

CHAIRMAN

CONTINUED

an advisory, budgetary and policy-making capacity. Be alert to problems involving salaries, fringe benefits and retirement plans.

5. Have a voice in the scheduling and the number of tournaments. Inform the superintendent of the tournament schedule, including women's events.

6. Be acquainted with the problems and the functions of the superintendent. Become a "buffer" for him with the membership.

7. Have a thorough knowledge of the course in its best playing conditions.

If both the chairman and the superintendent realize the importance of cooperation, usually, the relationship works out for the general betterment of the club. Such is the case with the pair at Cleveland's Canterbury Country Club.

Bill Burdick is superintendent at Canterbury. Burdick has been top man there for five years and a superintendent for 13 years. George Dawson has been Burdick's alter-ego for two years.

Both have praise for each other. Burdick works closely with Dawson on his projects and Dawson keeps interested in the financial end of his superintendent's job. Burdick is a proponent of telling Dawson everything about his job, so he can help sell Burdick's program to the board.

"With that reason in mind, it is important a green chairman have a term lasting at least three to five years. The first year for the green chairman is usually an ineffective one, as the chairman attempts to learn his job," Burdick said.

Dawson agrees. "The chairmanship of any committee and especially the green committee is a tough one. This side of the business is really foreign to the club member. I feel I'm getting more confidence in this job, but it takes time."

Outspoken about his fellow chairmen, Dawson admits some attempt to influence the superintendent to remodel their courses as monuments to themselves. "After a

while, you'll see 18 different monuments on a course," Dawson noted, "To be honest, I keep my mouth shut, because my front lawn doesn't look that well."

Although, Burdick is for the chairman system, he does think the day of the full committee is soon to come to a close. "I see very little function in the complete committee. It is little more than mass confusion. We have a committee, but it's rare that they meet more than once a year."

One thing Dawson firmly believes in is that members at private clubs do care about their club and are more than willing to voice their complaints about the course's maintenance to the green chairman. "There are days in the fall, when the place is covered with leaves and I wouldn't think of going into the grill. After a while, though, you develop a thick skin. I know I have."

Not everyone thinks the green chairman is an asset to course management and the most notable example of this philosophy works just a few miles down the road from Canterbury, Firestone's Peter Miller.

"It's an advantage to not have a chairman. I think I can better plan the direction the course is taking. Long range plans can be developed," Miller said about his corporately owned facility.

Miller is an advocate of advanced management principles and thinks the entire idea of the green chairman is old-fashioned. "The superintendent should be freer to do his own thing. He is a professional and should be treated that way by his club.

A green chairman should recognize a superintendent is a person of many hats who is not only versed in agronomy but is also knowledgeable in the field of horticulture, landscape, architecture, construction, mechanics, accounting, supervision, business management as well as public and labor relations. However, the superintendent should not be hesitant in calling outside help such as fellow superintendents, a consultant and especially a golf architect if you're doing extensive construction. The chairman should also encourage the superintendent to attend, at the club's expense,

seminars and other turf clinics or conferences. Recently there have been many important changes in the profession (EPA, turf equipment, chemicals, OSHA etc.) and they must keep up with these changes in order to run clubs better.

Every possible effort should be made by the chairman to see the superintendent is fairly compensated and recognized for his work. The superintendent, on the other hand, should strive to surround himself with competent workmen who should be fairly compensated by the club. Without competent help a superintendent isn't going to be much of a success, no matter how many certificates, diplomas and degrees he has.

It has been the experience of many superintendents that private golf courses having optimum playing conditions for golf during the season are those that have established proper relationship between the superintendent and the green chairman. Both parties work on behalf of the membership to give them the best possible course with the budget they have.

Looking at the relationship between the superintendent and the green chairman, it is important to maintain this association in the turf profession, but complete general managership might be the end anyway.

