

Birth of a Video

by Jerry Mach
Lake Bluff Golf Club

I suppose it started 3 years ago when over 50% of my crew did not return. This meant that on many occasions I could not send a new man with an experienced man, and this alone can take a year off of your life. Instead of (in the Spring) just one machine in a sand trap, creek or pond, the multiplier of calamities was increased by 6!

As in all Springs, finishing up last year's "Project", cleanup of your course and the inference of golfers summertime expectations in the second week of April. I fell behind and could not provide individual training until well into May. It was at this point that I realized a Video, with even just the basic jobs, could have helped a lot.

Some men can do, and yet can not teach or didn't care to explain the finer points of greens cutting or trap raking, for example, and I realized a video could.

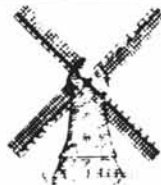
Another thing we have all noticed is that until a man conquers the fear of the machine or the fear of doing a bad job, it is very hard to explain those "Finer Points". This is where the video could have great merit. Play it before he starts the job and then play it again a week or two later where the atmosphere is free of the pressure of the actual job. Made sense to me, but the following year I had only 1 new man to break in and I procrastinated that I just could not make the time and did not have the expertise with a camcorder to achieve my goal. Fortunately, a Professional Videoman liked my idea and volunteered to come to the golf course at 5:30 a.m. to set up, and shoot the different jobs as they were being done.

Three days of shooting, seven days in editing, ten days of dubbing in English and three days to dub in Spanish, produced two 30 minute tapes. They cover cup changing, greens cutting, trap raking and golf cart maintenance in what I consider a generic approach.

Two private clubs and two public course Supers have rated it "8" or excellent on it's content (all have ordered the Spanish version) and I am pricing it at \$39.95 (plus \$4.00 shipping and handling) or \$80.00 for both (free shipping and handling).

Since my wife, daughter and son have all contributed to this endeavor, I have named our group MACH IV Productions, P. O. Box 543, Wauconda, Illinois 60084.

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