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far as course building is concerned, with some projects in the Midwest. The Sun Belt is where the action will be, he said, especially in the west and southwest — where there is a better building economy and more residential developments.

"Country clubs are dead" as far as new construction, Amick noted. "The municipal market is better." He also foresees more resorts being built in the Sun Belt and in the Caribbean — "places where Americans go."

Certainly, Amick said, the immediate future will see more remodeling of existing golf courses and more 9-hole additions. There will be more executive courses built. "Golf courses will be shorter, tighter, and use less land. They will require less time to play and will be better for senior citizens, women, and juniors," he concluded.

FOUNDATIONS

Musser group meets, starts fundraising

The Musser International Turfgrass Foundation voted at its board meeting during the GCSAA show in San Antonio to hire a professional estate planner/fund gatherer. Director Bill Lyons, Lyons Den Golf, Canal Fulton, Ohio, and also a GOLF BUSINESS Advisory Board member, will direct the fundraising effort. New board member Hugh Chronister volunteered a \$1,000 grant as "seed money" from his firm, Harvest Publishing Co. (publisher of GOLF BUSINESS).

The Musser Foundation gives financial grants to turf students. One grant to an Ohio student has resulted in a major discovery of the life cycle of the extremely destructive Ataenius beetle.

The Foundation, under the director of Dr. Fred Grau, wants to expand its scholarship work by broadening its financial base through memorial contributions and gifts.

LEGAL ACTION

Pro-only policy upheld in Chicago

The U.S. Seventh Circuit Court of Appeals in Chicago has upheld a district court ruling which allows golf club manufacturers to sell their "pro-only" lines to pro shops and deny the clubs to retail stores.

The three-man court decided in late February that the Professional Golfers' Association and several club manufacturers did not conspire to keep the clubs out of retail stores.

Attorneys for Morrie Mages Inc., the golf retail store which filed the suit, also argued that certain procedural errors by the district court hindered their attempts to strengthen their case against The Spalding Sales Corp. The attorneys wanted to find the cost of production and profit statements of various golf manufacturers, saying it would show the alleged difference in quality between pro and retail equipment does not exist.

The court denied this request and all others, saying it did not understand how any financial statements would have advanced Mages' theory that the establishment of the pro-only policies would indicate a conspiracy among the two groups.

The court did indicate this case differed from another lawsuit where attorneys for Golf City, Inc., a retail store in New Orleans, are seeking damages from Wilson Sporting Goods Co. This case says the club makers are guilty of price-fixing.

It is not known if attorneys for Morrie Mages will appeal this decision.

CERTIFICATION

Fourteen managers pass CCM test

Fourteen members of the Club Managers Association of America passed their certification test in February, including 10 who work at clubs with golf courses, according to the CMAA office in Washington.

The new certified club managers at golf facilities are Bruce M. Goedde, Sharon Heights Golf and Country Club, Menlo Park, Calif.; Curtis J. Heverly, Winchester Country Club, Winchester, Va.; Adalbert K. Hilberth, Lakeside Country Club, Houston, Tex.; Samuel L. Howard, Mid-Pacific Country Club, Kailua, Hawaii.

Stephen B. Padar, Kent Country Club, Grand Rapids, Mich.; Daniel F. Podsednik, Champions Golf Club Inc., Houston, Tex.; John O. Raikkonen, Westwood Country Club, St. Louis, Mo.

Edward Richards, Shady Oaks Country Club, Fort Worth, Tex.; Norman G. Smith, NCO and Officers Clubs, Pope Air Force Base, N.C.; and John Strange Jr.,



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There are 570 certified managers, said Mrs. Velma Benesh, the CMAA's certification secretary, out of between 2,750 and 2,800 managers in the association.

REGIONAL

Claussen heads Oregon owners

Jerry Claussen, owner of the Albany (Ore.) Golf Club and former National Golf Foundation director for the Rocky Mountain region, has been named president of the newly-formed Oregon Golf Course Owners Association.

Owners of 24 other daily fee courses have also joined the association, Claussen said.

The group hopes to gain what they feel would be more equitable property taxes throughout the state, Claussen said. He said Oregon law allows local tax assessors to vary the rates.

