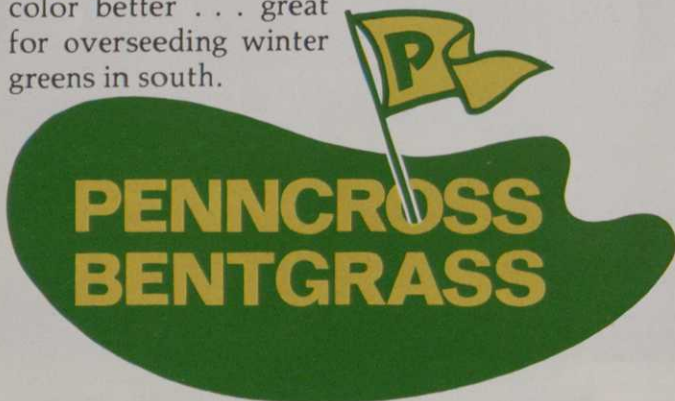


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FRONT COVER: A perfect example of two key trees providing a frame for this green on the South Course at Canoe Brook Country Club in Summit, New Jersey.

GB

Clippings

Brief bits of news from in and around the golf business. . .

Activated charcoal should be on hand for any chemical spills that might damage turf. It does, however, have several other uses, according to Bud Franklin in "Cactus Clippings". It can be used to enhance seed germination, incorporated into a properly prepared seedbed at 300 lbs. per acre. Franklin notes that some studies have shown it to cut establishment time in half. Activated charcoal can dramatically reduce the symptoms of stress during sodding at 100-600 lbs. per acre. It can also be used to clean chemical spray equipment after use. The most important use, Franklin says, is to reduce toxic pesticide residues in the soil. Using one pound in a gallon of water over 150 square feet as a slurry will decontaminate products such as Kerb, Dacthal, Surflan, Balan, Ronstar and Devrinol, but would not be effective on inorganic pesticides. The Specialty Chemicals Division of ICI United States, Inc. supplies activated charcoal under the brand name Gro-Safe.

Charles Bolton was presented with a Quarter Century Club Pin at the Fall meeting of the Central Pennsylvania Golf Course Superintendents Association. Bolton was superintendent at Hershey Parkview Golf Course for twenty years until his retirement in 1973.

Frank A. Underwood of Bowie, Texas, has been elected the 1981 President of the Golf Course Builders of America. He is the ninth golf course contractor to head the association of golf course contractors and industry suppliers. Underwood succeeds Nick Siemens of Fresno, California. **Robert Ryan**, Culpeper, Virginia, is the new vice president. **Carl Hedlund**, Palmer, Massachusetts, and **James J. Kirchdorfer**, Louisville, Kentucky, were re-elected secretary and treasurer, respectively. Ryan is vice president of Moore Golf, Inc., Hedlund represents Advanced Drainage Systems, Inc. and Kirchdorfer is president of ISCO, Inc., a golf course irrigation supply company.



Terry Moody, 21, from Athens, Georgia, is Golf Digest's **Ms. Golf for 1980**. She is the 27th winner of the contest. Ms. Moody is a 1-handicapper and was the first woman to receive a golf scholarship at the University of Georgia. She also played on this year's Curtis Cup team.

Butler National Golf Club has been inspected by the PGA Tour, who found the greens in "excellent" condition following a total reseeded program. The original Toronto bentgrass was wiped out by a yet to be identified cause before the Western Open Tournament. All 18 greens plus the putting green were affected. The greens and the fairways were reseeded to Penneagle bent. **Oscar Miles** is the new superintendent there.

Conference expansion worked for the **New York State Turfgrass Association** as attendance almost doubled at the 34th Annual Conference and Trade Show. Registration showed 800 signing up to attend the four day conference and show. Plans are now being made to move to Albany next year. November 16-19, 1981 will see the conference and show in a more modern facility with expanded trade show space. Albany is also more centrally located within the state.

Information on the '81 show can be obtained from Janet Dudones, The Ed Worthington Corp., 50 Petrova Ave., Saranac Lake, NY 12983.

