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Book Review

A new book, *Advances in Agronomy*, Vol. 18, 1966 (Academic Press Inc., New York), has just reached my desk. Among other things it contains some 60 pages of text and pictures under the heading "Turfgrass Management in the United States" by W. H. Daniel, Purdue, and E. C. Roberts, Iowa. This publication is another milestone in the progress of turfgrass management. It was just 20 years ago (1946) that we organized and held the first session on turf at the American Society of Agronomy meetings in Omaha—the first official recognition of turf by A.S.A.

This contribution is commendable in that it brings to the attention of the *scientific* world the present status of the turfgrass industry.—FRED V. GRAU

ALL SEASONS

continued from page 100

Maietta, "I have complementary winter/summer duties. During the golf season, I am public relations director for the club. In winter, I direct the ski operation, and especially the snow-making, and also look after the ski shop."

The ski staff at Merrywood comprises 28 instructors whose work is scheduled by Ski School Director Frank Mazzola. Besides giving lessons, the instructors also supervise the tow booth and police the slopes. For example, they keep skiers from remaining in the base area, which is dangerous, and move them over to the tow line. They also prevent novices from attempting the intermediate slope.

All the instructors have other jobs besides working for the ski area, which fits in nicely with the hours the slopes are open.

Monday through Friday Merrywood is in operation from 4:30 p.m. to 9:00 p.m., Saturday from 9:30 a.m. to 9:00 p.m.,



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and Sundays and Holidays from 9:30 a.m. to 5:00 p.m. "The schedule also dovetails with the needs of our members," Maietta points out. "This is our primary concern here, as the ski area was not envisaged as a commercial proposition, but as an added service for the club members.

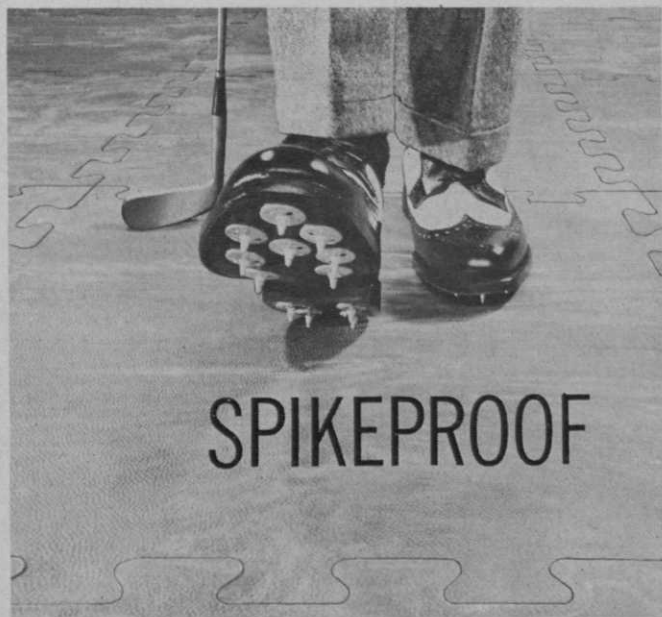
"During the week, the fathers are at work while the kids are at school, with mother delivering kids to school, shopping etc. This is why we are open only during the late afternoon and evening from Monday through Friday. On the weekend, our members are more at leisure to enjoy the ski facilities.

"We did find, however, that the mem-

bers by themselves could not support the ski operation," says Joe. "For this reason we do permit non-members to come and ski here, and have a special half-price program for the local kids from Monday through Friday.


"However, we have no intention of allowing the ski operation to lower the tone of the club. We don't allow bus groups or ski club groups here, as we have enough business from local residents and other people on Long Island who have heard of us through their friends. We can handle up to 500 people—and have no desire to attract more than we can comfortably handle.

continued on next page



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ALL SEASONS

continued from page 103

"We reserve the right to refuse admission to any rowdies who would spoil the the atmosphere—these people are politely told by our parking attendant that they are on private property and are requested to leave. At present, a member can leave his skis and poles propped up outside the clubhouse with no fear of theft—we want to keep it that way.

