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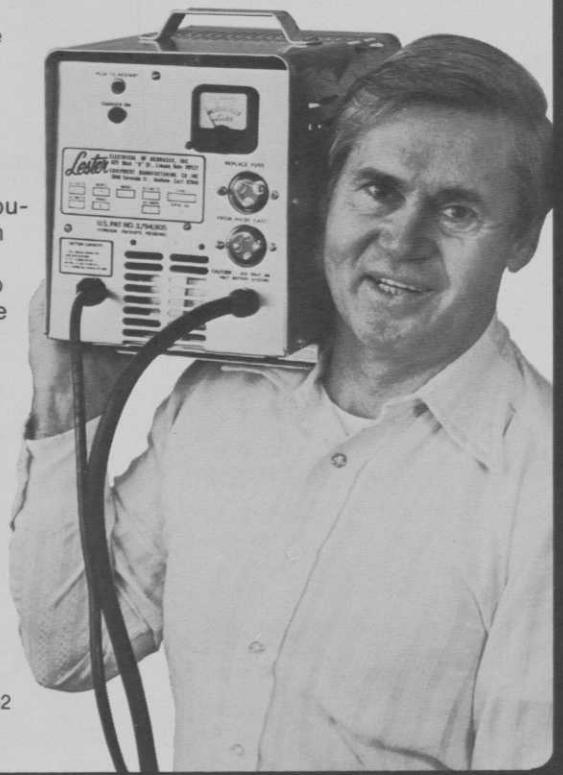
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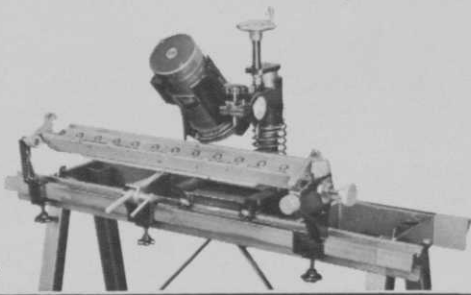
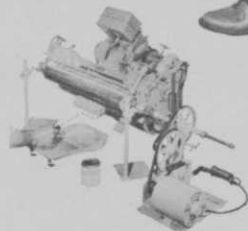
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The old pro

"Amateur" code is shocking

The new "amateur" status code of the United States Golf Association — approving amateurs taking up to \$350 cash as prize money and all the golf playing equipment, apparel, and shoes they can panhandle from manufacturers — at first numbered golf professionals, veteran amateurs, regional amateur association officials, golf manufacturers, and golfers in general.

Now the USGA abandonment of the game's traditional amateur principles has most golfers in a state of shock. They can't understand why an organization unquestionably of true amateurs (who pay in cash, time, and brains to serve the game) could vacate its position as the last ruling sports body in the United States to maintain a code designed to preserve the sport as mainly for enjoyment.

The decision was made without polling the nearly 600 men and women members of USGA committees who have had high pride in the USGA amateur principles and conduct.

Although no golf professionals were queried, a considerable part of golf pro shop merchandise volume is for golf goods bought as prizes for competitions of club members, trade associations, social and political organizations. USGA approval of taking cash as amateur golf prizes will mean a reduction of more than 10 percent in sales revenue at many pro shops.

Golf playing equipment and apparel makers are puzzled by the "amateur" get-it-free item of the new code. The manufacturers say there is nothing else like it in sports business. One remarked, "The ruling makes no more sense than the USGA announcing it was not going to take money for its television rights for the Open."

The USGA has made no reference to the possible effect of the new "amateur" ruling on such international amateur competitions as the Walker Cup and Curtis Cup matches — where USGA teams of "paid" amateurs play against the unpaid amateurs of Britain, Ireland, and other countries who are governed by the no-money amateur code of the Royal and Ancient.

Cynical and possibly realistic golfers, while inclined to view the new code as a disaster to the USGA record of governing golf as a game, ask, "What can anyone expect with amateur sports vanishing in colleges and pro football, despite widespread comment on questionable decisions, still has such slight regard for what sport used to call ethics as to feature a big-time gambler giving odds on pro bowl games?"

