

News

ASSOCIATIONS

One organization needed to unite golf, says retiring NGF President MacDonald

NEWS, 11
PEOPLE, 16
COMING EVENTS, 38

In a farewell speech after serving as president of the National Golf Foundation for 3 years, Dunlop's Paul R. MacDonald called on the Foundation to invite representatives of the "major organizations in golf" to become honorary members of the NGF board of directors. He specifically named the United States Golf Association, Professional Golfers' Association, PGA Tour Division, Ladies Professional Golf Association, Golf Course Superintendents Association of America, American Society of Golf Course Architects, and Club Managers Association of America.

"While golf is the most organized of sports in one sense," MacDonald said, "it is the least organized in another, as there is no formalized meeting or communication among all of golf's major organizations to provide the overall leadership this industry needs."

One reason the NGF is a likely candidate to be the leader among associations is that when its educational services division achieves exempt status, the Foundation "will be in a position to be considered for additional funding from many organizations not related to golf," MacDonald said.

"The Foundation should endeavor to represent all aspects of the game in its articulation and versatility," he added. "We have no axe to grind but the growth of golf."

MacDonald's speech was given at the annual membership meeting of the NGF, held in conjunction with the sporting goods industry spring meetings in Port St. Lucie, Fla. The names of newly elected officers and directors of the NGF and the manufacturers associations were also announced.



New NGF President Cassell



Ball manufacturers' Hansberger



Paul MacDonald: "In the fine tradition of foundation presidents . . . retired upon leaving office."



Golf products' Tarlow



Club manufacturers' Phillips

New NGF officers and their corporate affiliations are:
President/L. Dean Cassell, Acushnet Sales Co.
1st Vice President/James T. Butz, Victor Golf
2nd Vice President/P. Fred Kahn, Wilson Sporting Goods Co.
Treasurer/James R. Hansberger, Ram Golf Corp.

New NGF board members are: James Wenzel, AMF Harley-Davidson
Karsten Solheim, Karsten Mfg.

A.C.B. Wells, Dunlop
Henry Bowen, AMF Ben Hogan
John Curran, MacGregor

Newly elected president of the Golf Ball Manufacturers Association is James R. Hansberger of Ram Golf Corp.; vice president is George Dickerman of Spalding; treasurer, William Neuguth of Uni-Royal, Inc.

President of the Golf Club Manufacturers Association is now Joe Phillips, Wilson Sporting Goods Co. His vice president will

be Karsten Solheim, Karsten Mfg. Corp.; treasurer, John Curran, MacGregor.

Richard Tarlow, Foot-Joy, Inc., is the new president of the Golf Products Manufacturers Association, aided by Vice President Don Van Pell, Sahara, and Treasurer Morris Walton, Burton Bag.

ASSOCIATIONS continued

Brown new president of course builders

Eugene M. Brown has been elected the 1977 president of the Golf Course Builders of America, national association of golf course contractors. Brown, 40, heads Hendrix and Dail, Inc., of Greenville, N.C., a soil fumigation firm which sterilizes greens, tees, and fairways.

The eighth president of the GCBA, Brown is the first subcontractor to head the organization. He was installed as chief officer at the GCBA annual meeting in Portland, Ore., earlier this year. Speakers at the



Continuing a GCBA tradition, Otto Mercer (right) of Bowie Industries, Bowie, Tex., presented new President Gene Brown with a mounted Bowie knife.

president's dinner were golf course architect Ed Seay and agronomist Alexander M. Radko.

Seay, now a member of the GOLF BUSINESS Advisory Board, spoke on the subject of contract specifications. "Our business has been tough the last 3 to 4 years,"

he told the contractors, "and it has separated the men from the boys. The men who have survived are those who have written, read, and followed contract specifications."

The consistently biggest problem in golf course design and construction, according to Seay, is irrigation — but not irrigation products. "The products today are super, as long as they are installed properly," he said.

Radko, national director of the United States Golf Association Green Section, talked about soil modification for golf courses. In particular, he said, "Putting greens and tees are the areas that most require soil modification on the golf course." He particularly advocated mixing sand and organic matter (well-rotted sawdust and Michigan peat are best) with the native soil — but not without first testing the soil for bulk density and water infiltration rate.

