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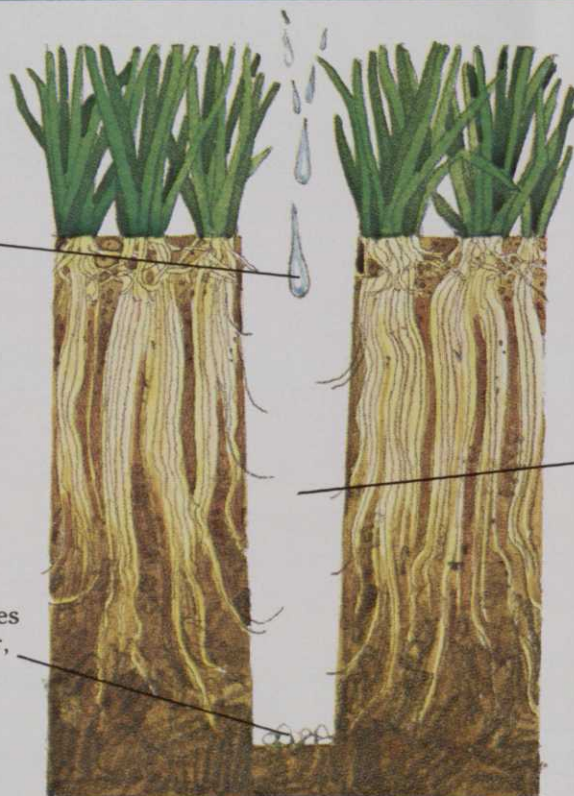
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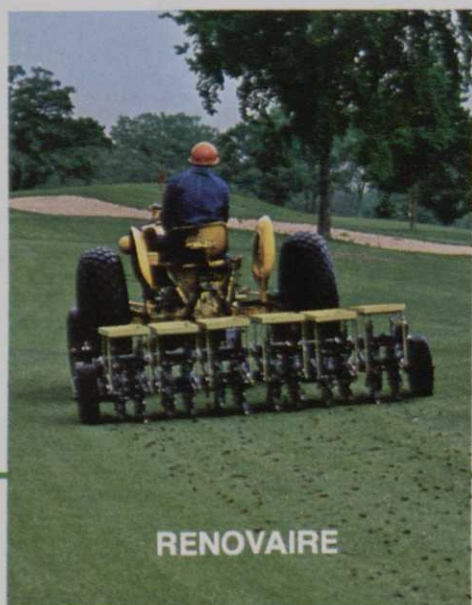
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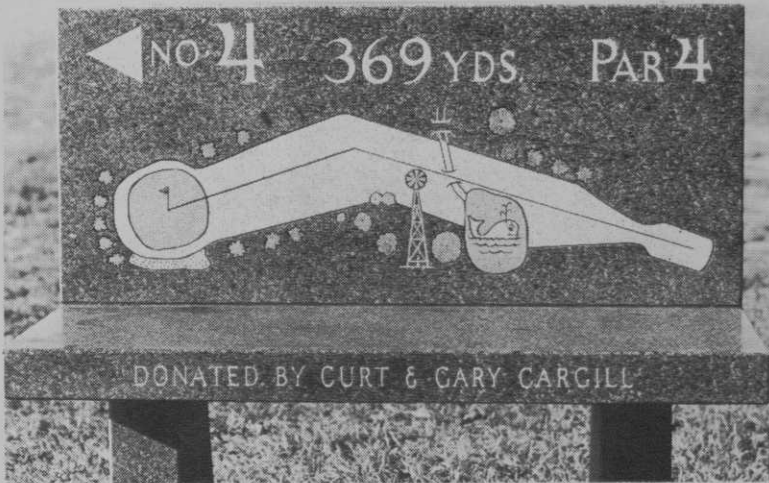
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The Rich-Springs Club near Cold Spring, Minn. purchased this 800-pound granite bench last year as the championship trophy for one of its tournaments. The winners names are inscribed on the bench. The benches are available from the Cold Spring Granite Co.

New herbicide offered through six companies

Betasan, a new preemergence turf herbicide manufactured by the Stauffer Chemical Co., Westport, Conn., is now available to golf course superintendents under eleven private labels.

The Occidental Chemical Co. will sell Best Betasan 4E and Best Betasan 12.5G on the West Coast; Lakeshore Equipment & Supply Co. will market Lescosan 4E and Lescosan 12.5G east of the Rocky Mountains, and the PBI Gordon Corp. will sell Betamec-4 nationally.