The owners will also attempt to gain lower premiums for hazard insurance liability, believing their

economic clout will be stronger as a group, Claussen said.

COMPANIES

E-Z-Go execs buy Club Car

Eight former employees of the E-Z-Go golf car division of Textron, Inc., in Augusta, Ga., have purchased the Augusta-based Club Car operation from Johns-Manville. The newly formed company will be known as Club Car, Inc. — ironically, the same name it had before former Director of Operations Bill Stevens sold it to J-M many years ago.

W. A. "Billy" Dolan, Jr., is president of the company; the other seven men in the management group are George H. Inman, Charles J. Goodwin, Carl Swanson, J. William Wooten, Richard H. Lemon, Sam W. Mays, and R. K. "Randy" Strozier, Jr. Dolan indicates that "plans are to continue operating the business without interruption. We feel the future growth prospects of the golf car industry are bright, and the management group is excited



New Club Car owners are (top row, left to right): Swanson, Wooten, Lemmon, Strozier, and Goodwin. (Bottom row): Inman, Mays, and Dolan.

about Club Car's future participation in the industry's growth.

"We plan to continue marketing our products through the present distributor organization and strengthen their efforts with continuing product improvements and product expansion with additional sales support programs."

Dolan added that the management group has a combined total of "more than 100 years of golf car experience . . . in all phases of manufacturing, engineering, administration, and marketing."

The course was officially opened with an exhibition match between touring Grenelefe pro Andy Bean and PGA Tour players J. C. Snead and Chi Chi Rodriguez.

The new course, par 72, measures 6,743 yards from the championship tees, 6,069 from the regular tees and 5,114 yards from the front tees. Bean says the new course is the "third toughest" he's ever played.

SENIOR GOLF

Association organizes tournaments for seniors

A new golf association for persons 50 and older, The Society of 55 Gentlemen Golfers, has been formed by International Golf & Promotion, Inc., of Irvine, Calif.

Charter membership in the group is limited to 300 persons who are 55 years old or more and 100 persons between ages 50 and 54. Members may play in tournaments scheduled in Palm Springs, San Diego, Las Vegas, Phoenix, Sun Valley, Pinehurst, and Miami. They are also eligible for golf tour packages to Hawaii, Scotland, Spain, and the Orient.

"Every senior golf association in the country we contacted recently had a waiting list," said IPG president Joe Caraway. "The Society of 55 will do a lot more than the others by providing tournaments, golf tour packages, access to pro-am events, and other activities tailored to seniors' needs."

For additional information, write to the Society of 55 Gentlemen Golfers, 17985 Sky Park Circle, Suite H, Irvine, CA 92714, or call 714/979-0140.

ADDITIONS

Pro shop opens at residential resort

A new 3,680 square foot pro shop costing about \$125,000 has been opened at Leisure Village — a 221-acre complex that includes 18 holes and condominiums just south of Fort Myers, Fla. The new shop features a deck that extends over a bass-filled lake. The community's developer is Leisure Technology of Florida.

NEW COURSES

Grenelefe opens second course

Grenelefe Golf and Racquet Club in Cypress Gardens, Fla., opened a new 18-hole course in late February, the second 18-hole facility at the real-estate recreation complex.

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People



Early

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Loke

Four new part-time teaching consultants have been hired by the National Golf Foundation, bringing the total number of part-time instructors to 65. The additions are: **Liz Murphey**, assistant professor and coordinator of intercollegiate athletics at the University of Georgia; **Mrs. Andy Fischer**, a member of the Ladies Professional Golf Association and an instructor at Sugar Valley Country Club in Bellbrook, Ohio; **James Odenkirk**, who is chairman of the physical education department at Arizona State University in Tempe, Arizona; and **Michael Reynolds**, director of golf for Dorado Properties in Dorado Beach, Puerto Rico. Reynolds is the first area consultant hired by the NGF outside of the continental United States.

Al Hosick has been re-elected president of the Canadian Professional Golfers' Association for a second one-year term. Others re-elected to their second terms are **Al Ewen**, first vice president; **Al Kennedy**, second vice president; **Jean-Guy Regnaud**, third vice president, and **Warren Crosbie**, secretary.