Radko's most rousing remark, however, came at the beginning of his talk, when he said, "It is the duty of everyone here to see that as any golf course is swallowed up by the macadam and cement, another is built in its place." Amen.

Sod producers' ranks reach all-time high

American Sod Producers Association (ASPA) President Norm LeFrande announced record membership of 324 in May. "We are extremely pleased with the growth our association is taking as we get more involved in matters which affect sod production," he said.

The association's growth is credited to development of new promotional aids, such as a customer brochure and a 5-minute slide-cassette presentation, as well as increased involvement in government and regulatory matters affecting sod growers.

ASPA headquarters is located at 9th & Minnesota, Hasting, NE 68901.



Dr. Gene C. Nutter (right), president, and Lee Record, vice president, review plans for ChemLawn Corp.'s new GolfScape services division. They each bring 25 years of turf experience to the business.

TURF MAINTENANCE

Lawn care company branches into golf

A new subsidiary offering contract management and maintenance services for golf courses has been established by ChemLawn Corp., a large national firm specializing in contract care of residential and commercial lawns. Called GolfScape, the new service will be introduced in selected markets later this year and will begin operations next spring. Headquarters will be in Atlanta.

ChemLawn Chairman Richard L. Duke stated that the division will be headed by Dr. Gene C. Nutter, well-known turfgrass science and golf course management authority and former editor and publisher of Turf-Grass Publications, Inc. Dr. Nutter will serve as president of GolfScape; vice president will be Lee Record, former director of the Mid-Continent region of the United States Golf Association Green Section.

Dr. Nutter said, "GolfScape will provide management expertise, labor efficiencies, and consolidation of services and equipment over several courses, in

a cluster concept with solid research backup.

"This combination of services will result in a more economically operated and beautiful course, with a potentially increased volume of play. Our cluster concept offers built-in efficiencies that simply don't exist with a typical 18-hole course."

The parent ChemLawn Corp. had annual sales of more than \$36 million last year, serving 400,000 customers from over 70 branch locations. Its other services include ChemLawn lawn care service, ChemScape tree and shrub care service, Poseidon irrigation systems, and ChemLawn commercial division.

MILESTONES

Strausbaugh wins Joe Graffis award

Bill Strausbaugh, Jr., has been named the 1977 winner of the Joe Graffis Award by the National Golf Foundation. The Graffis award is made annually for outstanding dedication to the educational

advancement of golf.

Strausbaugh is professional at Columbia Club in Chevy Chase, Md. He has been actively involved in the Foundation's educational program since its inception of 1966. That year Strausbaugh was honored as Professional of the Year by the PGA. He is presently national chairman of the PGA's Club and Professional Relations program.

The Joe Graffis Award was conceived in 1975 to honor the Foundation's first president. Joe and his brother Herb founded the organization in 1936. They founded GOLFDOM Magazine, the forerunner of GOLF BUSINESS, in 1927.

Previous winners were Patty Berg in 1975 and Shirley Spork in 1976.

FOOD & BEVERAGE SERVICE

Italian wines to receive honors

The Italian government is about to confer its supreme honor upon two wines. Effective with the 1978 vintage, Barolo and Barbaresco will become the first two wines to carry the DOCG (Denominazione di Origine Controllata e Garantita) seal, the highest control designation which can be granted for Italian wines.

Dr. Renato Dettori, director of the Italian National Association of Wine Producers, who broke the news at a recent wine seminar in New York City, commented: "The Italian government takes great pride in bestowing the DOCG because it singles out, in a more visible way, the highest quality Italian wines for American consumers who look for and appreciate the best."

The DOCG (controlled and guaranteed denomination of origin) is the highest of three classifications created by Italy's Wine Law of 1963. The others are DOC (controlled denomination) and DOS (simple denomination).

NEW GOLF COURSES

Pinnacle Peak opens — 1,000 feet up

Although located in the shadow of the McDowell Mountains 15 miles north of midtown Scottsdale, Ariz., Pinnacle Peak Country Club sits 1,000 feet above the valley. The cities of Scottsdale, Tempe, Mesa, and Phoenix spread out below golfers arriving to play this new 18-hole championship course.

Mike Pock, superintendent, cares for the fairways planted in lush Newport Kentucky bluegrass, tees and greens of smooth Pencilgrass bentgrass, and high-lipped traps of white silicone sand. Saguaro and other cactus dot the course, along with ironwood and palo verde trees and desert shrubs.

