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Feedback

Whetted his appetite

Regarding the articles on golf course irrigation in your October issue, I would, firstly, say they are probably the best articles I've seen on the subject in a 'trade' publication. The articles are a vast improvement over what has appeared in publications of this type in the past. They are better because they are more specific and more truly informational and informative.

I would like to offer a couple of thoughts on how such articles might become even better and more beneficial to all phases of the golf irrigation industry.

What is desperately needed is more information on the economic factors relating to course irrigation. Why should an existing, professional golf course superintendent outside the GCSAA assume the stature of a professional association. Several criteria must be established:

1. The establishment of a more stringent Code of Ethics. What is the contemplated rate of amortization past. They are better because they are more expensive, to operate the new system. How expensive to operate the old system? How was the old system? What was the major factors relating to the final selection of equipment? These are just a few comments on what I hope come across as constructive criticism/comments. My experience is that many people associated with golf courses would likely these several questions answered.

Jack Donis
Irrigation Consultant
Eugene, Ore.

GCSAA none of the way

Recently, I had to make a decision regarding my continued participation in the Golf Course Superintendents Association of America. I was forced to decide on whether I should remain a member of that association or allow my membership to expire in order to concentrate my energies outside the GCSAA. I decided that for me to remain a member of a pseudo professional association compromises my own professionalism. Therefore, I allowed my membership to expire. I have done so in the hope that I can do more to further the professional golf course superintendent outside the association. Often, a reaction can be intensified or expedited by an outside, independent catalyst.

It is my opinion the GCSAA has lost the

impeStablished by Colonel John Morley. Inherent ideals established at Sylvania in 1926 by farsighted leaders have, apparently, been lost. The present leadership seems content with attempting to maintain the status quo. The GCSAA has, seemingly, more interested in the number of members than with the quality and professionalism of its members.

In order to establish the GCSAA as a viable professional association, several criteria must be established:

1. The establishment of a more stringent Code of Ethics. What is the contemplated rate of amortization past. They are better because they are more expensive, to operate the new system. How expensive to operate the old system? How was the old system? What was the major factors relating to the final selection of equipment? These are just a few comments on what I hope come across as constructive criticism/comments. My experience is that many people associated with golf courses would like these several questions answered.

Jack Donis
Irrigation Consultant
Eugene, Ore.

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in Feedback: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.
Inventory controlled by Kardex System

An efficient method of maintaining effective inventory control during the peak of your pro shop season is now available with the reliable Kardex System.

According to softgoods distributing genius Ernie Sabayrac, the system consists of a file of cards containing style numbers and descriptions of merchandise. Kept up-to-date, the system is the simplest method for quick inventory.

Sabayrac says the system should always be followed up by a weekly inventory, perhaps on a Monday, of the fastest moving items. Once a month a complete inventory should be taken.

Superintendents must learn when to burn

Several cases of fire code violations involving the burning of materials by superintendents or their crews have occurred this year. If you are thinking of burning anything, first check the codes in your area.

In many cases, the substances (for example, old pesticide bags) could give off harmful gases when ignited. Although you may realize this, your crew may not. Teach them the dangers of such actions.

Even trimmings and pruned branches might not be acceptable to burn, if your local codes don't allow it. Check with your fire department on whether open burning is allowed and at what times. It might save you a fine or citation in the long run.

Right words work for foodservice staff

When managers gather their new waiters and waitresses around them in orientation sessions, the emphasis must remain on what is the proper way for the foodservice staff to talk to the members/customers in a service atmosphere.

Relatively soon after the guest or his or her party is seated, the waiter or waitress should approach the table and immediately identify who they are. A pleasant way is, "My name is Sam. Would you like menus?" Congeniality remains the key as the server comes back for the order.

Foodservice personnel are your salespeople. They are the ones that will merchandise your specials of the day, new drinks, and desserts. Make sure they know what goes into the preparation of everything on your menu and that it can be conveyed to your guests.

Move your Inventory, consider trade-ins

If you haven't applied the practice before and are still beset with your '76 club lines, think about taking trade-ins of used clubs.

There may be a ready market for the merchandise at your facility. Beginners, juniors, and women starting out in the game usually don't have the money to invest in better equipment. Often, they aren't ready for such clubs anyway.

Getting more golfers is another part of the merchandising job the pro has to do. Move the existing stock by accepting trade-ins, get those used clubs cleaned and ready for the market of beginning golfers, and get more golfers at your facility.

Course buildings: custom plan them

Is a new maintenance building in your future? A new facility must be planned carefully to provide the most efficient use by you and your crew. Type of construction and location are the two prime considerations, according to superintendent Lee Webb from Crooked Stick Country Club, Carmel, Ind.

