

The all-star golf business board

With the advent of a new approach to the trade, GOLF BUSINESS saw the need to go to the grass roots of the industry to find out what the challenges and problems were for the trade and how we could reveal and cover them thoroughly for our readership.

The obvious answer was to get the readers involved in the publication. A plan of action was designed to establish a GOLF BUSINESS BOARD.

Club Managers

James L. Nolletti
Winged Foot Golf Club
Mamaroneck, N.Y.

Matthew J. Morgan
Butler National Golf Club
Oak Brook, Ill.

View of Industry
In my opinion, the industry affords very rewarding opportunities to the young people that may be interested in pursuing this field as a career. The trend toward more leisure time in this country serves to enhance the importance of the club industry.

View of Industry
Very strong and healthy in the Chicago area — all clubs have waiting lists. Golf course expense reduction is our main concern. Increase in budgets have risen astronomically in recent years.



Willard R. Steger
River Oaks Country Club
Houston

Paul N. Keck
Greenville Country Club
Wilmington, Del.

Laurice T. Hall
Pinehurst Country Club
Littleton, Colo.

Tom Carroll
Mission Hills Country Club
Mission Hills, Kan.

View of Industry
Problems of our industry have reached a "crisis" stage - in the past quarter of a century. The word "crisis" does have a specific meaning. Webster calls it "an unstable or critical time". Nothing could more perfectly describe the situations of the Golf Club Industry. Such problems as public view of outsiders - "air of infinite mystery"; tax laws; resistance to change and many more. Problems when viewed as challenges will give us the drive to solve our problems..

View of Industry
Managing a country club is a tough task today. A manager has to keep up on the complexities of the business. Taxes, wages, government regulation all come into the picture. Better management is the key to keeping a club in financial health.

View of Industry
Obviously, there are great problems facing our business in the years to come. Maybe, though, people in the trade attempt to dwell on the negative aspects of the industry. I foresee many challenges that managers and their colleagues must conquer to stay in the marketplace. I am certain those responsible in the industry will rise up and meet these challenges to strengthen the clubs and courses throughout the nation.

View of Industry
I am a real advocate for continuing education for the club manager. We need to find out the method of reaching all managers in all sizes and types of clubs and give them the "grass roots" education in the proper techniques of food and beverage management. We need to stimulate them in how to be imaginative and creative with their members and staff. There is a real complacency illness among club managers..

Duff Lawrence
 Canterbury Golf Club
 Cleveland

View of Industry
 The golf industry has moved along the course of progress over the last few decades but quite like many a business there is a shadow of doubt ahead. Many things plague the golf professional, the golf course superintendent and club manager. His problems are not unique for business as a whole is becoming more complex with a variety of constant problems. All of us must watch very closely sale barometers, inventories, turnovers, profit margins, cash flow, and generally tighter controls. Taking advantage of discounts, quantity buying, proper financing, etc., help in curbing costs.

Frank E. Morey
 Wilshire Country Club
 Los Angeles

View of Industry
 I am very interested in improving the merchandising profits for the PGA Professional. If something is not done soon the golf shops will be out of the professional's hands and I believe the members of the clubs will suffer, due to the lack of service and loyalty. In the southern California area I feel clubs that have taken over the shops have lost many services that have always been provided by their professional. (Conducting tournaments, rules, club repair, teaching, club fitting, handicaps, playing.)

Club Professionals



Joe Black
 Brookhaven Country Club
 Dallas

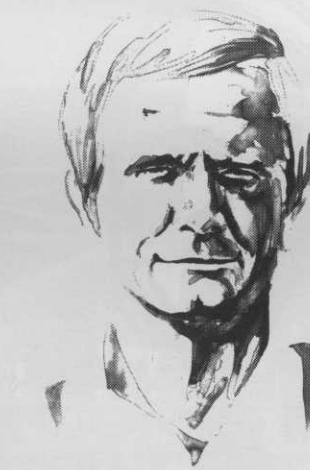
View of Industry
 1976 seems to be an explosion year in golf. Between the good weather and revived interest, the golf business has never been better. After a poor year for club sales in 1975, due to poor weather and a down economy, sales have picked up tremendously. Also, there is a strong trend back to more conventional playing equipment, such as forged heads and more of a conventional look in the cast clubs. The professionals who have merchandised the Bicentennial theme seem to be picking up some added business.

The manufacturers seem to have adequate inventories to handle sales. The only real concern I have is the continued rise in the cost of clubs.



