

News

THE PRIVATE SECTOR

Restrictive admissions criticized by NCCJ

NEWS, 11
PEOPLE, 44
COMING EVENTS, 45

With memories of the Griffin Bell confirmation hearings still ringing in the ears of many in the club industry, especially in view of Bell's subsequent resignation from three clubs that barred Jews and blacks from membership, there was little surprise when the president of the National Conference of Christians and Jews recently criticized private country clubs with such restrictive admissions policies.

Dr. David Hyatt, president of the 50-year-old human relations organization, called on clubs with such discriminatory practices to eliminate them. In a statement from his New York City office, Hyatt admitted guaranteeing open membership in country clubs was low on the priority scale for the NCCJ, compared to the needs of minorities for equality in jobs, housing and education.

"It is nevertheless a shameful practice on which the spotlight of

public opinion must be focused until it is finally eliminated," he said. "Such elitist, discriminatory practices have no place in our American way of life."

Although the following is taken out of context, it sums up the feelings of Hyatt toward private country clubs with restrictive admissions policies: "The very fact such clubs still practice discrimination to such a widespread degree throughout our country in this 20th century remains an ugly blot on our democratic record."

Hyatt further stated such social discrimination remains one of the toughest and most poisonous forms of prejudice within the nation. "The NCCJ will press our already vigorous efforts to eliminate such practices in the months and years ahead through our nationwide educational programs for better human relations."

There was response to Hyatt's charges from National Club Association president M.E. "Bob" Meyer. The right of freedom of association, Meyer rebutted, was something also guaranteed by the Constitution. The vice president for public relations of the NCCJ, Harry A. Robinson, told GOLF BUSINESS, "Meyer has a good argument, but we are talking about the morality of restrictive admissions policies."

Meyer noted the fight for individual rights is beginning to bring other "rights" onto a collision course. Using the example of the American Civil Liberties Union, Meyer pointed out that this organization, which has been a foe of NCA in the past, had some contradictions pulling within its own organizational fabric.

"Before getting to any others of the various 'liberties,' the ACLU first enumerates its belief in 'freedom of association. Isn't that what private clubs are all about?," Meyer insisted. "Why aren't clubs within the Constitution and the Bill of Rights when they practice selectivity?"

Commenting on the Hyatt remarks, NCA Executive Director Jerry Hurley told GOLF BUSINESS the NCCJ criticism was another in a long line of attacks on the private club sector this year.



Dr. David Hyatt, president of the National Conference of Christians and Jews, has called on clubs to drop membership restrictions against Jews, blacks, and other minorities.

MILESTONES**GB founder Graffis in Hall of Fame**

Adding to what is already a long line of awards and accomplishments on both sides of golf, GOLF BUSINESS founder Herb Graffis was recently selected for the World Golf Hall of Fame.

Just passing his 85th year, Graffis was inducted into the Hall in Pinehurst, N.C. Others also included in the annual voting by the Golf Writers Association of America were the late, noted golf course architect Donald Ross and Arthur D'Arcy (Bobby) Locke of South Africa. Locke was a four-time

as one of the leading architects in the history of the business. More than 800 courses were worked on by Ross, 200 of which were completely designed and built under his supervision.

ASSOCIATIONS**Directory offered by architects group**

Many courses and clubs will consider remodeling their existing facilities this year. To make that job a little easier, the American Society of Golf Course Architects is once again offering its free membership listing.

All 75 ASGCA members are covered, with easy reference for address and phone number. For a free copy of the directory, write ASGCA, 221 N. LaSalle St., Chicago, IL 60601.

Iowa GCSA elects Brown new president

It was the changing of the guard for the Iowa Golf Course Superintendents Association as Dale Brown, Indianola Country Club, recently became the state organization's newest chief executive.

Brown, a floor nominee, won over Steve Tyler, Pheasant Ridge Golf Course, in the run for president. Others elected to top offices included Henry Zimmerman, Harlan Country Club, vice president; Richard Wynn, Wildwood Golf Course, secretary/treasurer; Wendell Baken, Atlantic Country Club, southwest district director; Mike Mulvihill, Davenport Country Club, southeast district director; Bill Byers, Des Moines Golf and Country Club, central district director; Dave Schurman, Lake Creek Country Club, northwest district director; Charles Pribble, Sunnyside Country Club, northeast district director; and Richard Louvar, St. Andrews Golf Course, director-at-large.