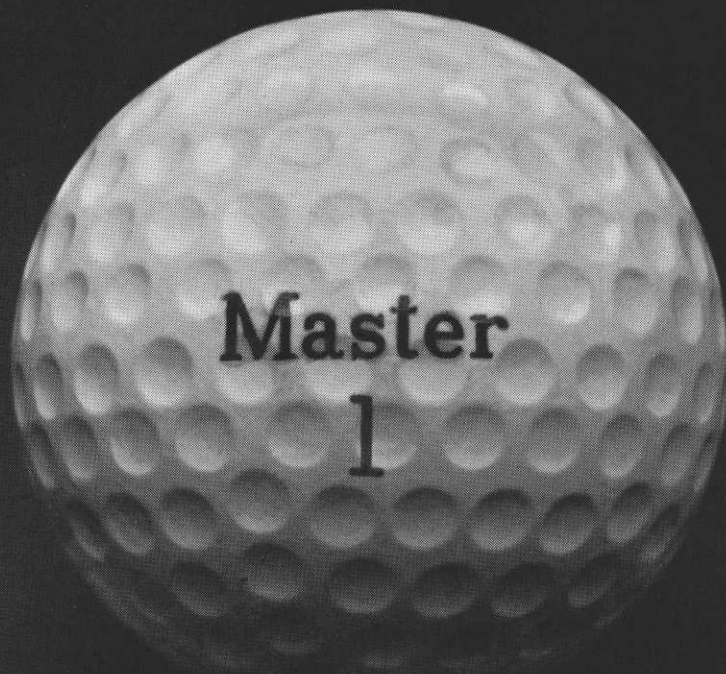
The most meaningful relationships must have these ingredients to achieve the best results for the golf course and the membership:

Establishment of trust in each other. An understanding of the club's problems and goals. Not only with the golf course, but the whole picture so the superintendent knows what he can do and how far he can go with what is under his jurisdiction.

Success stories are available on courses that utilize the chairman type of supervision and those that do not. The superintendent probably has more to say about the advantage of either program.

Chances are good, though, that as the general management concept becomes more and more acceptable at clubs, the green chairman and the decisions of committees in general will tend to be less significant in the long range plans of clubs. □

Titleist and Top-Flite® golfers independently rated Royal Master the better golf ball. Introducing the Royal Master.



The Royal Master is the most remarkable new golf ball to come along in years. And in a nationwide test conducted by an independent testing institute, golfers who play the two best-selling brands rated our new ball higher than their own. **An impressive beginning.**

Golfers who normally play Titleist and golfers who normally play Top-Flite were each given their ball and the new Royal Master and told to play 18 holes alternating each ball. Then, at the end of the round, the golfers were asked to rate the balls over 16 categories measuring golf ball performance. The categories covered distance, durability and accuracy as well as compression, feel, click and appearance. The result: on an overall average rating of every category, both Titleist and Top-Flite golfers gave our new ball higher marks than their own. **A great product. And a premium offer, too.** With test results as overwhelmingly favorable as these, it's a sure thing your customers will want to try the Royal Master. And just to sweeten the deal, Royal is offering this 1976 Golf and Country Club Reciprocity Directory with the purchase of a

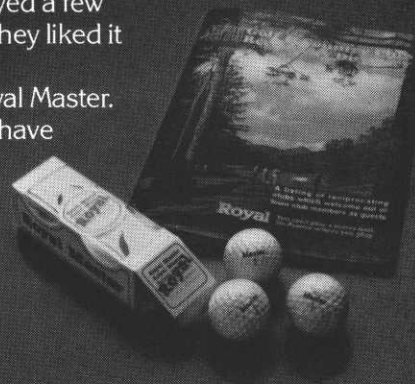
package of three Royal Masters (\$5 value).

The Royal Master will be backed by a full schedule of advertising on network television and in magazines, both consumer and trade. Look for our Royal Master commercial on golf tournaments in April and May. And look for the Royal Master ad in Newsweek, Sports Illustrated, Golf Magazine, Golf Digest and elsewhere.

We're sure if we can get golfers to try our new ball, they'll be back to play it again. When we repeated our test with the same golfers six weeks later, the Royal Master did even better. After the golfers had played a few rounds with it, they liked it even better.

The new Royal Master. Make sure you have plenty in stock.