Oseco Inc. now has a Canadian license for **Omega** perennial ryegrass. Omega is a fine-textured, dark green turf-type perennial ryegrass and was developed by Turf Seed Inc. in Hubbard, Oregon. It is a 32-clone synthetic variety and has been tested at a number of official stations in Canada since 1976. Research stations at Ottawa and Guelph, Ontario and Truro, Nova Scotia have recommended Omega for licensing. Oseco reports it has a good supply and is located in Brampton, Ontario.

The Tee 2 Green Corporation, which markets Penncross and Penneagle creeping bentgrass, has changed the location of their home office from Lenexa, Kansas to Oregon. The new office is located at 77 West G Street, Hubbard, OR 97032.

Jeffrey L. Hagman has been named market development supervisor for turf related products in 3M's Agricultural Products Project. He will be responsible for coordinating laboratory, field development and regulatory affairs, and for marketing communications and manufacturing activities. Hagman previously helped develop Embark plant growth regulator in foreign markets.

The National Club Association (NCA) will hold their Annual Meeting and Legislative Conference May 19, 1981 in Washington, D.C. The meeting will focus on the government's role in the affairs of the nation's private organizations. Subjects discussed will include wage and hour concerns, tax laws and government regulations, such as the proposed OFCCP (Office of Federal Contract Compliance Programs) regulations, which regulate the membership policies of private clubs. For more information, contact NCA at 1625 Eye Street, N.W., Suite 609, Washington, D.C. 20006, or call 202/466-8424.

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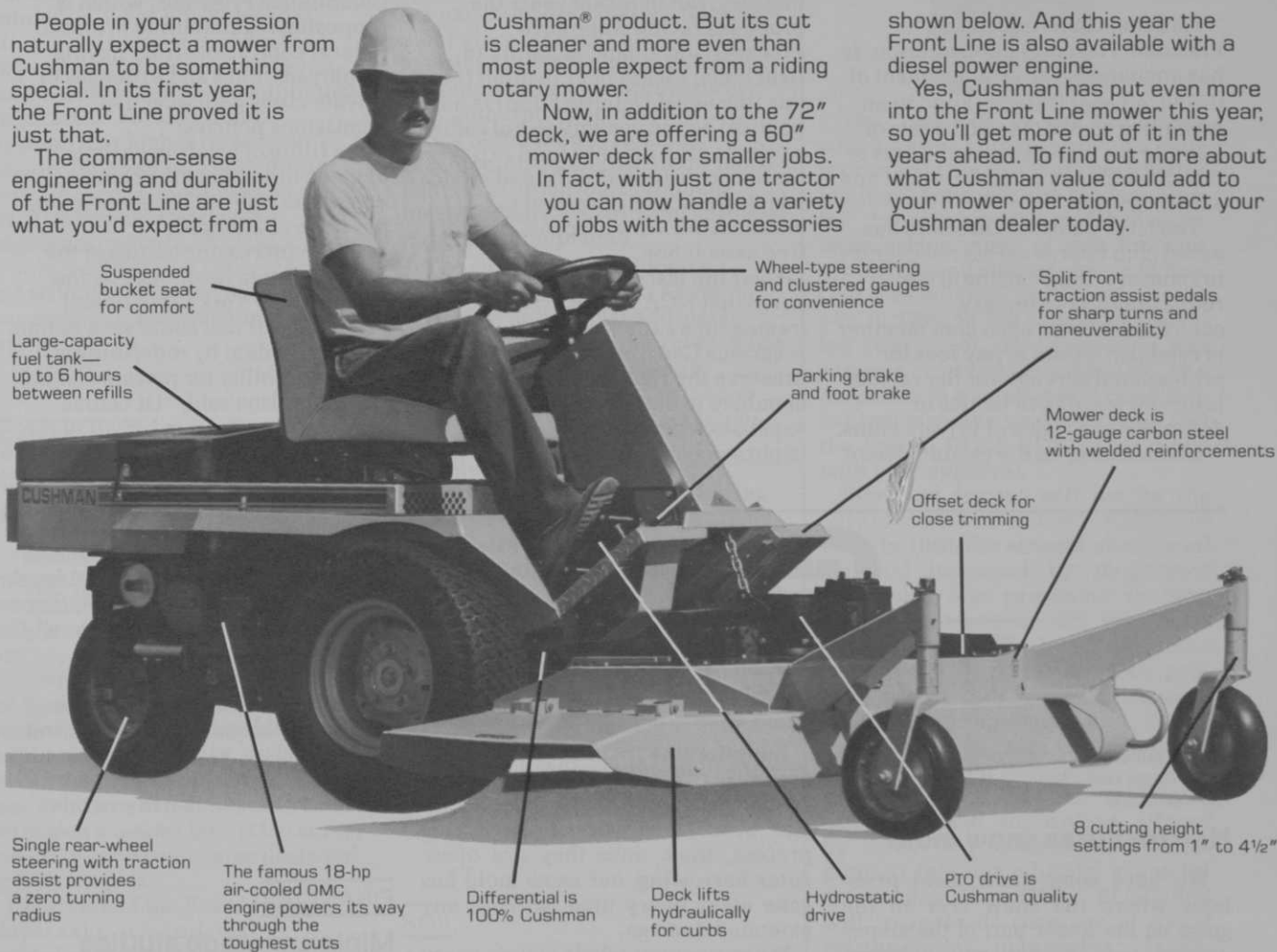
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shown below. And this year the Front Line is also available with a diesel power engine.

