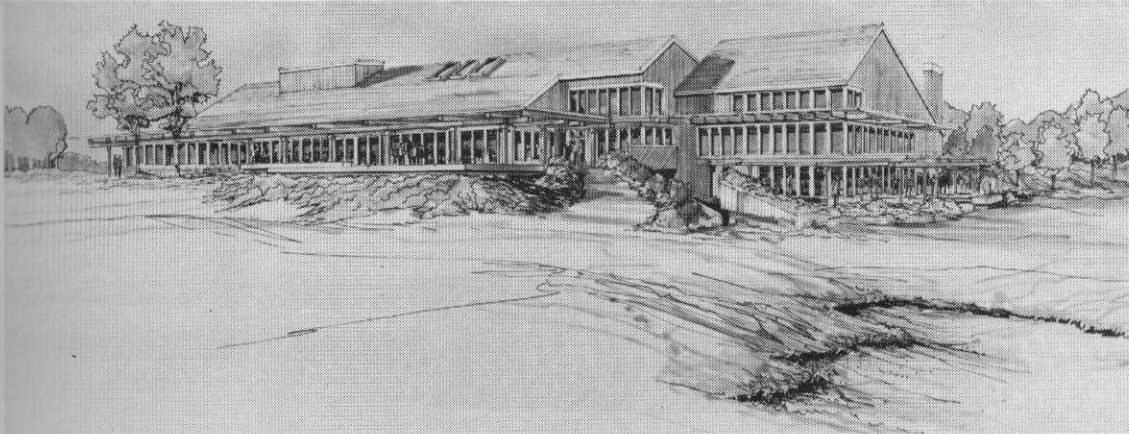
CLUBS & TAXES

Greenbelt moving in Massachusetts

Hoping to ease the growing pressure real estate taxes are putting on courses and clubs in Massachusetts, the state golf association there has been waging a battle to get greenbelt legislation before the people.

Earlier this year, House Bill No. 614 was presented to the joint committee on taxation in the Massachusetts legislature and was passed. In 1977, the committee will look at the bill again. If it again decides favorably, which it must in order for such bills to clear the legislature for a voting referendum, the bill will go before a constitutional convention in the state house. If the bill gets two-thirds of the votes there, it will probably make the ballot in Massachusetts in the fall.

According to Richard Haskell, executive director for the Massachusetts Golf Association, the bill is not slanted for just private country clubs or public golf courses. "This is a full-service recreation bill, based on land use. It is a long-term project, but this is a first step," Haskell told GOLF BUSINESS.



CLUBS & COURSES

Golf club new, but needs addition

Pete Dye, Mother Nature, and 400 years of American history have worked together to create an outstanding new golf club at Kingsmill on the James, a 2,900-acre resort/residential community under development near Williamsburg, Va.

Dye, one of the country's most innovative golf course architects, has sculpted the 6,900-yard par 71 Kingsmill course with obvious reverence for the site's abundant nature, wildlife, and heritage. In so doing, he has preserved both the terrain and the legacy.

The first English to land in America actually put in near what is now the 17th hole at Kingsmill. Needing a port with more protection, however, they later sailed a few miles up the James River and founded Jamestown, the first settlement in the New World.

Entranced by the wildlife, dense woods, ponds, rolling terrain, and river frontage of the first site, several of the settlers stayed on and built some of the nation's first great plantations. Many of the remains of their original dwellings and landmarks have been excavated by archeologists with the Virginia Historic Landmarks Commission, working under a grant from Busch Properties, Inc., the Anheuser-Busch subsidiary that is developing the Kingsmill community. Many of the historic sites have been preserved and the most significant artifacts discovered are on public display.



Architect's rendering above shows the expansion of the Kingsmill clubhouse. Photo taken on the front nine illustrates the proximity of the golf course to the development's residences.

One of the concessions to nature and history Dye made in designing the course was on the 17th hole. In order not to jeopardize the discovery of the remains of Moody's Tavern, a pre-Revolutionary roadhouse that once stood on the property, he shifted the green 50 yards from its original proposed site.

Dye made few concessions to high handicaps, though. The Kingsmill course is "among the ten best courses in the country right now," according to resident pro Al Burns. "After it matures for a couple of years, it will be among the best five or six best."

Burns elaborated, "This course is all carry. There is no such thing as running or bouncing the ball onto a green. The greens are so high and well guarded you have to fly the ball home, or else."

The golf course threads through the midst of the Kingsmill development. A number of holes weave around the community's charming neighborhoods of cluster homes, townhouses, and private residences.

Adjacent to the course, overlooking the 18th hole and the James River, is an attractive

clubhouse which has already become such a popular eating place that an expansion is necessary. Approved plans call for increasing the size of the main dining room from 72 to 172 seats, construction of a loft-style cocktail lounge, and an additional room for private meetings and parties of up to 100 people.

Sawgrass remodeling complete for TPC

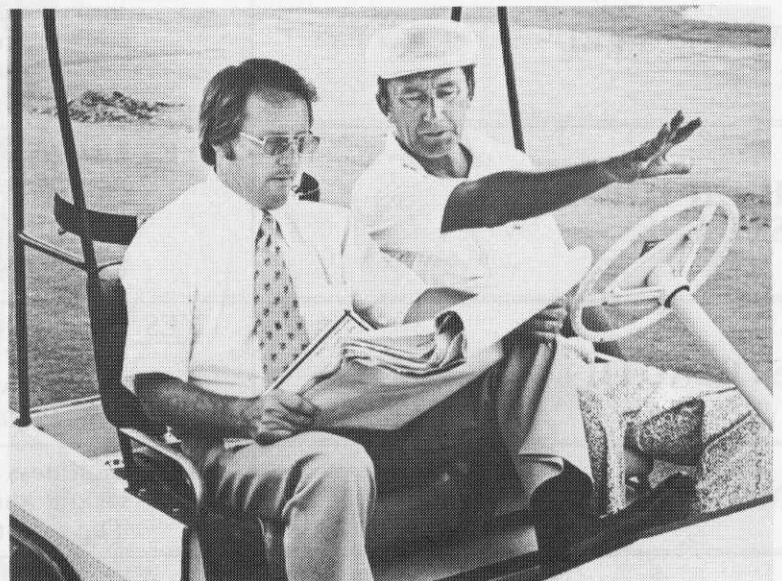
A dramatic facelift was accomplished last year at Sawgrass as the Jacksonville, Fla., course was remodeled to impose a better challenge for Tournament Players Division athletes in March, when the touring pros hold their championship there.

In a six-week project, new tees were constructed, mounds in the fairway landing areas were removed, bunkers were altered, and a number of greens were recontoured. New sand was placed in the bunkers and the entire course was replanted.

PGA Tour Commissioner Deane Beman was impressed with the remodeling effort and commented, "I'm extremely proud of Sawgrass as it now exists. Both the new design work and the construction job are outstanding."

Former tour player Gardner Dickinson was in charge of the redesign of the seaside course and Beman agreed the playability of Sawgrass had been much improved. "We've tried to make the holes fit the greens and the greens fit the holes," said Dickinson.

Allan MacCurrach, PGA Tour agronomist, probably spent the most day-to-day time on the project. The fairways have been sprigged with bermuda and the greens planted with Tifdwarf.



PGA's Deane Beman and former tour player Gardner Dickinson check out redesigned Sawgrass course where 1977 TPC will be held.