The excellent amateur is an endangered species, and so may be the USGA. Look at what happened in tennis.

By the time you read this, the USGA will have met to discuss the future of its amateur status ruling. Our editors would like to get your opinions on the subject, however. Write to: Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

Idea file

Cross-country skiing provides new profits

Turning a golf course into a cross-country skiing area during winter months is not new in the Northeast and Midwest, but few have probably developed its potential like the management of Lake Doster Golf Club in Plainwell, Mich.

The 18-hole daily fee course, which also has a lounge and restaurant, has carved out 20 miles of well-marked trails. These areas are mowed in the fall and compacted with one of the winter's first heavy snows. And the golf pro shop has been turned into a cross-country ski shop for the winter.

During the first December weekend when there was a heavy snowfall, 200 persons used the trails. General manager Joseph Langkamp said ski sales more than doubled the amount anticipated by club officials.

Don't set greens fees based on competition

A study of 70 daily fee golf courses in Michigan showed that owners and operators based their greens fees primarily on the amount charged by their local competition, according to researchers at Michigan State University's agricultural business department. The findings were a surprise to Dr. Lewis Moncrief, who coordinated the study.

The professor said he doesn't believe the greens fee rate makes a difference in attracting customers unless it is significantly higher or lower. He believes the sand, water, and length — that is, the make-up of each course — is considered much more than saving a couple of dollars.

Dr. Moncrief also thought this approach is not a sound business practice. "There seemed to be very little consideration of the costs of business expenses (when setting greens fees)," he said. "My view of a business analysis is that you look at the costs and charge accordingly."

Get information, ideas from your accountant

Now that it's getting nearer to the federal income tax deadline, take a few moments to ask your accountant some financial questions about the upcoming season. What is your need for funds this year? Review your cash statements and assess any unexpected fluctuation in sales, inventory, and interest rates. Check into leasing a certain piece of equipment instead of buying.

Also, find out if you need certified financial statements. Unless they are required by lenders or investors, these can be an unnecessary expense.

Booklet helps club eliminate slow play

Combating slow play has always been a nuisance that few golf course officials seem able to eradicate, but those at Beacon Woods Golf Club in New Port Richey, Fla., say they have made significant progress by mailing out a booklet to members called *The Four-Hour-Round of Golf*.

The 8-page booklet points out 24 ways that each golfer can save time without hurrying around the course. The booklet emphasizes that players should "think ahead" while walking toward their ball on each shot.

"If your average is 6 on each hole and you waste 30 seconds on each shot, you now have wasted 3 minutes per hole, but for an 18-hole round it totals 54 minutes or almost an hour," the booklet reads. Golf Director Ron Daughenbaugh, who compiled the list of tips, says a part-time marshal was employed at the course shortly after the booklet went out to remind players to speed up.

Don't allow guests to sign for members

The National Club Association says clubs should avoid allowing guests to sign a member's name when paying for "chits," such as caddies fees, even if the member isn't too happy with club officials.

The NCA says an Internal Revenue Service auditor has checked the signatures of nonmembers and checks signed by a member at one club and may declare this expense nonmember business. The activity could also be viewed as an attempt to defraud the government, according to NCA officials.

Daily fee owner mixes golf, bocce

Gene Yavorski has some extra land next to his golf course in tiny Diamond, Ohio, and used it during autumn to experiment with Gate-R-Bowl, a game he invented that combines bocce with golf.

The game is played by rolling bocce-type balls through a series of flag gates on each of the nine "holes." The course totals 2,172 yards, with five par sixes, three par fives, and one par four. Yavorski is charging \$1 per round and believes the game will become popular since it requires no equipment or series of lessons to learn.

Those interested in finding out more about the game can contact Yavorski at the Dogwood Golf Course, 2977 Newton Falls Rd., Diamond, OH 44412.