Pre-San will be sold across the nation by Mallinckrodt, Inc. Rockland Betasan 4E and Rockland Betasan 12.5G will be marketed in the Northeast by the Rockland Chemical Co. The B. G. Pratt Division of Gabriel Chemical Co. will also sell the herbicide in the Northeast under the names Pratt Betasan 4E, Pratt Betasan 12.5G, and Pratt Betasan 3.6G. Stauffer officials say Betasan will control crabgrass, annual bluegrass, goosegrass, henbit, foxtails, and fall panicum. One application per year is needed to provide seasonal control, the company says.

LAWSUITS

FMC files suit against Jacobsen

A lawsuit has been filed in U.S. District Court in Milwaukee by the FMC Corp. of Chicago to stop Jacobsen Manufacturing Co. from infringing on a patent for one of its

rotary lawn mowers, say FMC's attorneys.

The mower is marketed under the Bolens Mulching Mower Trademark, FMC said it is also asking for monetary damages.

TOURNAMENTS

Sites, dates set for USGA tourneys

The United States Golf Association has announced sites and dates for two future championships: the West Delta Golf Course in Portland, Ore., will host the 1979 United States Amateur Public Links Championship July 16-21 and the Prairie Dunes Country Club in Hutchinson, Kan., will entertain the 1980 Women's Amateur Championship.

The Prairie Dunes club hosted the women's tournament in 1964, the only time it has been played in Kansas.

ASSOCIATIONS

SGMA hires firm to watch legislation

The Sporting Goods Manufacturers Association has hired the association management firm of Smith, Bucklin, and Associates to provide support for its Washington-based government relations activities, SGMA president Howard Bruns has announced.

The group will serve more as a "monitoring service" than a lobbying agency," said Fred Juer, chairman of the SGMA federal

agencies committee.

"Basically, we are hiring an outfit to keep an eye on what is happening and to keep us advised," he said.

The SGMA is concerned about federal laws and regulations on a number of issues, especially product liability and the proposal to eliminate tax deductions for entertainment expenses.

of Robert Tyre Jones, Jr., and Cliff Roberts, co-founders of the Augusta National Golf Club, have been placed at the foot of the flagpole near the Augusta clubhouse.

The area has also been named The Founders Circle. Jones was the president and Roberts the chairman of the club and the Masters tournament.

IN MEMORIUM

Augusta co-founders honored by club

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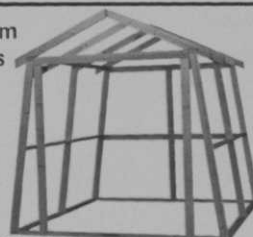
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Chick Ritter has been tabbed the first full-time administrator for the PGA's Dixie Section, which covers Alabama and the Florida panhandle. Ritter will work from a new office at the Prattville CC in Prattville, Ala. He is a Class A member and has been Section employment chairman for a number of years.

David Burdette has been promoted to manager of the golf course and grounds at Congressional CC in Bethesda, Md. The former course superintendent succeeds **Warren Bidwell**, who has returned to Olympia Fields CC in Chicago. The new superintendent at Congressional is **Jim Meier** and his assistant is **Mike Evens**. Meier is a graduate of the turf program at the University of Georgia, where he was aided by a \$500 scholarship from the Golf Course Superintendents Association of America. Evens is a 1977 agronomy graduate from Penn State University.

PGA Tour star "Chi Chi" Rodriguez has signed a multi-year contract with representatives of the Dorado Beach Hotel in Dorado Beach, Puerto Rico to become touring pro and executive director for the 72-hole resort.

Sara Romspert has been named parts and accessories product manager for The Toro Co.'s irrigation division. **Sally Jo Ashton** is the new sales order supervisor.

Jay Glatt has joined Turf-Seed Inc. in Hubbard, Ore., as the marketing department vice president. Glatt is a former assistant director of the Oregon Department of Agriculture.

Steve Barber is the new manager of marketing services for J I Case Division of Davis Manufacturing in Wichita, Kan.

Douglas Bruce has been appointed marketing manager of the Ag-Turf Department of the Johns-Manville Sales Corp. He has responsibility for marketing irrigation system products.

James E. Lovaas will take over the new post of planning administrator

for The Toro Co.'s outdoor power equipment group in Bloomington, Minn. He will be replaced as general manager of the Tomah, Wis. plant by **James Bruha**.

James Chatham, a former Southern California PGA club professional, has been named eastern regional sales manager for the PGA-Victor Co.

Monsanto Agricultural Products Co. has chosen **Lenny L. Benton** as their new product supervisor for Parthion insecticide and **Timothy Zink** in the same position for Roundup, a herbicide produced by the firm.