Royal



PGA

Orlando Optimistic After Year of Doubt

Back when the PGA decided it would have its annual merchandise extravaganza at Disney World again, there admittedly was some grumblings from the rank-and-file.

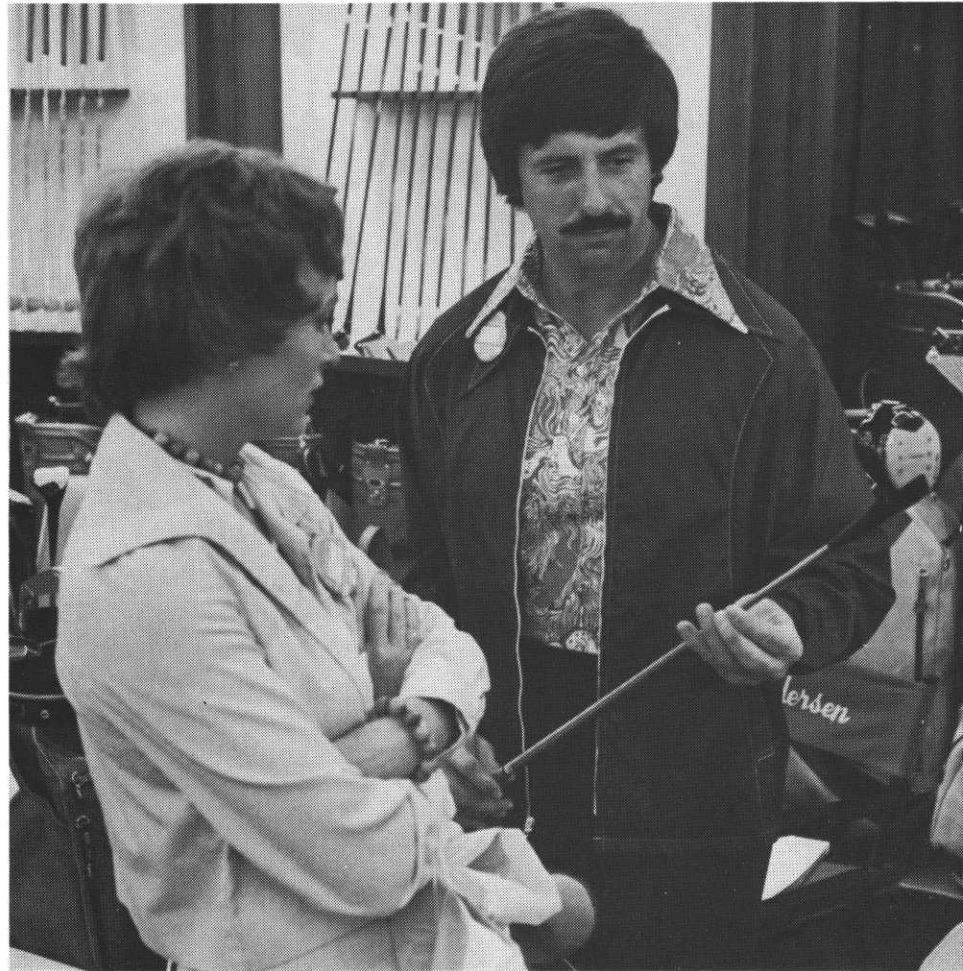
But when the 2,365 club professionals and their families showed up in Orlando in late January, there were few discouraging words in the land where Mickey Mouse plays. In fact, the 1976 PGA Merchandise Show seemed a success for everyone that put in an appearance.

Most of the headaches and confusion of a year ago seemed to have vanished in the halls and rooms of the Contemporary Hotel. Things went well enough that the PGA will probably pick up its option to have the show there again in '77 in the vicinity of Jan. 23-26. Final decision on that should come this month.

It wasn't a perfect affair, something that big couldn't be, but it seemed fewer pros were getting lost trying to find their favorite manufacturer and the manufacturers were happy enough to take their orders.

Every manufacturer, be it clubs to cars, was playing the numbers game. The percentage of sales over last year was good for everyone. Several companies told GOLFDOM sales had increased at least 40 percent over '75.