Webb's new maintenance building had several criteria to meet before the first stages were built: the location had to be central to all the course, but had to be out of play and far enough away so play was not disrupted. The location had to have a surrounding area for employee parking, an equipment wash-off area, fuel storage, grass and tree nurseries, and access for large delivery trucks.

Crooked Stick decided the best shape for its building was long and shallow. This design proved to be more efficient in the storage of large, self-powered vehicles.

New England fish add to club menu

Costs confronting the club manager and his foodservice today are on the rise, so the manager must find enjoyable, saleable items that won't ruin his profit margin. New England fresh fish may offer the happy alternative to escalating prices.

Even though there have historically been wide swings in the price of seafood, based on the amount of a season's catch, the manager can benefit by having proper knowledge of the harvest and how it can automatically develop economy and profits.

From a health standpoint, food experts have hailed fresh fish as a great health food. Heart specialists claim the polyunsaturated fats in fish neutralize harmful saturated fats contributing to high cholesterol levels in the blood.
Beyond the pro shop and its golf wear, retail shirt prices are scheduled to increase after the first of the year on the new styles, according to manufacturers. Significant increases in all price categories will occur in department and men's stores.

Top-line quality shirts will be in the $20-$22 range and it will be hard to find anything decent under $10. Indications are also good for the continued swing back to the conservative dress of several years ago.

With the fad move to leisure suits, knits, and other casual wear dying, fashion looks headed for a cooling-off period. It will be more expensive, though.

In spite of the number of hours Americans continue to spend running around tracks, playing tennis and golf, and sitting in the sauna, getting a workout and a sweat up won't keep off weight.

Any doctor will tell you exercise is important to stay fit and keep muscle tone, but working out will only supplement a thorough and well thought-out dietary plan by your physician.

Planned programs are the key to successful weight loss. Your personal doctor is in the best position to judge what you need to do to lose that weight.

In recent years, the Internal Revenue Service has been looking for additional areas to generate tax revenue. Indications are that now fringe benefits, which for years have gone relatively unnoticed, are coming into play for the agency.

For example, if your club is involved in paying your way in a permanent life insurance program, you may in the future be paying some tax on the premiums. Many businesses, clubs and other golf facilities included, involve their employees in group term insurance, which is tax favored.

What other fringe benefit areas the IRS is looking into at this time is unknown, but the extras you get from your employer may not be tax-free in the future.

Although TV advertising would lead you to believe a bill-consolidation loan will answer all your money problems, chances are good such practices will cost you more in the long run and lead to further cash mismanagement.

There have been cases of middle- or lower-income families that have utilized consolidation loans and have found the effort turned out to further destroy their ability to pay. Increased inflation throws the monkey wrench into such plans, as families mortgage their future incomes and then get caught in the throes of recession economy.

As with any loan, be sure to take a long look at the repayment period and how much the interest will cost you in the long run. Don't extend yourself too far.

If you are looking for a second car, remember that even if it was just driven to the golf course on Sunday by that little old lady from Pasadena, you should check out the car yourself to make sure you aren't getting a lemon.

When you go out to shop, wear old clothes. Chance are good you will get dirty, searching for all those telltale signs of age. The primary rule of thumb is to always shop in good weather. Rainy weather will hamper your ability to crawl around and under the car.

You don't have to be a crack mechanic to search for the signs of wear, but be sure to examine the body for rust spots and any other signs of deterioration. Be on the lookout for signs of spray paint hiding body flaws.

Preventative dental care can keep you out of the dentist's chair and away from big bills. The biggest cause of most tooth problems today remains gum disease. Periodontal disease can strike at any age, but proper brushing and flossing — plus visits to the dentist for checkups — will stem the tide of cavities also.

Full-mouth X-rays are important to establish what damage cavities may have done to teeth. Plaque, a sticky, transparent film, is the biggest enemy to stop in halting periodontal problems.

Thorough brushing and flossing remain good protection against tooth decay.
How to make your board see the value of new turf equipment.

Convincing your Board of Directors that new turf equipment is a necessary and sound investment can be one of your most difficult tasks. They don't always see the benefits behind such a purchase.

And as good businessmen, they won't commit the money until they're sold on the expenditure. So when it comes time to face them, here are some of the things you should point out.

**Point #1: The Duffer Demands More.**

Today's golfer is more sophisticated than ever before. He has seen, and many times played, some of the finest courses in the world. He recognizes the value of a good course. And if yours is sub-par, he'll go elsewhere.

With this more sophisticated golfer comes the need for more sophisticated golf course maintenance. Heavy player traffic has increased the work required to keep the turf in top condition. So jobs that were once optional are now mandatory. Where spiking a green used to be sufficient, today it also needs deep aeration.

All this dictates the use of specialized equipment that wasn't available ten or even five years ago. Equipment that will enable you to build and maintain a top flight course, and help avoid special turf problems that could prove extremely costly.

