Different media, same result: Communication

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• Sandoz Agro sponsors a survey of chemical applicators every two years and golf course superintendents were included for the first time in the 1994 poll. The results — compiled by the Gallup Organization — make for pretty interesting reading (see story, page 1).

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Asia-Pacific market short of managers

By PETER BLAISS

SINGAPORE — Club managers are looking forward to the second two-week hospitality management program conducted jointly by the National University of Singapore and America’s Cornell University School of Hotel Administration.

This year’s program will run from June 5-17 at the Kent Ridge Campus in Singapore. Plans are to eventually expand the program to two, 14-day sessions that would run back-to-back over a one-month period.

Last year’s 14-day session drew 45 students from throughout Asia. While not geared specifically to golf clubs, the program attracted many students who worked at country clubs or resorts with golf operations, according to Cornell Professor Leo Renaghan, one of the program organizers.

The Executive Program in Hospitality Management could help club managers better manage costs and develop ways to attract new customers, Renaghan said. All faculty have taught senior level executives.

"As the leading hospitality school in the world, we want to be where the action is," Renaghan said. "We believe that will be Asia over the next 10 to 15 years."

As is the case for course superintendents, professional training opportunities for golf club managers is also sorely lacking in the Asia-Pacific region, according to Kathi Driggs, spokeswoman for the 5,000-member Club Managers Association of America.

"Finding qualified people to manage golf clubs in Asia is a real problem," Driggs said. "Asian managers are generally very thankful quickly, a killing can still be made here."

"Many of the problems in the Asia-Pacific region really need a good exhibition and a solid hospitality school," Driggs said. "We’re working on that, for all the information they can get."

"Asian managers are generally very thankful but they don’t know how to apply it to their edge, but they don’t know how to apply it to their market," Renaghan said.

"We believe that will be Asia over the next 10 to 15 years," Renaghan said. "We believe that will be Asia over the next 10 to 15 years."