

News

ASSOCIATIONS

One organization needed to unite golf, says retiring NGF President MacDonald

NEWS, 11
PEOPLE, 16
COMING EVENTS, 38

In a farewell speech after serving as president of the National Golf Foundation for 3 years, Dunlop's Paul R. MacDonald called on the Foundation to invite representatives of the "major organizations in golf" to become honorary members of the NGF board of directors. He specifically named the United States Golf Association, Professional Golfers' Association, PGA Tour Division, Ladies Professional Golf Association, Golf Course Superintendents Association of America, American Society of Golf Course Architects, and Club Managers Association of America.

"While golf is the most organized of sports in one sense," MacDonald said, "it is the least organized in another, as there is no formalized meeting or communication among all of golf's major organizations to provide the overall leadership this industry needs."

One reason the NGF is a likely candidate to be the leader among associations is that when its educational services division achieves exempt status, the Foundation "will be in a position to be considered for additional funding from many organizations not related to golf," MacDonald said.

"The Foundation should endeavor to represent all aspects of the game in its articulation and versatility," he added. "We have no axe to grind but the growth of golf."

MacDonald's speech was given at the annual membership meeting of the NGF, held in conjunction with the sporting goods industry spring meetings in Port St. Lucie, Fla. The names of newly elected officers and directors of the NGF and the manufacturers associations were also announced.



New NGF President Cassell



Ball manufacturers' Hansberger



Paul MacDonald: "In the fine tradition of foundation presidents . . . retired upon leaving office."



Golf products' Tarlow



Club manufacturers' Phillips

New NGF officers and their corporate affiliations are:
President/L. Dean Cassell, Acushnet Sales Co.
1st Vice President/James T. Butz, Victor Golf
2nd Vice President/P. Fred Kahn, Wilson Sporting Goods Co.
Treasurer/James R. Hansberger, Ram Golf Corp.

New NGF board members are:
James Wenzel, AMF Harley-Davidson
Karsten Solheim, Karsten Mfg.

A.C.B. Wells, Dunlop
Henry Bowen, AMF Ben Hogan
John Curran, MacGregor

Newly elected president of the Golf Ball Manufacturers Association is James R. Hansberger of Ram Golf Corp.; vice president is George Dickerman of Spalding; treasurer, William Neuguth of Uni-Royal, Inc.

President of the Golf Club Manufacturers Association is now Joe Phillips, Wilson Sporting Goods Co. His vice president will

be Karsten Solheim, Karsten Mfg. Corp.; treasurer, John Curran, MacGregor.

Richard Tarlow, Foot-Joy, Inc., is the new president of the Golf Products Manufacturers Association, aided by Vice President Don Van Pell, Sahara, and Treasurer Morris Walton, Burton Bag.

ASSOCIATIONS continued

Brown new president of course builders

Eugene M. Brown has been elected the 1977 president of the Golf Course Builders of America, national association of golf course contractors. Brown, 40, heads Hendrix and Dail, Inc., of Greenville, N.C., a soil fumigation firm which sterilizes greens, tees, and fairways.

The eighth president of the GCBA, Brown is the first subcontractor to head the organization. He was installed as chief officer at the GCBA annual meeting in Portland, Ore., earlier this year. Speakers at the



Continuing a GCBA tradition, Otto Mercer (right) of Bowie Industries, Bowie, Tex., presented new President Gene Brown with a mounted Bowie knife.

president's dinner were golf course architect Ed Seay and agronomist Alexander M. Radko.

Seay, now a member of the GOLF BUSINESS Advisory Board, spoke on the subject of contract specifications. "Our business has been tough the last 3 to 4 years,"

he told the contractors, "and it has separated the men from the boys. The men who have survived are those who have written, read, and followed contract specifications."

The consistently biggest problem in golf course design and construction, according to Seay, is irrigation — but not irrigation products. "The products today are super, as long as they are installed properly," he said.

Radko, national director of the United States Golf Association Green Section, talked about soil modification for golf courses. In particular, he said, "Putting greens and tees are the areas that most require soil modification on the golf course." He particularly advocated mixing sand and organic matter (well-rotted sawdust and Michigan peat are best) with the native soil — but not without first testing the soil for bulk density and water infiltration rate.

Radko's most rousing remark, however, came at the beginning of his talk, when he said, "It is the duty of everyone here to see that as any golf course is swallowed up by the macadam and cement, another is built in its place." Amen.

