

Marshaling the Forces of The National Golf Community

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IT IS ONE of the fascinating paradoxes and ironies in the history of any sport. For decades, golf has been a worthy vehicle for many others to use to raise millions of dollars for charity and to serve as a social-business medium. Golf has never focused on its own needs — until now. How is golf planning to cope with the wide range of challenges it faces today? Without question, it is facing one of its severest tests, because every problem translates into economic pressure, and economic pressures are rampant today.

As golf marshals its forces and begins to measure its capabilities, it is finding it has considerable collective clout. Imagine these nine national golf organizations working in concert:

The USGA

The American Society of Golf Course Architects

The Club Managers Association

The Golf Course Builders Association

The Golf Course Superintendents Association

The LPGA

The National Club Association

The National Golf Foundation

The PGA

Their added financial resource, access to media, access to government, educational and communications capabilities, and just plain people contacts are staggering. We are encouraged.

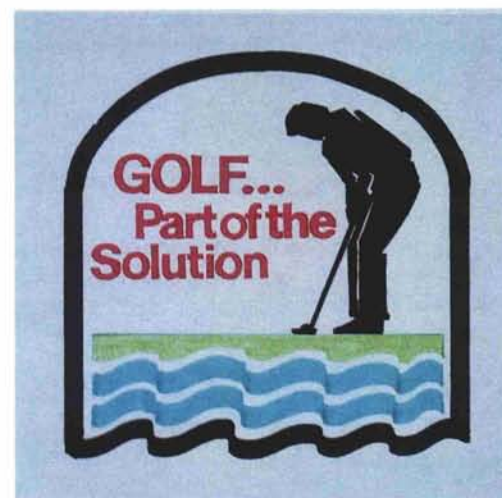
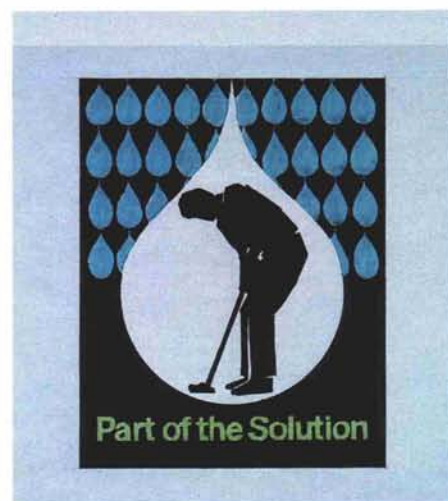
All of this Allied resource has been channeled into five task-force projects that are now underway:

1. The Task Force on Government Relations: The objective here is to establish a legitimate presence for golf in Washington. Previous golf activity in this area has been inconsistent and

sometimes highly competitive. The National Club Association will represent golf's interests in Washington beginning this year. There is good expectation for success.

2. The Task Force to Expand Participation in The Game: Present programs by the PGA in the Wee Links and Klubs For Kids areas are duly noted and appreciated. New targeting will focus on encouraging the infrequent player and the junior golfer to play more often. It is felt that the family unit holds the key to expanded golf play in this country.

3. The Task Force on Marketing Research: If this is the first time golf has attempted to help itself, it is also the first time it will look at itself to measure market size, attitudes, media influence, product influence and demo-



graphic potential. Because golf will traverse virgin territory here, very positive results are expected that will constructively and immediately feed the industry's education and management programs. The guesswork will, literally, be taken out of golf marketing.

4. The Task Force on Coordinated Education: Many organizations in golf are developing new educational programs to meet the obvious challenges of the 1980s. Excitement surrounds these efforts. So does duplication! Golf cannot afford to waste and dissipate its most precious commodity — education. This Task Force will monitor the industry's educational process and encourage cooperative effort where appropriate.