Murray Tucker has been selected club professional of the year by the Canadian Professional Golfers' Association. Tucker began as an assistant pro in 1946 and has served as director of golf for the past 13 years at the Board of Trade Country Club. He also won the 1977 CPGA Championship.

Kris Early is the new irrigation specialist for the Tri State Toro Co. He will be responsible for sales and service of Toro irrigation equipment and will help design installation systems at golf courses.

Gus Bernardoni has accepted the head professional's job at the Village Green CC in Woodridge, Ill. Bernardoni has just written a book, called "Golf God's Way" and published by Creation House.

Bob Cala has been named the new head pro at Ridgewood GC in Parma, Ohio, after working as the assistant pro at Acacia CC in Lyndhurst, Ohio. Cala has a reputation as one of the best teaching assistants in Greater Cleveland. He taught at the Great Lakes Golf School in Lehigh, Fla., this winter.

Randy L. Vaughn has been named superintendent of the Maple Leaf Executive Club in Port Charlotte,

Fla. He had been superintendent at Golden Gate CC, north of Naples, Fla., for the past five years. Vaughn is president of the Everglades Golf Course Superintendents Association.

Patty Berg, first president of the LPGA and winner of 83 tournament events, has been named an honorary member of the LPGA's teaching division.

W. Lee Dasher has been appointed sales representative in the Carolinas for the turf division of Porter Brothers, Inc. The North Carolina-based distributor of turf maintenance equipment and supplies has also hired **Dr. Paul M. Alexander** as a staff agronomist.

Dr. Ed Colburn has been appointed agronomist of soil management at Texas A&M University. He will develop programs and materials in cooperation with county extension agents to educate persons dealing in soil management.

Thomas H. Brown has been named superintendent at Chantilly Manor CC in Rising Sun, Md. He had been assistant superintendent at the Coatesville CC in Coatesville, Pa.

George Swoboda is the new sales manager for national accounts for Lofts Pedigreed Seed Co.

Rudy Froeschle has taken the pro-manager position at Wayne CC in Wayne, Neb.

John West is the new superintendent at Lake Barrington Shores GC and **Warren Bidwell** at Olympia Fields CC, both in Chicago.

Thomas R. McAfee, who attended the University of Tennessee at Chattanooga on a golf scholarship, has moved from sales representative to sales manager for FN Sports, Inc.

Louis Amadio Jr., superintendent at the Philadelphia Electric Co. CC, has been named new president of the Philadelphia Association of Golf Course Superintendents. Other new officers are **Donald Pakkala**, vice president; **David Linde**, treasurer; **David Holler**, secretary, and **William Milsop**, sergeant at arms. **John Segui** is president emeritus.

Robert W. Hansen, a certified public accountant, has been named vice president and treasurer of the Norton Corp., a Phoenix-based distributor.

Gary Bailey is Moody Sprinkler Co.'s new national sales manager. He has been employed in marketing and sales positions with the company for the past 5 years.

Bob Lloyd is the new vice president for marketing at Curley-Bates Co. He has worked for Spalding Sporting Goods for the past 5 years. Lloyd formerly played basketball for the old New York Nets.

Bruce D. Rushton has been named special products manager for the Polaris E-Z-Go Division of Textron, Inc. He has earned business and engineering degrees from the universities of Minnesota, California, and Delaware. His duties include the evaluation of potential new products and their development.

Bill Mague has been appointed new superintendent at San Dimas GC in San Dimas, Calif.

Brunswick Corp. has reorganized its recreational operations, combining the MacGregor and Briarwood divisions into one unit. **Jack J. Curran** will be the general manager and **Harold O. Roberts** the director of manufacturing. The company's manufacturing plant in Eminence, Ky., which makes golf bags, will become part of the Brunswick Division. The Union Hardware manufacturing plant, where golf shafts are products, will be part of the Technetics Division.

Larry Clemmons, former superintendent at Echo Farms GC in Wilmington, N.C., has taken the assistant's position at Raintree CC in Matthews, N.C.