Exhibitors in the Contemporary Annex, which had gained a repu-



Buying was brisk at the Orlando show. Several of the firms boasted of breaking sales records set at Disney World last winter. Pros and their wives were quite watchful of the merchandise, as Annett and John Kelly, Avriil Park, N.Y., check out some new woods from Pedersen.

tation as a "no pros" land last winter, were happy with the traffic and interest they received outside the main building. For example, Rod Easterling of Acme Bag Storage told of his initial fright at the annex location, but as pros found their way to his room, sales advanced.

Not everyone was happy, though. Carl Ross, president of Lynx Golf voiced the biggest beef about his floor position, which was wedged in between a snack bar and a game room for the kiddies. Speaking at the annual meeting of the Golf Manufacturers and Distributors Association, Ross let off a broadside on the PGA system of establishing position on the show floor.

Ross and GMDA President Wally Phillips spent 10 minutes in a heated exchange on the matter, until

association secretary Paul Hornung discovered neither Ross nor his company was even a member of the organization. In fact, out of over 240 exhibitors, only about 40 people showed up for the GMDA session.

Phillips, who also doubles as an executive for the makers of Etonic golf shoes, was reelected to the top office, along with the other GMDA officers, for another term. It's unlikely, though, that anyone in the industry would want his job.

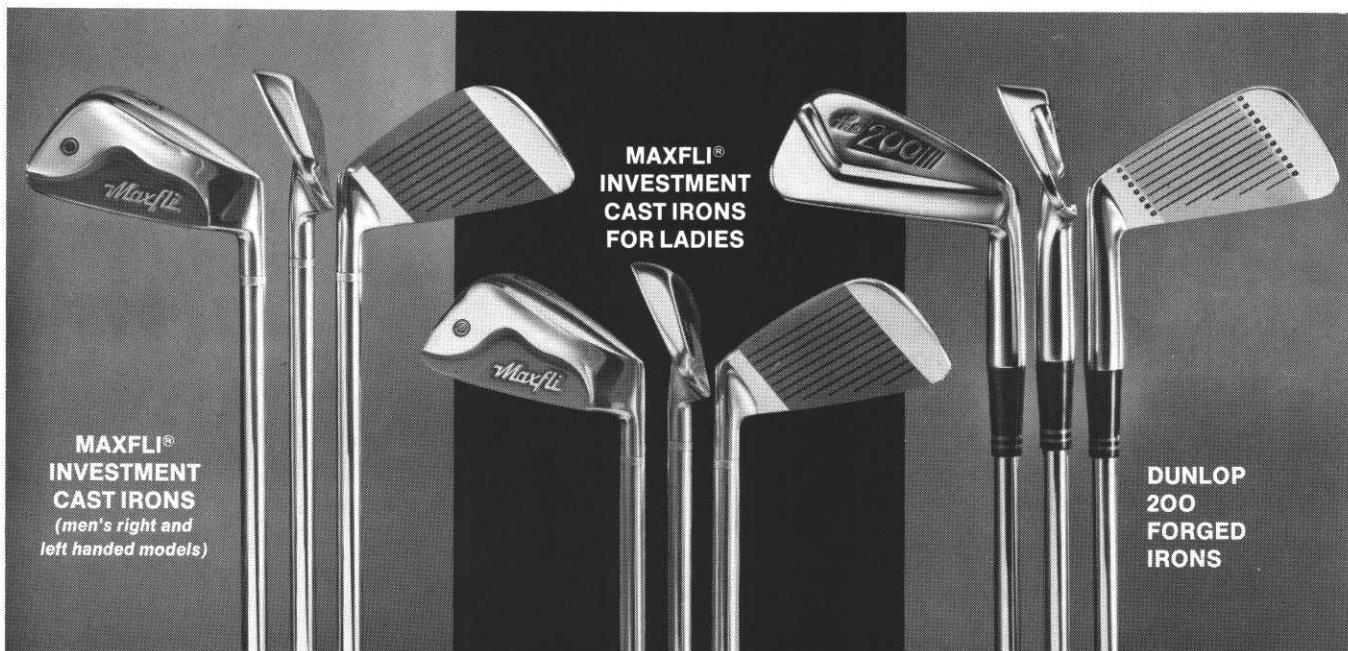
Another mild controversy that arose during the four-day event was the proliferation of black guest badges that were gained by friends and family of the club pros.