A golf superintendent

Deciding to go public

It used to be only golfers who concerned themselves with the private/public option. The almighty breaker of par would look upon his potential kingdom and reveal his allegiance to one or the other. In most cases, it was a dollars-and-cents decision: get a good deal, you go here; don't, and you go elsewhere.

That was the plight of the golfer. If he couldn't make ends meet as a member of a private club, he uprooted himself and went to bring about that clear financial conscience in the sky by defecting to the public course.

At that, some of the public layouts have made themselves a lucrative attraction to the golfer in the street. There are those courses that offer the potential "member" starting times, a place in a tournament atmosphere, and overall country club benefits — such as social events, club championships, member-guest tests, and the other scattered come-ons.

Therefore, it should not come as any shock that the golf course superintendent is viewing the catch-all effect of his profession in the same light as the man walking the fairways and setting his sights on a par-breaking round. The superintendent has to look at the light of his money-making life. And, from

certain examples of supers taking it upon themselves to think and act away from the accepted private sector, the public course looms as the equalizer in establishing some kind of protection for the man who is supposed to keep the grass green.

There has been a sort of unwritten rule that the best superintendent job is found in the private club environment. Obviously, the reputation of the club, its members, and so on must have much to do with the ensuing reputation of the superintendent. In other words, you work at a first-class club and you get first-class hurrahs.

But — and this is a big but — there is a mushrooming movement among golf course superintendents which breathes of a rebellion. The average super (that man who has 10 or more years of service behind him) believes he should have the same type of protection and job security as his peers in other related jobs. And for this reason, some superintendents are wending their way into public golf courses (including municipal layouts) where their talent is appreciated, rather than questioned.

The impetus for such a story as this is provided by one of the real contributors to the profession: a veteran private club super who suddenly has come to realize that he no longer

can survive under the whip of the country club set.

"I can't see me going to another private club," he said. "Sure I had my good years and years when the whole idea of superintendent, club manager, pro, and members getting together meant something to the well-being of the club. But I've discovered that I can't continue to maintain my interest in such an arrangement. If I ever take another job in this field, it will be at a public course."

Obviously, the good and bad of any relationship can be starred in the review of the golf superintendent's plight. What seems to have a gnawing grip on the super is his relationship with the people he serves.

Very common now among superintendents is the yen to go public instead of private. "I was sick and tired of having to respond to the questions of 400 members," one ex-private club super disclosed. "I would rather go to a smaller, no-name course and go about my business without taking interference from people who don't know what they're talking about. At the public course, the player just plays. That's the difference, as far as I'm concerned. I don't need anybody telling me what I should do at my job. I'm happy being left alone."

This column by Gerry Finn, sportswriter for the Springfield (Mass.) Union, originally appeared in the newsletter of the Golf Course Superintendents of New England.

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News

AMATEUR GOLF

Rule allowing amateurs to win money shocks PGA; local groups opposed

The United States Golf Association's year-end announcement that amateur golfers would be allowed to compete for money up to \$350 in any tournament beginning January 1, as well as the traditional trophy and merchandise prizes, brought an official protest from the Professional Golfers' Association and warnings that the USGA was inviting trouble and undermining the game of golf by the revolutionary change in the amateur code.

The PGA's concern that cash prizes for amateurs would undercut golf shop sales was such that PGA President Donald E. Padgett planned to meet with the USGA Executive Committee to present the PGA members' adverse reaction

release and was surprised that the USGA would make a decision having such a damaging effect on the income of 8,200 golf professionals and 4,300 apprentices without prior consultation with the PGA. He said there is "no longer an amateur golfer — merely golfers who play for less money."

"We had no choice," he concluded, "but to seriously and completely object to this change in the code of amateurism."

A flood of protests poured into the USGA from PGA members, including Arnold Palmer, national chairman of the USGA's Associates Program, which draws support from amateur golf associations and leading amateur golfers. They prompted Tom Meeks, director of the USGA's department that administers the amateur status rule, to admit: "We're aware we've created a monster."

