

COMING EVENTS

Golf Course Superintendents Assn. of America Annual Conference, Denver, Colo., February 7-11.

Midwest Turf Conference, Purdue University, Lafayette, Ind., March 1-3.

University of Massachusetts Annual Fine Turf Conference, Highpoint Motor Inn, Chicopee, Mass., March 3-5.

Professional Golfers' Assn. of America Executive Management Seminar, Oklahoma State University, Stillwater, Okla., March 7-10.

PGA Business School II, Pittsburgh, Pa., March 7-12.

Iowa Golf Course Superintendents Assn. Conference, Hotel Kirkwood, Des Moines, Iowa, March 8-10.

PGA Business School I, Hilton Inn, Ann Arbor, Mich., March 21-26.

Fischesser and Null join PGA headquarters staff

Don Fischesser, former national vice president and Indiana Professional-of-the-Year, has joined the Professional Golfers' Assn. headquarters staff as a special assistant for section affairs. Fischesser has resigned his post as head professional at the Connersville (Ind.) C.C.

Says Fischesser, "My mission will be to open up new lines of communication with the sections, to explore ways in which the national office can be of help to them and, eventually, develop an operating manual for our section officers so we'll all be working from a uniform set of guidelines."

Also joining the PGA headquarters staff is **Larry Null**, who will serve as director of public relations, relieving Bud Harvey to serve full-time as editor of the association's monthly magazine, "The Professional Golfer." Null previously was PGA Tour Press secretary.

THE NATURAL TEE

Highland Colonial Bentgrass is rich-appearing fine-bladed luxury grass that will give you the kind of thick carpet the modern golfer looks for.

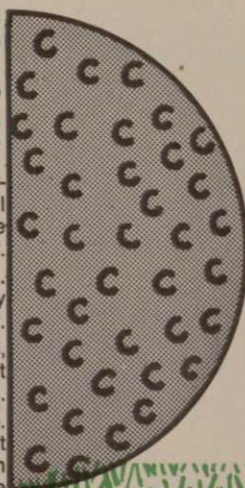
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Fairway and green fertilizing. Weed, brush and mosquito control. Tree spraying. Adaptability for high-pressure hand gun "spot" spraying. John Bean sprayers will do your job better. Write for a free sprayer catalog.



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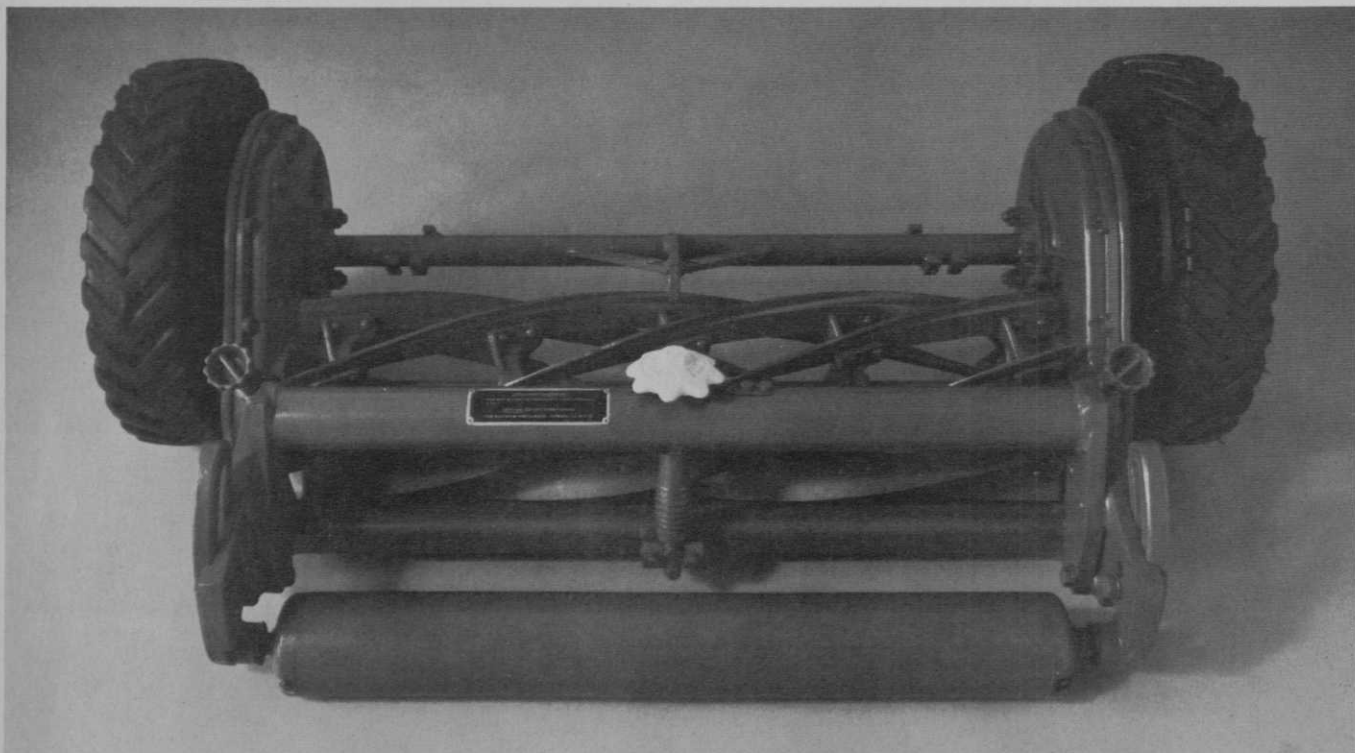
DIVISION