Jim Applegate, secretary of the Michigan PGA section, commented to GOLFDOM on the problem. "There are just too many of those guest badges around. Those people don't buy. It's tough to get

These clubs set sales records in 1975.



Now meet the record breakers for 1976.



**MAXFLI®
INVESTMENT
CAST IRONS
FOR LADIES**

**MAXFLI®
INVESTMENT
CAST IRONS**
*(men's right and
left handed models)*

**DUNLOP
200
FORGED
IRONS**

Pro and consumer acceptance of our new Maxfli® Investment Cast Golf Clubs helped to make 1975 our best golf club year ever. And since nothing succeeds like success, we've added three new club models to our 1976 line, giving you even stronger sales opportunities.

Designed to provide greater variety for an increasingly more sophisticated golfing public, our new 1976 clubs vary in design, materials and playing characteristics from model to model.

Maxfli Golf Clubs are available in three models for 1976: men's right handed, men's left handed and Maxfli Golf Clubs for Ladies, available right handed only.

All Maxfli Irons are investment cast, for consistency, in 431 stainless steel, which is hard enough to resist abrasion yet retain "feel". Blades are slightly offset with a clean, short over-the-hosel design that puts the weight where it belongs — at the clubhead perimeter —

for an expanded effective hitting area and greater accuracy.

Maxfli Woods are sleek, elegant and shallow-faced with perfect roll for control and distance. They feature an exclusive two-piece soleplate system: aluminum surrounded by heavier brass on the perimeter for perfect weighting. Maxfli Woods are swing weighted and shafted to match Maxfli Irons. The men's Maxfli Woods are finished in gleaming laminated black with a red screwless face insert. Ladies' Maxfli Woods are finished in beautiful royal blue with a contrasting blue insert. All Maxfli Clubs feature Crown rubber grips and Dynamic steel shafts in a full range of flexes.

Our beautiful new Dunlop 200 Model Golf Clubs were created especially for the nation's Bicentennial. They blend classic design features with the most modern engineering and technological advancements.

Dunlop 200 Irons are made of the finest carbon alloy steel forgings available. Blades have a straight leading edge and thin top line with a distinctive back cut for perfect weight distribution and playability. A flat, thin sole gives good control in all types of turf and

under different course conditions.

Dunlop 200 Woods are finished in traditionally distinctive chestnut brown with a black screwless insert. A solid, full coverage soleplate gives equal weight distribution, and a shallow, slightly rolled face provides the maximum in control and accuracy.

Dunlop 200 Golf Clubs have rubber grips and Dynamic shafts in your choice of flexes.

Check out the complete line of Maxfli and Dunlop Clubs. You'll see why 1976 will be an even greater sales year than the record setting year of 1975 — for Dunlop, and for you.

Maxfli®
DUNLOP

Sold through Golf Professionals

DUNLOP SPORTS COMPANY
Division of Dunlop Tire & Rubber Corp.
Buffalo, N. Y.

PGA

CONTINUED

around the clog of humanity in the aisles."

PGA national secretary Don Padgett told GOLFDOM the association could do little to alleviate the situation, since the problem lies with the professionals that request badges in the first place. The general attitude is that some pros are getting badges for their entire families to make the continuity of their Florida trip go easier and where children are involved, save some money on a baby sitter.

It's possible that only buyers or club professionals may be allowed on the floor in future years, but unlikely next year.

In all, total attendance at the show was 6,700, up over 100 percent from '75. Included in that total were many new head professionals that went to Orlando with the chief intention of stocking their shops. "I'm doing 100 percent of my buying down here," said Scott Weidner, Fargo (N.D.) Country Club. Weidner also remarked that having the show in January is ideal for the northern pro, since most keep their shops open to accommodate the Christmas buying season.