"Also in keeping with our policy of putting our members first," says Joe, "are the rates we charge. Non-members, for instance, pay \$100 per family for a season—members pay half that amount."

During his successful management of the Merrywood Ski Area, Maietta has had many inquiries from clubs and towns wanting to start a ski program.

One of the clubs Joe advised is Baiting Hollow CC, also on Long Island. Here, the skiing is for members only and is on a smaller scale than at Merrywood. They have one ski slope, a permanent rope tow similar to that at Merrywood, with a snowmaking line with five guns. In lieu of a ski shop, one member buys basic ski supplies and sells them to other members.

"The initial investment for the Baiting Hollow club was very low, around \$1,600," says Joe. "I helped them buy good used equipment, and they used their own pipe for the snowmaking line."

Another Long Island club Maietta helped get started is the Mill River CC. He has also answered inquiries from

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ALL SEASONS

continued from page 104

Nassau Country and the town of Babylon, even one from as far afield as the Ministry of Trade in Japan.

To the club which wishes to start a ski program Joe says: "It's almost impossible to give an estimate of the initial investment; \$5,000 would be a good figure, but Baiting Hollow shows that it can be done for far less. It's really up to the club to decide how extensive a ski facility they want."

The following pointers will help you select your skiing slope. It should:

1. Be convenient to your clubhouse.
2. Have a power line readily accessible for lighting. In most cases the line can be run out from the clubhouse.
3. Have an adequate supply of water nearby for snowmaking.
4. Be of sufficient length—anything much shorter than 100 yards will not do. However, you can get away with a vertical drop of as little as 50 feet. If the slope is too shallow, you can undercut with a bulldozer near the top of the hill in order to give a steeper start to the run—this was done on the Merrywood novice slope.

"The first year, it's best to go easy," says Maietta, "Don't get overambitious. You must have a minimum of interest at your club to make it worthwhile." Here are some hints he gave for the first year's operation:

Form a Ski Club within the club and find out the degree of interest. Sports

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Sound, practical planning by Frank Olivieri, Chicagoland's Cushman's sales manager, with talks by Attle Stephens, sales manager and Keith Page of Cushman Motors, kept the discussions buckled down to those questions most frequently asked about the selection, management and maintenance of car fleets. Among them: Type of Car, Buy or Lease, Profit Guidelines, Rounds Expected, Insurance and Lawsuits, Safety Education.

Value of the seminar was confirmed by more than 80 course officials, pros and managers voting for the event to be held annually and considerably more time provided for discussions.

participation figures show that usually only about 30 per cent of your members will want to ski as well as golf.

Get a portable tow which is powered by a gas engine. Place it near whatever water is available, and on a site from which you can expand.

Don't get snowmaking equipment the first year. Organize one-day ski trips to established ski areas, and aim to return to the club for dinner. When you get a free fall of snow on your slope you can then calculate the amount of interest at your club.

A novice slope is all you'll need the first season—after all 90 per cent of your club members are likely to be beginners. The second season is time enough to build an intermediate slope. This plan will all spread out the initial cost. •

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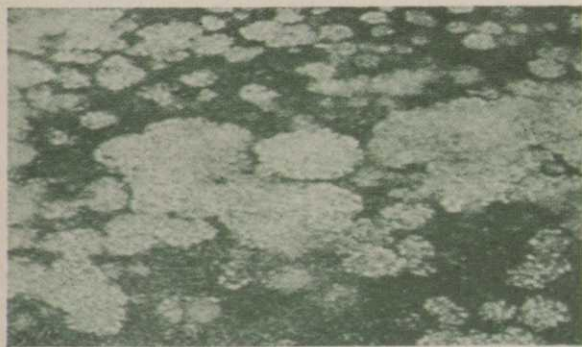


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