Stan Boraski has left the Pawtucket GC in Charlotte, N.C., to become superintendent at MacGregor Downs CC in Cary, N.C. He replaces **Frank Stump**, who resigned.

Robert H. Smith Jr. is the new superintendent at Pleasant Point CC in Beaufort, S.C.

Bill Sutton, former superintendent at Walnut Creek CC in Goldsboro, N.C., has joined Eastern Turf Equipment Inc.'s sales staff.

Henry Butner Jr. has moved from the superintendent's position at High Meadows G & CC in Roaring Gap, N.C., to Pine Brook CC in Winston-Salem, N.C.

Bernard Greene is the new superintendent at the CC of North Carolina in Pinehurst, N.C. He has been replaced at Whispering Pines CC in Whispering Pines, N.C. by **Bob Gamble**.

Jim Loke has been appointed course superintendent at the Firestone CC in Akron, Ohio. He has been the assistant there since 1975 after moving from the East Liverpool CC in East Liverpool, Ohio.

Arthur E. Gabler is the new director of education for the Club Managers Association of America. He had been manager of services for the National Erectors Association since 1973.

Bill Poiter has been appointed the golf professional and superintendent at Bluefield CC in Bluefield, W.Va.



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Coming events

APRIL

5—USGA Green Section, northeastern regional turf conference, Marriott Motor Inn, Newton, Mass.

6—USGA Green Section, mid-Atlantic regional turf conference, Northridge CC, Raleigh.

10—New England Section PGA, annual spring merchandise show & dinner, Howard Johnson Motor Lodge, Boston.

12—National Restaurant Association seminar, How to Stay Non-Union, Friendship International Hotel, Baltimore.

12—USGA Green Section, northeastern regional turf conference, Tarrytown (N.Y.) Hilton Inn.

13—USGA Green Section, mid-Atlantic regional turf conference, Kingsmill GC, Williamsburg, Va.

17—NRA seminar, How to Stay Non-Union, Park Plaza, Boston.

17-19—PGA tour school II, Houston.

30-May 3—National Golf Foundation & Sporting Goods Industries spring meetings, Key Biscayne Hotel, Key Biscayne, Fla.

MAY

1—National Restaurant Association seminar, How to Stay Non-Union, Red Carpet Inn, Oklahoma City.

3—NRA seminar, How to Stay Non-Union, Ramada Inn West, Houston.

7-8—7th Annual Turf School, Olds College, Olds, Alberta, Canada.

9—NRA seminar, How to Stay Non-Union, The Benson Hotel, Portland, Ore.

11—NRA seminar, How to Stay Non-Union, Treadway Inn, Princeton, N.J.

21-24—National Restaurant Association, restaurant hotel/motel show, McCormick Place, Chicago.

JUNE

25-29—American Seed Trade Association, annual convention, Crown Center Hotel, Kansas City, Mo.

JULY

19-21—American Sod Producers Association, summer convention & field day, Sheraton Spokane, Spokane, Wash.

SEPTEMBER

13-16—World Fertilizer Conference, St. Francis Hotel, San Francisco.

23-26—SGMA, Sporting Goods Manufacturers International Show, New York Coliseum, New York City.

28-30—National Club Association, annual meeting, Capitol Hilton, Washington, D.C.

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The above photo was taken of a test plot located in California. The Fusarium blight has devastated the bluegrass stand on the right. On the left, the balanced plant population using twenty percent Citation perennial ryegrass and eighty Kentucky bluegrass is unaffected by the Fusarium. Citation's ability to withstand high temperatures and high humidity helps to maintain a quality turf and balanced plant population during stress conditions. An added plus is Citation's dark green color and improved mowing qualities.

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golfbusiness

Profile of the Industry

by David J. Slaybaugh, editor

The last time GOLF BUSINESS editors played golf together, they played a course on which two of the holes flank the practice driving range. On one of those holes, the editor hooked his drive out-of-bounds into the trees along the edge of the range. When he walked up to the point where the ball had disappeared, he could see where it had stopped: in the midst of the driving range, which was blanketed by red-striped balls.

