

Idea file

'Can't lose' tourney sure thing for pros

If you're looking for more ways to build shop sales in the remainder of the season, you might try a "Can't lose" tournament among your membership.

Establish a minimum entry fee of \$5 for the golfers with the chance they can double their winnings. They can post as much cash as they want. If they finish high in the standings, they get the money. If they don't, they can take what the entry fee will buy in pro shop merchandise.

Several clubs in the Cincinnati area have tried this type of promotion with great success and have added dollars to their shop in the process.

Selling wine is all a manner of speaking

Sometimes selling that extra bottle of wine to a member or customer can often be in how you ask them about it.

Some sommeliers and waiters might ask the table if they wish wine with their meal. In terms of selling attitude, this gives the customer the right to turn you down on the option to buy wine. The wiser move may be to ask the member, "What wine have you selected for dinner." This way, the buying atmosphere is established and the chances of the customer deciding to purchase are somewhat better.

Semantics are just another trick a trained waiter or waitress can use to up the dinner check and get higher tips. The customer has to be influenced, though, to insure such results.

Mowing management can halt disease

John Hall, turf specialist at the University of Maryland, passes along this tip to superintendents. Often, mowers can do great harm to turfgrass during disease epidemics. Not only will the effect of mowing generally weaken the grass, but the operation can further spread the disease.

If there is a diseased area on your course, it is better to mow in that area last. Clean mowers before you take them back into healthy turf areas. Mowers are probably the finest disease spreaders ever devised. They not only drag spores over turf areas, but make wounds for fungal entry.

During times of disease on your course, remember planned and well thought out mowing habits are crucial to stopping disease.

Ease range shortages by member ball swap

Are you finding it tougher to keep up with your loses in range balls. One idea to help alleviate this headache is to establish an exchange program with your members or customers.

For instance, when golfers are wearing their balls thin, it might be time for them to turn in old balls for new ones. A ratio of nine to 10 old balls for one new one may be started by the pro shop manager.

Some members may turn in old balls just to get them out of their bags.

Managers must follow OSHA or pay penalty

Club foodservices around the nation fall under the rules and regulations of federal OSHA standards. That agency has released the following standard penalties for non-compliance with particular recording, recordkeeping and posting requirements:

Failure to post the official OSHA poster — \$50. Failure to maintain OSHA Form 100 Log — \$100. Failure to report fatality or incident in which five or more employees are hospitalized — \$200. Failure to post citation received at worksite — \$500.

OSHA reminds managers and other foodservice personnel these penalties will be assessed automatically and are not subject to reduction.

Proper appearance must for course crew

Golfers are always looking over your operation of the course. Your maintenance crew is often an extension of your business attitude. Their work directly affects your results, so it stands to reason their appearance reflects on you.

It might take a little extra time, but encourage your crew to keep their uniforms relatively clean when possible. Have them wipe off grass and dirt from their shoes when going in areas of golfers. Washing hands and face plus checking on grooming might be another daily duty.

Personal appearance of the crew can be a good public relations boost with the membership. Lasting impressions will give your golfers the idea you are running an efficient operation in every phase of your course management.