

Sierra-Nevada Golf Course Superintendents Association Seminar

Cost Saving Presentation - Money Management - Marketing

Proposed October 1979

Subjects to be presented are below. All speakers will be professionals in their individual field of cost savings.

Your view on the subjects would be appreciated. This will be a two day seminar with dinner on the first day and lunch on the second, included in registration fee.

The registration fee will be \$75.00 and limited to the first 60.

Dr. Joseph E. Howland, Professor of Turgrass Management, University of Nevada, Reno 89500 would like you to fill out the following and return if you are interested.

TENTATIVE REGISTRATION S.N.G.C.S.A. Annual Seminar Proposed October 1979

Plan to attend Yes No Opinion _____

Name _____

Address _____

City _____ State _____ zip _____

Telephone area code _____ number _____

PROPOSED UNR MONEY MANAGEMENT/MARKETING meeting with SNGCSA --Oct '79

1. How to get more for the Buck - The trend is ominous: Cutbacks in budgets are inevitable almost every where, with contract maintenance offered as the solution. Somehow superintendents who survive will discover ways to cut the cost of upkeep thru increased productivity of the dollars allotted to him in the annual budget.

This is no time to sit back and watch your job disappear with the signing of a maintenance contract! Let's learn all we can about how to stretch those dollars!

2. Who says I have to OWN it! - Sure, it's nice to own equipment, have it sitting there so you can use it any time you want. Costly, luxury, too, no, you say, essential. But are you so sure that you couldn't survive if your job depended upon learning how to use shared equipment for all but the most common routine jobs?

How do you suppose a banker would resolve the equipment need? Or a marketing man? We need some fresh thinking to come up with fresh ideas--and we need an open mind when we hear these fresh ideas that

may so shock us "with their absurdity" when we first hear them.

3. What's best for me in the alternate ways the course could finance labor-saving equipment? - You know the problem: Trade off of \$\$ for new equipment in return for dropping a man or two. When at the same time the standard required in maintenance is bumped another notch or two "since you've got that fancy new equipment that saves you time."
4. Why an I not open 24 hours a day? - Scarey idea! But the investment and upkeep costs go on all 24 hours every day all year long. What uses other than golf could you serve if you so chose (or were forced to do to keep your job)?

A golf course is a business, but golf doesn't have to be its ONLY business. Any more than IBM doesn't have to make only typewriters!

5. How a marketing man would go about getting more people to use his golf course - You've tried all the tried and true ways to get more people to play your course. Listen to the ideas of a marketing expert who doesn't know all the ways "that won't work, believe me!"

You've got nothing to lose by listening. Except maybe some prejudices that are causing you to risk losing your job to a maintenance contractor who can live with the too-low budget caused by the lack of play your course is getting.

6. What would 10% more do for Me? - What if you could find a way to get your golfers to play 11 rounds for every 10 they play now? What would be the dollar income to you after any extra expenses involved were deducted?

Getting 10% more business out of your present customers is a classic problem for the marketing expert. Let's hear how he'd go about it if we had the kind of money it takes to hire one of these experts that get US to buy 10% more of whatever it is they are asked to sell!

7. How can I survive when the Muni charges so little! - There's always going to be someone ready to charge less than you. Don't let the easy way out--"He's subsidized by the taxpayers"--blind you to how you'd go after any tough competitor: You'd pull out all the stops and trumpet the ADVANTAGES you alone offered.

Too many of us never take the time to think thru just what it is that we alone offer, that we ought to talk about continually as our unique offering that makes it a good buy to use us even tho we are at first blush "expensive".

Did Scotts, or Toro, get where they are by crying in their beer because their competition was on the market at so much, lower a price? They convince us by talking about unique advantages for us.

8. Am I hiring people with enough curiosity? - You know the problem: Despite all your efforts during the interviews, you get too many misfits, too many people that soon quit or get fired. There has to be a better way to size up people.

Natural curiosity is something people can't fake for an interview. But how do you find out about it? And where should you conduct the interview? Is it important to interview both husband and wife?

How much does it cost you when you make a mistake in hiring? Would you like to bet that you are wrong--that it's five times as much.

SPEAKERS: We guarantee you that you won't hear a single speaker you have heard before! We're as tired of the same crowd, with the same old "message", repeated at every superintendents' meeting for the last ten years.

You will hear working experts, experts in their fields (none claim to be "speakers"--and they definitely are not what you'll hear on the lecture circuit we're exposed to year after year) All have agreed to meet with us because we have been able to intrigue them with this possibility to expand their own expertise and interest by meeting with us, exploring together possible new ideas that could resolve the dollar crunch bringing on the contract maintenance replacement for the Golf Course Superintendent.

EXPERTISE WE'LL PROVIDE YOU

1. Zero-base budgeting. - It is used by industry--and an ever growing number of cities and states. Our expert has been involved in many of these. It's a real dollar-stretcher!
2. Finding money. - Nobody knows the ways like a banker! And nobody needs to loan money more: That's the lifeblood of his business.
3. Marketing. - Hurts us to think we need marketing. Like a bar of soap or a candy bar. But we are no more essential than they, hateful as it seems. A manufacturer doesn't just give up when costs drive him out of business: He does a marketing job to get enough more business to cover the new costs.
4. Recruiting - Nobody bats 100%. But some people do far better than others. Tho he has never hired anyone for a golf course, the system is worth a try by anyone who has hired a "clunker".

IF YOU ARE INTERESTED BE SURE AND MARK THE FORM AND GIVE

DR. HOWLAND YOUR OPINION OF THE SEMINAR. THANK YOU.