Club Professional Del Cochran said, "Extensive experience and research went into the course design. It will challenge a golfer without making it impossible to play. The length (just under 7,000 yards from the back tees) and hazards have been given careful consideration. The greens are not severely contoured, so that one will always have control of the ball. It is a par 72 course with a rating of 72.8."

Cochran's wife Ann will help him run the pro shop at Pinnacle Peak, which will be a private country club eventually comprising 400 equity memberships. Other facilities include driving range, swimming pool, and Southwestern-design clubhouse.

LABOR

Large youth force to work this summer

The youth labor force (ages 16 to 24) is expected to be much larger this summer than last, according to the Labor Department's Bureau of Labor Statistics. Based on statistics obtained by the Bureau of the Census in its current population survey, the number may reach a high of 26.6 million young workers. Department spokesmen have said

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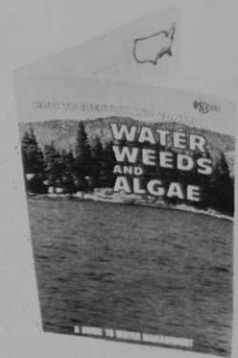
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this estimated increase reflects the continuing expansion of the youth population, especially in the 20-to-24-year age group, and assumes a continuation of the upward trend in labor force participation rates for most groups.

The department expected the youth labor force to expand by 4.3 million between April and this month as students graduated from high school and college or looked for summer jobs.

CONVENTIONS

Second club expo is set for Capital

The National Club Association will open its second exposition October 6-7 at the Capital Hilton Hotel in Washington, D.C., held in conjunction with its 1977 annual convention.

Top industry suppliers will display their latest products at the Expo. "Exposition Only" admittance will be available to club industry personnel without charge.

Sam M. Berry, member of Quail Hollow Country Club, Charlotte, N.C., is exposition coordinator.

Dates set for 1978 PGA show

The 1978 PGA Merchandise Show will be held at Walt Disney World, Lake Buena Vista, Fla., Saturday through Tuesday, January 28-31.

The Professional Golfers' Association of America has signed a new contract with Disney World, but at a cost increase of 8 percent. Exhibitors, therefore, will have to pay somewhat more than last year for booth space. Any profits generated by the show will be used to underwrite PGA activities such as the business schools and the new club and professional employment program.

Format of the show will be exactly the same in 1978 as in 1977, with three special events scheduled each afternoon in the Contemporary North Oasis area. The PGA winter program of



George Bayer, PGA professional at the Detroit Golf Club and a former star on the PGA Tour, helps John Schultz, 15, of Grosse Pointe Park, Mich., sign up to participate in the 1977 PGA National Junior Golf Championship sponsored by Chevrolet. Other members of the family also entering the second annual tournament include Joe, 12, and Mary Ann, 13. Their mother, Mrs. Susan Schultz, a former USGA national junior runner-up, proudly looks on. The national tournament, to be held in August at Walt Disney World in Florida, will have a field of 157, including boy and girl champions in two age groups, 12-14 and 15-17, from each of the 39 PGA Sections, plus defending boys champion Larry Field.

tournaments will again be held in January, with the Match Play championship and the Seniors conducted the same week as the show.

EQUIPMENT SALES

Sporting goods sales up 10.6% in 1976

John Mattimore, market research manager for the Sporting Goods Manufacturers Association, reported recently that factory sales figures from over 100 sporting goods equipment manufacturers showed total sales in 1976 of \$816.7 million, up 10.6 percent over 1975 sales for the same companies. There had been no change from 1974 to 1975.

Sales of golf equipment and golf products lines showed an 8.5 percent increase from 1975 to 1976. The largest gain posted (19.7 percent) was in baseball and softball equipment.

JUNIOR GOLF

Boros, Kite to teach at PGA golf academy

Former Professional Golfers' Association champion Julius Boros and tour stars Tom Kite and Andy North will teach at this year's PGA Golf Academy for 12-17 year-olds, July 10-23, in Boca Raton, Fla.

More than 100 young golfers from 20 states have registered for the two week-long sessions. Instruction includes rules, etiquette, theory, and mechanics. Team competition and contests round out the Academy's curriculum.