Keith Shepersky is Rain Bird Sprinkler Manufacturing Corp.'s new district manager for Hawaii in turf and agriculture. The company has also hired **Bob Guadagni** as district manager for northern California and northern Nevada.

Jeri Reid will give private and group lessons, sponsored by Ram Corp., at Sweetbriar golf course in Avon Lake, Oh., beginning May 1. She has taught golf classes for a number of years at elementary schools and universities.

Warren T. Fikejs has been named equipment sales manager for the Norton Corp., a turf equipment, irrigation systems, and related power products distributor headquartered in Phoenix.

Richard L. Tock is the new head professional at South Hills CC in Fond du Lac, Wis.

Barry Mueller is the new course superintendent at the Kah-Nee-Ta resort on the Warm Springs Indian Reservation in Warm Springs, Ore. He was formerly superintendent at Pineway Golf Course in Lebanon, Ore.

Bob Schuh has been named head professional at Lakewood CC in Rockville, Md. He had worked 15 years at Crofton CC in Crofton, Md.

Rodney Doogs has been chosen new course superintendent at Hoosier Heights CC in Tell-City, Ind.

Dan Smitley has left Santa Maria, CC, Santa Maria, Calif., to become superintendent at Carrac de Tierra CC in Salinas, Calif.

Merle Howe has replaced Mike McGee as superintendent at the Newport Beach GC in Newport Beach, Calif.

Mike Maringello has left his superintendent's position at Rancho Las Palmas GC in Rancho Mirage, Calif., for the same job at El Dorado CC in Palm Springs, Calif. His former job has been filled by **Frank Paulino**.

Bill Tinder, Florida professional of the year in 1964, is the new pro at Crooked Creek CC in Miami. His assistant is **George James**, formerly of Florida's Briar Bay GC.

Philip Katz has joined Osaga Actionwear, Inc. — Oleg Cassini as vice president of sales.

Dan Dunstan has been appointed vice president, secretary, and chief operating officer of Lakeshore Equipment & Supply Co. He has responsibility for total overall management of the company, one of the largest turfgrass supply houses in the country.

Dr. Garald Horst, Texas A&M University turfgrass researcher, is the 1978 president of the Rio Bravo Turf & Golf Course Superintendents Association. **Dale Notgrass** is vice president and **Charlie True** is secretary/treasurer.

David J. Lilly has rejoined the board of directors of The Toro Co. after serving 1½ years on the board of governors of the Federal Reserve System. He replaces Bruce B. Dayton, who has resigned.

David Canavan of Culpepper, Va., has been elected the eighth president of the Golf Course Builders of America. Canavan has been president of Moore Golf since 1962 and is a past president of the Greater Washington Golf Superintendents Association. Other new officers are **Harold E. Bishop**, Quakertown, Pa., president-elect; **Carl Hedlund** Palmer, Mass., secretary, and **James J. Kirchdorfer**, Louisville, Ky., treasurer.

Randy Melocik has taken the club pro's position at Thunder Hills CC in South Madison, Ohio. He was the former professional at Berkshire Hills CC in Chesterland, Ohio.

All-time LPGA money winner **Kathy Whitworth** has been named director of women's golf at Trophy Club, a residential-recreational community in Roanoke, Tex.

Bobby Stricklin has been chosen golf director for the Northdale golf course, a new course being developed as part of a real estate recreation complex in North Tampa, Fla.

Dave Zimmerman is the new sales representative for Lakeshore Equipment & Supply Co. in Elyria, Ohio. He graduated in February from Penn State University's 2-year turf management program.

Bernard L. Biller has assumed the national branch manager's position at The Gravely Division of the Clarke-Gravely Corp. He will be responsible for Gravely factory branch sales.

Dick McAllister has resigned as superintendent of golf for the city of Long Beach, Calif., to become a sales representative for an agricultural firm in Montana.

Bill Griffith is the new superintendent at the West Delta park golf course in Oregon.

John (Woody) Wudnoski, a golf professional for 25 years, has died after a recent illness. He had been at the Wyoming Valley CC in Upper Askam, Pa.

golfbusiness

FORMERLY GOLFDOM

Senior citizens: golden opportunity for the golf business

by Gene Burress, CGCS

The alleged exodus of golfers and potential golfers to tennis, racquetball, and other recreational activities has not, for the most part, included retired persons. Retirees have little or no concern that golf may consume too much time, the main argument against it by younger, busier people. Retirees are ready and eager for the adventure that golf brings. This adventure starts a new challenge in their life and at the same time provides precious social activity, an opportunity to make new friends.