Superintendent-of-the-Year honors went to Tim Hergenrader, Sioux City Country Club. The effort was based on Hergenrader's ability to completely rebuild all of his greens after a contaminated fungicide from the factory killed all his turf in 1975.

Also honored by the IGCSA were Walter Fuchs, Evanston Golf Club, Skokie, Ill., and Ted Smith, Sr., now retired, but for many years the superintendent at Edmundson Golf Course, Oskaloosa, Iowa. Both were awarded Distinguished Service awards by the association for their many years of work with the Iowa group.

COMPANIES**Ram acquires custom club firm in west**

In an effort to further build its custom club business, Ram Golf Corp. recently acquired AMW Enterprises, a Redlands, Calif., club maker and repair facility.

Doing business under the name of Mario's Golf and Repair Shop, the firm has produced custom clubs over the past 10 years for customers in the western U.S. Operator of the shop is Mario Cesario.

In another move to strengthen its position in the market, Ram has added former Masters champion Ray Floyd to its golf advisory staff. He will lend his expertise to the testing and development of equipment for the Elk Grove Village, Ill., company.

WATER CONSERVATION**Architects, USGA join forces for program**

In another giant step for association cooperation, the American Society of Golf Course Architects and the United States Golf Association's Green Section are combining on a joint project to study new methods of water conservation.

Focus of the project is research of sewage effluents on turfgrass, based on an academic effort by the University of Florida's associate professor A. E. Dudeck.

"Reclaimed waste water offers a cheap, continuous supply of water with the nutrients already added," said E. Lawrence Packard, president of the USGA foundation. Al Radko, national director of the Green Section, noted that sewage effluent aids in the decrease of stream and water pollution.

Dudeck's experiments will concentrate on the effect of heavy metals, which accumulate in plants, on the growth and development of bermuda grass.

GOVERNMENT REGULATION**OSHA can not pass its own inspection**

"The truth hurts." This time the adage applies to the Occupational Safety and Health Administration. While Congress, or the agency itself, decides its future as far as the golf business is concerned, Secretary of Labor Ray Marshall recently revealed OSHA's own offices have failed to stand up to its own safety regulations for employee welfare.

Like other department units, OSHA is responsible for annually self-inspecting its own facilities for safety and health standards. An OSHA report cites that the agency has made only "nominal progress" in complying with the laws it lives by.

Obviously, Marshall's problems with OSHA are greater than just a safety inspection. In a recent statement, Marshall said the agency would be overhauled and some concrete priorities would be set. Since its inception in 1970, OSHA has gone through several leadership changes. With this, the agency changed its priorities and focus more times than was healthy. Although he did not offer the evidence, Marshall contends a Watergate-era document reveals OSHA officials were thinking about using the agency's clout as a



Founding editor Herb Graffis.

winner of the British Open and the first foreign player to win consistently on the American tour. Locke was inducted in the Modern Era classification, while Graffis and Ross were included in the Distinguished Service category.

Locke, 59, came on the American scene in 1947. That first year, he won seven events and finished second on the money-winning list. Graffis and his brother Joe founded GOLF BUSINESS' forerunner, GOLFDOM, in 1927. Some years later, the brother duo set up the National Golf Foundation.

Ross, who died in 1948 at the age of 75, was born in Scotland and trained at St. Andrews before coming to the United States in 1899. He arrived in Pinehurst in 1901, where he began his career

political hammer against foes.

In the future, OSHA will be stepping up its effort to meet its own rules, Marshall promises. "These deficiencies raise in my own mind the question of whether other federal agencies are complying with the Occupational Safety and Health Act in protecting government workers across the nation," he said.