Lansing, Mich.—Ocoee, Fla.—San Jose, Calif.

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longer. It has 7 blades instead of the usual 6, which means you'll get a better cut. Cutting height adjustments are easier, too. And you can have steel, semi-pneumatic, or pneumatic tires.

If you want to take better care of your turf, and save time in the process, get in touch with us.

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HOW THE ECONOMY IS TAKING ITS TOLL



3rd ANNUAL MARKETING & RESEARCH REPORT 1970

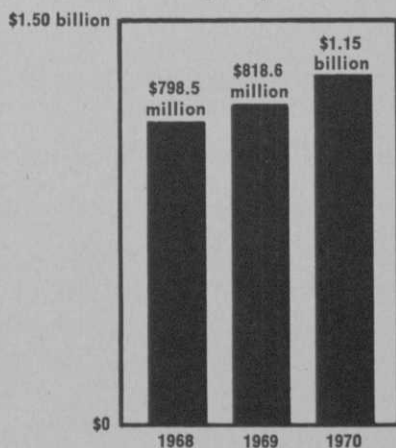
Golf has become "big business." And as a big business, the lives—and livelihoods—of vast numbers of people are affected by the economic peaks and valleys of the golf industry. For this reason, with the publication of its Third Annual Marketing and Research Issue, GOLFDOM is more convinced than ever of the need for reliable statistics to measure industry performance and to guide industry planning.

Where only 15 years ago decreases or increases in golf industry finances often totaled thousands of dollars, today the same percentages of change could mean millions. One case in point is presented graphically on this page. The 1970 increase in club operating expenditures has pushed the national total over the billion dollar point.

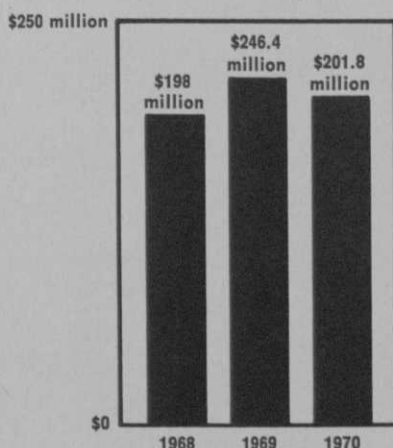
It also is significant that this figure was exceeded on the outgoing side of the financial account for golf facilities, because the year 1970 did not spare the golf industry the problems common to all big businesses—rising costs and consumers who were reluctant to spend. There was some belt tightening as seen in the graph on expenditures for turf materials. There were decreases in some income areas, such as pro shop sales. There were expenditures that defied cutbacks, as in the case of club operating expenditures.

But with all these, there is no evidence of a letup in the golf boom. Consider the growth rate of the nation's population as opposed to the growth in the number of golf courses. From 1955 to 1970 the number of golf facilities has increased 95 per cent, from 5,218 to 10,188, versus about 24 per cent growth in the population. This indicates that more courses are being built not to accommodate the natural increase in population but to handle the continuing growth in popularity of golf, which in turn means a burgeoning market.

