

*Member Opinion Survey  
Takes Board off the Hook*

## Questionnaire Aids Officials In Determining Club Policies

Club officials usually have to base their decisions on what they observe of the attitude of members rather than on fairly accurate and reliable data.

The result is that policies and decisions often aren't determined on the basis of facts that have an annoying way of being uncovered only after protests start coming in from the membership.

Many club officials give a great deal of their time and the benefit of their business judgment in directing the operations of a club. Ostensibly, they come to the club to enjoy themselves as other members do, but more often than not they are compelled to put in much hard work and defer or postpone much of the entertainment they had looked forward to. And, of course, they aren't paid for their efforts.

### Lack Needed Information

What makes the situation even more uninviting is that so many officials have to work without the kind of necessary and vital information they usually have available in running their own businesses.

One of the leading country clubs in the U. S., with a reputation for being well managed and on several occasions, the site of national championships, recently decided to survey its members to get the kind of information that every club should have if it is to be operated on a congenial and businesslike basis. It distributed a

four-page form, "May We Have Your Opinions and Suggestions," and after all the returns are in and collated, necessary policy and operating changes will be made to conform to the wishes of the membership.

Here is a reproduction of the questionnaire sent out by this club:

### General Information

- How long have you been a member?
  - Less than 3 years
  - 3 to 6 years
  - 6 to 10 years
  - 10 years or longer
- Including your wife, how many persons are in your family?.....
  - How many sons?.....
  - How many daughters?.....
  - Their age(s).....
3. How many miles do you live from the club?
  - Less than 3 miles
  - 3 to 6 miles
  - 6 to 10 miles
  - 10 miles or more
4. How many miles is your office from the club?
  - Less than 3 miles
  - 3 to 6 miles
  - 6 to 10 miles
  - 10 miles or more
5. Including yourself:
  - a.) How many members of your fam-

- ily are active golfers?.....
- b.) How many members of your family use the club's swimming pool? ..... Do they use it:  
 Frequently  Occasionally  
 Seldom
- c.) How many members of your family use the tennis courts? ..... Do they use it:  
 Frequently  Occasionally  
 Seldom

**Your Club Expenditures**

6. What do you estimate your average annual total expenditure to be, including dues? \$.....
7. Do you use the Club's dining and bar facilities:  
 Frequently  Occasionally  
 Seldom
- a.) Would you say your usage of these facilities most generally would be:  
 Primarily personal  
 To entertain associates and friends  
 For family use  
 To entertain business clients
- Remarks, if any: .....
8. Do you patronize any other club more than your own?  
 Yes  No
- Remarks, if any: .....

**Your Likes and Dislikes**

9. What are the things you like most about the club? (Please rate 1-2-3-4 in order of preference.)  
 The golfing facilities  
 Dining facilities  
 Swimming pool  
 Calibre of Membership  
 Tennis Courts  
 Quality of service  
 Social events  
 Other (state) .....
- Remarks, if any: .....
10. Check (x) any of the following with which you are not fully satisfied and check (xx) if you are dissatisfied:  
 The golfing facilities  
 Dining facilities  
 Swimming pool  
 Calibre of membership  
 Tennis Courts  
 Quality of food  
 Quality of service  
 Social events

- Other (state) .....
- Other (state) .....
- Remarks, if any: .....
11. About our prices - compared with clubs of our calibre - do you think our food prices are:  
 Too high  About right  
 Too low
12. Do you think our beverage prices are:  
 Too high  About right  
 Too low
- Remarks, if any, on food and beverage prices: .....

**Parties**

13. Concerning our dancing parties, do you think we should have:  
 More  About the same  
 Fewer
14. Do you favor dance music:  
 Every Friday  
 Every Saturday  
 For parties only
15. Would you say you attend Club parties:  
 Frequently  Seldom  
 Never
16. Would you say our parties are, generally:  
 Very good  Fair  Poor
17. With the knowledge that Outside Golf Parties, even on a limited basis, return substantial profits to the Club through food and beverage sales and greens fees, what is your attitude toward them?  
 We should not allow them and increase the dues \$5.00 a month.  
 We should have them on a limited basis. (Mondays only during "the season" - mid-June through Labor Day.)  
 We should schedule all of the Monday and Tuesday parties we can get.  
 We should allow small parties (up to five foursomes) occasionally, on other weekdays also.

