GOLF BUSINESS PROFILE

New course owner/builder excludes architects and women

by Mick Baker

With the business atmosphere a little shaky in the nation right now, you'd be surprised to find a new country club that doesn't allow women or high handicappers.

But Thunder Hill Country Club in Madison, Ohio, is the latest entry into that club market and according to owner-builder-designer Fred Slagle, the exclusion of female and belowaverage male players will insure faster, better play.

Begin with the land

Working in landscaping at the age of 15, Slagle became interested in the earth. Today he sells it. He is a real estate broker. When the idea came over him to build Thunder Hill, he designed it himself, bought the

Mick Baker was a GOLF BUSINESS staff writer last year, but has since returned to Bowling Green State University in Ohio to continue his journalistic studies.



Thunder Hill's modern-but-rustic clubhouse includes a 400-seat dining room, a lounge/bar with a stone fireplace, and some barn lumber as much as 100 years old.

necessary equipment, and started construction. Since the course had a large number of lakes and watersheds on the property, Slagle decided to utilize these natural aids to the course's beauty. In all, 15 of the course's 60 acres are under water.

Allowing the water to remain on the course actually saved money, as Slagle would have had to pay to have the areas filled in. Secondly, Slagle saved on the cost of tile, using the watersheds to catch the runoff from the clay soil. In the final analysis, only 10 percent of the tile that would usually be installed at a course was needed. Some lakes were constructed on the site and the excess of topsoil from the construction was used on the tees, another saving.

Slagle claims the tees, which are larger than the norm, were constructed this way to save the turf. Prevention of wear in any particular spot is a real plus. "We also like to enhance the variety of the course, so each hole plays differently," Slagle told GOLF BUSINESS. "At Thunder Hill, a golfer can be playing a whole new course every time he comes out."

Many people were amazed at the condition of the turf when the course opened last May. Although it was only 9 months old, it already had many 2and 3-year-old courses beat.

Fairways are an eight-way mixture of bluegrass and the greens are bentgrass. Both were double and triple seeded in October, 1975. By the middle of November they had been cut four times, and Slagle played the course himself on November 30.

Approximately 600 soil samples were taken, before and after moving land and before seeding. Each time corrections were made to bring the soil up to standard. The weather also cooperated. "Mother Nature was really good to us," said Slagle, who pointed out that since spring, a week had not gone by without a good rain. Besides a beautiful course with 13 lakes, 10,000 white pines, apple trees, blackberry bushes, and many other native trees all nestled among rolling hills, there are club facilities just as attractive.

Slagle's creativity can be evidenced in the construction of the clubhouse. It is of rustic design with an interior of hand-hewn barn lumber, some of which is 100 years old. The dining room seats 400 and there is an adjacent lounge with a bar and a stone fireplace. The menu includes Cuban seafood flown in daily



Aerial view of Thunder Hill course shows extensive utilization of water hazards and narrow fairways.

from Florida. Glass doors separate the main floor from a 6,000-square-foot deck lined with artificial turf and used for outdoor dining. The lower level consists of locker rooms, showers, sauna, snack shop, pro shop, and storage facilities for 600 golf bags.

Future additions are also planned. They include 60 two-man cabins, called "acorns," situated along the lakes, and two lodges which will have 100 apartments each to accommodate guests and members who wish to live there for a season at a time. They will include an olympic-size indoor swimming pool, athletic club, and saunas. In addition, a swim and tennis club with six courts and a separate clubhouse is planned.

Not easy

In its infancy, Thunder Hill already is establishing a reputation for itself. According to head professional Steve Head, "Any other course has to be easy compared to this one." Head might have a point since the 18-hole, 7,260-yard layout has 62 traps. Golfers must cross water 14 times and water comes into play on 15 of the holes. There is little margin for error, since the fairways are no wider than needed.

In August, the course received its rating and according to Ed Preisler, head of the Ohio rating committee, "it is the most difficult course in the state." From the back tees, the rating goes at 75.7; it is 73.5 from the regular tees, and 71.3 from the front markers.

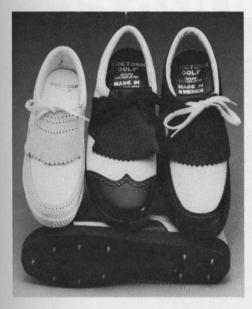
As far as excluding women from Thunder Hill, Head agrees with his boss. "I've seen clubs where the women run the show." He says there are a number of courses where the female activities severely curtail the men's chances to even get on the course.