**Point #2: Machines Do More.**

In the past decade, the price of labor has tripled. The same number of men must do more work in less time to give you the same value for each labor dollar invested. Mechanized equipment allows you to trim hundreds of unnecessary man-hours. One man can now cut more sod in an hour than six men used to cut in six hours. Or that same man can aerate 18 greens in a few hours instead of a few days.

New engineering concepts coupled with precision machinery means he'll do a consistently good job. You get better results and fewer occasions when a job must be redone.

And your turf equipment is dependable; something your labor is not. You get an accounting break over a period of years. At the end, it's like owning a piece of free machinery. One that will continue to save you money long after you've paid for it.

Which brings us to the third point.

**Point #3: Longevity Makes Them Worth More.**

Equipment life should be a prime consideration when you select a manufacturer. The longer a machine works, the more it does, and the less maintenance it requires, the better your investment. And here's where we'd like to put in a little plug for Cushman and Ryan turf equipment.

Both lines of machinery are built to last... and last. It's not unusual to see a piece of Cushman or Ryan equipment still doing its daily chores after ten or fifteen years of use. We believe the idea of "planned obsolescence" should be obsolete.

But performance is just as important as longevity. A Cushman Turf-Truckster and its accessories give you the capabilities to transport, spray, spike, dump, aerate, and top dress... all from one power source.

Ryan offers a machine for almost every turf task. Equipment that does a better job, in less time, and with a minimum of maintenance. For over 30 years, all Ryan equipment has been built with three goals in mind: quality, performance, and innovation.

If "A Day With the Board" is in your future, we'd like the opportunity to tell you more about the full line of Cushman and Ryan Turf equipment. Write to us and we'll send you our catalogs, full of detailed product information. Information that may help you open a few eyes to the value of new turf equipment.
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Marketeer’s tank like body is made of diamond plate steel, eliminating expensive plastic body repairs. Our golf cars take the daily customer abuse and are easy on your turf. They’re safe too, with automotive brakes in each rear wheel and foam rubber seats for added comfort.

Marketeer golf cars are priced right, for lease or sale, to help you make a bigger profit. For detailed information, call direct or visit your nearest Marketeer dealer. Let us prove our golf car on your golf course.

Photographed at Fort Erwin, California. 60 Ton M48A5 Tank, courtesy 1st Battalion, 185th Armor, California Army National Guard, San Bernardino, California.
It was a monumental task to organize, but the first meeting and establishment of the new Allied Associations of Golf (AAG) went off without much of a hitch last month in Chicago.

Two years of conflicting schedules, lack of organization, and indifference on the part of several associations, which eventually decided to join anyway, had blocked any significant effort to get all the groups that deal with the game and business of golf around a table to discuss their mutual interests and problems.

Not everyone showed up in the end, but enough did make the meeting at the O'Hare International Airport that this time it worked.

Coordinated by Golf Course Superintendents Association of America Executive Director Conrad Scheetz and his counterpart in the National Golf Foundation, Don Rossi, the summit eventually included representatives from the Professional Golfers' Association and its Tournament Players Division, the Club Managers Association of America, the United States Golf Association, National Club Association, American Society of Golf Course Architects, and the Ladies PGA.

Marshall Dann, executive director of the Western Golf Association, was brought in as chairman and moderator of the session, which lasted the entire day.

In what served as a getting-to-know-you period, each association presented its programs and problems for the coming year. Prominent in most of their presentations was the continually rising cost of club operations.

Speaking for the CMAA, President Harry Gray talked about the membership problems his organization has run into and the expansion project it has in the works. Emphasis is still on the general manager concept, something about which the CMAA has been at odds with the other associations.

Scheetz also talked about the membership problem the GCSAA was having, attempting to get more superintendents into the association. Biggest area of concern for the turfgrass people in the coming year is the growing amount of government regulation on the horizon — most notably OSHA, EPA, lack of greenbelt legislation, and the development of new chemical restrictions.

Restrictive admissions policies were on the mind of National Club Association's Executive Director Jerry Hurley. Hurley discussed his group's attitude on a recent case concerning California's Bank of America and its dropping of all corporate payments for its employees at private clubs. Hurley dubbed this an overreaction to "trial balloons" the Department of Labor has let rise on its policies concerning sex and racial discrimination at private clubs.

Mark Cox, executive director of the PGA, took a mild approach to the problems facing the industry. He said the PGA did not look at the issues as "severe." He pointed to the steady rate of increase in PGA membership, but failed to note the problems the association has had getting jobs for members in the last 2 years.

High costs were also mentioned by Cox, who cited a higher minimum wage as a real evil for the club professional. Cox pointed to the fact that as costs increase,
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