Although Marshall has been in office approximately 5 months, he has asked that the public, the Congress, and the press give him some "breathing space" to get OSHA back on course. Chances are good he will get that extra time. The effort by the Carter Administration is slanting OSHA toward a common-sense approach in the future. Chances are good that many of the unworkable policies of the past will be shelved for regulations that industry can accommodate.

Many in business are already impressed with OSHA's new administrator, Eula Bingham, who is known for her common-sense approach to regulation. There are definite indications OSHA will finally be thinking about the little man. The establishment of a special office for small business is imminent. This would probably cover the golf facilities in the country.

Noting the cries of small business, Marshall said, "Many in the small business community have complained that they are overwhelmed with the paperwork involved with complying with OSHA regulations."

EDUCATION

Young tour pro has chance both ways

Just in case all the skills needed to stay a member of the PGA Tour desert the young professional, the association's education department has kept some hope alive for many of the would-be money winners by allowing them to attend PGA business schools while they are on the circuit.

What it amounts to is that, at selected sites, the PGA will conduct

one of its business schools for three days prior to the tournament. For example, this format was adopted at the recent Houston Open at Woodlands Country Club. More than 40 tour players are involved in the program.

Director of Education Joe O'Brien has set up the curriculum for the younger tour player who cannot afford to leave the tournament trail long enough to complete regular PGA business schools. Special courses have been constructed over the three-day span. Range of subjects includes: equipment repair, course conditioning, history of the PGA, golf course design, time management, public speaking and public relations, golf ball and club design, physical conditioning, and financial budgeting and taxes.

Upon successfully completing the course, the young tour player will be fully accredited and will receive Class A player member card. If a player decides that his tour days are over, he will be required to return to the books, completing specific educational requirements necessary to receive a certificate as a continuing Class A professional.

COMPANIES

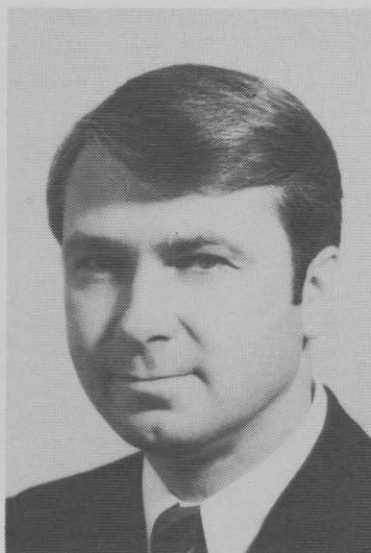
Hogan's Guzzle gets \$10,000 AMF award

With a pair of innovative golf products under his belt, the Ben Hogan Co.'s Timothy L. Guzzle was recently presented a \$10,000 merit award by the parent AMF Corp. for his research and development efforts at the Fort Worth firm.

Guzzle's success this past season with Hogan's Legend-shafted club and the Leader golf ball gave AMF management enough evidence to award the cash prize.

The Legend has been a fast mover in the pro shops of the country, due to its lighter and more effective shaft. The Leader ball has a durable cover, giving Hogan a competitor for this market.

AMF started the cash award program in 1964 and gives out



Award winner Tim Guzzle.

honors to all its various companies. Top award for the year was \$20,000 for work on a new automatic bowling score system.

MARKET RESEARCH

CMAA profile shows clubs big tax bite

Real estate taxes have shot up drastically over the past 5 years at 81 percent of the private country clubs responding in a recent "Operational Profile" of its members' facilities by the Club Managers Association of America.

The 23-page study, which focuses in on just about every area of club management, covered 393 country clubs. In the tax area, the CMAA found 19 percent had had their taxes increased at least once in the 5-year span, 21 percent twice, 13 percent three to four times, and 22 percent five or more times.

Amount of the increase was also analyzed. Approximately 22 percent of the clubs had boosts under 10 percent, 25 percent fell in the 10-19 percent increase bracket, 17 percent saw their tax bills increase between 20 to 29 percent, 14 percent went up between 30 to 49 percent and a significant 13 percent had their tax load increase more than 50 percent.

When looking at the tax problem on a geographic basis, the

northeast, as expected, saw the highest increases. For example, 85 percent of the 129 northeastern clubs responding said their taxes had increases over the last 5 years. Compare that to the next largest percentage from a geographic region, which was the northwest and central with a combined percentage increase of 76 percent. The southwest saw an increase of 75 percent.