Actually, the USGA contends that it has not made any change in policy, that awarding money to amateur golfers has been permissible since 1965 when the USGA ruled that the Rules of Amateur Status were not violated when a Minnesota golf club distributed cash (presumably from entry fees) to winners of its two-man team leagues.

P. J. Boatwright, USGA executive director, told GOLF BUSINESS that it was simply trying to clarify its Policy on Gambling by explaining how gambling (not a violation, though discouraged) differs from playing for prize money (a violation).

The "clarification" that the USGA announced is that, while its Rules of Amateur Status flatly prohibit "playing for prize money or its equivalent," its Policy on Gambling has always condoned "wagering" among individual golfers and teams of golfers. The current trouble stems from the fact that in its clarification, the USGA added a third example of "golf wagering and not playing for prize

money," which permits:

"Participation in an event in which golfers play for money contributed by the golfers, but no participant may win more than \$350."

Since this obviously would embrace practically all club and association tournaments and



Arnold Palmer, chairman of the USGA Associates Program, also protested the ruling.

others in which amateurs pay entry fees, the clarification includes a parenthetical note recommending that merchandise be awarded, as usual, instead of money.

"Actually," according to Boatwright, "instead of liberalizing the Rules of Amateur Status, the new regulation has made them more restrictive. Whereas in the past an amateur would win any amount of money — so long as all the money was put up by the players — now the USGA has put a limit on it, restricting it to \$350, the same as the allowable merchandise value."

Boatwright admitted that the policy clarification had been "widely misunderstood." This is not surprising since it would be hard to find anyone who was aware that amateur golfers could accept any amount of money under any circumstances.

Easterly told GOLF BUSINESS he was confident that the whole matter would be corrected to the

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PGA President Padgett protests USGA "amateur" ruling

and hopefully persuade the USGA to rescind the rule. The meeting was set for January 27, the day before the USGA's 84th annual meeting in San Francisco, when the organization will review its entire policies on amateur status and gambling.

In a letter to USGA President Harry W. Easterly, Jr., which he asked to be considered an "official protest," Padgett said he was "stunned" when he read about the cash prizes for amateurs in a news

satisfaction of the professionals at the San Francisco meeting.

"We could have handled the matter better," he confided. "It never occurred to us that we would be taking any business away from the professional. It certainly was not done with any idea of doing him in."

Some critics, including Palmer, mistakenly suggested that the change could lead to amateurs playing in professional tournaments, like the Florida Tour, limiting their winnings to \$350; or that promoters might organize amateur tours with cash prizes of up to \$350.

What these and other critics did not know, and which probably contributed to the scope and depth of their criticism, is that a new paragraph has been added to the Policy on Gambling which is part of the clarification, but which was unwisely omitted from the USGA news release. It disapproves of amateur events organized and designed to create cash prizes. Golfers who participate in them without waiving their right to a cash prize are deemed to be playing for prize money, which violates the code.

Palmer, in an interview with GOLF BUSINESS at his Bay Hill Club and Lodge, Orlando, Fla., said that allowing cash prizes for amateurs could lead to amateurs competing against professionals for money, and that this was "very bad" for golf. He voiced his opposition directly to the USGA in a phone call. "They're inviting trouble," he concluded.

Dow Finsterwald, a PGA vice president and head golf professional at Broadmoor Golf Club in Colorado Springs, Colo., agreed with Palmer's criticism, adding that the \$350 cash rule "can only hurt golf." Among other things, he said, "It will induce more cheating on handicaps."

Other random reactions:

Roger Ganem, executive director, Florida PGA: "Now the pro is at the mercy of his members."

Frank Strafacci, executive director, Miami Amateur Golf Association: "It's horrible."

Bill Strausbaugh, former PGA vice president: "The sharp line between professional and amateur golfers has been dulled."