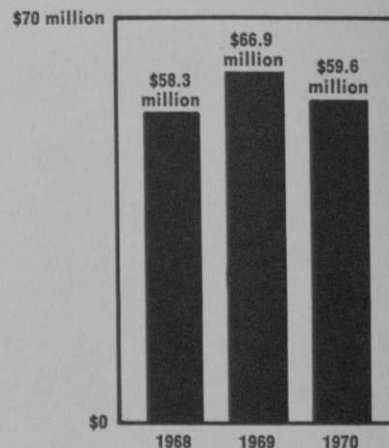
Managers' Operating Expenditures



Gross Pro Shop Sales



Expenditures by Superintendents for Turf Materials






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Betasan also controls goosegrass along with several annual broadleaf weeds. Remember too, that Betasan controls poa annua that germinates in late winter or spring.

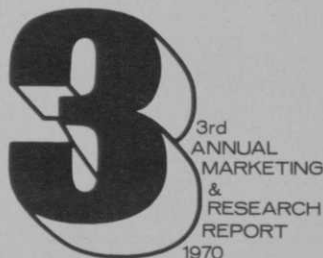
For best results in control of crabgrass, goosegrass and poa annua at low cost, be sure you use Betasan. See your distributor now for turf-care products made with Betasan. Stauffer Chemical Company, Agricultural Chemical Division, Dept. HD, 299 Park Avenue, New York, N.Y. 10017.

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SUPERINTENDENTS

*... cut back on expenditures for turf materials in 1970,
but could not curtail the rising costs of labor*



Golf course superintendents were forced to do some belt tightening in 1970 as a result of budget proposals that had been sharply pared by economy-minded committees. Declining 10.9 per cent, to \$59.6 million, total expenditures in 1970 for turf materials (chemicals, fertilizers and grass seed) rolled back close to 1968 levels. Major course improvements apparently were held off. These expenditures took an 11.3 per cent drop, to \$63.7 million, and from a look at 1971 budget estimates, superintendents are not counting on much more than that this year, according to GOLFDOM's Third Annual Marketing and Research Study. Expenditures for golf course labor (exclusive of superintendents' salaries) defied any sharp cutbacks, declining only 3.9 per cent, to \$226.2 million. In checking out this slight decrease, superintendents appear to have taken on less part-time help in 1970.

Among the product categories under turf materials, expenditures for fungicides took the sharpest drop—down \$6.3 million to \$12.8 million. However, fungicides still account for the second largest share of expenditures for turf materials. In fact, the top three remain fertilizers, fungicides and grass seed, respectively.

Examining the 1970 labor costs by course size, the survey indicated that superintendents at courses 18 holes or larger spent \$39,300 for an average of four full-time employees and six part-time employees. Superintendents at 9-hole courses spent \$8,600 for an average of two full-time employees and two part-time employees. Length of season, in addition to larger staffs, can account for the vast difference in labor expenditures between 9-hole and 18-hole or larger facilities. Some 58.2 per cent of the superintendents at 18-hole or larger facilities said their courses are

open year-round, as compared to 44.4 per cent of those at 9-hole courses.

A comparison of 1969 and 1970 superintendents' salaries revealed some progress in the higher ranges. In 1969, 27.4 per cent of the respondents indicated a salary of from \$10,001 to \$12,000 versus 21.8 per cent in 1970. The decline in this salary category was almost matched by the increase in the \$12,001 to \$15,000 category—from 12.4 per cent in 1969 to 16.5 per cent in 1970. This would indicate an upward move for some superintendents. There was little change in the upper categories, ranging between \$15,001 and \$20,000 plus. The small percentage of superintendents in these categories are generally at private and hotel/resort courses.

GOLFDOM's survey showed that golf course superintendents in the United States now supervise the usage of golf equipment that represents a total investment of \$567.1 million—\$32.2 million more than the 1969 tally. The top three product categories that make up the majority of this investment remain irrigation equipment, 50.6 per cent; mowers, 13.2 per cent and tractors, 11.8 per cent.