Admittedly, Head feels things will be a lot less hectic without the ladies around. "A pro can get caught in the middle in the battle between club men and women."

Oddly enough, golf is the only thing women won't be able to do at Thunder Hill. They will be able to enjoy social memberships. Eventually, Slagle has plans to build tennis facilities that women are welcome to utilize.

As far as golf is concerned, though, no skirts on the course. $\hfill \Box$

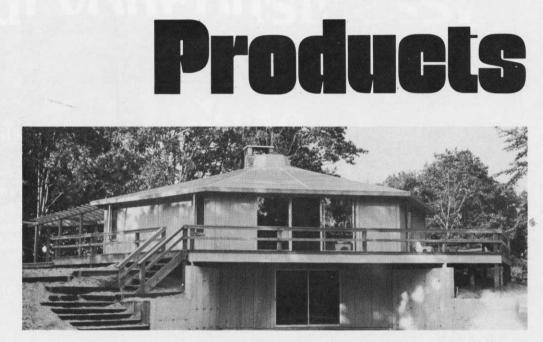
golfbusiness



Tretorn now makes high-quality golf shoes

One of the finest names in tennis shoes is now the newest name in golf shoes. The Swedish company, Treton Inc., has introduced a distinctive line of men's and women's golf shoes for sale through pro shops in the U.S. The line comprises wingtip and moccasin styles in all standard sizes and a variety of color combinations. Designed and crafted for qualityconscious golfers, the shoes have waterrepellent full-grain leather uppers and lightweight rubber cushion soles. A Tretorn foam insole gives added comfort. Longwearing tungsten carbide spikes are molded into the rubber sole and will not work loose. All told, these features should add up to the same exceptional comfort and performance that characterizes the Tretorn tennis shoe.

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Buildings adapt to variety of club uses

Port Six buildings from W. H. Porter, Inc. offer three points of interest to golf club operators:

1) They require less energy than normal to heat or cool because the walls are formed of sandwich panels with a rigid foam insulation core. Bonded to each side of the core are gypsum board, embossed aluminum, rough-sawn plywood siding, or similar materials providing a finished weatherproof exterior surface and an attractively finished interior.

2) The panelized Port-R-Span building system is so simple that two of your own men can erect the entire structure in just a few days. The tubular steel frame simply bolts together. Frame parts are pre-drilled, welded, and engineered to go together quickly. The heaviest single part weighs just 146 pounds. The entire frame can be carried in one pickuptruck load. Wall and roof panels will take two or four more loads, depending on panel thickness.

3) The hexagonal shape of Port Six allows for full use of interior space with no inside supports. The interior is open and spacious; it is enhanced and dramatized by the vaulted cathedral ceiling leading to a unique center skylight which provides plenty of light on most days.

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dimension of 36 or 44 feet.Circle 202 on free information cardTwo models are available: inside wall lengths
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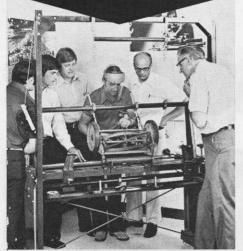


Turf vacuum attachment has its own power source

Jacobsen Manufacturing Co. offers a turf vacuum attachment for its Out Front Commercial riding rotary mower. The vacuum has a 1cubic-yard hopper that attaches to the back of the mower and a 7-horsepower Kohler engine that attaches to the right side of the machine. Vacuum power is ample for picking up pine needles and other small debris, as well as grass clippings and leaves. The operator can dump the hopper without leaving his seat. Noncorrosive materials are used on the vacuum attachment wherever moisture might be a problem. The Out Front Commercial mows and vacuums a 72-inch swath; it has a front cutter deck and rear-wheel steering for close trimming around obstacles.

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Satisfied customers are important to Foley. That's why each piece of lawn mower sharpening equipment is designed, engineered and quality-built at Foley...providing professional performance everytime.