Many senior citizens are discovering golf for the first time. Even if they were introduced to golf in their youth, the game was often abandoned or curtailed due to the necessities of career development, business, and family. Some never, ever expected to join "those dummies chasing that little white ball." But a friend, neighbor, or someone already retired persuaded the reluctant new retiree to "come on out and meet the gang, a good group of

guys." Probably, the spouse provided some urging. In any case, time did not matter. The golf bug and the circle of good golfing friends took over.

Public golf courses all over the country are developing strong contingents of senior golfers. Senior golf is growing by leaps and bounds. Golf administrators, professionals, and superintendents are encountering a group to serve which a few short years ago did not exist. The senior golfers are organizing. In many locations they have become a "pressure group" with whom politicians and golf management have had to cope.

Time is of little consequence to the retired person. Active minds can now lend themselves to what's going on at the golf courses. Some of the smallest details of the golf operations, seemingly unimportant to management, can become irritants or suggestions. Some seniors will arbitrarily move tee markers placed there early that morning. Many of them prac-

tically live at the course, taking a personal interest far greater than management appreciates. They are adept at knowing whom to contact and have therefore become a powerful voice in the politics of administering a golf program.

Most retirees live on a fixed income so the quarter or dollar that is spent must be watched. This is the area where most complaints originate. Some believe that because they are retired or have reached that "golden age" it all should be given to them. A prevalent attitude is that the establishment "owes us." Some politicians have forced golf management to give golf away to the seniors for fear of "gray power."

Growth and involvement

Percentages of senior play will vary greatly from the retirement areas of the sun belt to the northern metropolitan areas. In Cincinnati it ranges from 10 to 15 percent of total play, depending on the golf course. Nearly 700 seniors play weekly in organized groups. Of these, 90 percent or more play only nine holes each outing. Last year, approximately 35,000 senior greens fees were collected on seven golf courses.

In many municipal golf programs, senior golf is given away. It is this writer's opinion that if the senior rate is not at least half the regular fee, then it becomes another liability for the taxpayer. The range of greens fees across the country is wide. Some are free, others \$1 or half, three-quarters or full rate. Annual fee plans are available for as low as \$30, although the popularity of annual fees among golf administrators is diminishing. Trying to eliminate these undesirable annual fees has become an extremely difficult task due to objections from those not wanting to pay their fair share. No matter what price the senior has to pay, however, the popularity of golf among retirees will continue to grow.

Growth is bordering on the phenomenal. It will not subside or level off. Three years ago there were only four organized senior groups in the City of Cincinnati municipal golf program. Today there are eight organized groups, one without a formal organization, and one fledgling group



Gene Burress oversees the operation of seven golf courses in his position as supervisor of golf for the City of Cincinnati, Ohio.

This is Burress' second article in GOLF BUSINESS (the first, on government golf courses, appeared in the August 1977 issue), and he will be making further contributions to the magazine as the newest member of its Advisory Board. A member of the GCSAA's Educational Committee and the Board of Trustees of the Ohio Turfgrass Foundation, he is also a Certified Golf Course Superintendent.



developing. The organized groups have constitutions and bylaws which cover a varied range of subjects: ceiling on the number of members, age requirements, election and duties of officers, committees, and dues.

Not all have a ceiling on the number of members, but most do. The Bogey Benders at Neumann Golf Course have a ceiling of 90. Their waiting list grew so large that a spin-off group, the Early Birds, was formed with a ceiling of 60. Each now has a waiting list of 30.

The Par Hoppers, with full roster of 120, have 25 more golfers waiting to join. The Golden Swingers ceiling is 92, with 20 more on the waiting list. The Divot Diggers and Bogey Busters have maximums of 72 and 40. The other two have no ceiling and have over 60 members. Most groups are male oriented, but the fledgling group is mixed. There is one predominantly female seniors group which plays at Reeves Golf Course.

Involvement of the City of Cincinnati golf administration is very minimal. Initial arrangements to develop a new group and senior tournaments are initiated by the golf staff. Golf professionals Hank Wilms, Larry Brant, Jack Albury, and Jerry Wood have had great success in their efforts to organize new groups. Once the idea or group is born, the seniors take over and administer their own programs.

In 1977, representatives of each group met with the city supervisor of

golf, who presented the idea and description of a four-man scramble. The seniors enthusiastically bought the idea and developed their own tournament rules. They placed a limit on the number of teams each league could enter. The field was filled with 32 teams and some groups were disappointed because they were turned away. The City Open Senior Golf Championship played on a weekend has not been a popular tournament, even though it is in flights by age groups. This event is being scheduled on weekdays in 1978 in an effort to increase participation.