Facilities 18 holes or larger have invested more than five times as much as 9-hole courses in irrigation equipment. In addition to considering the difference in course size, the disparity in irrigation investment may also be accounted for by the far greater number of 18-hole facilities with automatic or semi-automatic irrigation systems. Some 50.3 per cent of the superintendents at 18-hole or larger facilities indicated that they had either automatic or semi-automatic systems versus 27.6 per cent of the superintendents at 9-hole courses. □

Superintendents' Tables and Graphs

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Superintendents' salaries

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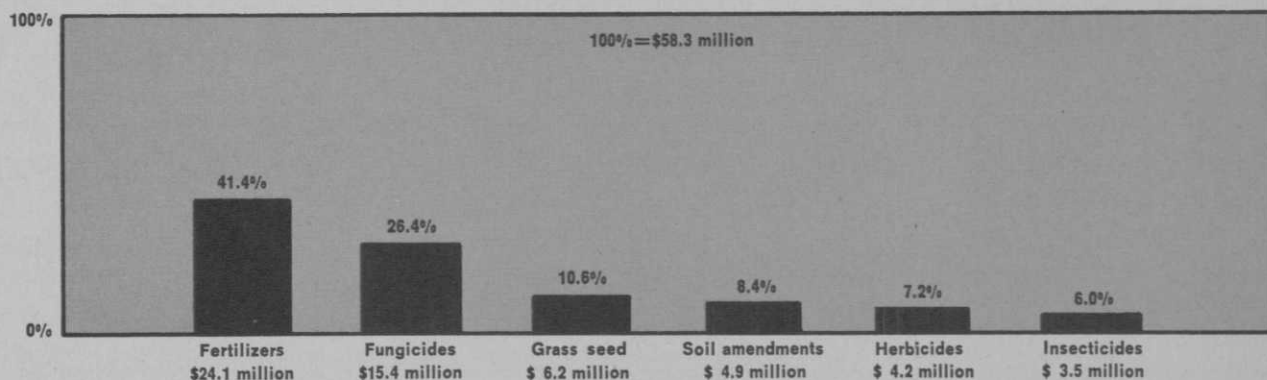
Average Expenditures for Turf Materials

Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1968	\$1,100	\$590	\$370	\$180	\$190	\$160
1969	\$1,300	\$580	\$340	\$240	\$250	\$120
1970	\$1,100	\$600	\$280	\$260	\$240	\$150
Budget 1971	\$1,300	\$540	\$330	\$320	\$320	\$180
18-hole or more						
1968	\$4,000	\$2,900	\$1,000	\$890	\$680	\$640
1969	\$4,900	\$3,700	\$1,000	\$900	\$830	\$470
1970	\$4,200	\$2,100	\$1,300	\$880	\$950	\$550
Budget 1971	\$4,800	\$1,800	\$1,200	\$880	\$1,200	\$570
Non-regulation						
1968	\$1,600	\$480	\$150	\$270	\$410	\$90
1969	\$1,700	\$590	\$140	\$360	\$390	\$80
1970	\$1,200	\$430	\$260	\$360	\$210	\$250
Budget 1971	\$1,800	\$470	\$300	\$680	\$380	\$320

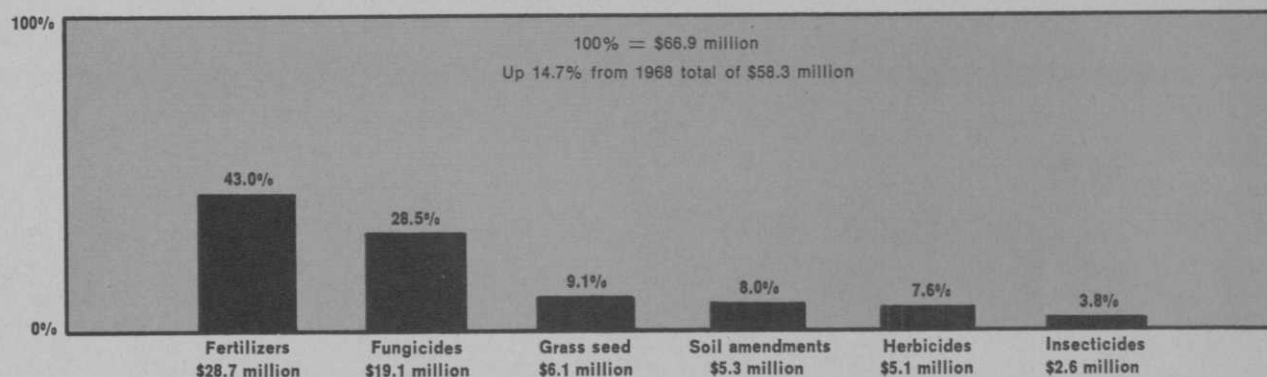
National Expenditures for Turf Materials

Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1968	\$5.3 million	\$2.7 million	\$1.7 million	\$840,000	\$899,000	\$732,000
1969	\$6.1 million	\$2.7 million	\$1.6 million	\$1.1 million	\$1.2 million	\$547,000
1970	\$5.2 million	\$2.8 million	\$1.3 million	\$1.2 million	\$1.1 million	\$709,200
Budget 1971	\$6.2 million	\$2.5 million	\$1.5 million	\$1.5 million	\$1.5 million	\$838,900
18-hole or more						
1968	\$17.2 million	\$12.2 million	\$4.3 million	\$3.8 million	\$2.9 million	\$2.7 million
1969	\$20.8 million	\$15.8 million	\$4.4 million	\$3.8 million	\$3.5 million	\$2 million
1970	\$18.6 million	\$9.5 million	\$5.8 million	\$3.9 million	\$4.2 million	\$2.5 million
Budget 1971	\$21.2 million	\$8 million	\$5.2 million	\$3.9 million	\$5.2 million	\$2.5 million
Non-regulation						
1968	\$1.6 million	\$482,000	\$149,000	\$272,000	\$415,000	\$ 92,000
1969	\$1.7 million	\$588,000	\$142,000	\$363,000	\$388,000	\$ 84,000
1970	\$1.3 million	\$466,300	\$280,000	\$383,000	\$220,800	\$263,900
Budget 1971	\$1.9 million	\$501,900	\$323,100	\$727,000	\$412,500	\$341,400

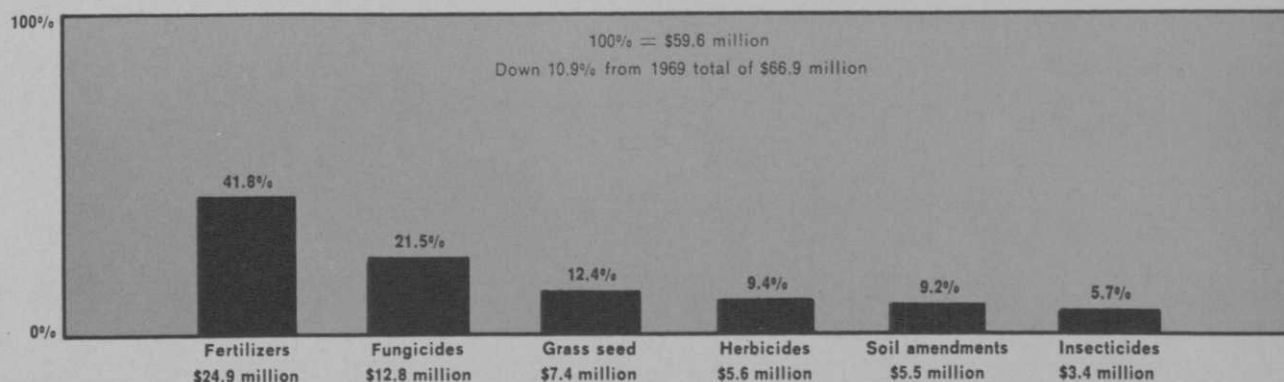
Expenditures for Turf Materials 1968 National Grand Totals



Expenditures for Turf Materials 1969 National Grand Totals



Expenditures for Turf Materials 1970 National Grand Totals



Notes: 1970 national grand totals in this golf course superintendent study are based on the total number of golf facilities in the United States, regulation and non-regulation courses combined. Because the amount of materials and equipment needed by a superintendent is primarily influenced by the size of the course which he and his staff maintain, figures in this study are

broken down by the common size categories: 9 holes, 18 holes or more and non-regulation (par-three, executive, etc.) However, in two cases—superintendents' salaries and types of irrigation systems where type of course has primary bearing—figures are given by course classification.