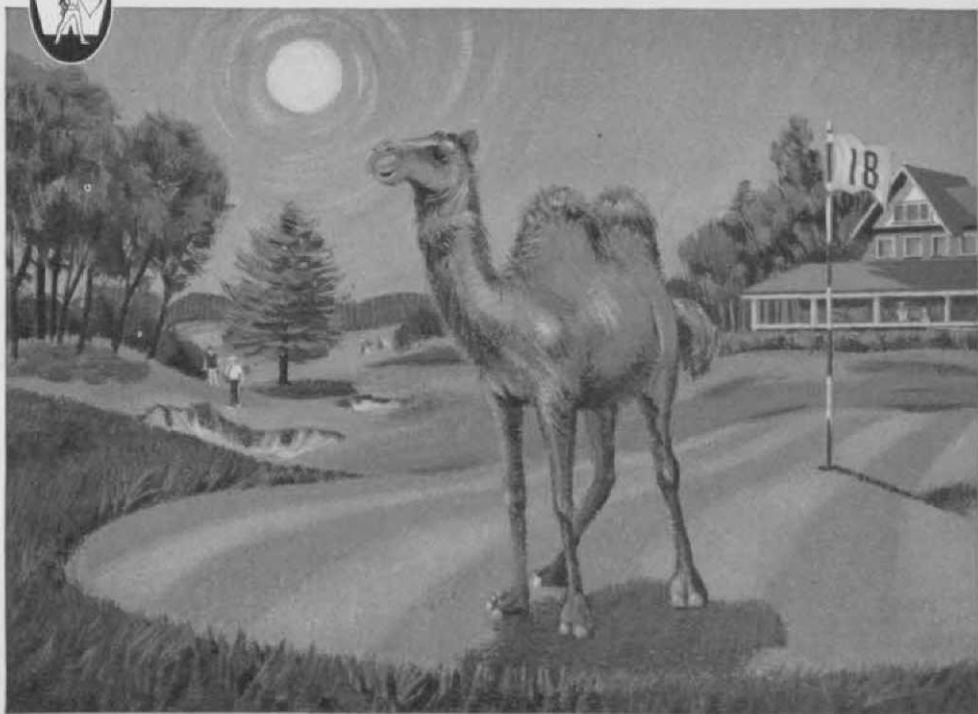
**Our Employees**

18. Overall, how would you rate each of the following
- |                                     | Good                     | Fair                     | Poor                     |
|-------------------------------------|--------------------------|--------------------------|--------------------------|
| a.) Our waiters                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b.) Our bartenders                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c.) Our refreshment stand operation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d.) Our swimming staff              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(Continued on page 67)



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Just like a camel, a Turface-treated green retains moisture to withstand hot, dry periods. Turface<sup>®</sup>, Wyandotte's inorganic soil amendment, not only provides good drainage, but it also absorbs and holds moisture at root level — makes the most of watering and rain. The results: fresh, healthy greens all through the long hot summer. Order Turface from your supplier soon.

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Jack Henkel, who was an assistant at Turf Valley, but now has his own shop in Lancaster, Pa., discusses merchandising with another employee, Ernie Nortman. Bill Strausbaugh, Turf Valley pro, wasn't at the club the day Golfdom's photographer took this picture.

## Turf Valley Shop Plays with Display to Increase Sales

*Golf tastes constantly change . . . So Bill Strausbaugh and his staff reason you have to improvise your merchandising game to keep up with them*

By JOE DOAN

To say that a race horse built Turf Valley CC, located in bluegrass country just east of the Blue Ridge mountains near Ellicott City, Md., wouldn't be completely accurate. But a horse made the down payment on this multi-million dollar golf installation that Builder Sam Pistorio staked out around 1960 after draining a large expanse of swampland just north of Route 40.