Yes, Cushman has put even more into the Front Line mower this year, so you'll get more out of it in the years ahead. To find out more about what Cushman value could add to your mower operation, contact your Cushman dealer today.



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	<p>60" Rotary Broom (not available for diesel)</p> <ul style="list-style-type: none"> • PTO-driven • Long-life Bristles 		<p>48" Snow Thrower (not available for diesel)</p> <ul style="list-style-type: none"> • PTO-driven • Adjustable chute 	<p>CUSHMAN® 3002 Cushman, P.O. Box 82409 Lincoln, NE 68501</p> <p>The Front Line™ Tough enough to be a Cushman. Call: 402-435-7208</p>	

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PRIVATE CLUBS

NCA establishes legal defense fund

National Club Association President Herbert L. Emanuelson, Jr. has announced the establishment of the NCA Legal Defense Fund in an attempt to combat the high costs of fighting the increasing challenges to the club industry by government and activist groups.

The NCA Board of Directors has asked club boards across the country to sponsor a fund-raising drive requesting a \$1 voluntary contribution from each club member to establish a fund to pay fees for professional services for the various legal and legislative battles in defense of the rights of private clubs.

Commenting on the establishment

of the NCA Legal Defense Fund, Emanuelson said, "So far, NCA has compiled an outstanding record of achievement in behalf of the club industry, but in recent years the problems facing clubs have exceeded our financial ability to fight them. Please bear in mind that this (the Legal Defense Fund) is not a political action committee but rather a private club defense fund to pay for the professional skills and advice which are urgently needed to maintain our very precious right of free association."

Over the last several years, he noted that NCA has incurred tremendous expenses in: —various Congressional battles to preserve the right of the club members to deduct their dues and expenses from their taxes and to triple a private club's allowable non-

member income; —various battles with federal regulatory agencies, such as the Office of Federal Contract Compliance Programs, which is proposing regulations to prohibit federal contractors from paying employees' dues and expenses in private clubs with selective admissions policies; —the filing of briefs in various appeals throughout the country where the right of free association has been challenged; —and in increasing battles at the local and state level, such as the current New York City Council proposed bill that could set a nationwide precedent by redefining a club's eligibility for private status.

Emanuelson said, "Of course, many of our efforts in behalf of the private club industry would not have been possible without the close cooperation of other professional associations, business groups and fraternal and service organizations on the national, state and local level. NCA is dedicated to the belief that all private clubs should be strongly represented before legislative bodies, regulatory agencies, the courts and the public. But, to win today's problems and those we see on the horizon will demand far greater NCA resources than our member dues alone will provide."