Herb Rose, president, Middle Atlantic PGA: "It (cash prizes) will adversely affect golf. It absolutely breaks away from the longstanding traditions of golf with which the USGA has been entrusted."

Golf associations, in general, are protesting the allowance of

cash prizes and planning to continue awarding merchandise prizes.

Janet McCue, associate executive director of the Chicago District Golf Association, said she felt the decision was "very good" since it meant the group could increase its merchandise prizes by \$100. But she said the association has no intention of giving away money.

"We purchase gift certificates redeemable only in the pro shop. We would never give cash. It just seems more in the spirit of amateurism and we feel an obligation to professionals for running the tournament," she said.

Miss McCue estimated that about \$25,000 was awarded to amateurs in 26 tournaments sponsored last year by the association. There are 143 private clubs and daily fee courses that are association members in Chicago.

The executive director of the Carolina Golf Association, Hale B. VanHoy Jr., also said his group would not give money to amateurs. "We have no intention of going along with the thing," he said.

VanHoy predicted that the new rule would be "rescinded or changed" at the USGA's annual meeting. He said the Carolinas association, which consists of 318 clubs sponsoring 51 tournaments, would also ask their members not to give money to amateurs in any invitational tournament they sponsor.

Henry Meiers, executive director of the Cleveland District Golf Association, also said his group will not award cash prizes. "We think it's better for the economy if merchandise is bought in the pro shop," he said.

Meiers, however, said he does believe money should be given to amateurs traveling more than 100 miles to participate in a major tournament to help pay for their expenses. "The amateurs are upset that they are putting money into tournaments and not getting anything in return. It costs them just as much to go to some tournaments as it does the pros."

Other changes in the amateur code which further loosen the restrictions on amateur golfers were also announced by the USGA:

—The maximum retail value of a prize an amateur may accept is raised to \$350, from \$250.

—The amount of working time teachers and other school employees and camp counsellors may spend giving golf instruction is raised to 50 percent, from 10

percent.

—Restrictions on the sale of golf merchandise by amateur golfers have been deleted from the code.

—An amateur may now accept golf balls, clubs, clothing, shoes, and other golf merchandise from a manufacturer without paying the current market price, provided that the manufacturer does not intend to associate the product with the player's golf skill or reputation. (Strangely, this new proviso allowing the acceptance of free merchandise under certain conditions is mentioned only in the news release. The pertinent section in the Rules of Amateur Status still states an absolute prohibition, but it was explained to GOLF BUSINESS that the prohibition only applies to amateur golfers of national reputation). — *Joseph Gambatese (As GOLF BUSINESS went to press, the editors learned that the USGA had withdrawn its new amateur ruling for reconsideration. Look for further details next month.)*

ASSOCIATIONS

ASGCA to honor Graffis brothers

Herb and Joe Graffis — founders of *Golfdom* magazine (now GOLF BUSINESS), *Golfing* magazine (now *Golf*), and the National Golf Foundation — will receive the third annual Donald Ross Award from the American Society of Golf Course Architects on February 27, during the society's annual meeting at the Carefree Inn near Phoenix.

Named in honor of the "father of American golf course architecture," the Donald Ross Award is bestowed annually by the ASGCA "for contributions to furthering the understanding and appreciation of golf course architecture in this country."

ASGCA President Bill Amick said, "We feel that the award is richly deserved, since the name of Graffis is so tightly linked to American golf. Herb and Joe have been identified with the game in one form or another since World War I and through their prodigious writing have explained the nuances of golf course architecture to several generations of Americans."

The Graffis brothers operated *Golfdom* magazine for several decades, with Herb as editor and Joe as business manager. They were jointly honored in 1962 with the Richardson Award by the Golf Writers Association of America and in 1972 with the United States Golf

Association Green Section Award. Herb was inducted into the World Golf Hall of Fame last year, along with Donald Ross.

