



PATRICK D. WILLIAMS

THE PROFESSIONAL APPROACH

GET READY FOR THE '74 SEASON

I can't think of a better use for February than as a time of preparation for the upcoming golf season, now, more than ever, necessary because of the present inflation and the possibility of a recession.

The most reliable way of getting ready for anything is to plan for it thoroughly. I know we've beaten this subject into the ground, but there is no way to overemphasize the necessity of performing this vital management function. Planning doesn't have to be a tiresome, burdensome task. You can make it simple or complex, as long

as your method is logical. Make sure the plan fits. Make sure to change when change is necessary.

Sort out the more specific functions of the golf shop and concentrate on one function at a time.

Start with fundamentals. What are your plans for the 1974 teaching program? Any new thoughts? Or are you going to "do what you did last year?" You know that your ability to teach golf is the major criterion upon which your professionalism is based. If your teaching skills deteriorate, nothing separates you from the crowd. Think of teaching golf as a product. It is sold like anything else in the shop. People get tired of the same old thing year in

and year out. Do some thinking and revitalize your teaching program, eliminating that arch-villain called "sameness."

Next, look at the general operation of the golf shop. Ask yourself how you can make it click better this year than last. Study all its functions, from taking starting times to selling merchandise. See if there are any holes in the operation and patch them up with solid foundation-type planning.

A million words have been written on planning for your merchandise program. People far more qualified than I have given you countless merchandising tips, ideas and plans. The only comment pertinent to this discussion is

continued on page 76

one stop shopping
one source for all your needs



SHOPPING LIST FOR '74

... for Country Clubs & Golf Shops

BUSINESS FORMS

- Sales Slips (NCR & Continuous Form)
- Cart Rental Slips
- Guest Checks
- Purchase Orders
- Statements & Envelopes

BUSINESS AIDS

- Bag Tags
- Score Cards
- Giftwrap
- Inventory System
- Stationery

MERCHANDISE BAGS

- Paper Bags
- Vinyl Bags
- Shoe Bag

Order all your supplies direct from our manufacturing plant . . . via mail order. Convenient, economical and fast delivery. We also invite your inquiries on items such as: menus, food and drink checks, membership cards, playing cards, etc.

WRITE FOR OUR FREE
SUPPLIES CATALOG

GOLF SHOP SERVICE Co.

21 Muirhead Ave.
Trenton, N. J. 08607
Telephone (609) 394-7507

CLASSIFIED

JOBS OPEN

PROMINENT PRIVATE CLUB in Southeast city seeking golf course superintendent. Will consider assistant qualified to advance. Send resume with references, photograph, salary requirements. Reply confidential. Write Box 203, c/o GOLFDOM.

WANTED: Pro, Pro-greenskeeper. Nine holes, northern N.Y. Salary open. References needed. Write: GOUVERNEUR COUNTRY CLUB, Box 273, Gouverneur, N.Y. 13642.

EXPERIENCED MANAGER for permanent job. Please send resume including salary in confidence to: DRUMMONDVILLE GOLF & CURLING CLUB, INC., C. P. 324 Drummondville, Quebec.

JOBS WANTED

GOLF COURSE CONSTRUCTION FIELD. Engineering degree and registered professional engineer. Ten years experience in golf course construction. Write Box 202, % GOLFDOM.

GOLF PROFESSIONAL desires position. Experienced. Age 33, married, wife can assist. Will relocate. Excellent references. Write Box 201, c/o GOLFDOM.

BUSINESS OPPORTUNITIES

WANTED: Mfg. Reps or Dealers for Golf Ball Retrievers & Washers in Central and Mid-Western States. GMCI, Box 4188, Corpus Christi, Texas 78408.

GOLF COURSES: Want to buy a golf course? Want to sell a golf course? Write to us—we specialize in golf course transactions. McKAY REALTY CO., 15553 N. East St., Lansing, Michigan 48906

REAL ESTATE

6% FINANCING. Golf Course: 9-hole + development acreage. Pro-shop, club house, all equipment. \$170,000. All or part. 3225 BEACH LOOP RD., Bandon, Ore. 97411.

USED GOLF CARS FOR SALE

USED GOLF CAR CLEARING HOUSE.

We have every make and model golf car in stock. If we don't have the golf car you want we will get it. Write or call collect for the golf cars of your choice. As is or reconditioned. Any quantity at the lowest possible prices and we handle the freight. NEDA Northeast Dealers Association, 420 Penn Street, Spring City, Pa. 19475. (215) 935-1111.

MISCELLANEOUS

FOR SALE—good used Golf Balls for Practice Range (striped red). RAVEN GOLF, 6148 Thornycroft St., Utica, Michigan 48087. Tel.: 313-731-3469.

PROFESSIONAL MANAGEMENT and consulting services for country clubs and resorts. Write IPC CORP., Box 1651, Fort Lauderdale, Florida 33302.

GOLF CAR TIRES First line 18 x 8.50-8, \$11.39; 18 x 9.50-8, \$11.62. Send for our complete tire line. All sizes available. GOLDEN TRIANGLE SPORTS, INC., 6317 Library Road, Library, Pa. 15129. Phone (412) 835-6898.

RATES: Minimum at \$13.44—20 words or less; additional words 81¢ each; in boldface type 91¢ per word. Ads Payable in Advance. CLOSING DATE: 10th of the month preceding issue. No classified advertising offering new merchandise or equipment will be accepted. Use of GOLFDOM box numbers counts as 5 words. Response to these ads only should be addressed to the box #, c/o GOLFDOM, 380 Madison Avenue, N.Y., N.Y. 10017. Replies are promptly forwarded to advertisers. Those requiring more than 10¢ postage, the additional postage for forwarding must be supplied.

Send ad copy and payment to: GOLFDOM, Attn. M. C. Ansbro, Class. Adv. Mgr., 380 Madison Ave., N.Y. 10017.

WILLIAMS *from page 47*

that merchandising is your bread and butter.

There are literally hundreds of other things you need to think about and plan for: the practice range operation, the special golfing events, your working relationship with the men's and women's golf groups, the junior program, the club manager, the parks and recreation board, the golf course superintendent, the special sales, your PGA Section activities, your books, cash flow, and on and on.

Planning for 1975. The best time to get ready for 1975 is during 1974. Think always about what lies in front of you. You don't have to take my word for it. Countless books indicate that failure in business is directly related to being "too involved with today and not involved enough with tomorrow."

Write down all the bad experiences you encounter in your shop in 1974, noting while you do, possible ways to eliminate the same problems from cropping up in 1975. In a few weeks or months, your little book may read something like this:

- 1) Ladies golf shoes—white and pink saddles not selling—do something;
- 2) Junior golf classes did not seem to understand putting lessons today;
- 3) Short-handed in golf shop on July 4—what went wrong?
- 4) Nine pairs of size 9A shoes in inventory—you've got to be kidding;
- 5) Ms. Brown's golf car konked out on course today. Car No. 7.
- 6) Mr. Harvey complained about his clubs not being cleaned;

With all these facts in front of you, you can say with determination "that won't happen next year." Look at any successful businessman in any profession and you always will notice an in-depth understanding and application of the basics of his business. That is the heart of business, but everything becomes once again very complex and tedious if you don't . . .

Implement your plans. A wise old philosopher once said, "A plan planned, but not implemented results in the planner being called 'dummy.'" Another said, "Implementation of the plans which have been tediously prepared removes one from the possibility of being referred to as 'dummy.'"

Plan, implement, re-plan, alter, change, implement again. And be successful. Be the only guy on the block who isn't called a "dummy." □