Establishing an average tax load for the private country club, the study came up with a real estate tax bill of \$39,800. Although the study did not differentiate in its geographic breakdown which of the clubs in this category were country clubs or city clubs, because the CMAA has members in both fields, the average tax bill for the northeast facility was far and away the greatest. The northeast bill was \$57,600, doubling the southeast's \$27,800 and far from the closest, the southwest with its \$41,200.

Other taxes were also covered. Country clubs, it was found, pay on the average \$6,000 in personal property taxes, more than \$45,000 in payroll taxes, and an additional \$1,500 for licenses and permits. The grand total for all country club taxes average \$85,600.

Asking how many of the clubs had greenbelt legislation in their area, only 26 percent did. Oddly enough, of the 55 percent that answered no to whether greenbelt legislation was available in their area, only 21 percent said they would lobby for such changes in the law.

Other areas of the survey covered private country club dues and initiation fees. Annual dues at the clubs profiled were \$900. Monthly dues charges having the largest percentage of the respondents fell into the \$50 to \$74 area. Indicating the increase in the monthly dues area, in 1971 only 5 percent of the country clubs had monthly dues charges more than \$100. That figure has now ballooned to 21. Average initiation fee at the profile club was nearly \$2,900. Even with that average 16 percent of the nearly 400 country clubs answering had initiation fees of \$5,000 or more.

Club use trends are also analyzed in the study. All managers reporting indicate that their facilities

will be used more than ever. Some 70 percent of the country clubs reporting see use increasing this year.

To get more details on obtaining a copy of the survey, write CMAA, 7615 Winterberry Place, P.O. Box 34482, Washington, DC 20034 or call 301/229-3600.

CLUBS & COURSES

California City has new course planned

Trying to lure golfers from crowded courses in Los Angeles, the city planner of California City, Calif., has plans for a new \$1 million municipal facility on the drawing boards.

George Howes, California City planner, is working with the architectural firm of Von Hagge & Devlin, Woodlands, Tex., on the new 18-hole layout for the community due north of the Los Angeles metropolitan area. The project is part of a renovation of the town's civic center.

"We feel the completion of the complex will be a real attraction to the congested golfing situation in the Los Angeles area," Howes reported to GOLF BUSINESS.

Plans for the municipal course opening are set for spring of 1978. Preliminary designs for the course have already been presented to city officials. The golf course is just the first of several recreational projects planned for the city. According to Howes, California City ranks third in area size for cities in the state.

PROMOTING THE GAME

New Scout badge is for golf

Golf is the subject of the newest merit badge of the Boy Scouts of America. There are currently 120 subjects covered in the merit badge program, 19 of which are sports. Richard Dutcher, BSA staffer in charge of the program, pointed out,

"We want to continue to foster interest in sports which last a lifetime, long after you are likely to drop team competition."

With 1½ million boys between the ages of 11 and 17, the Scouts offer a unique opportunity to promote the game where promotion is most needed: with junior-age youngsters.

Among requirements for the golf merit badge are knowledge of golf techniques, from grip and stance to shot-making, knowledge and use of golf etiquette and rules, a properly established handicap, golf exercises, and participation in at least one round of competitive play. Scouts are also asked to review the sport's history and to discuss the advantages of amateur



golfers and six vocational opportunities in golf.

A 72-page golf badge instructional booklet was compiled and edited by Joseph C. Dey, executive director of the United States Golf Association for 34 years, with author assistance from Arnold Palmer, Julius Boros, Jack Nicklaus, Johnny Miller, Billy Casper, Gary Player, Lee Trevino, and Tom Weiskopf.

Clubs and others interested in securing copies of the golf merit badge pamphlet to promote the program may obtain single copies from their local scouting office, or bulk supplies can be purchased from the National Supply Division, Boy Scouts of America, North Brunswick, NJ 08902, at the rate of \$22 per package of 50 pamphlets. Payment must accompany the order. Ask for pamphlet No. 3397.

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