Boca West golf complex is the site for the school. Students attend classes and stay at nearby St. Andrews School.

MANUFACTURERS

Toro shows increase in first 9 months

The Toro Co. has reported increased sales and earnings for the first 9 months of its fiscal year (through April 1977).

Sales jumped 11 percent over fiscal 1976 and earnings gained by 36 percent, despite a reported drop in third quarter earnings.

Contributing to the improvement, Toro President David T. McLaughlin said, were sales of lawn and turf irrigation systems and turf maintenance equipment—both up more than 30 percent from last year.

CLUBS & COURSES

Inverness undergoes revision for '79 Open

Four holes at Inverness Club in Toledo, Ohio are being extensively revised for the 1979 U.S. Open Championship.

Estimated to cost \$100,000, the revisions are being made by George and Tom Fazio of Tequesta, Fla., the same architectural team that altered Atlanta Athletic Club's golf course for the 1976 Open.

The changes are being made without interrupting play by members. Sod will be moved after Labor Day from the old to the new greens to maintain the character of the course. The course will be 150 yards longer following the revision.

FREE INFORMATION

Brochure discusses selecting architect

Pocket-size brochure summarizes areas of expertise that should be coordinated by the golf course architect, and key steps to be followed in planning and construction. Write to American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601.

Long-range planning prepared Southern Hills for the Open

Before Southern Hills Country Club in Tulsa played host to the U.S. Open last month, course preparation plans dating back 5 years or more had to be effected.

"It may seem strange that a course widely recognized as one of the most beautiful in the world would need so much work," said Jim Lucius, executive vice president, chief operating officer, and director of golf at Southern Hills. "But Superintendent Sonny Faust and his staff of 25 have been working from dawn to dark to get ready."

Preparations for the Open, the seventh national championship tournament played on the course, naturally centered around combating the heat of Oklahoma summers, which can readily destroy a golf course. (The temperature in Tulsa was in the 90's the week before the Open, with more of the same expected for the week of play.)

The preparations actually began in 1972 with extensive

drainage work, followed in 1975 with the installation of a Toro automatic underground irrigation system. According to the gospel of Lucius, "Water management is the most important aspect of golf course maintenance."

With the automatic system, the entire course — greens, tees, fairways, and rough — can be watered in about 13 hours. With the old manual system, it took more than 3 days. Also, much more of the grounds is being watered than was possible with the old system: deep into the rough, the driving range, and along the long entrance road to the club.

"We were looking at some aerial photos of the club taken when the PGA was held here in 1970," Lucius recalled shortly before last month's tournament. "There were circles of green around the sprinklers, but everywhere else was brown. This year, everything in and around all the fairways, the roughs, and even the non-golf areas will be green."

Other Open preparation work included rebuilding 13 of the tees. This spring the course maintenance crew concentrated on vegetation. "We gave more attention to post-emergence and pre-emergence weed treatment and greatly expanded and accelerated our feeding and

LEFT: Lucius and Faust examine the Vari-Time 4000 central controller. BELOW: Faust in the new pump house.



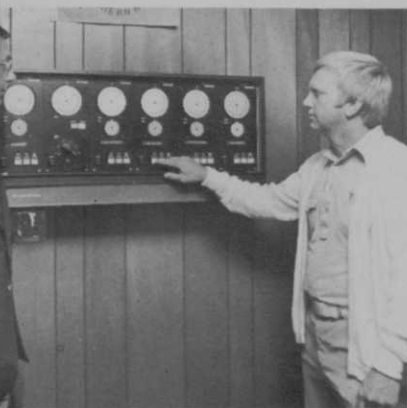
Director of Golf Jim Lucius and Superintendent Sonny Faust check one of the satellite controllers of the Southern Hills irrigation system.

seeding work," Lucius reported.

Equipment for the irrigation system was supplied by Wait Sales Co. of Tulsa. It included a Vari-Time 4000 programmer, 70 field satellites, 1,036 sprinkler heads, 105,000 feet of pipe, 208,000 feet of wire, and 70,000 feet of control

tubing. A new fully automatic pumping system also was installed.

Water for the Southern Hills course is drawn from wells into holding ponds and supplemented with municipal service. "The water we buy from the city is very expensive," Lucius noted.