Gary Smith, new head pro at the Sheraton Hotel Golf Resort in French Lick, Ind., was new to the Orlando show as his shop's chief buyer, while Mike Stowe, Woodley Country Club, Montgomery, Ala., was looking at merchandise which he otherwise wouldn't see, since some company reps don't call on him.

There was, as always, the experienced buyers at the Contemporary. Vern Schnell, 30-year veteran of the pro shop at Mayville (Wisc.) Golf Club told GOLFDOM that since the show offers the pro a lot to look at and he has continued to buy product in spite of the uncertainty of the economy.

Bubber Johnson, pro at the new Temple Hills Country Club in Nashville, Tenn., and a former pro at one of the Disney World resort courses, said the show offers a lot of mer-

chandising possibilities for the pro, but he too was unhappy with the "non-buyers" populating the floor.

Not too far away from home, but buying, was Rick Famlin, head pro at Ponte Vedra, Ponte Vedra Beach, Fla. "I really enjoy the show and it always seems like I do a lot of ordering," said Famlin, who has been at Ponte Vedra for 26 years.

Again though, the optimism seemed to come from the younger pros in attendance, those which had gone through the rigors of the business school and were now seeing their industry in action at Disney World. John Mullaney, a third-year pro at Beaver Hills Country Club, Cedar Falls, Ia., commented that he was hopeful for more sales this year. The midwest pro said he liked having the show in January, but mentioned that the Iowa PGA section was looking into having its own show in the fall for more convenient buying. This is a trend that many PGA sections around the country have already adopted.

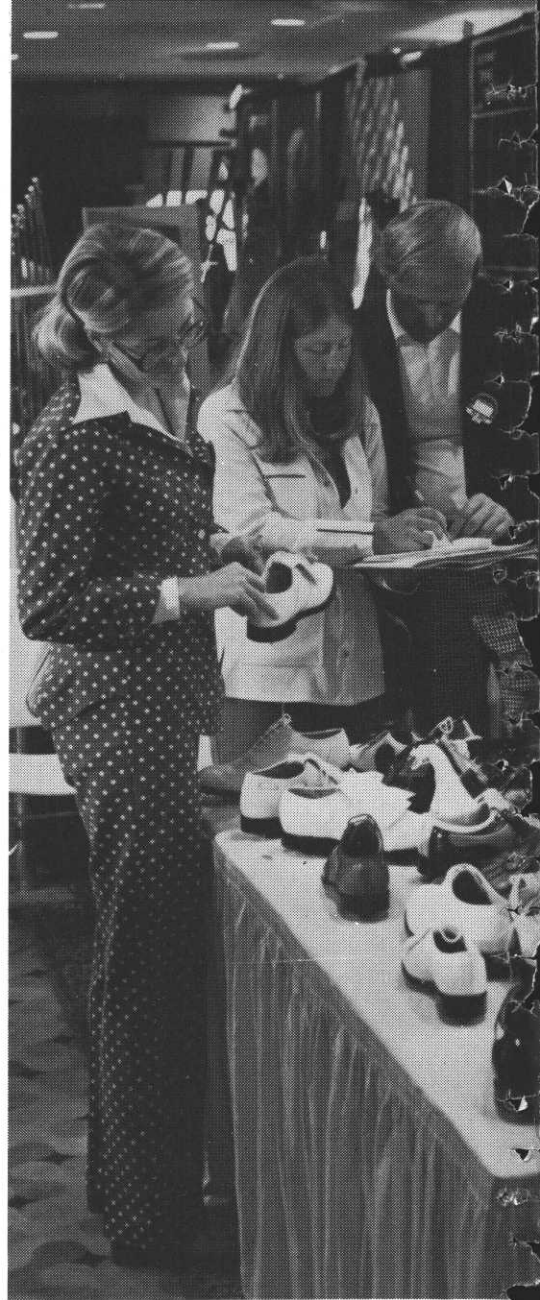
Ease of shopping by comparison was another plus the show offered according to Dick Stewart, Birchwood Farm Country Club, Harbor Springs, Mich. "I am very interested in the different soft good lines exhibited down here. When you see the companies set against each other, it's easier to decide what to buy."