Sod producers' ranks reach all-time high

American Sod Producers Association (ASPA) President Norm LeFrande announced record membership of 324 in May. "We are extremely pleased with the growth our association is taking as we get more involved in matters which affect sod production," he said.

The association's growth is credited to development of new promotional aids, such as a customer brochure and a 5-minute slide-cassette presentation, as well as increased involvement in government and regulatory matters affecting sod growers.

ASPA headquarters is located at 9th & Minnesota, Hasting, NE 68901.



Dr. Gene C. Nutter (right), president, and Lee Record, vice president, review plans for ChemLawn Corp.'s new GolfScape services division. They each bring 25 years of turf experience to the business.

TURF MAINTENANCE

Lawn care company branches into golf

A new subsidiary offering contract management and maintenance services for golf courses has been established by ChemLawn Corp., a large national firm specializing in contract care of residential and commercial lawns. Called GolfScape, the new service will be introduced in selected markets later this year and will begin operations next spring. Headquarters will be in Atlanta.

ChemLawn Chairman Richard L. Duke stated that the division will be headed by Dr. Gene C. Nutter, well-known turfgrass science and golf course management authority and former editor and publisher of Turf-Grass Publications, Inc. Dr. Nutter will serve as president of GolfScape; vice president will be Lee Record, former director of the Mid-Continent region of the United States Golf Association Green Section.

Dr. Nutter said, "GolfScape will provide management expertise, labor efficiencies, and consolidation of services and equipment over several courses, in

a cluster concept with solid research backup.

"This combination of services will result in a more economically operated and beautiful course, with a potentially increased volume of play. Our cluster concept offers built-in efficiencies that simply don't exist with a typical 18-hole course."

The parent ChemLawn Corp. had annual sales of more than \$36 million last year, serving 400,000 customers from over 70 branch locations. Its other services include ChemLawn lawn care service, ChemScape tree and shrub care service, Poseidon irrigation systems, and ChemLawn commercial division.

MILESTONES

Strausbaugh wins Joe Graffis award

Bill Strausbaugh, Jr., has been named the 1977 winner of the Joe Graffis Award by the National Golf Foundation. The Graffis award is made annually for outstanding dedication to the educational

advancement of golf.

Strausbaugh is professional at Columbia Club in Chevy Chase, Md. He has been actively involved in the Foundation's educational program since its inception of 1966. That year Strausbaugh was honored as Professional of the Year by the PGA. He is presently national chairman of the PGA's Club and Professional Relations program.

The Joe Graffis Award was conceived in 1975 to honor the Foundation's first president. Joe and his brother Herb founded the organization in 1936. They founded GOLFDOM Magazine, the forerunner of GOLF BUSINESS, in 1927.

Previous winners were Patty Berg in 1975 and Shirley Spork in 1976.

FOOD & BEVERAGE SERVICE

Italian wines to receive honors

The Italian government is about to confer its supreme honor upon two wines. Effective with the 1978 vintage, Barolo and Barbaresco will become the first two wines to carry the DOCG (Denominazione di Origine Controllata e Garantita) seal, the highest control designation which can be granted for Italian wines.

Dr. Renato Dettori, director of the Italian National Association of Wine Producers, who broke the news at a recent wine seminar in New York City, commented: "The Italian government takes great pride in bestowing the DOCG because it singles out, in a more visible way, the highest quality Italian wines for American consumers who look for and appreciate the best."

The DOCG (controlled and guaranteed denomination of origin) is the highest of three classifications created by Italy's Wine Law of 1963. The others are DOC (controlled denomination) and DOS (simple denomination).

NEW GOLF COURSES

Pinnacle Peak opens — 1,000 feet up

Although located in the shadow of the McDowell Mountains 15 miles north of midtown Scottsdale, Ariz., Pinnacle Peak Country Club sits 1,000 feet above the valley. The cities of Scottsdale, Tempe, Mesa, and Phoenix spread out below golfers arriving to play this new 18-hole championship course.

Mike Pock, superintendent, cares for the fairways planted in lush Newport Kentucky bluegrass, tees and greens of smooth Pencilgrass bentgrass, and high-lipped traps of white silicone sand. Saguaro and other cactus dot the course, along with ironwood and palo verde trees and desert shrubs.