The Idea File

Bob Graunke, Superintendent
Eagle Ridge Golf Club
Galena, Illinois

Harrow cures snow mold

We have some snow mold problems where the snow lays on the grass on the lower part of the slopes around tees, greens and bunkers, and on long grass in roughs where we didn't have time to mow in the fall.

As spring comes, fermentation starts in those areas that lose snow last—the pockets that get either very little, or no sun in the spring.

Running the harrow over these areas in the maximum position opens them up to allow drying. Sun and wind takes care of the drying process, then, once they are open. After harrowing, our snow mold has gone away every time, without any extended damage.

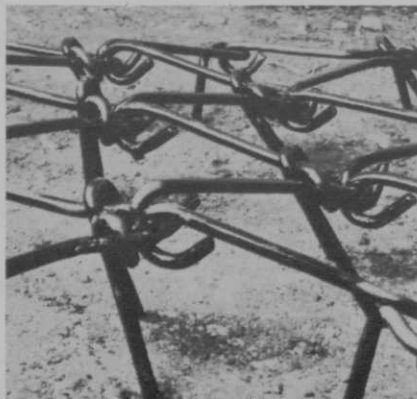
We go over our whole course every spring. It also brings up thatch and really stimulates growth. It just makes a denser turf and takes care of the snow mold areas at the same time. *Ed. note: Bob uses an 8-foot harrow, shown in the photographs, and supplied by Fuerst Brothers.*

FINANCIAL

Minimum wage studies predicted 'anti-business'

The Minimum Wage Study Commission's final report next year is predicted to be "strongly anti-business" by S. Warne Robinson, board chairman of the G.C. Murphy Co., according to an article in the Washington Report, published by the Chamber of Commerce of the United States. Robinson, the only business member of the commission, was quoted as saying, "given the generally pro-union background of most commissioners, it would not be surprising if the group's decisions closely follow the AFL-CIO line."

The minimum wage will increase to \$3.35 on January 1. Congress is expected to propose further increases next year, a move that is



Publisher's Point



The "new look" in size and format which begins with this month's issue is primarily the result of constructive feedback from you, the readers. During the past several months, we've been asking many of you for your comments and suggestions as to how GOLF BUSINESS could better serve you in 1981. In the course of receiving your input, one suggestion was almost universal: return the magazine to a smaller and more convenient size. We sincerely hope that the "new" GOLF BUSINESS meets with your approval.

Size and format will not be the only changes in GOLF BUSINESS for 1981. In 1980, the amount of editorial material increased by 30 percent over what was presented in 1979. Our commitment in 1981 is to boost the editorial content by an additional 20 percent... with pertinent articles, useful how-to-ideas, research reports and up-dates, and timely commentary on economic trends that are affecting our industry.

Rest assured that the numerous comments and suggestions offered by many of you have been incorporated into our editorial plans for the coming year. GOLF BUSINESS will increase its coverage of sound management principles; incorporating the ideas and practices of superintendents who have developed successful management practices.

Seeking out and reporting your ideas and successes regarding all aspects of golf course maintenance operations will be a dominant theme in GOLF BUSINESS throughout 1981. With your individual help, we will put the sharing of these experiences on a nationwide basis.

As we start out the year, GOLF BUSINESS joins you in the hope that 1981 will be a better and more stable year for the golf maintenance industry.

viewed by many to be inflationary. Stating that "too many companies with pay scales above the minimum feel that increases are not their problem, Robinson added that "minimum-wage hikes also fuel inflation by helping push up the wage rates of other workers, even those earning well above minimum-wage rates." He also made the point that higher rates may actually hurt workers with limited skills. "When minimum-wage rates reach uneconomical levels, employers cut back on those workers by substituting more experienced and skilled workers or through automation or reduction in hours or service."

