

# Red tape unsnarled, problems resolved by general committee

By ALICE COLLINS

During the countdown days to the PGA Championship, the biggest concern of those in the driver's seat is the weather.

"We figure the only thing we can't control," says championship general chairman William A. Prew, "is the weather. We don't have a weather chairman."

The massive organizational and planning effort to host the event got under way back in 1976 when PGA accepted the club's invitation to come to Birmingham this year.

"We'd done it before — back in 1972 — and we knew we could handle it again," said Prew. Prew, who owns his own insurance agency and is a member of the Oakland Hills executive committee, agreed to the chairmanship in 1977.

"At first I didn't exactly know what I was getting into," said Prew. He was on the tournament committee in 1972, but not in charge.

"Now, we're practically living together," he said, referring to championship director Bud Erickson and the four vice chairmen who head up large numbers of sub-committees.

In recent weeks, the committees that have been meeting on a regular basis are getting together at least twice a week.

"I'm always near a phone," continued Prew. "There are so many details to work out." About half of his time is being devoted to overseeing approximately 800 volunteers — mostly club members — who are working on the event.

Approximately 125,000 persons are expected to converge at Oakland Hills during Championship week — people who, among other things, will be fed, guided through traffic and provided parking spaces.

**PREW'S FIRST JOB** after assuming the chairmanship was to retain a championship director. His selection was Erickson, well known in the world of sports.

Erickson has directed the Ladies Golf Tour, the Atlantic Classic and was with the Detroit Lions handling publicity and as assistant general manager.

"I was here from 1952 to 1965 — when the Lions were winning," said Erickson.

Prew and Erickson had their first talks in September 1977 leading to an agreement with Oakland Hills. Erickson moved here in April 1978 to go to work on the Championship.

Next came the selection of the vice-chairmen, who, according to Prew, have put in endless hours of volunteer work to pull everything together.

They are: Joe Carey, revenue; Cameron Duff, tournament preparations and services; Dave Baldie, operations; and John Cutter, public relations.

**THE HUB** of PGA activity is in the PGA office, which is housed in the basement of the Oakland Hills clubhouse — an area which is a former storage room and which many years ago was the women's locker room.

People have been going in an out ordering tickets. The phone rings constantly.

"We act as trustee for all the money coming in and out," said Prew. "That's a big aspect of the job."

"The club stands to lose some money

"We'd done it before — back in 1972 — and we knew we could handle it again. At first I didn't exactly know what I was getting into."

— William Prew

if the Championship isn't successful. That's why we're concerned with the weather. Of course we stand to benefit some financially if it's a success," he continued.

"But the biggest benefit to the club is the membership working together and getting better acquainted," he said.

Earlier in the planning stages the committee selected Lynch Amusement Enterprises out of Fort Worth, Tex., to run the concessions for the event.

Contacts were made with 17 hotels in the area and rooms were reserved. All of this information was sent out to the players. PGA headquarters during the tournament will be the Somerset Inn in Troy.

ABC-TV will locate at the Northfield Hilton, also in Troy. Press headquarters will be at the Holiday Inn in Southfield.

Burroughs Corp. will bring in their computers to take care of the scoring, records, daily evaluations of the play and a great deal of other information, said Prew.

The organizational chart for the committees is headed by an executive committee made up of top club officials. A major part of its work has been accomplished. Serving on that group are Martin J. Gallagher, Don W. Graham, William E. Healey, Prew, Dr. Paul T. Trimmer, Robert B. Vogelwede and Harrison W. Wilder.