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Products



Measure clubs precisely

The Golf Club Gauge, available from Ralph Maltby Enterprises, enables you to measure woods and irons the way manufacturers do but in your own shop. With it you can order a perfect duplicate of any club without sending it to the factory, build a perfect duplicate yourself, fit clubs more scientifically. The gauge comes assembled and adjusted; it measures loft, lie, face progression and offset, face angle, sole bounce and sole inversion, and all length, height, and width dimensions.

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New golf bags

Kent Sporting Goods Co. has redesigned its golf bag line for 1977 to include 19 new models. Top models offer Fat Cat slings, cylindrical polyethylene foundation, and roomy ball and storage pockets. A complete Sunday line has been added, plus two carryalls. Each model comes in a variety of quick-selling, attractive colors.

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Master intercom

Model K-ML-5WA from Talk-A-Phone Co. is a master intercom for use with up to five indoor or outdoor substations. It has the facility to call,

listen, and talk with the subs individually, selectively, or simultaneously as well as to receive calls. Annumciator lights identify the caller.

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Golf accessories

A national supplier of sports equipment, Wa-Mac Inc., has added a golf products line. Included are vinyl and knitted head covers, golf gloves, towels, visors, pom-pom socks, and specially packaged and priced golf balls for quick, volume sales.

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Water-saving urinals

Water-Guard urinals from Kohler Co. will flush with less than a gallon of water when installed with properly adjusted, specified flush valves. The Freshman model pictured offers siphonjet flushing and spacesaving size — it's just 11¾ inches from wall to the front of the flare, 16¼ inches wide, and 24 high. This and three available washout models use 50 to 75 percent less water than conventional urinals.

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Every issue of GOLF BUSINESS is about your business.

May GOLF BUSINESS

Club/course foodservice operations. GOLF BUSINESS goes after the answers to two questions constantly being asked by golf facility operators: Should club/course foodservice operations support themselves? And if so, how?

Advertising insertion closing date: April 10th

July GOLF BUSINESS

Public course report, part II. Focus on resort courses, asking and answering the same questions as for public courses. We also impart some ways that courses not part of a resort can increase their business by creating a relationship with a resort.

Advertising insertion closing date: June 10th

June GOLF BUSINESS

Public course report, part I. Our editors report the results of a research project to determine how big a part of golf business comprises public courses — how many there are, how much business they do, how much money they spend — as well as the problems that plague them.

Advertising insertion closing date: May 10th



Golf business directory. Buyers guide listing — by category — golf products and services, manufacturers, dealers and distributors. This particular issue is bound to be one which golf businessmen will want to keep and refer to all year long.

Advertising insertion closing date: July 10th

Get Involved.



Introducing the 36 inch cut Bunton Rear Discharge mower. A new design deck allows close trimming on both sides, helps prevent windrows and gives you a clean manicured cut (not that just-cut look). The new variable speed drive gives a wider range of ground speeds. The 3 gallon fuel tank and Hi-Way front caster wheels are standard equipment. This new mower is designed for fine lawns and rough areas. The finger tip control gives the same easy handling and hillside stability and maneuverability as the other Bunton Self-Propelled models. Also available is a new 52 inch rear discharge mower.

BUNTON CO. 4303 Poplar Level Rd. Louisville, Kentucky 40213 U.S.A. Phone 502 / 459-3810 Telex 204-340

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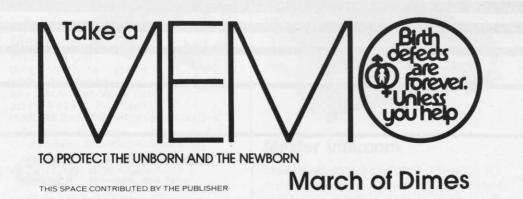
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Golf car parts

A leading manufacturer of replacement pistons for motorcycles now offers replacement pistons for Harley-Davidson golf cars. Wiseco Piston, Inc. makes them in sizes from stock to 060 overbore.

Circle 207 on free information card



Sculptured irons

The RB-71 is one of six sculptured irons in the Northwestern Golf Co. line. It features a cavity back, stainless steel ferrules, All-weather composition grips, and Microlite LTS low-torque fluted steel shafts. The woods have dark walnut laminated heads with a wide-angle, protype face insert with toe and heel brassweighted insets.