5. The Task Force on Technical Research: The objectives here are several and demanding: to improve turfgrass varieties, to improve water utilization practices and to establish better controls in insect, disease and weed areas. Recognizing that golf primarily waters itself today from the increasingly precious

1 percent potable world water supply and does not yet utilize effectively the 99 percent effluent/waste water supply — golf has been labeled one of the "bad guys." One of the early goals of this Task Force is to effect this transfer, to make golf a part of the solution and not part of the problem in the water consumption area.

Funding these five Task Force projects might seem to be an insurmountable problem. Not really. Because golf has never asked for financial help on its own behalf before, a sizeable untapped reservoir sits and waits for the energetic and committed supporters of the game to dive into. Never before in its history has golf's potential for fund raising been so right. Nothing will come easily. But with hard work, it is possible.

TO THIS POINT, everything I have said would seem to be encouraging. This is true. There is, however, a small but very real "hooker" caught within golf's constructive planning. In one word, the hooker is "competition";

competition between and among the allied golf associations themselves to deliver individual programs. To a large extent, this is a natural process that should not be condemned. However, the strong urge by any national golf association to dominate the scene is a real threat to the continued effectiveness of the allied group and the building of golf's collective clout. Unless concern for the welfare for the game of golf is kept uppermost within the thinking and planning of each golf association, all the potential referred to within this commentary will be lost.

Golf, therefore, is also facing its first character test and truest moment. If sport is supposed to test the character of man, golf is now testing the character of its own leadership. The allied group must seek and find that delicate balance where it can serve itself and golf. It would be nice to say that we can presume this will happen. The situation is not automatic. Rather, it is one where character will be tested. If golf has taught its true lessons through the years, we will surely pass this test.

MORE NEWS NOTES *(Continued from page 10)*

The new Green Section subregional office for the Southeastern Region will be located at 5579 Adair Way, Lake Worth, Florida 33463. The telephone is (305) 968-8146. Steve Batten is highly experienced and ideally located to serve TAS Green Section subscribers in southern Florida. He has settled in and is ready to be of assistance.

A New Green Section Office in Boston

Brian M. Silva, Northeastern Region Agronomist, opened a new subregional Green Section office in April to serve TAS subscribers in the New England area. Turf Advisory Service subscribers in New England may now contact Silva at 236 Goldthwaite Road, Whitinsville, Massachusetts 01855. Telephone (617) 234-6889. The new office is ideally located to serve the large number of USGA Member Clubs in this important section of the Northeast. He would be delighted to hear from you.

Brian Silva is a native of Framingham, Mass., and holds a master's degree in

agronomy and turfgrass management from the University of Massachusetts. His father has designed and built golf courses throughout the region. Silva joined the Green Section staff in July, 1981, after serving four years as an instructor at the School of Golf Course Operations, Lake City College, Lake City, Florida.

For Better Golfing Turf There's Nothing Like the Green Section Turfgrass Advisory Service

For over 30 years, the Green Section Turfgrass Advisory Service program has been of tremendous and direct benefit to golf course superintendents and green committees of USGA Member Clubs. In untold cases, one small bit of information given by the visiting Green Section agronomist has saved clubs many times the actual cost of the Service. More important, however, is the significant improvement in golfing turf and playing conditions which results from the consultation of the Green Section's representatives. No small part of this is the authoritative backing he provides to turf management operations.

For 1982, the fee for the Turf Advisory Service visit is \$500. This is less than 1/4 of 1 percent of most golf course maintenance budgets today. For this small expenditure, the club receives a full half-day visit and tour of the course followed by a written report of all recommendations. The fee also covers full travel expenses for the agronomist (except in certain unusual circumstances). In addition, emergency consultations and other information pertaining to turfgrass management may be obtained at Regional Meetings or by telephone calls to the Regional Green Section offices.

As in the past, the Green Section services are offered for the benefit of golf by the USGA, a non-profit organization. It has no axes to grind and has played a leading role in turfgrass management and research since 1923.

If your club is not already a Turf Advisory Service subscriber, we believe we can be of real service to you in 1982. Contact your nearest Green Section Regional office (please see inside front cover) for full details. Your club can have better turf!