REAL ESTATE

Mayer wants to buy 2nd N.C. golf complex

Mayer Investments, Inc., the community developer which already owns Foxfire Village in Pinehurst, N.C., is currently negotiating to purchase another major residential/recreational complex in the Sandhills/Pinehurst area of North Carolina. The property being considered is Lake Surf, a 2500-acre private lake and golf community near Southern Pines. Lake Surf has the region's largest lake (1130 acres) and an 18-hole golf course designed by Ellis Maples.

Chairman of the Board Henry D. Mayer said, "Our original enthusiasm about this area, which is unquestionably the 'Golf Capital of the world', has only increased since our original involvement here began in 1978. Our immediate and continued success at Foxfire reflects the need and demand for additional quality recreational communities in this area."

IRRIGATION

Annual show will have 200 irrigation exhibits

The Second Annual Agri-Turf Irrigation Exposition and Technical Conference, to be held in Salt Lake City, Utah from February 15th through 18th, is expected to attract

over 2000 visitors. Sponsored by The Irrigation Association, in cooperation with the Idaho Irrigation Equipment Association, approximately 200 industry exhibits are expected to virtually fill the vast Salt Palace, and give an opportunity to visit with the largest number of irrigation industry manufacturers ever gathered under one roof. All facets of the industry will be represented among the 100 or more firms exhibiting their products, including surface, drip and sprinkler irrigation equipment.

The conference will open on Monday morning with a Keynote Breakfast and special address by David McLaughlin, Chairman of the Board of The Toro Company.

Detailed programs, registration information and hotel reservation forms are available from The Irrigation Association, 13975 Connecticut Avenue, Silver Spring, MD 20906, telephone: 301/871-1200. Preregistration is open until January 30. Registration fees, which include admission to the Exposition and all Conference sessions and meals, are \$125 for members of The IA and the Idaho Association, and \$175 for non-members. Special registration will also be available on a daily basis for those wishing to see only the Exposition portion of the meeting at a daily ticket charge of \$10.00 per person.

SOIL

Scotts sets up data bank of 100,000 tests

A central computer data bank of results from some 100,000 soil tests made on the nation's golf courses is being set up by the ProTurf division of Scotts, working with Harris Laboratory of Lincoln, Nebraska. Once the data is assembled, the computer will be able to produce a summary of soil characteristics for particular regions of the country. While recommendations will be based on individual course soil traits, the data bank will give the Scotts technical representatives a broader knowledge of an area's soil history, including any possible trends, to use in a soil test interpretation.



Healthy Turf Next Spring Starts With IBDU® This Fall

Sure, there's more to maintaining quality, disease-free turfgrass than a couple of fertilizer applications. But turfgrass scientists across the country are reporting that a fall application of IBDU (31-0-0) can produce turfgrass with better root development and less disease problems.

Dormant turfgrass plants continue to produce rhizomes and roots, even though vertical growth has stopped. During this time nitrogen should be made available to the turfgrass plant as carbohydrates are naturally accumulating. Thus, scientists say, the optimum timing for nitrogen applications is during the fall and early winter months.

IBDU (31-0-0) is ideally suited for dormant nitrogen fertilization. Because of its slow release characteris-

tics based on hydrolysis, IBDU releases nitrogen later in the fall and earlier in the spring promoting better rhizome and root growth. A fall fertilizer program using IBDU should produce healthier more vigorous turfgrass plants and reduce the severity of several turfgrass diseases.

Remember. Healthy turf next spring starts with IBDU this fall.

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"See us at the GCSAA Convention, booths nos. 606, 607, 608"

Early bird membership and reciprocal play helped ease 9-hole club's financial woes.

Marketing is one way to increase golf membership and revenue

By **Leon S. Clements**, Director, Auxiliary Services, Western Illinois University



Harry Mussalto, (left) course manager, speaks with Clements in front of the O.L. Champion club house.

With increasing competition among leisure sports, nine-hole golf courses can no longer afford to sit back and expect the public to stand in line at their doors. While golf still ranks as one of the prestige sports in our society, such sports as tennis, jogging, handball, racquetball, slow pitch softball, and many others are constantly vying for the sports enthusiast's time and dollars.