LEFT: Lucius and Faust examine the Vari-Time 4000 central controller. BELOW: Faust in the new pump house.




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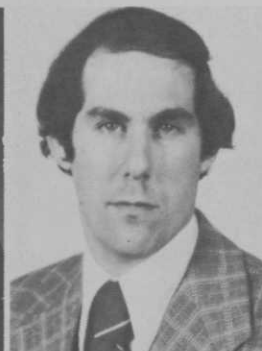
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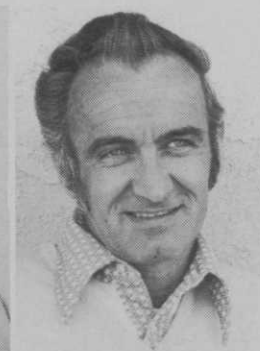
Beatty



Cooper



Lemons



Martin



Twiggs

Three major appointments were announced recently by the Turf Products Division of Jacobsen Manufacturing Co. **Richard J. Dittoe** was named domestic sales manager; **Roy L. Beatty**, manager of advertising and sales promotions; and **Howard Cooper**, marketing research manager.

Dittoe was previously director of forward business planning for Jacobsen and a product manager for the company's turf equipment line. Beatty comes to Jacobsen from the Homelite Division of Textron, Inc., where he was manager of consumer advertising and sales promotion. Cooper formerly was a corporate marketing analyst for White Motor Corp.

Chuck Reed Sr. is superintendent again at the Chevy Chase Golf Course at Wheeling, Ill., since it was taken over by the local park district. He had been superintendent there several years ago.

Mike Mass has moved up from assistant to head superintendent at Bryn Mawr CC, Mt. Prospect, Ill., after his former boss, **Richard Lamkey**, went out on his own in landscape construction and maintenance work.

John Westermier has moved up to the superintendent's post at Harrison Lake CC in Indiana, succeeding **Lee Overpeck**, who is now a technical representative with O.M. Scott and Sons.

Danny Meyers, former superintendent at the Carrollwood Village GC in Florida, is now in charge of course maintenance at Temple Terrace CC.

Royce Stewart has left Seminole Lakes (Fla.) CC, for the superintendent's job at El Conquistador in Bradenton. His assistant at Seminole Lakes, **Joe Reilly**, has taken over there.

Terry Bolin and **Gary Russel** have been appointed supervisors of the west and east courses, respectively, at Broadmoor GC in Colorado Springs.

Lee Davis is general manager of the River Hills CC at River Hills Plantation, Clover, S.C. This new facility has more than 300 charter

members. Davis was previously manager of Arrowhead CC in San Bernardino, Calif.

Carlo Bianchi has taken over the manager's position at Claremont CC, Oakland, Calif. He succeeds **Irvin L. Kingsley**, who retired.

Richard N. Warnes, formerly vice president and general manager of Riviera CC and Tennis Club in California, has been appointed executive manager of Denver (Colo.) CC.

Grady L. Lemons has been appointed vice president-manufacturing of AMF Ben Hogan Co., manufacturer of golf clubs, balls, accessories, shoes, and men's apparel. He had been acting vice president-manufacturing since June 1976.

Whitey Adams, formerly of Rock Hill (S.C.) CC, is now professional at Pinetuck GC in Rock Hill, along with Tommy Jordan. Pinetuck is the home course of PGA Club Professional champion Bob Galloway.

Ron Chmura has been named golf director by Fairway Mews, Spring Lake Heights, N.J.

Daniel Gordon Jones is now head golf pro at South Seas Plantation Resort and Yacht Harbor after 4 years on the PGA tour and serving South Seas on a part-time, seasonal basis. The 9-hole ocean-side course is part of a 300-acre meeting and vacation resort located on Captiva Island, several miles offshore from Fort Myers, Fla.

Mike Taylor is the new professional at Pinecrest GC, Idaho Falls, Idaho.

Don Atchison has moved to Miami (Okla.) CC as that facility's golf professional.

Joe Sodd was selected by Bemidji (Min.) Town & CC as its club professional.

Brian Ault (Wheaton, Md.) and **Jerry Martin** (Palo Alto, Calif.) were elected associate members of the American Society of Golf Course Architects at the group's annual meeting. Ault is associated with his father, Edmund, and has designed courses in the east and southeast. Martin is associated with Robert Trent Jones, Jr., and has been active in course design in the western states.

