

UPDATE

American golfers number 17,050,000

According to the National Golf Foundation, there are more than 17 million golfers in the United States. In its annual statistical summary, *Golf Facilities in the United States*, NGF noted that an estimated 13.65 million golfers play over 15 rounds of golf annually. An additional 3.4 million play 1-14 rounds per year.

"This year's report depicts golf as growing in 1981," said Research Director Sandra Eriksson. "With continued and combined efforts by course operators/owners and the industry, golf will quite possibly further expand its recreational market through this decade."

The report analyzes in depth the number of golf courses, number of golfers and number of rounds played. There are currently 12,894 golf courses in the U.S., with a 13% growth in the number of new courses opened in 1981. Golfers played some 395 million rounds last year, an increase of 10%.

Superintendents average 41-18-8

Those numbers should have particular significance to golf course superintendents. According to the Golf Course Superintendents Association of America's demographic and market research program, the average Class "A" GCSAA member is 41 years old. He has full grounds maintenance responsibility at an 18-hole private golf course and has been there for almost 8-1/2 years.

The average superintendent has worked at two clubs previously and is college-educated. He plays over 21 rounds of golf during the year and in between landscaping chores maintains a 10-stroke handicap.

In other GCSAA news, John Schilling, formerly GCSAA director of marketing and sales, has rejoined the association as a consultant. Schilling will serve as the head of the conference and show department while GCSAA searches for a permanent director.

GCSAA was also the recent beneficiary of some good fortune generated at this year's Masters Tournament. The Augusta National Golf Club, the tournament host, contributed \$2500 to the association's Scholarship and Research Fund. "It is our hope that future Masters Tournaments will be sufficiently successful to enable us to make such contributions every year," wrote Club Chairman Hord Hardin in a letter accompanying the contribution.

NGF names Smith president

The National Golf Foundation has appointed Frank Smith Jr. as president. Smith was formerly president of CBS Sports. "I come to the Foundation not as a golfer but as a businessman who has been very successful in selling air time," said Smith. From 1966 through 1977 when Smith was vice president in charge of sales and operational resources at CBS, advertising revenues increased from \$250 million to more than \$1 billion annually. "I intend to pursue with vim and vigor the charter of the National Golf Foundation—to enhance the game of golf."

Smith's objectives in taking over as president are to devise and develop programs which will make golf more popular, to raise funds necessary to support those programs; and bring greater unanimity among all segments of golf. Former NGF President James Long, Spalding Sports Worldwide, has been named chairman of the NGF board. Smith is the first full-time salaried president of the National Golf Foundation, which was founded by Herb and Joe Graffis.

isms, to design better management procedures for pest control and to create a better understanding of the delivery system by analyzing the basic processes of microclimate, crops, culture and residues.

The initial research efforts of the group include turf soybeans, corn, field and green house vegetables. They will be working with conventional insecticides, fungicides, plant growth regulators, nematicides and herbicides as well as the newer fourth generation pest control agents.

According to Hall, "the pesticides we are now using have more active molecules which means that less chemical is needed but more precision is required. Changes in the registration requirements, environmental attitudes and the cost of chemical research have had a great impact on the incentives for the agricultural industry to continue research."

CHEMICALS**Union Carbide provides Sevin hotline**

Information on Sevin carbaryl insecticide can now be obtained by dialing 800-334-9745, at any time of the day. This telephone service has been installed as a resource for those dealing with Sevin who have questions about its use, health and environmental impacts.

The Union Carbide Agricultural Products Company has developed this service strictly for professionals. They are not equipped to handle a large number of calls from the general public and would appreciate cooperation in not releasing the number to mass media or product end users.

SOD**Greentree Sod owners join Pacific Green/Nunes**

Pacific Green/Nunes has added Jack and Peggy Gribben to its staff as division managers. The former owners and operators of Greentree Sod & Soil, the Gribbens will now apply their expertise in retail to the Pacific Green/Nunes markets. Jack will be in the position of products manager and Peggy has been appointed retail advertising and sales promotion manager.

The Gribbens purchased Greentree Soil & Sod in 1978 and developed the

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