One more look back at 1993, the year in golf...

The only thing more irksome than a New Year's Day hangover is the glut of one-year-old retrospectives cluttering newspaper and magazines from December of the closing year straight through to June of the new one. But they're hard to avoid — just like the hangover.

I'll be brief. In fact, I read them all with relish. Polls, surveys, Top Ten lists, best of this, worst of that. I love 'em...

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FROM THE EDITORS

Innovations in service and management at Public Golf

just as greens fees drive profits at a golf course, so does innovation in management and marketing steer the vehicle. Ideas that fit this scenario overflowed at Golf Course News' recent Public Golf '93 conference in Charleston, S.C.

From American Golf Co. Vice President Kenneth James' wisdom in filling tee times to National Golf Course Owners Association President Vince Alfonso Jr.'s admonitions to give to the community, attendees from Florida to Hawaii learned a spate of money-making ideas.

We share a fraction of them here, suggesting, as Lansbrook Golf Club General Manager Gregi Gagliardi did: "Every area has ideas that work. You have to find your own promotional opportunities within your market. If you're going to make money, you've got to push and drive business. Flexibility in operations is a must. Service is number one."

To better serve the golf course industry, Golf Course News has expanded the annual Public Golf conference into a trade show and three-tracked educational symposium for superintendents, owners, managers and developers. It's called Golf Course Expo, and it's scheduled for Nov. 10-11, 1994, in Orlando, Fla. In addition to a management program, Golf Course Expo will offer educational programs in agronomy and development.

HAYES, HAVE NOTES

One theme that rang out at Public Golf '93 was that golf course operators have not because they ask not.

"People wonder how we got all this help. It's because we asked," said Elaine Fitzgerald of Fitzgerald Promotions, Inc., near Ft. Lauderdale, Fla. Note has Fitzgerald obtained hundreds of thousands of dollars in free advertising for two courses by tying them into promotions of area hotels, she has gotten major mileage by placing brochures in visitors bureaus and chambers of commerce — at little or no cost.

Bobby Vaughn, president of Sunbelt Corp., which has opened the 18-course Jones Trail in Alabama, supported Fitzgerald's stance. "We've spent less than $150 per hole per year for the last three years promoting and marketing this concept," he said. "Much of our publicity was paid for because we believed. And now we have finally gotten people a reason to come to Alabama.

Among the Jones Trail's successes: As a major tourist attraction, it had the highway department put up a billboard. We don't have one over all Alabama. It worked a deal with AAA in which it is featured on the cover.

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from the publisher

Don't be alarmed! I'm not resuming my monthly column, which we "axed" a couple of year's ago when Editor Hal Phillips came on board. I am taking space this a couple of year's ago when Editor Hal Phillips came on board. I am taking space this a couple of year's ago when Editor Hal Phillips came on board. I am taking space this...
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