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*This statement is from an Economics Research Associates report based on actual operating data and interviews with hundreds of golf course superintendents, architects, engineers, contractors, irrigation equipment designers, manufacturers, and distributors. (We'll send you a copy of the Economics Research Report on request).

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Coming Events

Southern California Landscape Equipment & Materials Educational Exposition, Fanny Morrison Horticultural Center, Pasadena, Calif., October 18-19.
Pan American Hotel & Restaurant Exposition, Miami Beach Auditorium and Convention Hall, Miami Beach, Florida, October 29-November 5.
Oklahoma Turfgrass Research Foundation Conference, Oklahoma State University, Stillwater, Nov. 30-Dec. 2.
Texas Turfgrass Association Annual Conference, Texas A & M University, Dec. 5-7.
Virginia Turfgrass Conference, John Marshall Hotel, Richmond, Jan. 24-25.
Midwest Turf Conference, Purdue University, March 6-8.

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enter into it with a greater respect for the club and its facilities. Try it and see if it works with your teen-agers.

Kiddies have a place in the club too, and should not be overlooked with a Christmas Party of some kind. Clubs have run the extreme from huge budget, name TV entertainers to puppet shows and animal acts, but the kiddies enjoy it regardless of what you present. Cake or cookies, milk or punch in paper or plastic cups and holiday decoration are all they ask, plus their beloved Santa Claus to top off the affair. He can bring them an expensive gift, or a ten-cent-store-item and they will beam as the jolly old guy gives them their present.

Some clubs have added interest to children's parties with such things as having Santa arrive on a golf car, or in an antique car, or by a rented helicopter. But whether you make your kiddies' party simple or elaborate, remember one thing: If you want them for lunch, then keep your menu in line with children's interest and not too expensive. If you want them to stay for dinner, then plan your party after "nap time" so they can stay on, and if you want them for the party only, plan it so they will have to go home for their nap or dinner.

Should the kids parties pay off financially? I don't know. I think of kids as dealing in "futures." They are tomorrow's members, theoretically, and you cannot begin too soon to promote business in your club.

Christmas has traditionally been a day that clubs closed so their employees could spend the day with their families. But more and more are beginning to stay open, for the members too give their help the day off, most restaurants are closed, and they need a place to dine. How do you get your staff to work on this day? Well, we stay open and first we ask for volunteers who want to work. Then we offer "triple pay" through this method: Double pay for the holiday, and an extra day added to their vacation, or...
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