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FIRST ANNUAL MARKETING AND RESEARCH ISSUE

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A comprehensive report on three segments of the golf industry—pro shop operations, club management of food and beverage operations, budget planning and expenditures for course maintenance by superintendents—and a look toward tomorrow's golf market.

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... moves a lot of merchandise through his shop.

24  The Club Manager
... keeps the cash registers ringing at the clubs.

26  The Superintendent
... budgets to keep that turf lush and green.

28  Rolling Up Profits
A large part of golf course revenue comes from golf car rentals. How does your financial picture compare to the overall industry?

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Think leisure and tune in to tomorrow's potential.

32  Understanding and Using Fertilizers by Joseph M. Duich

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This year's conference will gather data about today's manager, offer training aids, run an idea booth and hold a dance. So bring your pencil, your glasses, your wits and your tuxedo.

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