Figures in the millions have been rounded to the nearest hundred thou-

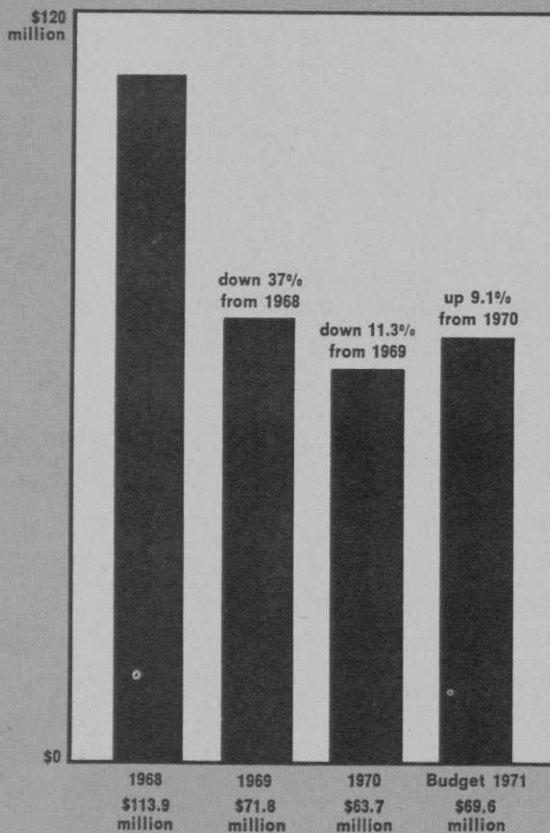
sand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with the national grand totals because these are the sums of unrounded figures.

(Continued)

**Expenditures for Golf Course Improvements
National Grand Totals**

Expenditures for Golf Course Improvements

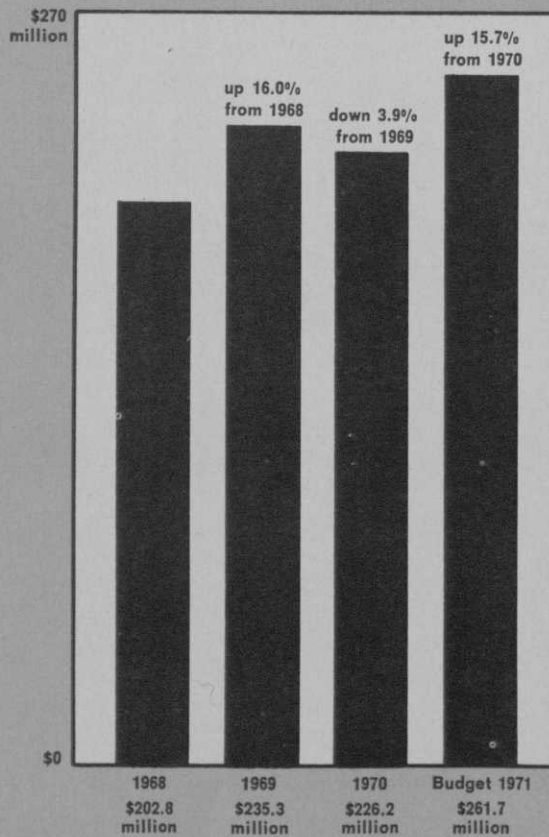
Course size	Average per facility	National totals
9-hole		
1968	\$ 3,200	\$15 million
1969	\$ 3,400	\$15.8 million
1970	\$ 3,900	\$18.3 million
Budget 1971	\$ 3,200	\$14.6 million
18-hole or more		
1968	\$22,800	\$97 million
1969	\$12,600	\$53.8 million
1970	\$ 9,500	\$42.3 million
Budget 1971	\$11,700	\$52.2 million
Non-regulation		
1968	\$ 1,900	\$2 million
1969	\$ 2,200	\$2.2 million
1970	\$ 2,900	\$3.1 million
Budget 1971	\$ 2,500	\$2.7 million



**Expenditures for Golf Course Labor*
National Grand Totals**

Expenditures for Golf Course Labor*

Course size	Average per facility	National totals
9-hole		
1968	\$ 8,500	\$39.2 million
1969	\$10,900	\$50.4 million
1970	\$ 8,600	\$40 million
Budget 1971	\$ 9,700	\$44.8 million
18-hole or more		
1968	\$35,000	\$149 million
1969	\$39,600	\$168.5 million
1970	\$39,300	\$174.6 million
Budget 1971	\$44,700	\$199 million
Non-regulation		
1968	\$14,500	\$14.5 million
1969	\$16,300	\$16.4 million
1970	\$10,800	\$11.6 million
Budget 1971	\$16,700	\$17.9 million



