



WHO WILL TEACH THE TEACHERS?

Meet Dr. Fred V. Grau

This man became a turf specialist through education, hard work and perseverance. His many years of learning paid off in development of turf grasses such as Meyer Zoysia, Merion Bluegrass, Penngift Crown Vetch.

But, what about our new group of research people? Inflation, higher costs of education, make it more difficult for promising turf grass researchers to complete their graduate education.

That is why Dr. Grau is dedicating his time to the MITF. The MITF is dedicated to the training of future researchers and teachers throughout the world.

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Feedback

The pro's proper role

During the past 5 years your magazine has published many articles downgrading the golf professional by not listing him as the man involved in regards to the concession at clubs — mainly golf cars and merchandise.

Many club officials are influenced by these articles, resulting in the club professional's loss of proper role at the clubs. The professionals in all sections are fighting for their financial future in the golf business. Therefore, why not help us, rather than downgrade us by not making reference when these subjects are written about?

The golf professionals in the PGA are proud of their contractual arrangements with the clubs. Hopefully you will understand what the club professional's role is and should continue to be.

George Thomas
Immediate Past President
PGA Indiana Section

• The staff of GOLF BUSINESS magazine is making every possible effort to understand and properly publicize all facets of this complex industry. Although the current editors cannot be responsible for the articles published in the magazine in the years prior to our employment here, we feel that since we started editing the magazine last year we have published a fair amount of copy promoting the proper role of the club professional in the golf business.

Our editorial features have included specific pro shop merchandising articles in the October 1976 and January 1977 issues, a 6-page in-depth interview with PGA President Don Padgett in April, and numerous other stories addressing the pro as part of our "management" audience. We feel — as you undoubtedly do — that for the club professional to secure his financial future in the golf business, he must consider himself and establish himself as part of the management team at his facility.

Since April, we have also been running a monthly column written by an "old pro" specifically about the golf professional's job.

If you need any further convincing of our commitment to publish all legitimate viewpoints in regard to the control of golf car and pro shop concessions, see page 33 of this issue. — Ed.

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in *Feedback*: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

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