Circle 208 on free information card



Men's golf shirts

PGA Victor's 1977 line of men's shirts includes (from left to right above) the Checkmate, of Arnel Triacetate and polyester; the PGA Solid, of cotton Durene with a chest pocket and monochromatic PGA embroidery on the left sleeve; and the Pinball, also of Arnel triacetate and polyester. All have long tails, fused collars, and PGA-embossed square buttons; all are sold exclusively through pro shops.

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Restaurant ham

Armour Star Food Service Special hams feature excellent uniformity and extra-lean trim for operator economy and assured customer satisfaction. Armour Food Co. fully cooks the hams for easy preparation and serving, then vacuum-packs them. They come in 14- to 18pound, 18- to 22-inch sizes. Clubs can serve the ham for breakfast, lunch, dinner, or snacks.

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Redwood benches

A line of heavy-duty park benches is made by Leisure Craft, Inc. in 6-foot, 8-foot, and custom lengths. All have steel channel assemblies which hold each redwood 2x4 individually, thereby enabling interchangability of the boards. A variety of portable and secured bases is offered. All steel parts are coated with black rust-resistant paint.

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Battery chargers

Models 120, 240, and 360 are the latest in the Motor Appliance Corp. line of battery chargers for golf cars and maintenance vehicles.

All three meet Underwriters Laboratories standards, are competitively priced, and offer sizeable savings in energy consumption because of a low demand factor — which also permits installation of three chargers in a system that previously supported only two.

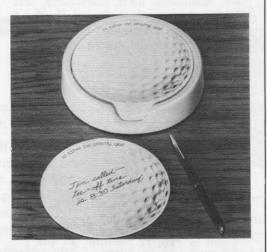
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Power cup cutters

R & R Products, Inc. offers two models of power cup cutters. The one shown mounts on any utility vehicle and enables anyone to cut a perfect hole in 3 to 7 seconds. Also available is a hand-held model with a 40-foot power cord. Each is powered by a 12-volt motor which connects to any battery.

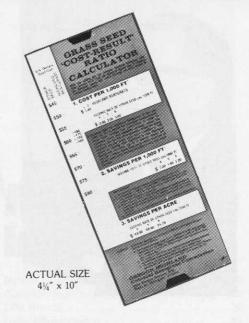
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Golf memo paper

A popular item for use by golf people or for sale through pro shops is called Ball Notes. The memo paper is printed to look like a golf ball and carries the saying "I'd rather be playing golf." A refillable holder dispenses one sheet at a time from a 1-inch stack. The manufacturer. Designsense, Inc., will imprint your club name or logo on the side of the holder.

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Budgeting is a Breeze with this Calculator It's Yours Free ... on Request

Here's a cost-calculator with which you can instantly compare the **actual cost** of various grass seeds.

Think on it a moment and you'll agree that cost per pound is only one factor in the cost equation. For a given price per pound you're also buying a given number of potential grass plants.

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Why not write for our free calculator. You'll find it a handy, fast method of comparing **actual costs** of planting bluegrass, ryegrass, bentgrass and fescue.

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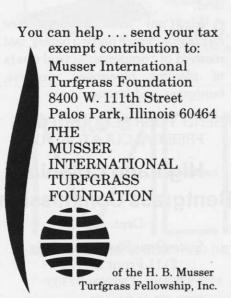
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Reading & reference

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Forms may be purchased in two different colors if you want to separate food and bar inventories.

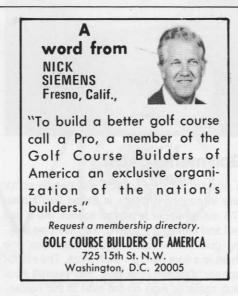
The designer, Judson W. Bunnell, is the manager of the very successful Country Club of Scranton (Pa.). He has also managed the Scottsdale (Ariz.) Country Club and Resort and the Golden Hills Country Club, Mesa, Ariz.

For further information, contact: Bunnell Systems Control, R.D. 2, Dalton, PA 18414.

Manager training film

The latest in a continuing series of professional management development films, titled *Profile of a Manager*, explores the human implications of the emphasis on goal orientation that is the basis of much current managerial thinking (see the article on pages 22-28 of this magazine).

This 15-minute, color-and-sound film introduces the essential qualities demanded of a modern manager: responsibility for achievement, leadership traits, personality, and technical and managerial competence. It dramatizes what is demanded, at the personal level, by the traditional functions of a manager,



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PROFILE OF A MANAGER: Film dramatizes problems encountered in being a modern professional manager.

presenting by a series of unresolved episodes detailing challenging situations managers face.

