

UPDATE

Harley-Davidson managers buy from AMF

Members of the Harley-Davidson management team have purchased the Harley-Davidson Motor Co., Milwaukee, WI, from AMF Corp. for an undisclosed sum.

The management group was led by former AMF vice president and motorcycle products group executive Vaughn Beals, who has been named chairman of the board and chief executive officer of the stand-alone company.

The purchase, which comprised an undisclosed amount of cash and securities, included all Harley-Davidson facilities in Wisconsin and related facilities in York, PA; motorcycle and golf car divisions; parts and accessories division; and related assembly operations.

New officers of the company include: Charles Thompson, president and chief operating officer; Jack Hamilton, Chris Sartalis, Jim Paterson, Kurt Woerpel, Peter Profumo, Jeffrey Bleustein, Thomas Gelb, William Davidson, and Tim Hoelster, all vice presidents. The president of the divisions are: John Davidson, golf; David Caruso, parts and accessories; Ralph Swenson, York; and David Lickerman, Harley-Davidson International.

"We see this as a unique business opportunity," said Beals, "Harley-Davidson is known worldwide and an increasingly broad spectrum of people are now turning to motorcycling for recreation and fuel-efficient transportation.

In 1980 Harley-Davidson had a 17% gain on sales of \$290 million.

GCSAA begins seminar series

The Golf Course Superintendents Association of America began its seminar series in October with two separate programs. The first is an Insect Identification and Control seminar taught by Dr. Harry Niemczyk of the Ohio Agricultural Research and Development Center. Niemczyk is a leading entomologist in the U.S. and a specialist in turf. Dr. Houston Couch of Virginia Polytechnic Institute, Blacksburg, is teaching a seminar on turf diseases. Both seminars are being held on the East Coast from Massachusetts to Maryland.

The seminar series is the first expansion of GCSAA's educational program as directed by the Education Committee during a meeting in April and at last year's convention in Anaheim. The association plans to significantly broaden its educational efforts in the next three years. Some of the new programs may benefit non-golf turf managers.

In an article in the September issue of *Golf Course Management*, GCSAA Executive Director James McLoughlin said the association plans more use of audio/visual programs, manuals, seminars and correspondence courses to meet the growing demand for information by its members. He said educational efforts will extend beyond agronomic topics to business planning, computers, career planning and public golf operations. Educational sessions at the annual show in New Orleans will reflect this new direction in training, McLaughlin promised members.

Club membership rises, up from 1970's

Total membership for country and city clubs rose by 4%, according to Patrick O'Meara, national director of club services at Pannel Kerr Forster. The largest growth in membership took place in the East with a 5.7% increase, in contrast to the South which reported only a 0.5% rise.

O'Meara stated that total revenues for country clubs grew by 10.7% last year, offsetting a 10.5% increase in operating costs and expenses. In 1980 golf course maintenance costs climbed by 10.9% and have more than tripled in the last 20 years.

O'Meara said the increase contrasts with membership losses in the 1970's.

News from page 6

LANDSCAPE

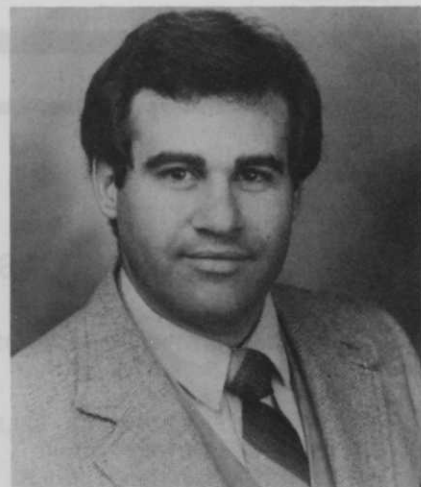
Los Angeles opens trouble-shooting agency

Los Angeles has opened a "one-stop" County Land Development Coordinating Center, designed to reduce the cost of delay in obtaining required building permits.

The center was created to streamline Los Angeles County development approval procedures by providing information, advice and guidance to individuals and developers on the requirements involved in processing plan amendments, zone changes, variances, conditional use permits and subdivisions. The center, located in the Hall of Records, received unanimous approval from the Los Angeles County Board of Supervisors and is expected to encourage the development of new housing.

According to Supervisor Michael Antonovich, the center could cut processing time from at least three months to as much as eight months. He added that conservatives estimates are that for each month of delay, two percent is added to the cost of housing. Antonovich pointed out that on a \$100,000 unit financed with a conventional 30-year loan at 15 percent, the immediate savings would be \$16,000.

The center will operate on an experimental basis for one year, at which time an independent evaluation will be conducted to determine whether or not to continue and possibly expand the program.



Rain Bird Sprinkler Mfg. Corp., Glendora, CA, has promoted Steve Springer to product manager for the turf division. Springer will be involved in the development and coordination of new irrigation products for the company's turf market.

Continues on page 14