**FOLLOWING ARE** the names and persons heading the many sub-committees:

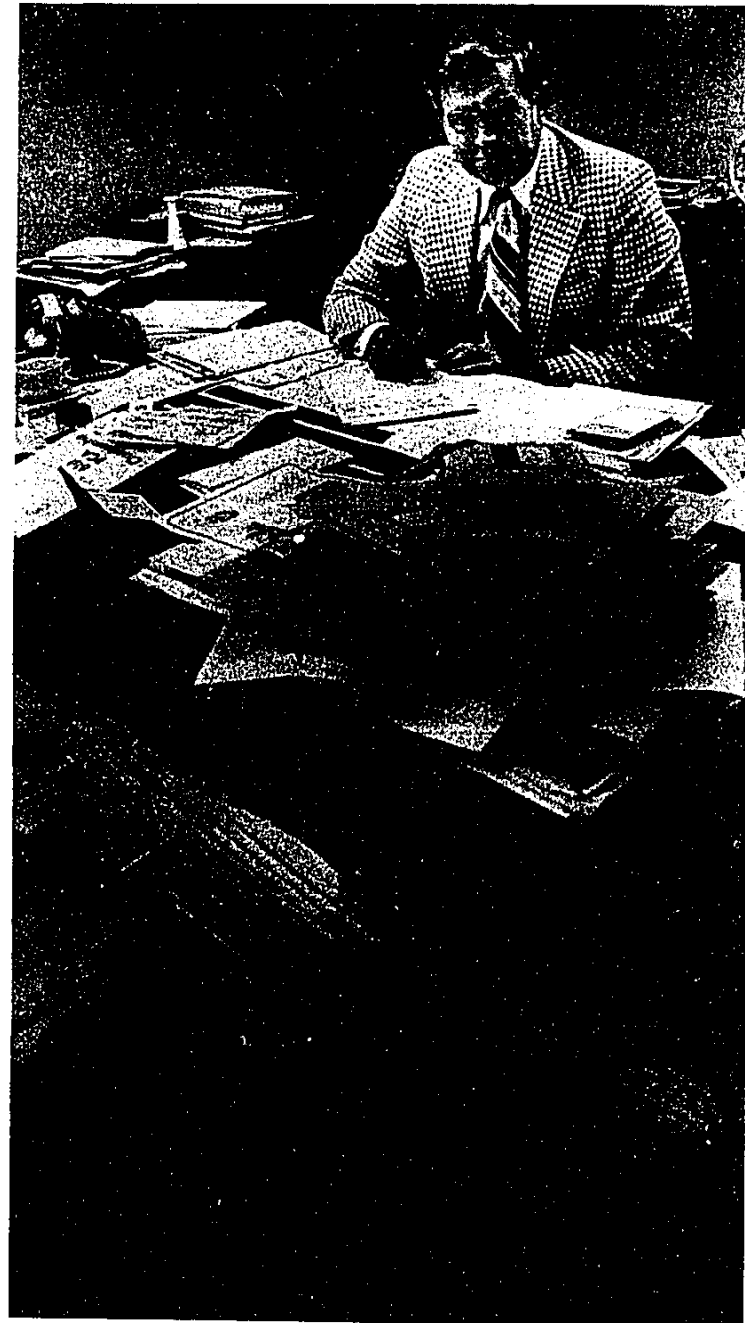
Don Graham, finance; Pat Martin and Charles Hrdlicka, legal and insurance; Al Mengert, host professional; Warren Orlick and Al Watrous, honorary consultants.

Norm Fry and Vic Olesen, Tournament Annual (publication); Jeff Cornish, advertising sales; Ken Myers, tickets and admissions; Ron Kowalski, concessions; Bob Fries, clubhouse; and Bob Wood, Gold Sponsor host.

Cameron Duff and Don Currant, tournament preparations and services liaison; Clem Jensen and Tom Sheehan, course; Bill Bartholomew, grounds and gallery control; Bob Pokorny, construction; Rudy Oliver, signs; Dale Holmes, tournament cleanup; Dr. Trimmer and Dr. Paul Babcock, first aid; Bruce McClelland and Terry Roberts, scoring; Wynn Walston, scoreboards and leaderboards; Dave Cobb, Boy Scouts.

Al Henderson and Ed Brummett, marshals; Bob Johnson and George Pierson, parking; Al Maass, juniors; Norm Bert and Hugh Carney Jr., range; John Ahern and Howard Baum, security.

Roy McPartlin and Pete Morrissey, communications; Bruce Brown, traffic; John Foy, transportation; Dan Morris,



PGA Championship director Bud Erickson has been working on staging the event for more than one year — full-time. He is shown here with piles of tickets which must be mailed. (Staff photo)

caddies; Don Beal, registration.

Kay Healey, ladies chairwoman; Pat Fleming and Sally Conroy, scorers; Toni Harms and Elsie Brockwoldt, transportation; Beth Hampton and Kay Ziegler, communications; Joan Burk and Aggie Daley, special events.

Dick Monley, publicity; Bob Beauregard, advertising; more

Ralph Puckett, press room; Jim Nlowski and Doug Wright, hospitality; Chuck Fritz, TV liaison; Frank Farina, community relations; and John Gnau, local government relations.