The horse's name was Tuscany. You may have laid a few bob on him. Less than a decade ago he earned a quarter of a million for Pistorio at Eastern and mid-Southern tracks. Ordinarily, when a horse owner realizes such a windfall he starts shopping around for another thoroughbred or two with an eye to pyramiding his fortune, but Sam had different ideas. He had been looking at that swamp too long. He wanted to reclaim it.

It was located just below and to the east of his horse farm. The farm covers about 700 acres and located right in the center of it is a one-quarter mile enclosed race track. Just to the west of the farm is an airport that Pistoria also owns. Since Maryland is far from being Texas-size you might get the impression that Sam owns practically the entire state, but he disclaims any ambitions to build an empire. "I hold a few thousand acres in this area," he says. "They keep me busy. I'm happy to be around golfers and horses."

### Magnificent Clubhouse

Golfers probably don't see much of the busy Pistorio, but they are happy to be around his Turf Valley club. Its magnificent clubhouse walls in something like 30,000 square feet of floor space and there are dining rooms, ballrooms, lounges and card rooms to take care of almost any kind of social occasion. The 11,000 square feet of swimming pool is said to be the largest of its kind at any private club between Maine and Florida.

As for the golf facilities, they are being expanded at the moment from 18 to 27 holes and eventually there will be 36. Architect Ed Ault is supervising the expansion. The original 18 extends to 6,850 yards along the back tee route, and considering that there are 500 golfing members at Turf Valley, the club knows days when traffic is somewhat congested. But this will be alleviated, perhaps by late fall. The Ladies PGA cavalcade invaded Turf Valley last year to play the Kelly

(Article continued on page 28)

(Photos on page 26)



# NEWS OF THE TURF WORLD

SYNTHETICS DEPARTMENT • HERCULES POWDER COMPANY • WILMINGTON 99, DELAWARE

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THE ECONOMY OF NITROFORM®...

## 6. Nitroform Relieves Hot Weather Worries

Summertime brings heat, humidity, sudden drenching downpours, insects, diseases, and severe traffic concentrations that seem to be designed to thwart the superintendent's efforts to maintain playable turf. At times like these, it is best to avoid applications of fertilizers, especially those which are nitrified easily and rapidly. Fortunate are those turf grass managers who have built a reserve of *controlled-release* Nitroform nitrogen in the soil. Their turf can "coast" through the hot months.

Many superintendents have described proudly how their Nitroform feeding program has relieved their "hot weather worries." "We've had less disease than ever before," most of them say.

It is important to understand how Nitroform feeds turf through the microorganisms and thus maintains grass

plants in a firm, hardened condition at all times. Nitrogen materials that are nitrified quickly provide an *excess* of nitrogen to plants at application intervals, thus creating soft, rapid growth that is extremely susceptible to disease and insect attacks. When the "quick" nitrogen (the feast) is gone (used, leached, or volatilized), the grass starts on the "famine" routine, which is also detrimental.

Part of the economy of Nitroform nitrogen lies in its ability to "bridge" the "feast and famine" peaks and valleys and to provide more nearly a straight-line growth curve, which is considered ideal. In order to do this a *program* must be set up and followed to build the soil reserve and the microbial populations.

If a small amount of nitrogen is needed at this time of the year, the safest one to use is "Powder Blue"\* Nitroform.