In such an environment, marketing the golf program to the public becomes a vital aspect of the total golf program. This is especially true in the sparsely populated, rural areas where it is common for nine-hole courses to struggle with rising labor, equipment, and chemical costs. We faced these problems at our university-owned course as we attempted to operate it as an auxiliary enterprise.

At Western Illinois University in the mid-70's, rising inflationary costs were greatly affecting our money flow. Our program needed fertilizer, more golf carts, a pro shop, a cart shelter, chemicals, and other course improvements. Since the University operates under stringent governmental rules for borrowing money or purchasing materials, we needed to devise a program that would generate money early in the spring to cure our financial woes.

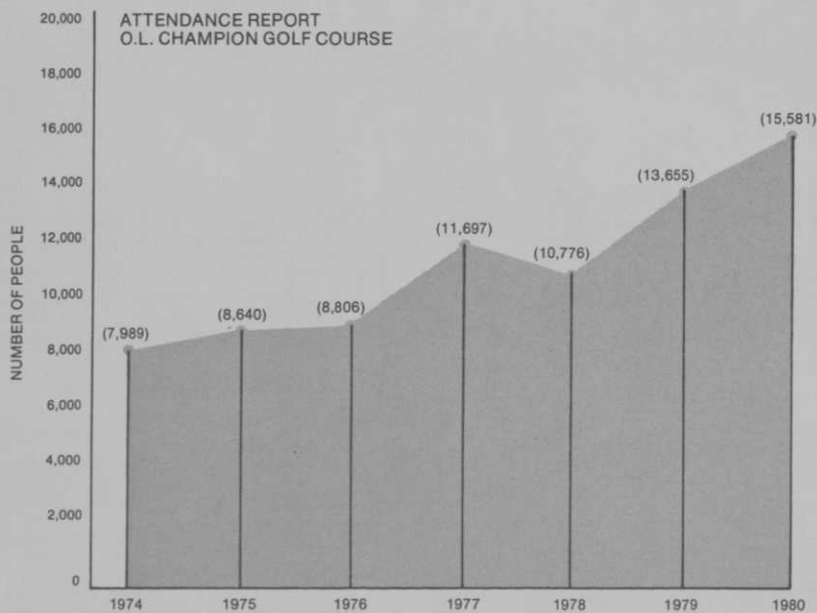
Our first approach was to market what we termed the Early Bird membership program. This plan offered a reduced rate to golfers purchasing their memberships prior to the April 1 deadline for the approaching golf season.

Our second approach was to design a reciprocal membership card with other nine-hole courses in our immediate area. We initially contacted three other courses and found them receptive to the plan.

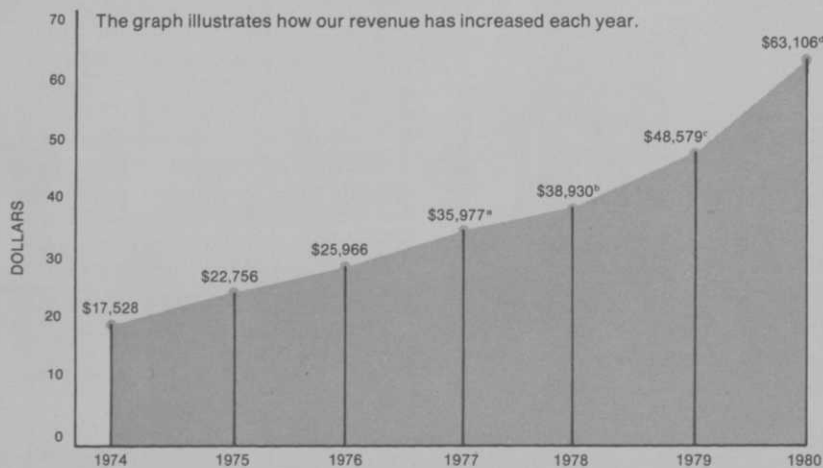
The reciprocal play program has been so well received since 1977 that other courses in the area became interested in joining. Today ten courses within a 40-mile radius participate in the program. One of these courses happens to be a very fine 18-hole course.