Selmer Loft, founder of Lofts Pedigreed Seed, Inc., passed away at Muhlenberg, Hospital in Plainfield, N.J., on April 12. He was 85 years old when he died, but had been working and planning up until his last visit to the hospital.

Joe Blassi, customer services manager for Wilson Sporting Goods' golf line at its Clifton, N.J., distribution outlet, has retired after 48 years in the equipment business.

Bob Martin has been named director of marketing for Tacki-Mac Grips. He was formerly a regional sales manager for Dunlop.

Jack Sauers has been hired as the professional at Tupelo (Miss.) CC.

Bill Price is new head pro at Belle Terre CC in LaPlace, La.

James B. Twiggs has been promoted to president of the Rawlings Golf division of A-T-O, Inc., makers of Toney Penna, Lee Trevino, Sombrero, Super Mex, and MVP lines of golf clubs; Toney Penna and Omega golf balls; and Parker golf gloves. Previously vice president of another A-T-O division, Twiggs will report to Thomas F. O'Brien, group vice president responsible for the parent company's divisions serving the sports and recreation products market.

Jeff Hilko is now club pro at Oak Hills Executive Club in Lorain, Ohio.

Steve Lambert, formerly assistant pro at the TRW Golf Course in Chesterland, Ohio, has accepted the head pro job at the Armco Steel golf course in Middleton, Ohio.

Roy Pope is now club professional at Columbus (Miss.) CC.

Al Fuchs and **Dennis Grasso** are the new co-owners of Leicester Hills CC, Leicester, Mass.

Lenny Peters Jr. has taken over the pro shop duties at St. George's G&CC, Setauket, L.I., N.Y.

Doug Dalziel can now be found as the golf professional at Mill River CC, Fairfield, Conn.

Jim Rusher is the new club pro at Minnechaug GC, Glastonbury, Conn.

Billy Max has been appointed club professional by Chelmsford (Mass.) CC.

Chuck Kimball has taken over the pro shop responsibilities at Norfolk CC in Westwood, Mass.

Alex Urban was hired by Lake Sunapee CC, New London, N.H., as its new golf professional.

William Stewart Jr. has been tapped by Pinewood CC, Slidell, La., to be its head pro.

Gary Bailey is now western regional sales manager for Moody Sprinkler Co., responsible for sales in California, Arizona, and New Mexico. He has been with Moody for 2 years.

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JoAnne Carner wins U.S. Women's Open with Tacki-Mac grips.



JoAnne Carner loves her Tacki-Macs.

Over 100 tour pros have switched to Tacki-Mac. Among them, JoAnne Carner, who won the '76 U.S. Open at the rugged Rolling Green G.C. in Springfield, PA. JoAnne said after her win, "I like the traction and soft feel of my Tacki-Mac grips. I felt secure at the top all through the Open."

Fuzzy Zoeller tied a PGA record when he shot 8 straight birdies in the '76 Quad Cities Open. And Tacki-Mac was there. Said Zoeller, "For my money, Tacki-Mac is 'the grip that grips you.' Finally, we have a grip you can keep tacky for every shot."

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Camelback Country Club in Scottsdale, Ariz., is a Marriott resort.



PUBLIC COURSES, PART 2

RESORT REPORT

by David J. Slaybaugh, editor





The three photos above show dining, kitchen, and pro shop facilities at Marriott's Lincolnshire Resort. Assistant pro Henry DeLozier and head pro Roger Maxwell arrange the softgoods displays.

Silver Lakes, in California, is affiliated with a residential development and a lodge. The lodge owner also owns the golf-related facilities. Al Geiberger is director of golf.

Of all the types of facilities in the golf business, probably the most business-like are resort golf operations. We came to this conclusion after studying the results of the 1977 GOLF BUSINESS Profile of the Industry survey. The demographic analysis clearly showed that for the number of rounds played per year, resort golf courses were making the most money.

This statement is not made to downgrade other types of facilities, however. Private clubs have a limited market. Daily fee and municipal course operators have their own unique problems they must deal with, and they seldom have the capitalization that resorts have. Resort golf courses are probably more business-like in their operations because they often are Big Business: owned and operated by fairly large companies with diverse holdings and greater resources.

