

## National Golf Foundation To Survey Golf Market

"Operation — GOLF UPDATE" a survey about golf and golfers in the U.S., will be the most comprehensive effort ever made to compile all available significant information. According to Don A Rossi, executive director of the National Golf Foundation, the upcoming survey will be sent to more than 11,000 golf courses in mid-August.

Rossi explained that golf records maintained by the Foundation, and dating back to its origin in 1936, are no longer valid since many golf courses have changed in the interim — in ownership, in size, in type of operation and in the facilities offered. He said many new trends in golf course planning, construction and operation have emerged in recent years which cannot be statistically measured by the foundation's present records.

"To function effectively in meeting the growing demand for help in the development of every type of golf facility we must bring our unique storehouse of golf information up to date," Rossi said.

The "GOLF UPDATE" questionnaire has been especially designed

for quick and easy fill-out, and features humorous cartoons to make it fun to complete. It is arranged for computer analysis, for quick 'read-out' of information.

"This is one survey that will reward the respondents directly because it will produce a useful yardstick for every private, daily fee and municipal golf operation," he noted. "However, for this yardstick to be truly useful, we need much more than a 'token' response.

"We receive inquiries daily on how many golf courses have installed automatic or semi-automatic irrigation, where they are located, are they successful, what are the problems, etc.

"Other questions involve the use and operation of golf car fleets at the different types of golf courses, mechanized golf course maintenance — even golf course lighting for night play or night maintenance," said the executive director.

"One very important area of information requested is whether the golf operation employs a golf professional, a course superintendent or a manager — any one of these, or all, or a combination of any two of these. The answer to these questions could indicate a need for additional

trained specialists for these departments."

Rossi added that the final 'read-out' of the survey will not only furnish much additional important information for the foundation in helping existing golf operations with problems as well as assisting in the development of new golf courses. It will also indicate future directions for Foundation literature and consultant services.

The National Golf Foundation, a non-profit organization dedicated to the development of more golfing opportunity for Americans through its facility and activity development programs, is headquartered in Chicago's Merchandise Mart.

## Energy And Clean Air Is Possible Says EPA's Fri

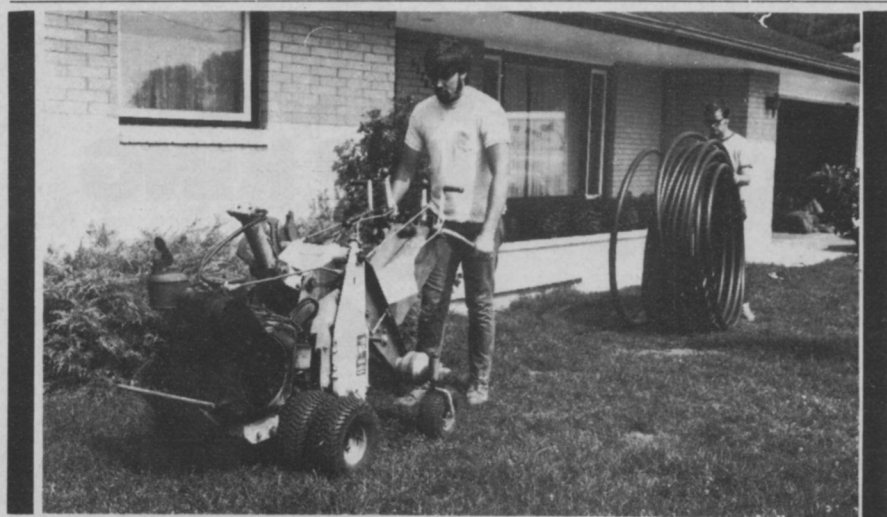
Robert W. Fri, Acting Administrator of the Environmental Protection Agency, has said it is possible for the nation to have "clean air and adequate energy—both by narrow but reliable margins—in this decade."

Speaking at a dinner meeting of the 27th conference of the Aerospace Industries Association of America, Inc. in Williamsburg, Virginia, the EPA official declared that the nation must use its coal reserves to meet energy needs and at the same time attain the primary, or health-related air standards.

"We have written to the Governors of the key coal-using states urging them to modify state plans as necessary to insure that national air quality health needs are met first," he said. "If these states modify their plans, the available clean coal and limited supplies of coal stack-gas cleaning technology can be used in the most polluted areas and the primary standards can be met."

Fri said that if Americans undertake a coordinated program, they also can reduce energy use by up to 20 percent without impairing their standard of living. Measures such as improved home insulation, more efficient air conditioning, streamlined industrial processes, and improvements in transportation all would help.

"By cutting down on energy demand and with some adroit juggling of clean fuel supplies, we should be able to get through the mid-1970's crunch," he declared. "For the mid-term—1980 into the 21st century—we must develop our present energy technologies to the optimum."



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