The ASGCA annual meeting will run from February 26 through March 3. Representatives of the Allied Associations of Golf have been invited to participate in a seminar on February 27 and to attend the awards banquet. The meeting agenda includes a variety of seminars as well as reports from 17 committee chairmen. The President's Banquet will be held on March 2.

USGA reorganizes headquarters staff

The venerable United States Golf Association, although usually resistant to change, ended the old year with a wholesale reorganization of its headquarters staff.

Overall direction of the association remains the responsibility of Executive Director P.J. Boatwright, Jr., but former Assistant Director John D. Laupheimer assumed the new position of deputy executive director with direct responsibility for administrative activities. His areas of authority include the USGA Associates Program, the Green Section, public relations and communications, and membership. Frank Hannigan retains the duties and title of assistant director for special projects.

Laupheimer told GOLF BUSINESS the changes were made because "the organization is growing, and we felt a need to better define the functions within the organization. These are now defined according to directors."

The new system groups administrative functions into five departments, each supervised by a director. They are:

Rules, amateur status and conduct, handicapping, competitions — Tom Meeks, formerly regional director.

Membership and services, Green Section, regional affairs — Charles W. Smith, formerly administrative assistant in rules, handicapping, Green Section, and membership.

Implements and ball — Frank Thomas, formerly technical director.

Administration — James T. Reilly, formerly controller.

Communication, public relations, Associates Program — a new director had been hired just before GOLF BUSINESS went to press, but would not be announced until February 1. Robert Sommers

remains as manager of publications and chief editor of *Golf Journal*, the USGA magazine.

The recent change in *Golf Journal* — becoming a totally nonprofit magazine, without advertising, published in-house by the USGA — was cited by Laupheimer as another factor in the staff reorganization.

FOUNDATIONS

GB publisher named Musser director

Hugh Chronister, publisher of GOLF BUSINESS magazine, has accepted a position on the board of directors of the Musser International Turfgrass Foundation. Dr. Fred V. Grau, president of the foundation, appointed Chronister to fill the vacancy created in December by the death of George E. Osburn.

Chronister, 44, is president of the Cleveland-based Harvest Publishing Co., which also publishes WEEDS TREES & TURF, PEST CONTROL, LAWN CARE INDUSTRY, and five state farm



Chronister: new director

magazines. His other commitments include serving as president of the Agriculture Publishers Association, trustee of Baldwin-Wallace College, director of the Ohio 4-H Foundation, and past president of the State Farm Magazine Bureau.

The MITF is "a nonprofit organization dedicated to fostering turfgrass as a learned profession, to enhancing the lives of people all over the world through turfgrass, and to supporting education and research in turfgrass development and management."

The first meeting Chronister attends will be the MITF annual meeting February 16 in San Antonio during the Golf Course Superintendents Association of America turfgrass show and conference.

IN CANADA

Turfgrass show opens in Toronto in March

The Canadian Golf Superintendents Association will hold its 29th Canadian Turfgrass Show at the Hotel Toronto March 5-8. More than 500 delegates from golf courses and other turf-related businesses are expected to attend.

Exhibits of equipment and supplies will be augmented by educational sessions. Among the speakers is Dr. C. Switzer, dean of Ontario Agricultural College, who will discuss weed control in turfgrass, present a paper on the Third International Turfgrass Society Meetings, and related tours of golf courses in Germany, Switzerland, and France.

The CGSA will convene its annual meetings during the show, at which time new officers and directors will be elected. There will also be social events for delegates and their spouses.

For further information, contact CGSA headquarters at 698 Weston Rd., Suite 32, Toronto, Ontario M6N 3R3, Canada or phone 416/767-2550.

TURF

Record first quarter for Oregon ryegrass

Almost 96 million pounds of Oregon ryegrass was sold from July through September, a record for the first fiscal quarter, according to the Oregon Ryegrass Commission.

About 82 million pounds was sold during the same period last year, and 65.5 million two years ago.

Wally Hunter, a commission spokesman, cited numerous reasons for the record, including a substantial sales increase to Southern states for various uses.