There is a lot to be learned from studying resort golf facilities, though, no matter what part of the golf business you're in. Their methods of promotion and operation utilize many techniques that can be readily adapted to your own club or course.

The resort survey

Because of the relatively small proportion of resorts among the respondents to the major survey conducted by GOLF BUSINESS early this year, the editors embarked on a research project specifically designed for and addressed to golf resorts.

From a variety of sources, we

chose 346 facilities readily identifiable as resort golf courses, then mailed a special questionnaire to the resort managers with a letter explaining the need for data on their industry. We received 116 usable replies, for a 34 percent return. As would be expected in a survey of resorts, the greatest percentage of responses came from the states of North Carolina, California, and Florida — which closely follows the geographic pattern of resort locations around the country. Arizona and South Carolina were also near the top of the list, but all parts of the nation were represented.

By title, the greatest percentage of responses came from general managers of resort facilities. This corresponds with the results of one of the questions we asked: "Is there one individual responsible for the overall operation of the resort facility? If yes, title?" Over 90 percent said "yes." Of those, 40 percent named the general manager as the head man, 17 percent named the president, 11 percent named the manager, and the others named a variety of titles.

The results

One of the main reasons — if not the reason — resort golf facilities have more capital to work with is that they usually have some sort of lodging or housing as part of the facility.

According to the GOLF BUSINESS resort survey, 63 percent of those responding have a private dwelling development (houses, condominiums, or apartments) connected

Half Moon Bay Links, 35 minutes south of San Francisco, finishes with this fantastic hole overlooking the Pacific. A 52-unit motel adjoins the golf course, as do private dwellings.

with the golf resort. Of those, 72 percent have the development under the same ownership as the golf course. The developments contain an average of 342 units.

Ninety percent of the resorts responding have a hotel, motel, or lodge as part of the facility, and 80 percent of those are owned by the owners of the golf course. With an average of 276 rooms per facility, these resorts have an occupancy rate of 82 percent in season and 44 percent out of season.

Of the 116 respondents, 28 percent allow anyone to play golf on their courses; the remaining courses are open only to residents or hotel guests — the former also qualify, therefore, as daily fee or municipal courses (many resort courses are run by park and recreation departments). At those courses combining hotel and golf

operations, an average of 55 percent of the guests play golf during their stay at the hotel.

Golf resorts do not average many more rounds of golf during a year than the combined average for all types of courses: 29,800 compared to 25,800. Indeed, the resort figure is low in relation to the 40,000+ average for daily fee and municipal facilities. But resorts take in considerably more revenue from golf — actually more than double. The 1976 revenues from green fees at resorts averaged out to \$155,799, while the average reported for all courses on the GOLF BUSINESS survey earlier this year was \$73,746.

This obviously is due to fairly high green fees. Our resorts' fees averaged about \$5.75 for 9 holes and \$9.00 for 18 during the week, rising to \$6.50 and \$10.00 on weekends.

Marriott's Lincolnshire: ultimate American resort?

For the world-weary vacationing golfer, Marriott's Lincolnshire Resort is the best of two worlds. On the one hand, it is in a secluded setting on a heavily wooded, 170-acre site bordered by the scenic Des Plaines River, and it encompasses enough to see and do, enough good places to eat and drink and play, that one need never leave until it's time to go home. On the other, the resort is just 20 minutes north of Chicago's O'Hare International Airport and minutes away from north, east, south, and west interstate highways.

In summer, Lincolnshire guests can play golf on an 18-hole championship course. Designed by George Fazio, it measures 6,611 yards from the blue tees, is rated 71.1, and has nine water holes. Fairly flat and not too heavily trapped, the course is playable for average golfers as well.

Green fees are \$9 on weekdays and \$10 on weekends, but lodging packages including unlimited golf are available. Use of golf cars is mandatory.

The pro shop is well-stocked and expertly run, as one would expect under the guidance of Marriott Resorts' pro Roger Maxwell. Lessons are available from the staff of professionals, and clubs and cars may be rented. The golf clubhouse also offers sandwiches and drinks at the Club House Bar.

Not all golf

Lincolnshire provides other sports for vacationers. There is swimming in indoor and outdoor pools; biking and hiking trails; sunfish boating, paddleboating, and