Club Professional Del Cochran said, "Extensive experience and research went into the course design. It will challenge a golfer without making it impossible to play. The length (just under 7,000 yards from the back tees) and hazards have been given careful consideration. The greens are not severely contoured, so that one will always have control of the ball. It is a par 72 course with a rating of 72.8."

Cochran's wife Ann will help him run the pro shop at Pinnacle Peak, which will be a private country club eventually comprising 400 equity memberships. Other facilities include driving range, swimming pool, and Southwestern-design clubhouse.

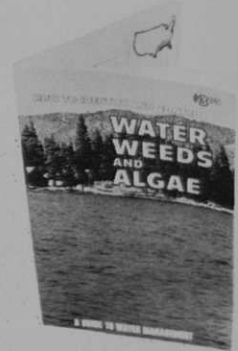
LABOR

Large youth force to work this summer

The youth labor force (ages 16 to 24) is expected to be much larger this summer than last, according to the Labor Department's Bureau of Labor Statistics. Based on statistics obtained by the Bureau of the Census in its current population survey, the number may reach a high of 26.6 million young workers. Department spokesmen have said

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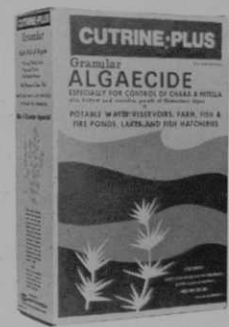


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this estimated increase reflects the continuing expansion of the youth population, especially in the 20-to-24-year age group, and assumes a continuation of the upward trend in labor force participation rates for most groups.

The department expected the youth labor force to expand by 4.3 million between April and this month as students graduated from high school and college or looked for summer jobs.

CONVENTIONS

Second club expo is set for Capital

The National Club Association will open its second exposition October 6-7 at the Capital Hilton Hotel in Washington, D.C., held in conjunction with its 1977 annual convention.

Top industry suppliers will display their latest products at the Expo. "Exposition Only" admittance will be available to club industry personnel without charge.

Sam M. Berry, member of Quail Hollow Country Club, Charlotte, N.C., is exposition coordinator.

Dates set for 1978 PGA show

The 1978 PGA Merchandise Show will be held at Walt Disney World, Lake Buena Vista, Fla., Saturday through Tuesday, January 28-31.

The Professional Golfers' Association of America has signed a new contract with Disney World, but at a cost increase of 8 percent. Exhibitors, therefore, will have to pay somewhat more than last year for booth space. Any profits generated by the show will be used to underwrite PGA activities such as the business schools and the new club and professional employment program.

Format of the show will be exactly the same in 1978 as in 1977, with three special events scheduled each afternoon in the Contemporary North Oasis area. The PGA winter program of



George Bayer, PGA professional at the Detroit Golf Club and a former star on the PGA Tour, helps John Schultz, 15, of Grosse Pointe Park, Mich., sign up to participate in the 1977 PGA National Junior Golf Championship sponsored by Chevrolet. Other members of the family also entering the second annual tournament include Joe, 12, and Mary Ann, 13. Their mother, Mrs. Susan Schultz, a former USGA national junior runner-up, proudly looks on. The national tournament, to be held in August at Walt Disney World in Florida, will have a field of 157, including boy and girl champions in two age groups, 12-14 and 15-17, from each of the 39 PGA Sections, plus defending boys champion Larry Field.

tournaments will again be held in January, with the Match Play championship and the Seniors conducted the same week as the show.

EQUIPMENT SALES

Sporting goods sales up 10.6% in 1976

John Mattimore, market research manager for the Sporting Goods Manufacturers Association, reported recently that factory sales figures from over 100 sporting goods equipment manufacturers showed total sales in 1976 of \$816.7 million, up 10.6 percent over 1975 sales for the same companies. There had been no change from 1974 to 1975.

Sales of golf equipment and golf products lines showed an 8.5 percent increase from 1975 to 1976. The largest gain posted (19.7 percent) was in baseball and softball equipment.

JUNIOR GOLF

Boros, Kite to teach at PGA golf academy

Former Professional Golfers' Association champion Julius Boros and tour stars Tom Kite and Andy North will teach at this year's PGA Golf Academy for 12-17 year-olds, July 10-23, in Boca Raton, Fla.