*Exclusive of superintendents' salaries

* Exclusive of superintendents' salaries



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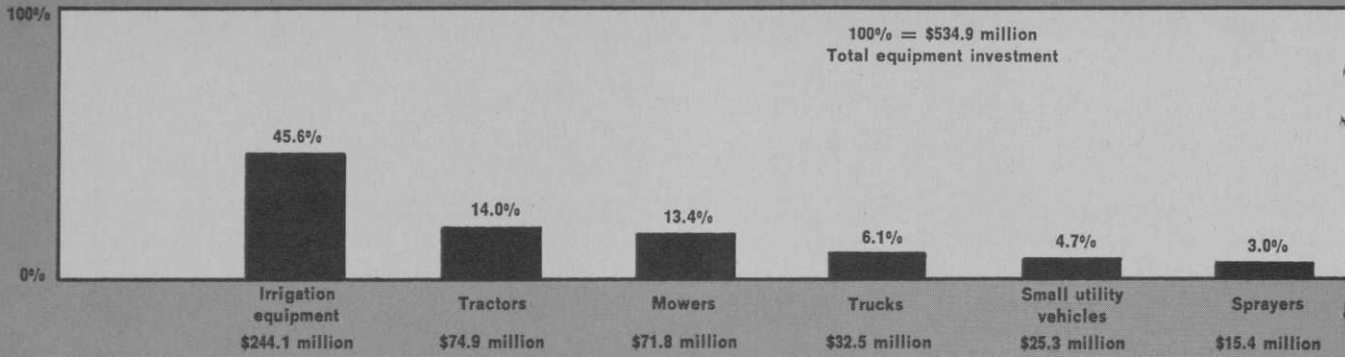


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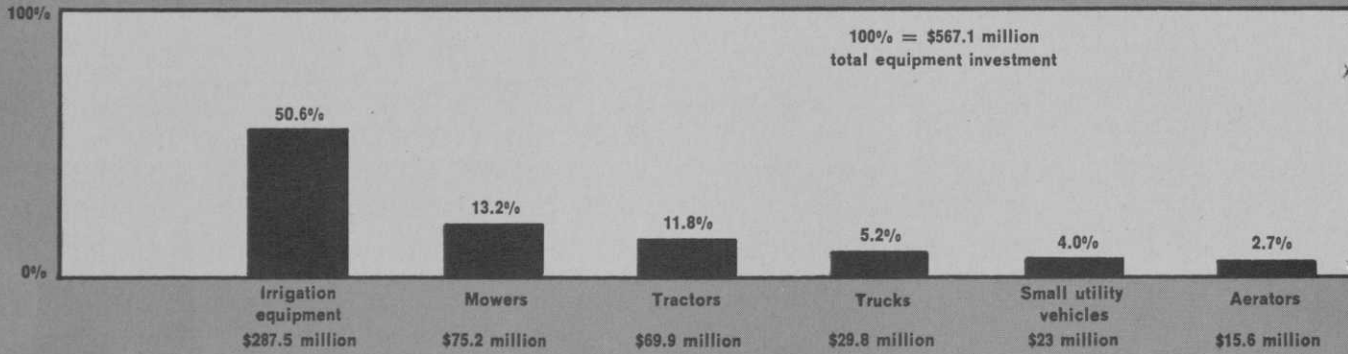
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Equipment Investment to Year End 1969 National Grand Totals



Equipment Investment to Year End 1970 National Grand Totals



Annual Superintendents' Salaries (Per cent of responses in each course type)

Salary ranges	Private		Semi-private		Hotel/Resort	
	1969	1970	1969	1970	1969	1970
\$5,000-\$7,500	35.2%	20.5%	78.6%	26.4%	50.0%	9.1%
\$7,501-\$10,000		23.2%				
\$10,001-\$12,000	29.6%	18.5%	14.3%	26.4%	33.4%	36.3%
\$12,001-\$15,000	17.0%	21.2%	7.1%	8.3%	8.3%	18.2%
\$15,001-\$17,500	18.2%	13.3%	0%	0%	8.3%	27.3%
\$17,501-\$20,000		2.0%				1.4%
\$20,000 plus	0%	1.3%	0%	1.4%	0%	0%

Superintendents' Salaries (Per Cent of Response, All Course Types Combined)

