PGA seeks new standards for golf pros

BY MARK LESLIE
PORT ST. LUCIE, Fla. — There are no industry standards for golf pros, and PGA Golf Properties Inc.'s senior director of operations would like to solve that problem.

"The golf industry is one of the major leisure-time industries in the country, but it's run pretty much like a cottage industry," said Marty Kavanaugh from the PGA's new home golf course here. "Everybody's doing something a little bit differently. We at PGA Golf Club at The Reserve would like to develop some definable industry standards."

Standards would speak to such questions as: What should be the average number of employees for a 12-month season at a public facility's golf shop? What is the average golf ball loss at a driving range in a season? What is the optimum labor for a 36-hole facility — how many full-time and part-time?

"The answer is: Nobody has these figures," said Kavanaugh, who was the 1992 Golf Professional of the Year, national education chairman in 1992-93 and national Bill Strausbaugh Award Winner for work in club relations in 1989.

"PGA Golf Properties wants to embody all the knowledge necessary to run any kind of golf operation... We can gather that information through the operation of our own properties and we can test new concepts."

Hands-on handling activities at The Reserve is Bill Cioffeletti, saying that some of the PGA pros who visit The Reserve "will come down here with a critical eye," he said: "That's okay. It's their facility. We want their input. "But we're not interested in doing anything that cannot be replicated throughout the country. If it can't be, what good is it?"

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