Even with the optimism shown by some, there were pros that remember the slow days of '75. Glade Montgomery, pro at Liberty Country Club, near Richmond, Ind., said he was doing some buying at Orlando, but still had a watchword eye on the economy.

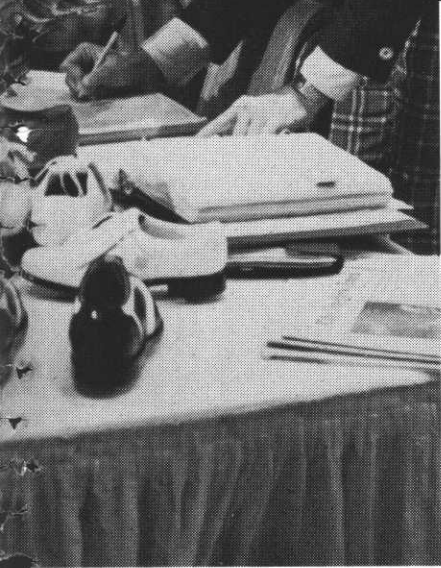
It is obvious the PGA Merchandise Show has come a long way in its 23-year history. The exhibitors have grown with the event so much so that the PGA is continually getting more requests for exhibitor space than it has.

No scientist can measure the effect a show like this has on sales. The show is obviously not set up for the great majority of professionals in the country, some 6,000 Class "A" head pros.

A PGA official admitted that the show will probably never rise to its maximum strength in numbers. It wasn't set up that way. □



Here, in clockwise order, are a few of the pros and personalities at the Contemporary Hotel. Above, there was order taking at many of the booths, but the soft goods people seemed to have had one of their best shows ever. At top right, Jim Atwood, pro at Tippecanoe Country Club, Leesburg, Ind., and his wife look over the latest from Royal Golf. Several of the younger equipment firms made a big impact at Orlando and at center, a pair of salesmen from Square Two talk over the day's business. There was work to be done by the PGA officials too. At right center, national secretary Don Padgett rests up on the last day of the show. Below center, several golf car companies appeared at the show including Pargo. Checking catalogs for products was another fulltime job for the pros. Claude Young of Lake Toxaway (N.C.) Country Club, looks at a Spalding booklet.





Wherever golf is played...

Par Aide Products Company has been servicing the needs of the golf course superintendent since 1955. Because its products are designed to be functional and are built to withstand rugged use, it's just natural to find Par Aide equipment "wherever golf is played."



FOR COMPLETE LINE OF PAR AIDE GREENS
AND TEES EQUIPMENT—WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY

296 NORTH PASCAL STREET • ST. PAUL, MINN. 55104



GCSAA

Temperatures High, Crowd Low

Even a unusual heat wave with temperatures in the mid-40s couldn't get more superintendents to Minneapolis last month, as the 47th Turfgrass Conference and Show of the Golf Course Superintendents of America drew its lowest number of superintendents since 1973.

The final tally of 1,039 that did show up in the Twin Cities got a lot for the effort, as the GCSAA cranked out another top educational presentation filled with noted speakers on all phases of course management.

Final attendance figures for the four-day stand ended at 3,142, still down from last year's New Orleans event that stood at 3,544. The '76 figure was mildly inflated, though, since the GCSAA allowed 700 distributors of showing companies into the convention site to see their respective firm's new lines for the coming season. Some 150 exhibitors were out in force, promoting their products.

If there was any controversy during the event, it might have occurred on the show's first day, as exhibitors were reminded that due to an Internal Revenue Service ruling on the non-profit status of trade associations, no selling or taking of orders was permitted on the show floor.

GCSAA director Lous Haines

noted that the stipulation was not a new one and the clause had been included in show contracts to exhibitors for years.

