Over the last few years, the golf business has been shifting. With the industry becoming more and more complex every day with additional regulation by government agencies and the necessary management expertise essential to run a business, the day of the three prong management system may be phasing out. In some regards, the business may be returning to the way things were in the beginning when the club professional worked as hard on the course, as he did in the pro shop. All of the professional business associations in golf are attempting to get their members into such general management positions. Greatest inroads have been made by the CMAA. The PGA started a comprehensive program on the subject in the early part of the year and plans to expand it in the fall. There has always been a great interest in the general manager concept by the GCSAA. 

WHO WILL MANAGE? An in depth study of the general manager dilemma. Who will wield decision making power in golf business future — the pro, superintendent or club manager? Cecil McKay explores the realistic approach for getting the right person for the job. GOLFDOM then explores some general manager courses and clubs to round out the report.

OUR 50th YEAR, PART II Senior Editor Herb Graffis concludes the series on GOLFDOM and its role in the golf business. He specially highlights the parallel growth between the magazine, the PGA, GCSAA and the National Golf Foundation.

RISK MANAGEMENT: ALTERNATIVE TO INSURANCE Very few club operators take time to identify all the risks facing their operations and, subsequently, buy more insurance than they really need. Golf course consultant Richard Baker studies risk management, a new factor in the business, through a systemic overview for protecting club and course property.

GETTING A GRIP ON GRIPES How can pros turn a complaint into a satisfied customer and into more sales for the future? Pros around the country are asked about their methods for handling the tough customer.

NEWS OF THE INDUSTRY Club admission policies probed... Congress going after EPA, OSHA powers... course starts slowed in '75, '76 looks same... USGA offers new film on slow play to clubs... NFG field staff grows, as Holman Griffin moves to southwest... Pinehurst's No. 2 course to be restored... Fritz Myers to head E-Z-Go golf car unit... wine merchandising film free to club managers... Los Angeles golf exposition designed for public and club pros in fall... a Florida and an Illinois college give free regional OSHA consultation for clubs on federal grant... Los Angeles and Chicago serve as sites for this year's NGF public course operator workshops.