When the editor exclaimed "How the hell am I ever going to find my ball in there?", the assistant editor stepped up and answered, "That's easy. Yours is the one without the stripe!"

Finding the bright spot in the overall picture of the golf business the past few years has often seemed somewhat like trying to find one white Titleist in that sea of red-striped range balls: you know it's there, but it just takes a while to spot it.

One good way to find the bright spots as well as the dark in any business is through statistical research. The National Golf Foundation does a fine job of gathering data on the numbers of facilities of various types and on the amount of play on each of them. Because of NGF research, for instance, we know that although the business of golf is not growing rapidly anymore, the makeup of it is shifting. More and more people are playing golf on public courses (both publicly and privately owned), and consequently the universe of golf courses is changing to include a greater percentage of daily fee and municipal facilities.

Because of NGF research we also know that women golfers make up a greater percentage of the participants in the sport than in the past. Indeed, according to NGF figures, 60 percent of the people who took up the game seriously (played 15 times during the year) in 1976 were female.

Why a GOLF BUSINESS survey?

As good as the National Golf Foundation's information gathering is, it has not included all of the figures necessary to paint a detailed portrait of the industry. The Foundation, after all, has limited resources. Therefore, several years ago the publishers of GOLF BUSINESS began collecting

further data on the business of golf in the United States.

The magazine's researchers have concentrated on the specific kinds of data not ordinarily collected by the NGF, particularly financial information: where golf courses make money and how they spend it.

Because most golf course operators are not able to give complete financial data for one calendar year until some time into the next, the report in this magazine is based on an early tabulation of 250 returns. A complete, final report will be published later in the year; at presstime, our research department had received about 300 more completed questionnaires.

The returns on which this early tabulation was based include a preponderance of questionnaires from daily fee courses (41 percent), a small number of resort courses (7 percent), 28 percent private clubs, and 24 percent municipal operations.

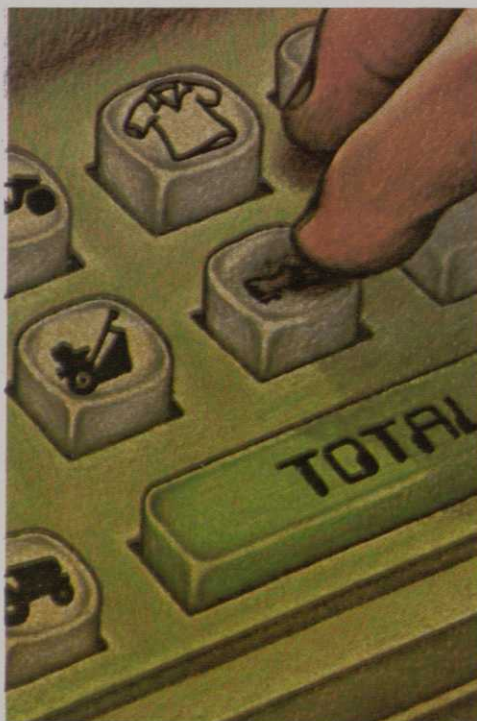
The big picture

Foremost in most golf businessmen's minds is the question "How was business last year?" The general answer would be "better than the year before" — but not without some qualification.

Although 72 percent of the golf facilities responding to our survey reported higher revenues in 1977 than in 1976, 82 percent reported higher expenditures than in the previous year.

The increased revenue was due in large part to greater income from greens fees. A greater number of rounds were played by golfers in 1977, averaging out on the surveyed courses to 31,869 rounds per facility and resulting in revenue from greens fees of \$79,368 per facility. More than half of the facilities raised their greens fees in 1977, while 40 percent kept them the same and 9 percent actually lowered them. Fees for all of the courses reporting averaged \$3.55 for 9 holes and \$5.33 for 18.

Private clubs reported the highest average greens fees (\$4.80 for 9 holes, \$8.05 for 18), but the fewest number of rounds (25,625 per club) and the lowest revenue from greens fees (\$42,371 average per club). Of course, a great number of private club members do not pay additional fees for



How did 1977 total facility expenditures compare to 1976?

% OF RESPONDENTS



How did total facility revenues compare to 1976?

% OF RESPONDENTS