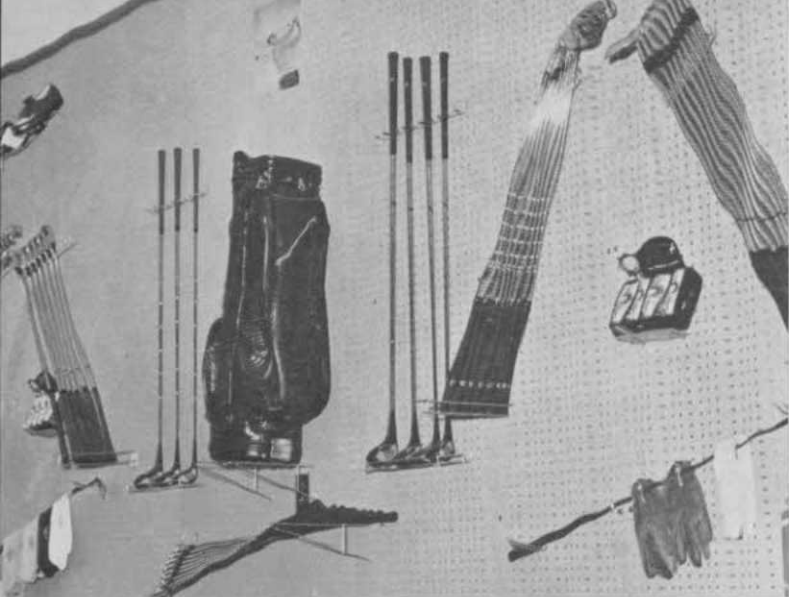
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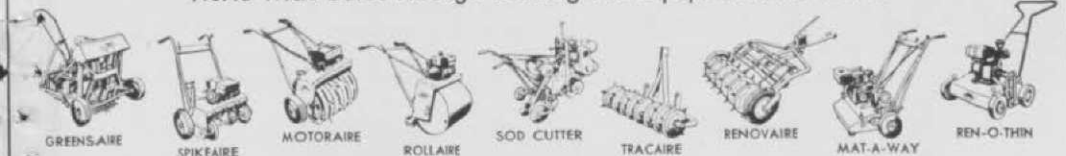
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Approximately \$1 million has been invested in big, rambling Turf Valley clubhouse (top). Lake in foreground is one of five on the club's property. Since the club, it's appropriate that an equine farm is located next door (below). Horses can stand at fence and watch golfers on three holes at Turf Valley.

Girl Open and this year it will return for a renewal of the event under the name of the Sight Open.

#### Draws from Four Cities

The membership rolls at Turf Valley include many names from Frederick, Baltimore and Hagerstown and a fairly large quorum from Washington, D. C. A large percentage of these people is in the "new club member" class, meaning that Pro Bill Strausbaugh has had to work overtime in the last two years or so to orient them to buying in the pro shop. Considering that he finds it necessary to carry an average inventory of something like \$25,000, it appears that Bill perhaps has discovered a magic formula.

"There's no magic about it," says Strausbaugh, "We've just kept plugging. Most of the members were never hesitant in buying the lower price items, but getting them to buy pro-make clubs has been something else. Yet," the Turf Valley shopmaster continues, "we can't complain too much. We got smart about a year or so ago and started getting people interested in buying broken sets with the idea of filling them in later.

"Some people in the golf field frown on this," Strausbaugh observes, "but may-

be it's because they haven't worked at a new spot where many of the members are joining a club for the first time and possibly haven't played golf before. If you have to wean them away from the stores by suggesting seven- or nine-club sets, then that's the thing to do. The idea is to win them over. Then you can start talking 14-club sets."

There is a natural tie-in, incidentally, between the incompleting sets and Christmas shopping business, according to Bill Strausbaugh. When a pro is at a club where he knows that perhaps half of his members are carrying less than 14 clubs, his suggestion that the gift buyer purchase a fill-in club for the recipient often is accepted as one that borders on genius. "It solves many of those 'I didn't know what to get him' situations," Strausbaugh explains.

