We Must Embrace Change Before It’s Too Late

BY HEIDI VOSS

This column is dedicated to the late Tommy Pollard, his family and the team at The Federal Club in Glen Allen, Va.

One of the benefits of being a consultant is that the job never gets boring. You finish up one job and you move along to another locale and another challenge before you have the chance to become complacent. I love this. It keeps me on my toes.

Change, however, is not always seen in a positive light in the industry. In talking with many club managers, golf professionals and superintendents, they all bring up the lack of job stability in the club industry. I once heard that general managers of member-owned clubs stay an average of 18 months at a job. I think this is a little facetious, but it could still pass as a scary urban legend.

Superintendents are often only as good as the weather permits. When there are extreme conditions, there always seems to be a shakeup in the industry. Obviously, when all the grass in a county is dying it’s probably not because of a superintendent and his staff. Somehow boards and owners seem to miss this.

Speaking of change, I recently heard that a director of operations left his post at a club in New York to take a job at a club in Boston. Then the previous director of operations at that same Boston club took his replacement’s job in New York. Were both projects better for the change? Yes. And I say that because each person came into the new position with a fresh perspective and an attitude to make a difference. They both embraced the challenge. Both ownership groups were better for the change.

Change is often out of our control. While it can be caused by other forces, we must adapt to it.

Heidi Voss is the president of Bauer Voss Consulting, a club marketing consulting company. She specializes in new development, conversions from public to private and member buyouts. For more information, visit www.bauervosconsulting.com.