

JUNE 1977 VOL. 51 NO. 6



7 The old pro

9 Foodservice bulletin

Introducing a new monthly column compiled especially for GOLF BUSINESS readers by Foodservice Editor Herman Zaccarelli, who has a direct line into the centers of the industry to keep you informed of trends in eating and drinking, prices of supplies and equipment, and helpful hints for club operations.

11 News

Features

PUBLIC COURSE REPORT: DAILY FEE

In this, the first of a three-part series on public golf facilities, Managing Editor Nick Romano examines daily fee courses — how many there are, their place in the industry, their problems and promises.

23

18

GOLF BUSINESS PROFILE

Russ Wylie owns and operates two daily fee golf courses near Pittsburgh, Pa., and he is an officer of the National Association of Public Golf Courses. In short, he is the picture of a golf businessman who is successful because he is involved in the industry. Writer Marino Parascenzo shows how.



MAKE YOUR ACCOUNTANT PLAY SCROOGE WITH YOUR CLUB'S MONEY

CPA Richard Aldred points out the need for an efficient financial accounting and reporting system done by a professional in the business — and explains how it can save courses money.

32

TREES ON GOLF COURSES

The proper placement of trees can make or break the design of a golf course. Golf course architects Geoffrey S. Cornish and William G. Robinson provide graphic examples of interest to public or private courses in all parts of the country.

38

CERTIFICATION PROVES SUPERINTENDENTS PROFESSIONALISM

David C. Holler, a GCSAA director and a Certified Golf Course Superintendent, explains the association's certification program, how it works, what it will do, and how it's going.

42

ADVISORY BOARD EXPANSION

First introduced last August, the GOLF BUSINESS Advisory Board has now been expanded to include six representatives of daily fee, municipal, and resort golf operations as well as golf course architects.

Departments FEEDBACK 4 IDEA FILE 5 PERSONAL 6 PEOPLE ON THE MOVE 44

COMING EVENTS	_ 47
PRODUCTS	48
CLASSIFIED	50
FRONT COVER:	
Construction by Dorothy & Elaine W	ozniak.

GOLF BUSINESS (formerly Golfdom), published monthly and copyright[®] 1977 by The Harvest Publishing Co., a subsidiary of Harcourt Brace Jovanovich, Inc. EDITORIAL AND ADVERTISING OFFICES: 9800 Detroit Ave., Cleveland, Ohio 44102. Address manuscripts and other editorial contributions to the Editorial Office. Unacceptable contributions will be returned if accompanied by sufficient first class postage. Not responsible for lost manuscripts or other material. SUBSCRIPTIONS: Sent free to qualified management personnel at golf facilities. All others, including elected club officials: \$18 per year in U.S. and Canada; foreign, \$24 per year. Single copy price: \$1.50. Back issues, when available: \$1.50. Send subscription requests and change of address notice to GOLF BUSINESS, 9800 Detroit Ave., Cleveland, Ohio 44102. New subscribers are advised it takes 6 to 8 weeks to receive first copy. A similar period is required to effect a change of address. Controlled circulation paid at Cleveland, Ohio.