

PUBLIC COURSES

Top fifty U.S. public courses named by Golf Digest

Golf Digest's first ranking of America's 50 Greatest Public Courses was announced in the magazine's March issue. The top ten are: Brown Deer Park GC in Milwaukee; Cog Hill GC in Lemont, Illinois; Edgewood Tahoe GC in Stateline, Nevada; Indiana Canyon GC in Spokane, Washington; Otter Creek GC in Columbus, Indiana; Plumas Lake G&CC in Marysville, California; Tanglewood GC in Celmmons, North Carolina; Torrey Pines GC (South) in La Jolla, California; Wailua GC in Kauai, Hawaii; and West Palm Beach CC in West Palm Beach, Florida.

Twenty-nine states have courses on the list. The states with the most courses represented are California with six and Florida with four. A complete listing can be found on page 67 of the March issue.

The authoritative rankings are determined by the sectional executive directors and secretaries of the PGA of America, the executive directors of 51 state and regional amateur golf associations and members of the USGA's two public links committees.

PRIVATE CLUBS

Congressmen to speak at NCA Legislative meeting

The Hon. John M. Ashbrook, (R-OH) ranking minority member of the House Committee on Education and Labor, will speak during an afternoon session of the National Club Association's (NCA) Legislative Conference and Annual Meeting on May 19 in Washington, D.C. The session is devoted to a study of the recently signed Labor Department regulation banning federal contractors from paying employees' dues and expenses in organizations with selective membership policies. John Tysee, Director of Labor Law for the U.S. Chamber of Commerce will also be participating.

Representatives from the Labor Department are expected to be present for the discussion of that regulation, which was frozen by President Reagan until March 30.



On a recent flight from Cleveland to Atlanta, I had the occasion to ask a question of my golf playing seatmate, "Who's your golf course superintendent?" He thought for a moment and then replied with the same answer I had received from 21 previous golf playing seat-mates, "I don't know."

Twenty-two responses to the same question over a period of three years does not make a survey; but it can be food for thought when thinking about your image and visibility as a golf course superintendent. As the 1981 golf season gets into full swing, let's think about ways to use more public relations in our golf course maintenance operations. With some planning and time, each superintendent can enhance his own image and better educate the golfers to the important role of the golf course superintendent.

There are several suggestions which can help develop a better image, and build a better more informed golfing public, at your course or club. Have you ever considered having an open house in the maintenance building? Before you pass by this suggestion, give it some consideration. There are more people interested in knowing what kinds of equipment and products you use than you might think. How many club members or regular course players do you know that have an understanding of what you do and what it takes to maintain the course? Giving them the opportunity to find out at an open house can begin the process of educating them to a

maintenance point of view. Is your maintenance area too messy and dirty to seriously consider an open house? Maybe this is the excuse you've been looking for to clean it up!

A few superintendents schedule spring orientation sessions for regular members or players; particularly after the completion of a major project or renovation. The golfers are given a walking or driving tour of the course with explanations as to what has been done with their money to improve the course . . . and hopefully their game. Such orientation sessions can improve your visibility among the golfers and enhance the chances of getting a realistic maintenance budget approved next year. Don't get discouraged if few people take you up on your orientation tours the first time. Like anything new, it takes time for a new idea or approach to catch on.

The club or course newsletter is a valuable resource in increasing your visibility and image. It is also one of the best tools you have for educating the golfer who plays your course. Don't be afraid of writing, even though you don't consider yourself to be an author. Your purpose in writing is not to win a Pulitzer prize, but to regularly inform people of your golf course maintenance activities and why you are doing them. If you can't think of anything specific to say in a particular issue, write something positive about the important role the golf course plays in our

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NCA is working to have the regulation overturned entirely.

Speaker of the House Thomas P. "Tip" O'Neill, Jr. (D-MA) and House Ways and Means Committee Chairman Dan Rostenkowski (D-IL) are expected to join the Opening Breakfast and receive Certificates of Appreciation from NCA as a gesture of thanks for their support of the

private club industry. The morning session will be a legal and legislative update of all major issues facing the club industry today. A discussion of IRS issues such as unrelated business income and auditing will complete the afternoon. For more information, phone NCA at 202/466-8424.

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PESTICIDES

United Kingdom says 2,4,5-T does no harm

The December, 1980 report from the United Kingdom's Advisory Committee on Pesticides stated that it found no sound medical or scientific evidence that humans or the environment would be harmed by continued use of 2,4,5-T for recommended purposes in recommended ways. The Committee's 1980 report echoed its 1979, although the '80 reviews included evidence which was not available in '79.

The report also stated, in assessing the risk of 2,4,5-T alone, with strict controls on dioxin contamination levels, that 2,4,5-T has "not been shown to cause cancer in experimental animals; that its teratogenic effects in rodents have not been demonstrated in other larger animals, or in the course of long-term studies on humans; and that in the unlikely event that it was a mutagen it could only be a very weak one, so that any possibility that this could affect any user would be negligible even if he or she neglected recommended precautions".

STATISTICS

NGF survey shows play rose 4.14 percent

Paul Spadafora, National Golf Foundation (NGF) Marketing Director, said in the February issue of Golf Market Report, that golf participation in the last quarter of 1980 rose significantly over a similar period in 1979 despite adverse weather and economic conditions in the country." Reporting further, Spadafora wrote that five of the seven geographic regions in the U.S. reported fourth quarter increases, with strong surges in the West North Central and South Central regions. Total rounds increased 4.14 percent for October through December.

On a nation-wide basis, 63 percent of the golf courses survey reported an increase in play, 33 percent showed a decrease and four percent reported no change. Analyzing 1980, Spadafora projected that total play increased by 3.8 percent to an estimated 359,000,000 rounds, or 13,000,000 more than 1979. Only one region, the Pacific, registered a decrease (one percent).

Participation at private clubs showed the largest increase among the three major types of courses. Play by private golfers comprises 33.9 percent of the U.S. total. Daily fee play was second in terms of rate of increase, although it comprises 43.7 percent of the total. Municipal golf represents about 22.4 percent of total play in the U.S.