More than 100 young golfers from 20 states have registered for the two week-long sessions. Instruction includes rules, etiquette, theory, and mechanics. Team competition and contests round out the Academy's curriculum.

Boca West golf complex is the site for the school. Students attend classes and stay at nearby St. Andrews School.

MANUFACTURERS

Toro shows increase in first 9 months

The Toro Co. has reported increased sales and earnings for the first 9 months of its fiscal year (through April 1977).

Sales jumped 11 percent over fiscal 1976 and earnings gained by 36 percent, despite a reported drop in third quarter earnings.

Contributing to the improvement, Toro President David T. McLaughlin said, were sales of lawn and turf irrigation systems and turf maintenance equipment—both up more than 30 percent from last year.

CLUBS & COURSES

Inverness undergoes revision for '79 Open

Four holes at Inverness Club in Toledo, Ohio are being extensively revised for the 1979 U.S. Open Championship.

Estimated to cost \$100,000, the revisions are being made by George and Tom Fazio of Tequesta, Fla., the same architectural team that altered Atlanta Athletic Club's golf course for the 1976 Open.

The changes are being made without interrupting play by members. Sod will be moved after Labor Day from the old to the new greens to maintain the character of the course. The course will be 150 yards longer following the revision.

FREE INFORMATION

Brochure discusses selecting architect

Pocket-size brochure summarizes areas of expertise that should be coordinated by the golf course architect, and key steps to be followed in planning and construction. Write to American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601.

Long-range planning prepared Southern Hills for the Open

Before Southern Hills Country Club in Tulsa played host to the U.S. Open last month, course preparation plans dating back 5 years or more had to be effected.

"It may seem strange that a course widely recognized as one of the most beautiful in the world would need so much work," said Jim Lucius, executive vice president, chief operating officer, and director of golf at Southern Hills. "But Superintendent Sonny Faust and his staff of 25 have been working from dawn to dark to get ready."

Preparations for the Open, the seventh national championship tournament played on the course, naturally centered around combating the heat of Oklahoma summers, which can readily destroy a golf course. (The temperature in Tulsa was in the 90's the week before the Open, with more of the same expected for the week of play.)

The preparations actually began in 1972 with extensive

drainage work, followed in 1975 with the installation of a Toro automatic underground irrigation system. According to the gospel of Lucius, "Water management is the most important aspect of golf course maintenance."

With the automatic system, the entire course — greens, tees, fairways, and rough — can be watered in about 13 hours. With the old manual system, it took more than 3 days. Also, much more of the grounds is being watered than was possible with the old system: deep into the rough, the driving range, and along the long entrance road to the club.

"We were looking at some aerial photos of the club taken when the PGA was held here in 1970," Lucius recalled shortly before last month's tournament. "There were circles of green around the sprinklers, but everywhere else was brown. This year, everything in and around all the fairways, the roughs, and even the non-golf areas will be green."

Other Open preparation work included rebuilding 13 of the tees. This spring the course maintenance crew concentrated on vegetation. "We gave more attention to post-emergence and pre-emergence weed treatment and greatly expanded and accelerated our feeding and

LEFT: Lucius and Faust examine the Vari-Time 4000 central controller. BELOW: Faust in the new pump house.



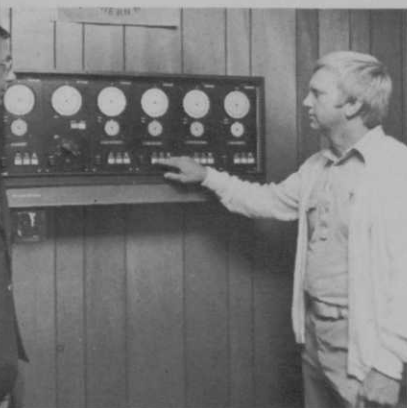
Director of Golf Jim Lucius and Superintendent Sonny Faust check one of the satellite controllers of the Southern Hills irrigation system.

seeding work," Lucius reported.

Equipment for the irrigation system was supplied by Wait Sales Co. of Tulsa. It included a Vari-Time 4000 programmer, 70 field satellites, 1,036 sprinkler heads, 105,000 feet of pipe, 208,000 feet of wire, and 70,000 feet of control

tubing. A new fully automatic pumping system also was installed.

Water for the Southern Hills course is drawn from wells into holding ponds and supplemented with municipal service. "The water we buy from the city is very expensive," Lucius noted.




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