

Idea file

Resort courses profit from booklet

Resort golf course managers may be interested in "Accu-Shot," a 7- by 4¼-inch color booklet that provides a detailed map of trees, sand traps, and yardage from different locations on each hole on the course.

For example, the booklet shows a golfer that the fourth hole at Torrey Pines South course in San Diego measures 424 yards for men. But it is 202 yards from the front of the tee to the front lip of the second trap in the right rough. From the back of that trap, it is 176 yards to the front of the green.

Playing guests and persons in the gallery of major tournaments can use the booklet. Maps are drawn from photographs taken from a helicopter. The booklets are published and sold by Western Specialty Publications, Inc., 4501 Mission Bay Dr., Suite 1E, San Diego, CA 92109.

Custom cards increase leagues and outings

John W. Urban uses a highly successful method of increasing league and outing business at his Urban Hills Country Club, a semi-private facility in Richton Park, Ill. Every year he contacts from 60 to 70 companies in his area to solicit their participation in golf leagues and outings at his course. One of the things he offers: special scorecards imprinted with the name of the company or league. The cost of this little extra touch, he says, is more than offset by the increase in business.

Serving Coke? Be sure it's "the real thing"

If the bar, restaurant, or snack bar at your golf course serves a cola drink other than Coca-Cola, you'd better train your waiters, waitresses, and bartender to say so when a customer asks for "Coke".

Coca-Cola Co., afraid that its Coke trademark might go the way of "escalator" or "aspirin", has a team of 25 investigators who roam the country, ordering "Coke" to see what they get. They send test samples back to corporate headquarters in Atlanta, and if what you served was something other than the real thing, you may be sued. About 800 retailers, including Howard Johnson's have been sued for passing off other brands of cola as Coke without telling their customers.

According to the Wall Street Journal, Coca-Cola Co. spends more than \$2 million per year to operate this Trade Research Department — so you know they're serious about it.

A major tournament for average players

Nearly 2,000 golfers competed last year in the Met Net, a tournament sponsored by the Metropolitan Golf Association for those players with 8 to 24 handicaps.

The federation of 209 clubs on Long Island and in northern New Jersey, New York City, and four surrounding counties paired two-man teams who could use their handicaps. Each club selected two players after qualifying rounds from April 29 to May 30. Further competition reduced the field to 60 players who battled for the title June 21.

The final event was an armchair golfer's dream, featuring roving rules officials and large scoreboards.

Pro and superintendent must communicate

Most people in the golf business now appreciate the value of cooperation and communication between the golf professional and the course superintendent. In the most basic terms, the pro needs to know what's going on on the course, and the pro can tell the superintendent about problems he sees on the course.

Joe Black, treasurer of the PGA of America and head pro at Brookhaven Country Club in Dallas, told superintendents at the GCSAA convention in February how he and his course's superintendent, Quinton Johnson, do it.

First, they have coffee together at 10:00 every Sunday morning when both are in town. Second, they both attend full department head meetings every Thursday afternoon. Third, they meet once a year and review the entire 54-hole facility hole by hole, discussing what changes they would like to make. Black notes that the pro can be instrumental in helping the superintendent "sell" course changes to the board or management and to get more money for course maintenance.

Another good idea, Black noted, is for the pro and the superintendent to play their course together periodically.