The program is quite simple. If a person buys a club membership before the April 1 deadline, he receives a reciprocal card which allows him to play three times free at each of the other courses. A family membership entitles two family members to play free on each punch. Some members now make it a summer ritual to play the other courses.

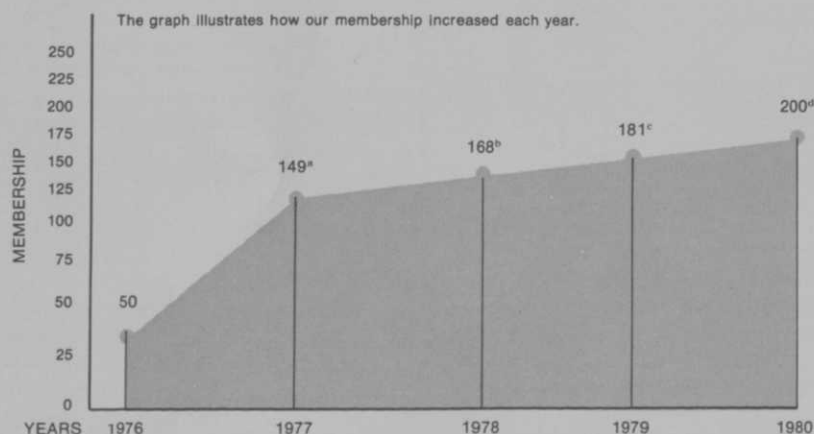
Each year we commence our marketing procedures with a noon



The above graph shows the number of golfers who used our course over the last eight years. Weather, of course, influences usage. However, the addition of carts and the playability of our excellent course has been a main factor in influencing our increased usage.



- a. Four clubs participating in the reciprocal program.
 - b. Five clubs participating in the reciprocal program.
 - c. Nine clubs participating in the reciprocal program.
 - d. Ten clubs participating in the reciprocal program.
- (WIU Golf year runs July 1 - June 30)



- a. Four clubs participating in the reciprocal program.
- b. Five clubs participating in the reciprocal program.
- c. Nine clubs participating in the reciprocal program.
- d. Ten clubs participating in the reciprocal program.

luncheon early in February. At this meeting we explain our course improvements and try to stimulate interest in purchasing the Early Bird membership. Actually, we do very little media advertising outside of the luncheon since those in attendance soon pass the word on to the community. We do, however, send out flyers to all known golfers notifying them of our excellent golf package.

When we began the Early Bird reciprocal play program in the spring of 1977, our revenue jumped approximately \$10,000 over the previous year. When we increased the number of clubs to nine in 1979, our revenue again increased another \$10,000 over the previous year. Our financial picture improved even more than anticipated in 1980 with a growth of almost \$15,000 over 1979.

When evaluating our membership growth, we discovered our greatest spurt came the initial year when we proposed the Early Bird and reciprocal package. However, we have experienced a significant membership increase of 10 percent each year and have reached our goal of 200 members this year.

We do not want to leave the impression that the Early Bird membership drive and reciprocal play card are the sole reasons for our growth. On the contrary, several other factors have encouraged our growth. For instance, during this period we hired two very energetic young turf managers who greatly improved the playability and beauty of the course. The fact that our greens fee structure has remained low in comparison with other courses and the acquisition of ten new golf carts also has definitely contributed to increased play.

However, a large measure of our success must be attributed to the early flow of money that we used to pour into projects such as a new pro shop, cart shed, new carts and needed equipment, and the fertilizer/chemicals that are so necessary for an excellent turf program.

We are convinced that we have a golf package that definitely competes with the appeal of other sports. The WIU golf package has provided our members with the added variety they want in their club membership. After all, someone has said, "Variety is the spice of life!" This certainly has been true for our program.