COMPANIES

Hansbergers form wood head company

Allan and Jim Hansberger, part of the brother team which founded Ram Golf Corp. 30 years ago, have started a new company involved with the manufacture of specially impregnated and treated

persimmon wood head blocks and their sale to golf club manufacturers.

Allan Hansberger recently retired as president of Ram, and Jim as vice president. Colgate-Palmolive Co., to whom the Hansbergers sold Ram 3 years ago, has named Jay C. Shinn as general manager of the golf equipment manufacturing firm.

Jim Hansberger told GOLF BUSINESS that the vacuum impregnation of polymer increases the strength and density of the head while maintaining the feel and appearance of natural persimmon wood.

Dunlop splits sports division

Dunlop Sports Co., the sports products division of Dunlop Tire and Rubber Corp., has been split into two divisions "as a forward move in the company's long-term commitment to expansion in the growing leisure market," according to Dunlop President A. Neville Procter.

One half of the sports company



Cassell: to head golf group

will now be the racket sports and diversified products division, and the other will be the golf products division.

L. Dean Cassell, former president of Acushnet Sales Co., will head the golf products division as vice president of Dunlop Sports Co. at the Buffalo, N.Y., corporate headquarters. He will continue to serve as president of the National Golf Foundation. Procter noted that "with Cassell's broad experience in pro shop marketing, Dunlop has strengthened its dedication to the pro shop segment of the golf market."

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People



Mlaker

Hanchey

Barebo

J. Hansberger

Conaway

McNamara

The Meadows Golf Club in Sarasota, Fla., has announced two new appointments: **Michael Mlaker** as country club manager, and **Elray Hanchey, Jr.** as golf course and landscape superintendent. Mlaker, a native of Austria, had previously held managerial positions at the "21" Club in New York City, the St. Maarten Isle Hotel and Casino, and Florida's Hillcrest Bay CC, Perido Bay CC, and Feathersound CC. Hanchey was superintendent of three Kandell Associates golf courses and, most recently, at Kandell's Frenchman's Creek.

Charles E. Barebo is the new executive vice president and general manager of Rodale Resources Inc., manufacturer of Otterbine aeration systems, which are widely used to improve water quality in golf course ponds and lakes without toxic chemicals.

Judy T. Rankin has won the LPGA Player-of-the-Year Award for the second consecutive year. The Chrysler-sponsored award is her third major prize for 1977; she also won the Vare Trophy and the Golf Writers of America Award for top performance on the LPGA Tour.

DeDe Owens of Pine Needles Lodge & CC, Southern Pines, N.C., was voted LPGA Teacher-of-the-Year by the 250 members of the LPGA Teaching Division. She was a member of the LPGA Tournament Players Division from 1969 to 1973 and is currently involved in junior golf programs at Pine Needles as well as working on several collegiate tournaments while working on a doctoral degree at the University of Virginia.

Ben Crenshaw, one of the young stars of the PGA Tour, has signed an exclusive management agreement with Hanna-Barbera Enterprises. The licensing/merchandising subsidiary of Hanna-Barbera Productions will develop sports marketing programs for the golfer.

The Irrigation Division of The Toro Co. restructured and enlarged its service operations and gave **C. William Speelman** the new post of manager of product application and field service. Service territories were realigned into three areas, with new district service managers: Western-Rocky

Mountain, **Kenneth Larsen**; Southern-Southwestern, **Douglas Colson**; and Northeast-Midwest, **Frank E. Moffett**.

Jim Keane, former assistant pro at Elmwood CC in White Plains, N.Y., is the new head pro at Wildflower CC near Englewood, Fla. The course, formerly known as Gasparilla Pine Executive GC, was purchased by **Al Griollo** last year after a bank took over the mortgage; **David Griollo**, son of the owner, is president of the corporation.

Ron Bakich is the new golf professional at El Conquistador in Bradenton, Fla. He succeeds **Joe Stencik**, who went to Sara Bay CC.