#### Christmas Year Around

The Turf Valley pro staff tries to keep gift buying on a sustaining basis, not being satisfied to let it die out after the Christmas season is over. In 1961, it set up a gift wrapping station at Christmas-time in the center of the sales room and stacked wrapped packages in every avail-

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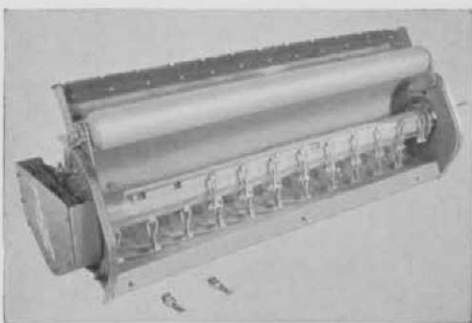




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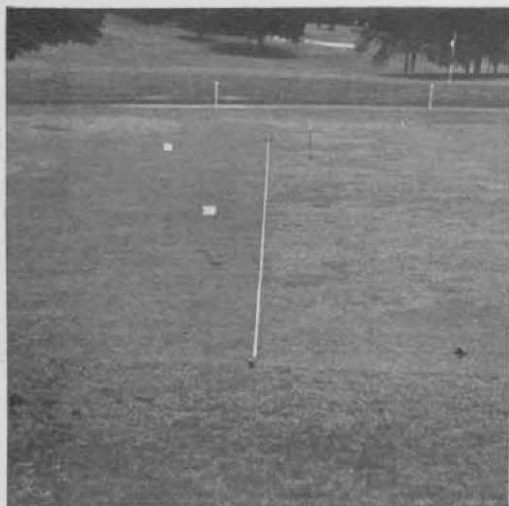
For high-capacity mowing at its best, team the Ford Flail Mower with a Ford LCG (low-center-of-gravity) tractor.

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# FORD



(Above) Overall view of plot where malic hydrazide was used to left of white strip. Light area, at right, is infested with poa annua. (Right) Closeup of a treated strip. Poa is heavy in area to right of diagonal.

*Gives Good Results at  
Charlotte, Fair at Sea Island*

## **Malic Hydrazide May Be Control for Poa Annua**

**BY O. J. NOER**

For a number of years the Milwaukee Sewerage Commission has conducted overseeding trials with winter grasses on fine textured Bermudagrass greens. It has used different grasses, singly and in combination. This pioneer work in this field has paved the way for better winter greens in the south.

In 1962 J. M. Latham, Commission agronomist, suggested using malic hydrazide on half of the larger plots. It was not applied to the smaller plots of single grasses.

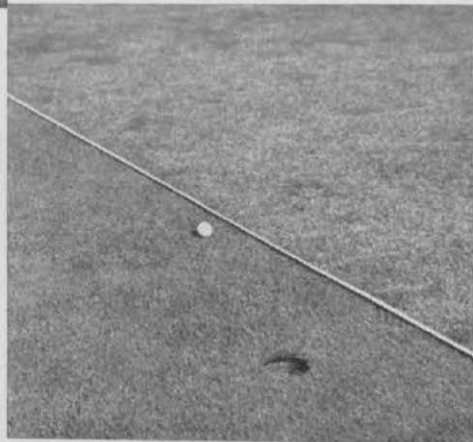
The plots at Charlotte CC were located on the practice green in front of the clubhouse.

### **Put on at Seeding Time**

On strips where malic hydrazide was applied, there was no poa annua. It was thick everywhere else. The malic hydrazide was applied at seeding time. At several other locations it damaged Bermuda and checked growth of the over-seeded cool season grasses. This happened mostly when weather was hot at seeding time.

At Sea Island, another bad spot for poa annua, malic hydrazide reduced, but did not eliminate poa annua.

During the winter, poa annua is a problem on many greens, especially on courses from north Florida to Virginia and further west in that belt. Golfers object because poa annua growth is spotty.



During cool spells it creates uneven surfaces because poa grows faster than the other grass.

### **Trivialis May be Answer**

Poa trivialis masks poa annua better than any other cool season grass. The two are alike in color. Its use along with malic hydrazide may be the answer to this vexing problem. However, the Charlotte results show the possibility, but must be accepted with caution because of Sea Island results. Further trials must be made to test the results and to find the secret of successful use of malic hydrazide.

Palmer Maples is doing a fine job of curbing poa annua in the fairways at Charlotte. He uses sodium arsenite along with a wetter-sticker. The first application is made at 4 pounds per acre and is applied while Bermuda is still dormant. Subsequent applications are at 2 lbs. per acre.