The film is available in 16-millimeter, super 8, and videocassette formats. Study material kits to facilitate discussion and learning are also offered.

For free detailed information write: National Educational Media, Inc., 15760 Ventura Blvd., Encino, CA 91436.

The world's great courses

There probably isn't a person in the world of golf who wouldn't covet this book once he has seen it — and even at \$25.00 it seems inexpensive for what it contains.

We're talking about the *World Atlas of Golf* by Pat Ward-Thomas, Charles Price, Donald Steel, Peter Thomson, and Herbert Warren Wind. As Allistair Cooke, who wrote the introduction said, "There has never been — and there never will be — a golf book like this one: a Golfer's Atlas of the world with graphics so brilliant that you think you are touring the great golf courses of the world in the front seat of a low-flying helicopter."

Here, in beautifully reproduced full color, are three-dimensional renderings of the holes that make up 70 of the world's most artfully created golf courses. Drawn especially for this book from aerial photographs, these maps show the geography and architecture of the courses in their entirety. They provide a true perspective of the holes for analysis by the reader — be he professional golfer, architect, superintendent, or duffer.

In addition, photos and text highlight the courses' most memorable tournaments and players. The *Atlas* is published by Random House, Inc., 201 East 15th St., New York, NY 10022.





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CLUB GENERAL MANAGER WANTED — New privately owned country club, 18-hole golf course, pool, tennis courts and racquetball courts. Salary commensurate with ability. Must have experience in operating country club and all related facilities. Send completd resume, references and recent photograph to Norwood W. Hope, 6600-1 N.W. 22nd Street, Gainesville, Fla. 32601.



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MISCELLANEOUS

GOLF CAR TIRES First line 18 x 8.50-8, \$15.25; 18 x 9.50-8, \$15.75 plus F.E.T. Send for our line. Golden Triangle Sports, Inc., 6317 Library Road, Library, Pa. 15129. Phone 412 835-6898.

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WANTED complete line to call on pro's in Montana, Idaho, Utah, P.G.A. Pro 25 years experience. Box 100, Golf Business, Box 6951, Cleveland, Ohio 44101.

WANTED TO LEASE 9 or 18-hole golf course by Pro. Mgr. Supt. Box 118, Golf Business, Box 6951, Cleveland, Ohio 44101.

POSITION WANTED

GOLF PROFESSIONAL MANAGER seeks association with busy club that offers growth potential. 20 years as head professional experienced in teaching course promotion, maintenance, club manufacturing and repair and merchandising. Professional staff available qualified to run entire golf course. Resume upon request. Write Mr. Al Wagner, 29325 Neilia Way Dr., Canyon County, Calif. 91351. Phone 805 252-7474.

CLASS A PGA MEMBER seeks new employment as head professional. Age 36, married. Will also consider pro manager or pro supt., since experience includes all phases of golf course and clubhouse operations. All replies will be answered. Box 95, Golf Business, Box 6951, Cleveland, Ohio 44101.

SUPERINTENDENT OR ASS'T/Supt. experienced in all phases of turf management. Northern course preferred. Resume upon request. Single, 35 years old, willing to relocate. Excellent references, 10 years experience, scholastic background. Box 111, Golf Business, Box 6951, Cleveland, Ohio 44101. YOUNG, ENERGETIC, private course professional desires to relocate. Class A PGA member, age 26, married. Excellent teacher and businessman. All replies will be answered. Reply Box 116, Golf Business, Box 6951, Cleveland, Ohio 44101.

PRO OR PRO MANAGER. Pro. greenskeeper wanted for coming year. 6-7 months preferred. P.G.A. member, 25 years experience, Box 99, Golf Business, Box 6951, Cleveland, Ohio 44101.

GOLF POSITION WANTED available now PGA member 20 years married, experienced as manager, greenskeeper, Box 84, Golf Business, Box 6951, Cleveland, Ohio 44101.

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WANTED: Golf course to lease or lease-purchase in southeast but will consider other areas. Send information to Stan Czerno, Golf Pro., Waynesboro, Ga. 30830. Phone 404 554-2262.

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