Contributions and considerations

Cincinnati is proud of its seniors. Their constructive ideas and suggestions are invaluable. The constant grippers are soon identified, and management develops its techniques in separating the wheat from the chaff. Our seniors' involvement is vital in our youth tournaments. The Par Hoppers volunteer their services to monitor play, post scores, determine long drive and closest to the hole, and just do anything they can to assist the pro.

The Bogey Benders took on a special project in which they raised funds and beautified their course with flower beds and plantings, which they maintain. Of the 14 members who serve on the Municipal Golf Advisory Council, seven are seniors providing their valued expertise to the direction of Cincinnati's Golf Program.

The golf program in Cincinnati provides for reduced rates for seniors at age 65 — or at 62 if on Social Security. Those receiving Social Security at an earlier age due to a disability are also eligible to receive a "senior card." The State of Ohio "Golden Buckeye" card issued to seniors is also honored. Greens fees are \$2.10 for 9 holes and \$3.50 for 18 holes. Fees are reduced further on the executive and par 3 courses. There is no annual fee plan. Seniors must tee-off before 12 noon on weekdays only, though under consideration is a proposal to increase the cutoff time to 2:00 p.m. Weekday mornings are crowded almost to capacity. Organized senior groups utilize two mornings at three golf courses. Other mornings have scheduled leagues for women, shift workers, and youth. Without question, the seniors form the nucleus of the Cincinnati weekday morning golf program.

There is room for some expansion at several courses, not so at others. The question is, what will the future hold? Expansion of present courses or development of new facilities may not be prudent, even though facilities for senior expansion are needed. Seniors in past years have been referred to as the "gray minority," but the government census department states that this minority will change to a majority in a few years. If this is true, it appears that the demand for time on the golf course will definitely exceed the supply. □

GOLF BUSINESS PROFILE

Nature and architecture combine to create quiet Florida resort

by Scott Scredon, assistant editor



The delicate warmth of a May morning reassures golfers in most parts of the country that the season is just beginning. They don't even care too much about those first few double bogeys; they have at least four months to work the kinks out of their game.

For others, though, the fresh air flashes back memories of the week or 10 days when they jetted to Florida during winter. Some of those vacationers came to the Grenelefe Golf & Racquet Club, where they played golf every morning and the evenings were disturbed only by snowplows that rambled past cars buried in snow on the television news.

When people step outside of their condominium or home at this central Florida resort, they are getting ready to barbecue dinner or walk to their cars and drive to the golf course. Grenelefe includes two 18-hole courses that sit about 12 miles north-east of Cypress Gardens. It also seems to be a few miles from just about anything else except acres of orange groves, an environment its owners try to sell to prospective buyers.



(Clockwise): A golfer stops for water at one of the cedar kegs placed on Grenelefe's West course; the architecture of a condominium's sharp-angled roof is duplicated with tee markers on each hole; pro shop employees prepare for early morning rush of vacationers.



Although the 800-acre complex also includes a tennis village, two swimming pools, two restaurants, and a lounge, these facilities are almost throw-ins, according to Ed Causey, director of golf operations. "Grenelefe is really a golf resort. A person comes here to relax and play golf."

The real estate venture has been put together by Florida's Arrowhead Associates, Inc. and will eventually include 759 condominiums and 188 homes. The condominium owners rent their units to vacationers during much of the year and share the revenue with Grenelefe management. About half of the land is now covered with recreational facilities or living units, the new East golf course designed by Ed Seay being the latest addition.

Causey and Paul Hickman, director of grounds maintenance, have the

"Red ball washers take away the natural beauty."

job of making their courses more attractive than other resorts in Florida and the southeastern United States. The Grenelefe project is about 4¼ years old and the biggest push to sell its real estate program is on now. A mediocre golf operation could easily send retirees and investment seekers elsewhere.

Blends with natural setting

Hickman has attempted to integrate the central Florida vegetation and the architecture of Grenelefe's red cedar buildings with the golf courses. The three buildings under construction when he arrived here in 1973 featured sharp-angled roofs. A number of other buildings in the complex have similar shapes since cedar needs this slope for proper drainage.

Hickman decided then to use blocks of cedar for tee markers, cut at an angle similar to the roofs so the courses would blend with the development. Out-of-bounds markers, signs designating golf car paths, and

stakes that hold ropes keeping cars off the tees are also cut with this angle.

Other man-made structures have also been altered to complement the terrain. Ball washers are painted green and the benches sitting on the tees have been built with the same

kind of wood used in the condominiums.

"Most red ball washers take away the natural beauty of the course," says Hickman. The absence of bright red washers gives the golfer a chance to notice the azaleas around each tee



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