Jay C. Shinn, merchandise and promotion manager for Colgate-Palmolive Co.'s Leisure and Entertainment Division, has been named general manager of Ram Golf Corp., a wholly owned Colgate subsidiary. He succeeds **Allan P. Hansberger**, who has retired. **James Hansberger**, brother of Allan and vice president of Ram, also is retiring "the first part of 1978." The Hansbergers have formed a new company, Hansberger Golf Products Inc. (see News section).

Frank Kimel, former assistant professional at Winter Haven's Lake Region Yacht & CC, has joined Florida Golfweek as the newspaper's advertising director.

Larry Lisic is the new head pro at Chippewa GC in Doylestown, Ohio. He had been an assistant at Beechmont CC east of Cleveland.

Douglas Findlay has been appointed executive director of the Michigan Section PGA, headquartered in Southfield. He had previously worked with the Royal Canadian Golf Association and the Ontario Golf Association.

Russell Ogan is the golf professional at the New Kingsway CC in Lake Suzy, Fla.

William G. Fielder has been named golf course director by Fairfield Green Valley, Inc., principal developer of this retirement community 25 miles south of Tucson. Previously superintendent at the Country Club of Green Valley and past president of the Southern Arizona GCSA, Fielder will supervise construction of a third 18-hole golf course for the development.

Jeff Raymond has been promoted to sales manager for Applied Biochemists, Inc., Wisconsin manufacturer of water treatment chemicals.

Clayton C. Nelson has assumed the title of vice president of W. A. Cleary Corp. **Carl Mauer** is now manager of formulations, research, and development for the manufacturer of fungicides and herbicides.

Larry Ballard, former superintendent at Gillespie Park GC, Greensboro, is now superintendent at North Green Club, Rocky Mount, N.C.

Doyce Hunter has moved from Sky Valley GC in Dillard, Ga., to the superintendent's job at River Bend GC, Shelby, N.C.

John Hilton, former superintendent at Bald Head G&CC, Carolina Beach, can now be found on the course at Echo Farms GC, Wilmington, N.C.

Dick Faucette is now superintendent of Gillespie Park GC in Greensboro, N.C., as well as Bryan Park GC.

Kohler Co.'s Engine Division has appointed **F. Keith Conaway** director of customer service, **Frank L. McNamara** manager of special projects, and **Mark E. Weaver** an area manager. Conaway will be responsible for engine sales and service for Kohler engine distributors and OEM accounts. Weaver will cover four states and parts of three others in the west and southwest.

Mike Brown left Maple Lakes GC, Bremen, Ga., recently, and returned to Tally Mountain GC at Tallapoosa, Ga., as superintendent.

Alvin W. Jordan, formerly superintendent at Pine Ridge CC in Lawrenceville, Ga., now holds the same post with Tara G&CC, Jonesboro, Ga.

Rich Longhurst has assumed the head professional's job at Gooding (Idaho) CC. e previously played major league baseball for the San Diego Padres.

Michael Andrijiszyn is a new PGA apprentice at Rolling Hills CC in Crystal Springs, Miss.

Jim Russell retired at the end of 1977 after 30 years as head pro at Walla Walla (Wash.) CC. His assistant, **Rick Renick**, succeeds him.

Tom Nieporte is the new golf professional at Winged Foot GC, Mamaroneck, N.Y. He had been the pro at Piping Rock on Long Island for quite awhile.

Kevin Morris, former assistant pro at Mt. Kisco CC, took over the top job at Westchester Hills GC in White Plains, N.Y., after **Jack Sabol** retired after 50 years there.

Ben Hartig has signed on as teaching professional at Frenchman's Creek CC in Juno Beach, Fla.

Jerry Sovelone is pro/manager at the new Castlewood CC, Jackson, Miss.

Harve Ketter, called the "grand old man of Iowa golf course grooming," passed away in November. He had tended the turf at Grandview GC in Des Moines for more than half a century and was a charter member of the Iowa GCSA.