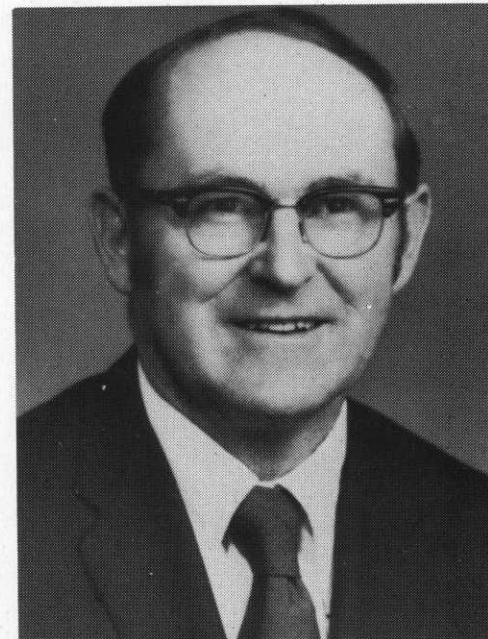
All in all, superintendents, although lower in number, were high in praise about the running of their annual get-together. John Leeper, superintendent at Orchard Ridge Country Club, Fort Wayne, Ind., mentioned he had been attending shows a long time and to keep up on the industry, it was mandatory he made it every year. William Walsh, superintendent at Springbrook Golf Club, Naperville, Ill., made Minneapolis his third show since becoming a member of the association, but admitted he'd liked to see the event kept in a warmer climate on a permanent basis.

Another long-time show goer was Walt Trombley, Arrowhead Golf Club, Pontiac, Mich. Trombley has been at every GCSAA event since joining in 1964. "I enjoy the show and especially the educational seminars. They get better every year. To be honest, though, I thought the weather in Minneapolis would be much worse."

Not all the action was on the floor of the Auditorium and Convention Center. At its yearly membership meeting of chapter delegates, the GCSAA rank-and-file

sat behind closed doors for four hours taking care of new by-law changes and the election of national officers.

The biggest change many thought would get the most hassle, got the least, as yearly dues were raised from \$65 to \$90. The lack of reaction pointed to the fact the general membership realized the enormous cost escalation the asso-



New leader Richard Malpass



**Keep your turf
in top playing
condition.**

Trust it to Chemagro.

®**NEMACUR 15% Granular** is a fast-acting nematicide that provides months of residual control of major genera of turf nematodes. Requires no injection—apply with a granular applicator and water in.

®**DYRENE fungicide.** DYRENE controls dollar spot, plus all *Helminthosporium* diseases—melting out, leaf blight, leaf spot. Also controls copper spot, stem rust and brown patch. Its small cost offsets the big cost of repairing after disease gets started.

®**DEXON fungicide.** Stops *Pythium*. This non-mercurial fungicide is also extremely effective in preventive programs to control cottony blight. It's compatible with other turf pesticides.

®**DASANIT nematicide.** Broadcast DASANIT 15% Granular for control of microscopic "eelworm" nematodes that destroy turf root systems, cause grass seedlings to wither and die. Requires no injection that makes turf unplayable for weeks during spring and summer. Easily applied with any conventional granular

insecticide applicator. Thorough watering leaches it into the root zone for maximum control.

®**DYLOX insecticide.** This fast-acting selective insecticide gives quick cleanup of sod webworms. Dissolves readily in water for application with any type of spray equipment.

®**BAYGON insecticide.** This carbamate controls turf insects, including many species resistant to chlorinated hydrocarbon and organophosphate insecticides. May be used as directed on Bermuda, zoysia, rye, clover, colonial bentgrass and other common varieties.

For great turf that gives your golfers great shooting, order these Chemagro turf pesticides from your chemical distributor.

Chemagro Agricultural Division of Mobay Chemical Corporation, Box 4913, Kansas City, Missouri 64120.

7659
BAYGON, DASANIT, DEXON, DYLOX and NEMACUR are Reg. TMs of the Parent Company of Farbenfabriken Bayer GmbH, Leverkusen.

DYRENE is a Reg. TM of Mobay Chemical Corporation.

 **RESPONSE**ability
to you and nature