

# Respecting golf wins

**S**how me a well-managed golf program, and I'll show you a well-managed golf/country club. However, the reverse isn't always true, i.e., a well-managed clubhouse operation doesn't always translate into a well-managed golf program.

The reason for this divergence is because

those who care about golf won't allow it to be positioned within a less-than-completely professional environment, and those who care about clubhouse operations often know little about golf and its traditions.

The following two columns compare the tangible differences between admin-

istrative/operational quality when golf traditions are respected (left column) and when golf is primarily used as a profit center (right column). These comparisons apply universally throughout the private sector of golf, frequently throughout the daily-fee sector and less often throughout the public sector. GCN

When golf traditions are respected		When golf is primarily a revenue source
Rules of golf are visibly respected	→	Rules of golf are taken for granted
High number of single-digit handicaps	→	Decidedly fewer single-digit players
Handicap program is managed tightly	→	Handicap program is managed passively
Handicap chairmen serve extended tenures	→	Handicap chairmen turnover quickly
Golf is played at a consistent, good pace	→	Golf pace is slow and inconsistent
Course rangers are mature and effective	→	Course rangers are window dressing
Use 9-, 10- or 11-minute starting intervals	→	Use 6-, 7- or 8-minute starting intervals
Starting tee times are maintained on schedule	→	Starting tee times are under pressure or slide
Loose players can find a game	→	Difficult for individual players to find a game
Club tournaments are run at a PGA level	→	Club tournament quality varies at each event
Golf guest fees are set to accommodate	→	Golf guest fees are set to scalp
Golf prizes are appropriate in number and cost	→	Golf prizes are high in quantity but low in quality
Green speeds are up and consistent	→	Green speeds vary by hole and event
Bunker maintenance is a high priority	→	Bunker maintenance is a low priority
Golf course is firm and off-green	→	Golf course is spongy and green
Course cosmetics aren't the highest priority	→	Course cosmetics are a high priority artificially
Irrigation system is tightly monitored	→	Irrigation system is fixed when broken
Maintenance building is clean and orderly	→	Maintenance area resembles a rail yard
Maintenance equipment is stored indoors	→	Equipment is stored indoors and outdoors
Practice facilities emulate golf course conditions	→	Practice facilities are warm-up opportunities
Golf staff is respected for teaching ability	→	Golf instruction is hazardous to your game
Pristine range balls/rotated annually	→	Range balls rotated one-third each year
Locker rooms are living-room quality	→	Locker rooms are drop zones
Club staff knows member/player names	→	"Yes sir" and "Yes ma'am" predominate
Golf merchandise priced to serve clientele	→	Merchandise priced to maximize revenues
Restaurants aren't considered profit centers	→	Restaurants look to maximize revenues
Restaurant menus avoid a la carte	→	Restaurant menus use a la carte
Minimize number of outside golf outings	→	Maximize number of outside golf outings
Operating budgets correlate with reality	→	Operating budgets reflect hope and uncertainty
Operating revenues dues sourced	→	Operating revenues multisourced/user fees
Assessments are a priority	→	Assessments aren't a priority
Member entry-fee package responsibly set	→	Member entry-fee package aggressively set
Entry package is high bond/low initiation	→	Situation reversed to return less money
Minimum number of membership classes	→	Maximize membership classes/user fees
Boards are dominated by the old guard	→	Boards default to a new guard
Nominating process stabilizes leadership	→	Nominating process scrambles leadership
Nominating committee is conservative	→	Nominating committee is brash
Presidents move through chairs	→	Presidents rise quickly/skip chairs
Past presidents are respected and consulted	→	Past presidents are forgotten and ignored

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