Robert J. Foppe
 Kenwood Country Club
 Cincinnati

View of Industry
 It is my opinion the golf industry will remain strong in the future as long as we continue to make a strong effort to involve juniors in our golf programs. The influence by women has been tremendous over the past 10 years and will continue to increase over the next 10. The cost of belonging to a private club is in many areas becoming prohibitive and I look to municipalities to continue in their development of golf courses which create revenue. They have found that these revenues are enough in many cases to help develop additional parks. The Golf Professional at many small clubs will get out of much of the retail selling of clothing since many are ill equipped to sell this type merchandise. These Professionals at smaller clubs will in turn devote more time to the sale of golf clubs and bags, products with which they are more familiar. Larger clubs with memberships of 400 and above, and with a great deal of activity, will continue with very strong merchandising programs.



Chuck Brasington
 Gainesville Golf & Country Club
 Gainesville, Fla.

View of Industry
 Professional must work harder to get his share of the golf market. We should better educate ourselves to all facets of course operations (i.e. clubhouse operation & golf course). We definitely must be top instructors. This separates us from store clerks. We should try to get more responsibilities at our job. We need to be the "most important employee" at our clubs. The future looks good only for the well rounded professionals who will provide top service for their customers.



Hubby Habjan
 Onwentsia Country Club
 Lake Forest, Ill.

View of Industry
 The industry is going through a period of adjustment. Professionals and their shops will only survive on selling product at a reasonable profit with a true professional service. I believe there are three different areas at a country club and all of them are well-equipped to run their respective operations. I am not convinced that any of the three management personnel could step in and run the entire club operation well.

Superintendents



Tom J. Rogers
Golf Courses Superintendent for the Golf Division — City of Colorado Springs, Golf Course Superintendent — Patty Jewett G. C., a 27 hole municipal golf course.

View of Industry
Our industry has come a long way in the 15 years I've really known it — but, I think a little too fast. The economic problems and governmental restrictions that have affected every industry — did us a big favor by showing the golf industry enough to make everyone think twice before doing. The idea of everyone building and owning a golf course syndrome is going by the wayside. The fly-by-night golf course architect — contractor era is on its way out. The build a golf course anywhere concept is gone. The idea that anyone can be a golf professional, a club manager, a golf course superintendent, or a general manager is declining. The big push to send more people to college, to get a degree, to help the different phases of the golf industry has over saturated and disrupted our labor markets — these fallacies or short comings, to name a few, will actually benefit our industries in the long run because we learn from experience. Some of the good things that have come out of this period are better equipment and supplies, better information and means of distributing it, better and stronger organizations, better and more research programs — more findings, certification, and better facilities and personnel to operate them — to name a few.



David C. Harmon
Golden Horseshoe Golf Course
Colonial Williamsburg Foundation
Williamsburg, Va.

View of Industry
Due to an ever increasing cost of materials and labor, it is imperative manufacturers and research people apply ever increasing emphasis on developing machinery and grass varieties requiring less maintenance and upkeep than presently available to its people. We need to have 20th century tools that can be maintained at 19th century costs. It is now a challenge to industry to provide each turf manager with these tools. Without them, many of us may soon be out of a job due to skyrocketing costs and thus joining many other tradesmen in the local unemployment lines.

Bob McGee
Atlanta Athletic Club
Duluth, Ga.

View of Industry
Being a superintendent is always a learning experience. Technology and research always give the industry better ways to do things. I look forward to the future of this business, as all management personnel strive to do the best for our memberships.

Peter Miller
Firestone Country Club
Akron, Ohio

View of Industry
Our industry is progressing rapidly — in technical achievements — irrigation — equipment — research — etc. — but the "person" is not advancing as rapidly — education of ourselves — management — accounting — labor relations — public relations of all areas — pro — superintendent — manager — salesman etc. are not proceeding at the same rate.



Richard Eichner
Lakeside Golf Club of Hollywood
North Hollywood, Calif.

View of Industry
The changes of the past several years in terms of technological advances, increasing governmental control of pesticide usage and an ever worsening economic picture have produced a situation which demands management respond with solutions which are more sophisticated, innovative and efficient than ever before. Failure to recognize this on the part of today's golf course superintendent will seriously limit his effectiveness and value to his employer over the next 10 years.



Robert M. Williams
Bob O'Link Golf Club
Highland Park, Ill.

View of Industry
The golf industry is doing a tremendous job in providing facilities and equipment for leisure time recreation for some 16 million golfers, who are annually playing 300 million rounds on courses in the United States. Uncounted additional millions of people are involved in the industry itself. So golf is making quite an impact on our society. The industry must continue to answer the ever present challenge of keeping the cost of golf in line with the pocketbook of the consumer..

